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## Using Facebook Live to Raise Awareness About Abuse and Available Resources

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Using Facebook Live to Raise Awareness About Abuse and Available Resources

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### **Abstract**

Community Solutions is a non-profit organization that works with victims and survivors of domestic violence, sexual assault, and human trafficking. The agency provides programs and support for children, individuals, and families in San Benito and Santa Clara counties. The macro level problem is people lacking education and awareness of the types of abuse which can potentially increase the abuse rates in the community. The micro level problem is cases or incidents of abuse or assault are unreported. The project purpose is to provide the community with an online resource where people can educate themselves and increase their awareness on topics of abuse, trauma, wellness services and other prevention support programs. Using online platforms such as Facebook is one of the few ways to create an outreach effort to help the community with resourceful information and tips on abuse and assault. This capstone project provides information from Community Solutions with resources, outreach programs and support for the community for those who have been victims, and to educate and create awareness within the community. This agency will continue to hold bi-weekly Facebook live segments to educate and support the community.

Keywords: *Trauma, Abuse, Awareness, Community, Educate*

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**Agency information**

Community Solutions for Children, Families, and Individuals is a nonprofit service provider established in 1972 as a drop-in center for teens (Community Solutions, 2017). Their mission is “To create opportunities for positive change by promoting and supporting the full potential of individuals, the strengths of families, and the well-being of our community (Community Solutions, 2017). Their vision statement for their clients is “creating a change in people’s lives and creating opportunities for everyone (Community Solutions, n.d). They are located in 4 different locations, San Jose, Morgan Hill, Hollister and Gilroy. The main office is located in the Gilroy location.

The population served are children, adolescents, adults, elders, and survivors of domestic violence. According to the agency’s most recent 2018-2019 reports, the population served includes mostly females who are 18 years old or older (Community Solutions, 2017). Community Solutions services include support programs for those who have faced mental health problems, substance abuse, domestic violence, human trafficking, and trauma. Other services provided include outreach for schools or the community and an anonymous hotline for survivors of sexual assault, domestic violence, and/or human trafficking that is available 24 hours a day, seven days a week, throughout the year (Community Solutions, 2017). Community Solutions provides clients with three different programs: 1) wellness and recovery-based behavioral health services, 2) empowerment-based domestic violence and sexual assault services, and 3) strength-based prevention and intervention services (Community Solutions, 2017).

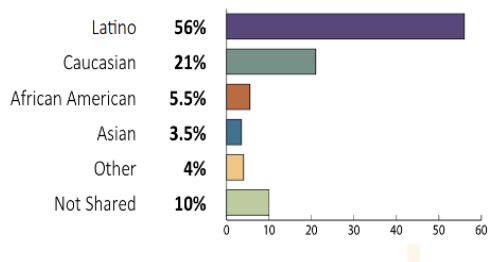
Community Solutions has several partners, one of them is First 5, an agency that works with children from ages 0-5 who are dealing with mental health issues that affect their daily lives emotionally and socially (Community Solutions. 2017). They also work with Hollister and Gilroy Innovators who are groups of any age who work with the community to create a safer community (Community Solutions, 2017). Another

partner whom they work with is In Touch with Teens. This is a program for school-age teens who are dealing with bullying, harassment, oppression, and others who receive help through workshops with their parents (Community Solutions, 2017).

**Communities Served**

Community Solutions is a non-profit organization that helps many people in need of their services. The communities they provide services to are in San Benito County and Santa Clara County that include Hollister, San Jose, Morgan Hill, and Gilroy. According to the Community Solutions 2018-2019 financial report, the majority of people served are adults 18 to 64 years old (2019). The population whom they serve the most is Latinx, making up 56% of the population served. The second highest would be Caucasians at 22% (Community Solutions, 2019). Table 1 shows the race/ethnicity breakdown of the population the agency serves. Additionally, the majority of people seeking help from the agency are females at 57.5% with males at 40% (Community Solutions, 2019). This is due to females experiencing sexual abuse, domestic violence, or assault more than men. It is reported that 1 in 4 women in the United States will be raped by an intimate partner in her lifetime as to men, 1 in 10 have experienced rape. (Huecker MR, Smock W. Domestic, 2020).

