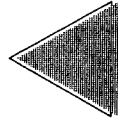


# Contents



<b>Acknowledgments</b>	<b>ix</b>
<b>Introduction</b>	<b>xi</b>
Public Perception Survey	xi
Survey Methodology	xii
Ethnicity and Class	xiii
Text Overview	xv
<b>1. Domestic Violence in Public Context</b>	<b>1</b>
Historical Context	1
<i>History of the Battered Women's Movement</i>	2
<i>Research and the Battered Women's Movement</i>	2
International Context	3
<i>Sanctions Against Battering</i>	4
<i>Community-Level Sanctions: Examples</i>	5
<i>Saliency: Does Domestic Violence Touch Our Lives?</i>	7
<i>Who Cares About Domestic Violence?</i>	9
<i>Does Personal Exposure Increase Saliency?</i>	14
Summary	16
<b>2. Violence as a Part of Everyday Life</b>	<b>17</b>
We Hurt the Ones We Love	17
It Happens to Us	21
In Their Own Words: Focus Group Findings	24
Survey Findings in the Context of Prior Research	28
<i>Gender and Incidence Rates</i>	30
<i>Race/Ethnicity</i>	31
<i>Change Over Time</i>	31

<b>3. Why Does Domestic Violence Happen?</b>	<b>32</b>
Communication and Gender-Related American Norms	35
Violence Is Learned	39
Cultural Images	42
Power Relationships	43
Old Excuses Don't Hold:	
“He Was Drinking” or “She Asked for It”	45
Whatever the Reason, It's Wrong	47
Something Can Be Done	49
Personal Accountability	50
Summary	52
<b>4. Drawing the Line</b>	<b>54</b>
Drawing the Line	54
The Line Is Drawn at Physical Injury	58
Defining Domestic Violence	58
Is the Line Moving?	59
Survey Results in the Context of Other Evidence	62
Summary	63
<b>5. “Water on Rock”: Changing Domestic Violence Perceptions in the African American, Asian American, and Latino Communities</b>	<b>64</b>
<i>Doris Williams Campbell, Beckie Masaki, and Sara Torres</i>	
Stereotypes	65
Research on Domestic Violence Related to Ethnicity	66
An Ecological Framework	69
Impact of Racism and Anti-immigrant Sentiment	70
Domestic Violence in the African American Community	71
<i>Survey Findings Specific to African Americans</i>	74
Domestic Violence in the Latino Community	74
<i>Survey Findings Specific to Latino Culture</i>	77
Domestic Violence in the Asian American Community	78
<i>Survey Findings Specific to Asian Americans</i>	79
Community Response to Battered Women of Color	81
Interventions for Women of Color	81
Changing Public Perceptions of Domestic Violence in	
Communities of Color: The Message and the Messenger	83
Community Education and Prevention Efforts	84
Summary	86

<b>6. Public Education Campaigns on Domestic Violence:</b>	<b>88</b>
<b>Crafting Effective Messages to Promote a Cultural Change</b>	<b>88</b>
Social Change Movements	90
Developing a Message	92
National Public Education Campaign	93
From Knowledge to Action	96
<i>Person-to-Person Contact</i>	100
<i>Individual Action</i>	101
<i>Community Action</i>	103
<b>Appendix A: EDK Focus Groups</b>	<b>107</b>
<b>Appendix B: EDK Opinion Survey of Public Attitudes Toward Domestic Violence</b>	<b>120</b>
<b>Appendix C: Lieberman Research, Inc., Polls</b>	<b>146</b>
<b>References</b>	<b>167</b>
<b>Index</b>	<b>173</b>
<b>About the Authors</b>	<b>177</b>