

Family Violence Education in Four Displays

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Peterborough Family Resource Centre

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Trent Centre for Community-Based Education

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**Family Violence in Four Displays:
An Evaluation**

Date of Evaluation: January to March 2002.

Evaluation Report completed: March 21, 2002.

**Evaluators: Students from Trent University,
Penny Akrivopoulos and Alem Tedeneke.**

Executive Summary

The purpose of this evaluation is to assess the clarity of the Educational Bristol board displays that were created for the Family Violence committee at the Peterborough Family Resource Centre (PFRC) in the fall/winter of 2001.

There are four displays: “Women”, “Community”, “Men”, and “Child”, which focus on issues of family violence. The ‘Women display’ is intended to reach out to women and inform them about women/wife abuse. The “Community” display focuses on community responsibility for ending violence against women. The “Men” display informs men about women/wife abuse, and it encourages men to take responsibly for ending violence against women. Finally, the “Child” display informs people how women/wife abuse affects children.

Our findings are based on focus group interviews conducted with various organisations in the Peterborough community and from Trent University. We conducted two interviews for each display. Each group had between six to eight participants.

We found that the information on the “Women” display was clear: women understood the messages portrayed in the text and images; however, the text was too small to read; and there was too much information on the display, which made it look cluttered. Women wanted to see ‘positiveness’: hope that there is a way out for women in violent situations.

For the “Community” display we found that the participants wanted a more focused message: they felt that the text and the images were not sending the same messages. The text was too small to read. There was too much information, and this made the display look cluttered. All the participants wanted to see more information on what community members could do to stop violence against women.

For the “Men” display we had very mixed responses. Men stated that some of the content on the display was unclear, there was too much information and the text and images were too small to see clearly. All the men wanted to see statistical information about violence against women on the display.

We found that the information on the “Child” display was clear: participants understood the messages portrayed in the text and images. However, like the other displays, the text was too small to read and there was too much information on the display, which made it difficult to follow.

Overall, we found that all the information on the displays was relevant, but that there was too much information, and it was sometimes repetitive. For all the displays, we recommend using certain sections of the text and images at one time, and enlarging them so that they are visible, readable and clear without the need to walk up to the display. The information about where to get help needs to be enlarged and placed on the top half of the display where people can see it (most people did not notice the ‘Help is Available’ sign until it was pointed out to them). As well, some statistics about violence against women on the display may help people, especially men, better understand the situation because the information shown is empirical data.

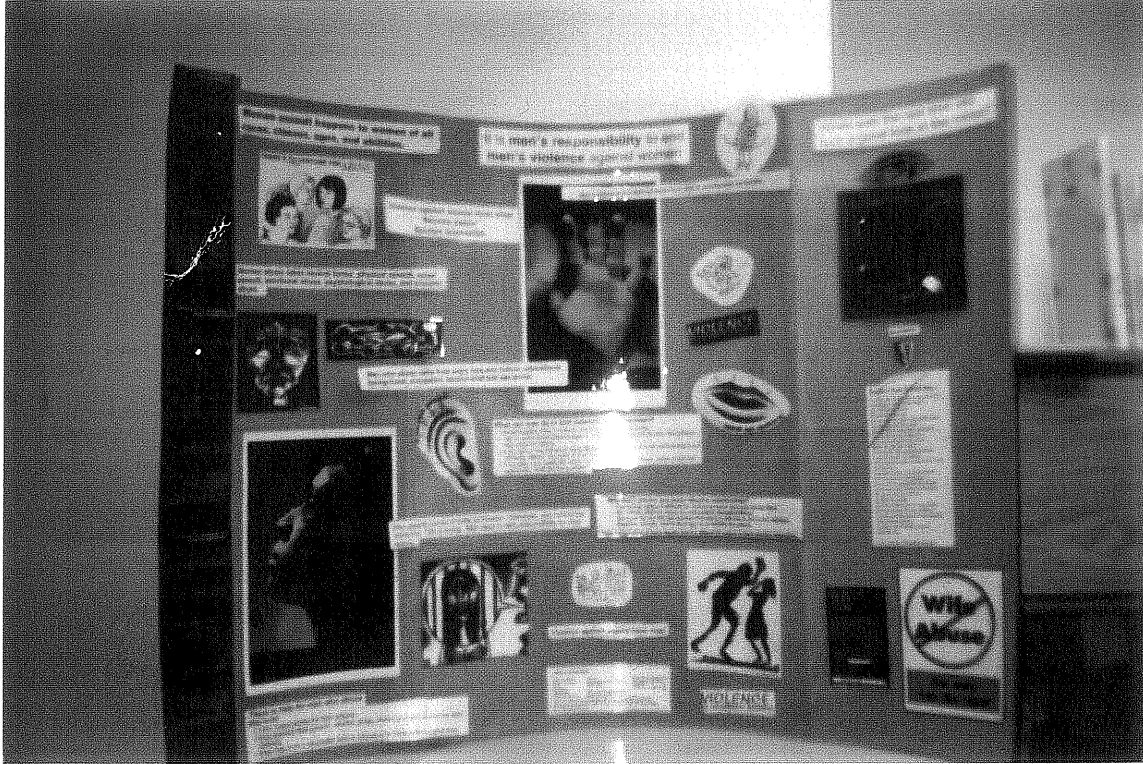
Women Display



Community Display



Men Display



Child Display