Table 1. Race/Ethnicity



The people who are being served in the agency are children, adolescents, adults, elders, and survivors of domestic violence. They are people who are under the poverty line working or going to school to find better futures for themselves or their children. Many are children who need support from their parents in order to overcome any trauma or abuse in their life. Parents could be drug addicts dealing with mental illness or trauma and/or being homeless. “National estimates are that roughly 80% of homeless mothers with children have previously experienced domestic violence” (Puello, 2019).

In Santa Clara County many do not have stable jobs or cannot obtain job opportunities due to low education levels. In this county 88% of the population have a high school or higher degree, and 51.3% have a bachelors or higher degree (U.S. Census Bureau QuickFacts, 2019).

**Table 2.** Population in country, state, county, and agency

|                         | Community Solutions | Santa Clara | California | United States |
|-------------------------|---------------------|-------------|------------|---------------|
| Total population        | 5,872               | 1,927,852   | 39,512,223 | 328,239,523   |
| White                   | 21%                 | 52.5%       | 71.9%      | 73.3%         |
| Hispanic/Latino         | 56%                 | 30.6%       | 36.5%      | 60.1%[1]      |
| African American /Black | 5.5%                | 2.8%        | 6.5%       | 13.4%         |
| Under 18 years          | 15%                 | 21.6%       | 22.5%      | 22.3%         |
| Over 65 years           | 2%                  | 13.9%       | 14.8%      | 16.5%         |
| Poverty rates           | N/A                 | 6.1%        | 11.8%      | 10.5%         |

U.S. Census Bureau QuickFacts, 2019

**Problem Description**

The problem within the community is that many cases of abuse or assault go unreported for many reasons. A few contributing factors to the problem is the lack of awareness and education on topics of abuse, sexual assault, domestic violence, and human trafficking. Many may not know what these topics really are, and how serious it can be for some individuals. Other factors are cultural norms and expectations. An example, in the Mexican culture the husband/man is the head of the house, while the woman has to follow certain expectations and rules while being married (Zimmernann, 2017). In this culture the male is seen with authority and masculinity which allows him to slab/beat his wife for misbehaving or not having chores completed. Other factors are due to immigration status. Many choose not to report their abuse due to fearing their batters. Not enough knowledge regarding these topics can discourage the person to seek help in fear of being deported. Therefore, some of the consequences due to these factors can result in being homeless, developing mental problems which can impede their ability to function and/or have their children be part of the cycle of abuse.

**Project Description and Implementation Process**

**Project Title: Using Facebook Live to Raise Awareness About Abuse and Available Resources**

Community Corner project is an educational marketing awareness intervention that aims to help the community access agency information and how to receive help or the resources they need. Through Community Corner we created a virtual space throughout the social media account of Facebook Live for the agency to connect with the South County communities in Hollister, San Jose, Morgan Hill, Gilroy (and beyond). The segments will be in a “Q&A forum” for Community Solutions staff members to respond to questions from the public, with the intention to educate and create awareness around the topics of intimate partner abuse, sexual assault, and human trafficking. The segments will be offered twice a day for participants to discuss the session topics at 4:00pm in Spanish and 6:00pm in English every other Tuesday

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beginning October 27, 2020. Throughout these segments I gather information by researching the topic for the weeks I was assigned while rotating with my project partner on leading a topic for the week of the Facebook Live. Preparing for the segment I gathered information from views, comments, and likes to input onto an excel spreadsheet to visualize how the viewers increased from the time it was first published.

**Project Justification:**

The goal of this project is to bring in resources and awareness to the community by providing a new resource online. Due to COVID-19 and the in-person restriction it has allowed the agency to create a new online program for everyone to benefit from their services and resources. The benefit of coronavirus according to Hong Luo and Albert Galasso has been learning new ways of marketing a business, learning more about technology and most importantly keeping the people safe while still providing them with what is needed (2020). Providing resources online will allow the agency to continue to educate the community and allow people to view the forums, ask questions, view motivational posts, and support victims through social media platforms, as well as spreading awareness to a broader audience.

