

The Story of Hope: The development of a Spanish language audio program to increase awareness about domestic violence among Latinas

Lenette Golding

November 6, 2007

APHA 135 Annual Meeting, Washington, D.C



Partial support for this work was provided by the University of Georgia Vice President for Service and Outreach and by the University of Georgia Biomedical Health Sciences Institute. All opinions expressed are solely those of the author.

Domestic violence

Is about power

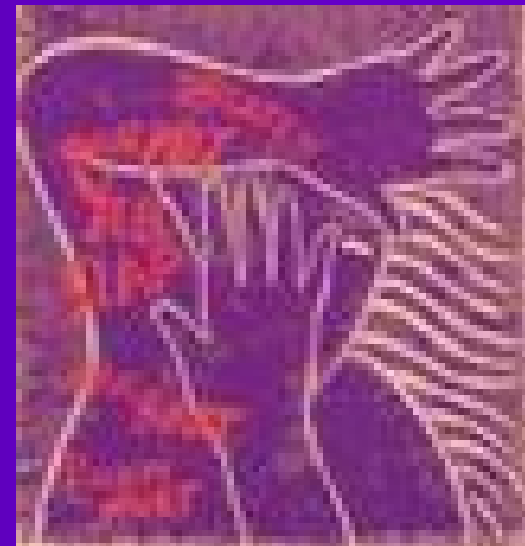
**Includes physical, sexual, emotional,
economic or psychological actions**

**Affects people of all
religious, racial, ethnic, socioeconomic
backgrounds and education levels**



Abused Latina- Why doesn't she just leave?

- Socially isolated
- Fearful about immigration status
- Might not know about social services
- Religious beliefs
- Economic prisoners
- Language
- Fear of losing cherished roles as wives and mothers



Esperanza=Hope



Photo courtesy of Karlee Baumann

Esperanza holds a photo of her son Juan. She says he was her inspiration to leave her abusive husband.



Photo courtesy of Karlee Baumann

Esperanza and friends discuss relationships

“I love my life now...now that I’m away from him. It is like I was a bird in a cage. Now that I have been released I feel overwhelmed with joy.”

~Esperanza



Photo courtesy of Karlee Baumann

Esperanza now cuts hair as a way to support herself and her family.



Photo courtesy of Karlee Baumann

Esperanza's home and hair studio

Research methods for audio program development

- Basic research on domestic violence
- Formative research (e.g., focus groups, interviews with key informants)



Entertainment-Education

The intentional placement of educational content in entertainment messages.

E-E is a strategy used to disseminate ideas to bring about behavioral and social change.

Production of a three-part audio drama



Script writing session



Photo courtesy of Lauren Hawkins



Photo courtesy of Lauren Hawkins



Photo courtesy of Lauren Hawkins

Recording session

La historia de la Esperanza



La historia de la Esperanza

Actores

Dr. Carolina Acosta-Alzuru- Anunciador
Jairo Arcila-Juan
Benjamín Medina-Guillermo
Diana Perez- María
Ivelisse -Esperanza

Personal

Cea Beasley- Redacte a Escritor
Jay Black- Técnico de Radio
Amy Bunda- Redacte a Escritor
Nate Evick- Proyecte a Coordinador
Lenette Golding-Director de Proyecto
Lauren Hawkins-Técnico de Radio
Heather Horvath-Redacte a Escritor
Leslie Peterson-Redacte a Escritor

Escena 1: El reconocimiento 6:50
Escena 2: Pasado-Futuro 6:44
Escena 3: Opciones 8:14

Les damos las gracias especialmente a: La "Esperanza" verdadera que compartió su historia para que otras mujeres puedan tener la esperanza; Dr. Don Rubin; la Hermana Margarita Martin de Oasis Católico Santa Rafaela por sus esfuerzos para el cambio; Alexis Graf del Proyecto Seguro por toda la información esencial; Giovanna Ayesta Olórtégui de las Caridades Católicas que ayudó con la traducción y la exactitud cultural; Stella Sailors de las Caridades Católicas por guiarnos; Benjamín Medina por componer y tocar el tema musical y ayudar con el guión; Diana Perez y Ivelisse Milanés por todo su apoyo y el consejo con el guión; y Jairo Arcila que nos ayudó a última hora con sus habilidades excelentes de actor.

Este proyecto es dedicado a todas las mujeres valientes por todas partes. Mantenga la esperanza viva.

El apoyo parcial para este proyecto fue proporcionado por la Oficina de Vicepresidentes del Servicio Aprender.

