

Cambia el Estatus Campaign

The Cambia el Estatus (Change the Status) campaign utilizes social media to address and change current perceptions of domestic violence (DV) among young adults within the Latino immigrant community.

A 2011 Pew Research Center Internet and American Life Project study shows that Latinos are more than twice as likely as white non-Hispanics to use Twitter.¹ Engaging young adults through Facebook or Twitter can be an effective way to make DV unacceptable among this population.

The New Mexico Coalition Against Domestic Violence (NMCADV) and the Hispanic Communication Network (HCN) joined efforts to create a new approach towards addressing the epidemic of domestic violence (DV) in Latino immigrant communities. Unlike traditional DV campaigns, Cambia el Estatus (Change the Status) does not target victims or perpetrators. This creative approach leverages social media as the featured vehicle of communication where perpetrators, victims and select community members post what they're truly thinking – sentiments and experiences with DV that most people would never post in public – to capture attention and generate strong responses among young Latino immigrants ages 18-25.

Ultimately the goal of this initiative is to change perceptions among young adults by getting their buy-in once they recognize that DV personally affects them, their families, children and community in negative ways. Research was conducted to develop this unique Spanish-language campaign by:

- Interviewing DV experts from around the state whose insights were instrumental to the first phase of the project design.
- Interviewing at least 12 consumers representing the target audience.
- Collecting data from the **Changing Perceptions Among Young Latino Online Survey** as distributed by The Network.
- Incorporating findings from an additional survey given to an already intolerant to domestic violence group.

Últimas Noticias

¿En qué piensas?

David Monroy
¡Preparándome para una gran noche! Hasta que me emborrache. Después de unos tragos me pongo agresivo y no me importa si lastimo a alguien.

Marisela Macias
¡Miren mi foto! Traigo mis nuevos lentes de sol. Perfectos para tapar esos moretones que siempre me deja mi novicito.

Esther Villa
<-- ¡Hermosas flores que me trajo mi marido! Son su disculpa por todos sus insultos y gritos. ¡No lo vuelve a hacer!

Raúl Caballero
Hijooooo. ¿Por qué mi novia se pone tan difícil cuando le doy unos golpecitos? Una verdadera mujer se dejaría.... ¡Mi madre siempre lo ha hecho!

La violencia doméstica afecta a toda la comunidad. Eso te afecta a ti.

CAMBIA EL ESTATUS.

¿Quieres saber lo que pasará con estas historias?
Visita www.cambiaElEstatus.org

Todos los permisos y fotografías que aparecen en este sitio son de Internet. Cualquier parecido con la realidad es pura coincidencia.

Este proyecto fue financiado por la convocatoria número 2010-DC-00172, otorgada por la Oficina de Asesoría para la Justicia, la Oficina de Asesoría para la Justicia en parte de la Oficina de Promoción de Justicia, que incluye la Oficina de Estadística, el Sistema Nacional de Justicia, la Oficina de Justicia Social y Formación de la Comunidad, la Oficina de Asesoría, la Oficina de Apoyo, Seguimiento y Monitoreo de Intervenciones Comunitarias, y la Oficina para Niños de Color. Los gráficos de texto y imágenes representadas en este sitio pertenecen de sus autores y son representados sin garantía alguna por parte del Departamento de Justicia de los Estados Unidos.

Cambia El Estatus campaign was designed based on conclusions of the focus groups:

- DV affects everyone in the community.
- Not just Latinos tolerate domestic violence.
- DV may be passing down within a family, but it is not part of the culture.
- DV affects all races.
- Women are standing up against domestic violence.

Event Planning Details

The beauty of this campaign is that it is ongoing and can be used as an educational prevention tool. Many of the resources and materials for use in the campaign have already been developed, including video and radio spots as well as posters and ads. Costs to campaign organizers depend upon the extent and intensity of the initiative. Finding venues to strategically place the awareness materials or air the PSAs could be time consuming and will vary from community to community. Cambia el Estatus can be most successful and impactful by including everyone – staff, volunteers, Board of Directors, leaders from the Latino community, coordinated community response teams, etc. in the planning, marketing and spreading the message of the campaign.



Contact Information

To access the campaign video and other materials, visit www.CambiaElEstatus.org.

¹ <http://pewresearch.org/pubs/2007/twitter-users-cell-phone-2011-demographic>