Using Facebook we have been able to achieve what they are looking for. The start of the program is to educate and spread awareness on topics that are not commonly talked about. Also, to offer resources through these two platforms by making live streams to help the community. The long-term objective of the project was to bring awareness to the community of abuse, to help reduce the number of cases of domestic violence, sexual assault or any type of assault especial for women. This is important, given that 1 in every 6 women (primarily between the ages 16-24) has been a victim of assault (Victims of Sexual Violence, n.d).

“A major transformation in 2021 as companies adopt the latest technologies to find new customers, improve their supply-chain efficiency, and provide more personalized user experiences to their clientele” (Williams, 2020). The agency’s social media account on Facebook will be used to communicate with participants on how to address domestic violence, sexual assault, teen dating, etc. including useful tips for



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knowing signs as abuse, helping others find support, and link resources for anyone who is interested.

“Creating content, scheduling content with your followers is vital for a marketing strategy (Williams, 2020).

The project will address new topics every two weeks including a Live Q&A that will provide information on topics such as domestic violence, sexual assault, teen dating, human trafficking, and stressors.

### **Participants:**

The individuals who were part of the project were staff members from Community Solutions including domestic violence, sexual to violence directors, sexual to violence therapist. Their role was to answer questions on the live Q & A segments depending on the topic and their area(s) of expertise. The coordinator and host of the segments were in charge of overseeing this project by providing feedback and guiding decisions regarding the topics being addressed. The participants expected had mainly been women but also men, families and young adults. Other than women, we also expected young adults who are in college to join us for teen/young adult dating violence segments. According to the Centers for Disease and Control Prevention (CDC), “about 1 in 4 women and 1 in 10 men have experienced contact sexual violence and/or (?) physical violence by an intimate partner in their lifetime (2020). Alejandra and I participated during the live sessions, working behind the scenes collecting data during the Q & A, researching content for the next topics, gathering information, creating surveys, and keeping track of views.

### **Resources:**

The resources that are needed to implement this project include the agency’s Facebook and Instagram accounts which will provide the platforms for the live videos. A Zoom account will be needed where the host and staff guest will be recording their segments so they can be broadcast through social media. In order to create posts and content Canva will also be needed. Canva is an online website to create content with many different templates and other fun tools to create posts, videos, and presentations (Canva.com). Every Tuesday at 10 am we will be meeting to discuss the topic and what will be needed for the segment. My role as an intern is to gather information from articles that are reliable sources or scholarly

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articles Tuesdays before the live segments. The agency currently has a budget of \$15,000 for this project.

The money is being used for equipment such as lights, microphone, camera, and promotion boost on Facebook which is an ad for those who are not following their account on Facebook. Community Solutions pays \$250 per post so it can be shared to bring in more people to the live segments.

### **Challenges/Obstacles**

Throughout the project there were a few challenges completing the project. On a few occasions we had staff members not willing to be part of the segments. This delayed our times and weekly meetings in order to have preparation for the segment completed. During a few of the segments we had some complications with staff and interviews were canceled due to personal reasons. This caused some frustration between the mentors and the interviews because it was a short notice. Another challenge was having the Facebook live segments interfere with a class that met at the same time. Through many discussions and accommodations the best option was to have other staff members from the agency do my partners and I's part on keeping track of the viewers and comments and direct them to the host, Adriana.

### **Scope of the work**

This project will be carried out in four phases that include planning, implementing, assessing and reporting on the findings. The activities include four major components: first discussing the capstone report with mentors as well as arranging meetings and creating posts starting Oct 2020. In phase 2 we will discuss and create topics for the segments from Oct- Sept 2020. Phase 3 implementing, we will create content, research topics, create posts, and practice interviewing staff. In phase 4 starting Oct 2020- May 2021 we will be documenting statistics from the live segments. Lastly, in phase 5 we will report findings and prepare for the capstone festival. The project will begin in October 2020 and conclude in May 2021 with 2 sessions in Spanish and English every two weeks until April 2021.

