

SAMPLE AUDIENCE PROFILE FOR A VIOLENCE PREVENTION EFFORT*

Audience: Women Who Work 2nd and 3rd Shifts

Demographics of women who work 2nd and 3rd shift jobs

These women are aged 40-60. About 50 percent of them have a high school education and 50 percent do not. They have an average income of \$35,000 per year and average household income of \$80,000. About 70 percent are married and only 20 percent have children living at home. They reside in a variety of locations from suburban to city-size to rural areas. The type of work these women do for a living varies by locale mostly. For example, in the larger cities most women who work these shifts are nurses and nurses' aids; however, in rural areas these women are largely manufacturing shift workers.

Value systems of women who work 2nd and 3rd shift jobs

These women value family and home life even though most of their children are grown and living on their own. These women prefer to think towards the retirements that they have worked so hard and so long for. Motivational concepts that appeal to these women include their self-images as "self-reliant but loving wife" and "competent but sometimes I need help too." These women are particularly tired of hearing all about what they can do for themselves without anyone lifting a finger to help.

Knowledge about workplace violence

Most of these women are not aware of the daily risks they face as they travel to and from work at odd hours and deal with the public, patients, and co-workers during stressful hours of the day. These women have learned to deny these risks or to prevent themselves from becoming too paralyzed to go to work. They are genuinely naive about the role of prevention measures and are not convinced that they can implement any of the recommendations usually cited.

Major barriers that would hamper the adoption of the desired behaviors

Adding a buddy system to the lives of these women is seen as a difficult and time consuming chore. They are not convinced such efforts would help the situation, especially if the buddy is another woman. They do not want to wait for someone else to "ride" home together or walk out to the parking lot together. One woman captured the feeling by saying, "Why should I wait around for another woman? After all, the parking lot is only a few blocks away and if some guy has decided he wants me or my purse, another woman isn't going to stop him."

*The information contained in this case study profile is fictionalized and serves as an example only.

It should not be construed as completely factual.

Media channels and path points that segment members use regularly

These women especially like soap operas and the cable channels Lifetime TV and A&E. If they work the night shift, they usually watch morning television shows like Good Morning America. If they work the evening shift, they usually watch Lifetime TV during the late night hours. Using radio to reach the women as they travel to and from work is another good avenue for communication. The audience members listen primarily to soft rock and contemporary stations. They read magazines, especially during office breaks. They prefer women's magazine that target their population like *Journal*, *Good Housekeeping*, *Family Circle*, and *Redbook*. They also regularly spend several hours every week at Sears, JC Penny's, and Wal-Mart.

Sources that members of audience segment would trust and find credible

Women in this segment trust national and local celebrities of their age range, especially women who have had a family and returned to work. They trust women's organizations, like *9-to-5* (a working women's organization) and *WAVE* (Women Against Violence).

Rationale for selecting this segment

These women come and go during all hours of the day and night and thus are placed at greater risk. Also contributing to risk is the fact that many late night shifts are composed of a small number of workers or employees who work alone at times. Almost all workplace violence prevention programs have focused on extremely high risk occupations that have a high incidence for homicide. These women however represent a large group of the population that is at greater risk for serious injury, but at less risk for deadly violence. In a 1997 study, over 75 percent of all injuries to women at work occurred among women who work odd shifts.

The behavior/action that would contribute to a reduction in workplace violence

In work-related settings, this segment of women is at most risk for serious injury by strangers first (40 percent of all injuries) and by someone who is known to them but is not a relative or intimate partner (35 percent of all injuries). This information points to two different intervention strategies. Stranger injuries usually occur on public streets or in parking lots while known offender injuries occur more frequently in the actual workplace. CDC recommends that two major behaviors be advocated by the sponsoring organization, *9-to-5*.

1. Women should avoid walking to their cars or homes alone, a buddy or security guard should accompany a woman until she is safely in her car or at home.
2. women in this segment should attend and use conflict resolution training and self-defense training.

Behavioral determinants of desired behaviors and communication targets

Women in this group are very ready to get help with this problem. They feel anxious and afraid of injuries that others have sustained. However, they feel less capable of being able to always have a buddy or security guard walk them to their cars or homes. They also cannot afford the training that is recommended. Many of the women work in small businesses that cannot or will

not provide training for them. *9-to-5* recently won an award from an antiviolence program to provide workplace safety training for women.

Aside from these more practical determinants of the desired behaviors, these women are older and less likely to believe in their ability to overcome an attacker, even with training. Women in this age group were not raised to believe in their physical abilities and most shy away from gross expressions of muscular strength. On the other hand, these women's employment gives them some feelings of mastery over their lives. One drawback to that feeling is that the idea of having a guard or buddy walk them to safety seems too helpless an image for them. These self-perceptions present challenging work for communicators. This segment also strongly believes that they will "just faint" if an attacker threatens violence. This is one reaction target audience members dread most fearfully, that they will simply lose control in a violent situation.

Women who have demonstrated using conflict resolution skills and buddy systems are more likely to believe that:

- they are at risk for serious injury.
- they can talk an attacker down,
- are able to find a buddy and use that system regularly.