### **Project Assessment Process**

**Expected Outcome**

Throughout the process of creating Community Corner, the expected outcomes have been established for this project beginning with the creation of a Facebook account that has been linked with a Zoom account to deliver a live Community Corner segment every other week. The segments are based on gender-based violence, safety relationships, awareness on human trafficking and other related topics. As a result, the outcomes include viewers learning at least one fact about gender-based violence and at one new resource, a way to help a victim, or how to talk to a loved one to prevent or help someone impacted by gender-based violence.

**Assessment Measures and Method**

Working on community corner has a few components to follow in order to assess the measures we expect. Gathering ideas about the topics is the first step. By gathering ideas we created a three month project plan in advance. This includes contacting the interviewee, researching the content for the segment, and developing questions three weeks before the actual segment occurs. Once that was established we proceeded to measure the outcome by Asking the host of community corner questions and view the analytics from Facebook. In an interview format, a few questions were asked to the host to describe what worked for the segments and what did not.

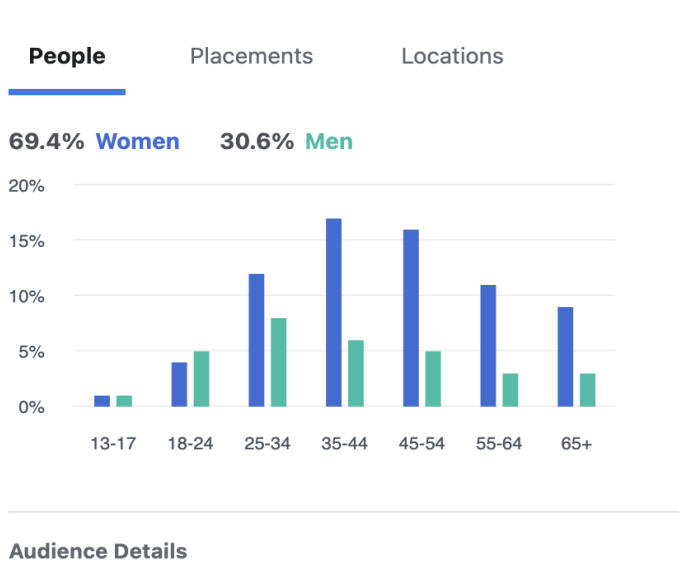
Table 1.1 Outcomes

| Short term outcome(s)   | Intermediate outcome(s)  | Long-term outcome(s)/ Impacts                                 |
|---|--|---|
| 1. Knowledge gained about gender-based violence.<br>2. Knowledge gained about at least one new resource, way to help, or how to talk to a loved one to prevent or help someone impacted by gender-based violence. | 1) Increase in survivors reaching out for services<br><br>2) Increase of reporting incidents of violence | Reducing gender-based violence (HT, SA, IPV) in the community |

### Findings and Results of Assessment Process

From the start of the Facebook segments until April the outcomes we anticipated have been accurate. We expected the community of Holister, Gilroy, Morgan Hill, and San Jose to have more resources and bring awareness on topics of intimate partner abuse, domestic violence, sexual assault, and human trafekking. Through our findings, we concluded that during the Facebook live segments not many people would show up to the event while it was live. Only about 20 views or less were active during the event. Once the video was on the page, more interactions increased throughout the weeks. The videos would reach over hundreds of people as time went by. Most of the audience were predominantly women who viewed it.

Example table 1.1 Audience April 2021



Another finding we learned was that more people interacted and attended the spanish segments than in English. Some possible answers for those outcomes would be the Spanish segments were at a later time compared to the English which were at 4pm. Also, most of the community was hispanic or spanish language speakers. With the amount of people watching the videos we can conclude that Community Corner has increased awareness and knowledge on topics of abuse and assault. Based on the views we can assume

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viewers gained at least one fact about gender-based violence, different ways to help others in the community, and how to access resources Community Solutions provides.

### **Recommendations**

With Community Corner we created a resource for online users to interact and be educated on important topics. Bringing this resource to Community Solutions has been very helpful and useful for many. Though a social media account on Facebook many have been able to learn about violence, assault and human trafficking along with other gender-based information. While this resource has been very helpful it would be great to expand it onto another social media platform such as Instagram. If the agency decides to incorporate Instagram as another source of information to spread awareness and information and import topics it can help many more people. Instagram would target the younger population, those would be teens and young adults who primarily use this platform. Another recommendation I would suggest is changing the times. Perhaps changing the English segment to another day or at a later time. Many may be getting home from work and other things around 4pm. Having a later time gives the people time for personal things and then browse these accounts.

### **Conclusions and personal reflection**

Throughout this project I have learned many valuable lessons. I had the pleasure of being part of Community Solutions and working with a partner on this project. Working with another person was a great experience to expand my communication and collaboration skills. Throughout the process of creating, describing the problem, implementing and describing what needed to be done was a rollercoaster. There was miscommunication and little knowledge on how to proceed with the project. My mentors, Erica and Adriana and both myself and my partner, Alejandra were new to this experience. There were no expectations or requirements to meet since it had been the first project on a social media account the agency brought. Reflecting back on my experience and how I contributed to the project I certainly can be proud and happy with the outcome. I was able to share my thoughts and ideas, have professional communication with my

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mentors and be open-minded. I learned to take both positive and negative feedback in a good way. This is a learning experience, everyone makes mistakes and learns from them for our future endeavors.

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### Appendix

| Table: 1 Scope of Work  |                         |     |  |  |                      |
|---|-------------------------|-----|--|--|----------------------|
| <b>Title:</b> Providing an educational outreach and creating awareness around the topics of Intimate Partner Abuse, Sexual Assault, and Human Trafficking.  |                         |     |  |  |                      |
| <b>Project description:</b> Community Corner will be a space to connect with the South County; San Jose, Morgan Hill, and Gilroy community and beyond through Facebook live Q&A segments between a host and Community Solutions staff & partners. |                         |     |  |  |                      |
| <b>Goal:</b> to reduce the <del>the</del> rates or abuse  |                         |     |  |  |                      |
| <b>Primary objective of the project:</b> The purpose is to educate and create awareness around the topics of Intimate Partner Abuse, Sexual Assault, and Human Trafficking.   |                         |     |  |  |                      |
| Phases  | Activities/Tasks        |     | Deliverables   | Timeline/ deadlines  |                      |
| 1   | Select capstone project | 1.1 | Discuss capstone project ideas with mentor(s)  | Discuss options  | Sept 2020            |
|   |                         | 1.2 | Discuss ideas with agency staff  | Submit a list of potential ideas to mentor for review/approval   | Sept 2020            |
|   |                         | 1.3 | Set weekly meeting time  | Submit schedule  | Sept 2020            |
|   |                         | 1.4 | Create accounts  | Make a Facebook page   | Sept 2020            |
| 2   | Plan project            | 2.1 | Discuss what Community Corner will be about  | Submit a google Doc to mentor on the purpose of community corner | Oct 2020             |
|   |                         | 2.2 | Create Topics, Awareness, holiday stressors, safety relationships, human trafficking | Submit topics through May 2021 to mentors                        | Oct 2020             |
|   |                         | 2.3 | Determine My topics and weeks I will work on   | Submit my topics and dates to mentor                             | oct 2020             |
| 3   | Implement project       | 3.1 | Begin gather information for week 1  | Create post to introduce project                                 | Oct 2020             |
|   |                         | 3.2 | Research topics  | Discuss information and approval from mentors                    | Oct-Dec 2020         |
|   |                         | 3.3 | Create content   | Make Facebook post approved by mentor                            | Oct - May 2020-2021  |
|   |                         | 3.4 | Practice Interview with staff/mentor   | Join meeting, discuss, fix, prepare                              | Oct -May 2020-2021   |
|   |                         | 3.5 | Facebook Lives   | Join every other Tue. At 4pm, 6pm                                | Oct- May 2020-2021   |
| 4   | Assess project          | 4.1 | Begin Excel sheets   | Start documenting through May                                    | Oct - May 2020- 2021 |

| <b>Date</b>           | <b>Topic</b>  | <b>Explanation</b>   | <b>Interviewee</b>  |
|-----------------------|---|--|---|
| 11/10/20              | Domestic Violence's impact on Family Members  | Interview focus on personal experience of family members impacted; stats on how DV Impacts family members, what you can do as a family member, barriers to helping   | Yesenia Lopez (Spanish) & Liz Angulo (English)  |
| 11/24/20<br>Alejandra | Importance of Gratitude (Thanksgiving)  | Healing nature of gratitude, giving thanks for things you do have, optimism v pessimist, being present, ways to show gratitude   | Viri  |
| 12/8/20<br>Claudia    | Holiday Stressors   | Holidays can be triggering; statistics around crime during holidays; statistics on suicide during holidays; Financial stressors; Triggering around family, trauma; pandemic and the issues around  | Hugo  |
| Holiday Break         |   |  |   |
| 1/12/21               | Human Trafficking Awareness – Labor   | Talking about labor trafficking; what it is; how to get help   | Erica Leon & Ruth   |
| 1/26/21               | Human Trafficking Awareness – Sex   | Talking about sexual trafficking   | Kim & Savanna/Monica  |
| 2/9/21<br>Claudia     | Teen Dating Violence Month – What is healthy?<br><br>What parents can do to talk to their teens about healthy | Positive relationships, what do you look for in a relationship, what do you ask your someone dating, what qualities do you look for, what red flags or deal breakers, what does a relationship mean to you; What parents can do to talk to their teens about healthy | Prevention staff --- Laura & Genevieve  |
| 2/23/21<br>Alejandra  | Teen Dating Violence Month – Breaking up & Ghosting   | Defining Ghosting, worst/best ways to break up, what healthy ways to break up, impact breakup have on people, social media's impact on breaking up   | Young Individuals talking about their experiences, Claudia or Alejandra; name changes protecting people |
| 3/9/21<br>Adriana     | Gilroy Innovators Project   | Talking about their findings from the Gilroy Community Assessment and sharing information learned about DV and & SA  | Ana & Adult Spanish Innovator for Spanish and Youth English Innovator for 6 PM                          |
| 3/23/21<br>Alejandra  | Healthy Sexuality<br><br>What parents can do to talk to their teens about safe sex                            | Come and talk about safe sex, pressures of being sexually active, consent  | Planned Parenthood  |

|                   |   |  |           |
|-------------------|---|--|-----------|
| 4/6/21<br>Claudia | Sexual Assault Awareness – Men in the movement??? |  | Jose/Hugo |
| 4/20/21           | Sexual Assault Awareness                          |  |           |

| <b>Figure 1. Problem Model</b>   |   |  |
|--|---|--|
| <b>CONTRIBUTING FACTORS TO AGENCY PROBLEM</b>                              | <b>AGENCY-SPECIFIC<br/>“MICRO-LEVEL”<br/>PROBLEM ADDRESSED<br/>BY PROJECT</b> | <b>CONSEQUENCES TO AGENCY</b>                                      |
| Lack of awareness/knowledge on the types of abuse and assault              | Too many cases of abuse and assault go unreported in the South County         | Rates of abuse and assault will continue to increase               |
| Low education regarding the topics   |   | Abuser will continue harming others                                |
| Cultural attitudes on norms and expectations                               |   | Generational cycle of abuse  |
| <b>CONTRIBUTING FACTORS TO BROADER PROBLEM</b>                             | <b>BROADER<br/>“MACRO-LEVEL”<br/>HEALTH/SOCIAL<br/>PROBLEM</b>                | <b>CONSEQUENCES TO SOCIETY</b>                                     |
| Covid-19 Isolation regulations   | Rates of abuse and assault will continue to increase in the South county      | Victims can suffer through mental health problems, trauma and more |
| Little to no interaction with family, friends, or therapist/social workers |   | Increasing crime rates   |
|  |   | Increase of victims in shelters for safety measures                |