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Design of a personalized **internet-mediated intervention** to prevent **dating violence**

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Violence in sexual-affective relationships among adolescents in Brazil

Emotional Violence

85% suffered
85,3% perpetrated

- Insulted me with depreciations
- Ridiculed or mocked me in front of others
- Scouted where and with who I was

Sexual Violence

43,8% suffered
38,9% perpetrated

- Forced me to have sex when I didn't want
- Threatened me on an attempt to have sex
- Sexually touched or kissed me when I didn't want it

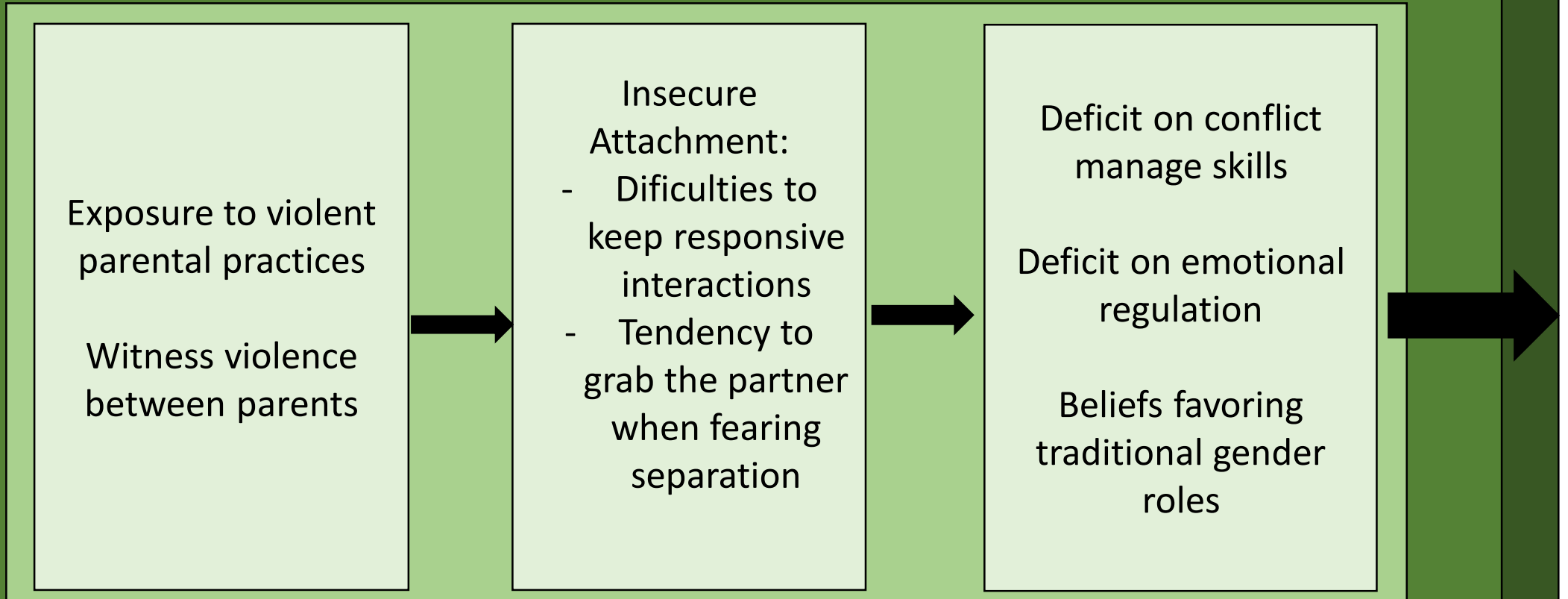
Physical Violence

19,6% suffered
24,1% perpetrated

- Threw something toward me
- Hit, kicked or punched me
- Pushed or shaked me

Sexist and heteronormative culture

Peers that endorse use of violence in general
Peers that endorse use of violence in dating
Peers that get evolved in violent dating



Cultural, peers, family and personal risk factors for dating violence



Limitations of face-to-face interventions

- Cultural barriers
- Contextual barriers
- Coverage
- Adherence
- Retention



Innovative ways
of
intervention

A lightbulb icon representing an idea or innovation.

Computer
Tailored
Interventions



Computer Tailored Interventions

- Information adjusts to individual characteristics
- Feedback based on previous evaluation
- Computer system
- Reach a vast number of people simultaneously

Greater attention,
identification and
retention than
general information

Tailored informations
showed to be more
efficient than
generalistic ones.



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Conjunct Project
University of Brasilia and Maastricht University

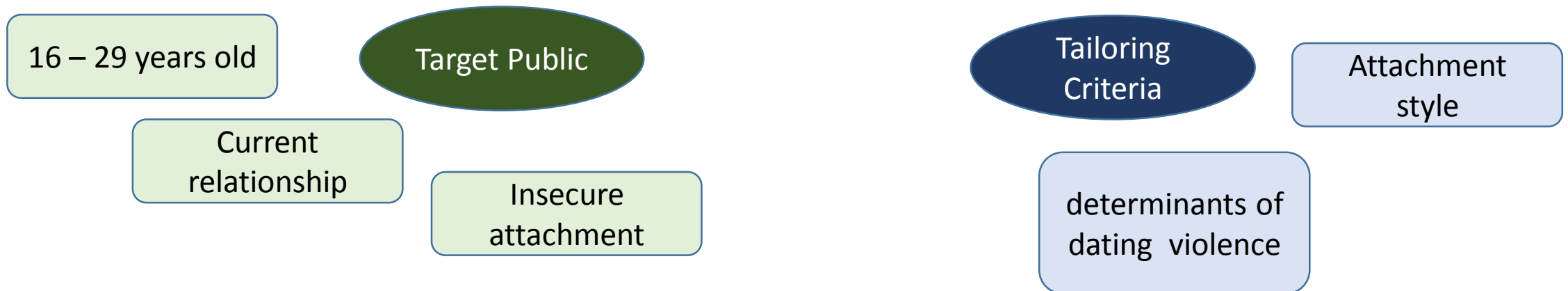


CAPES and CNPq Grants



Objectives

1. Assess needs for designing a computer tailored intervention to prevent dating violence among Brazilian young people
- 2. Design a computer tailored intervention to prevent dating violence**
3. Evaluate its usability and efficacy



Determinant

Knowledge

Attitudes

Social norms

Social support

Models

Self efficacy

Action planning



Secondary outcomes

Improving in
conflict
management
skills

Decreasing in
attitudes pro
violence

Increasing in
help seeking



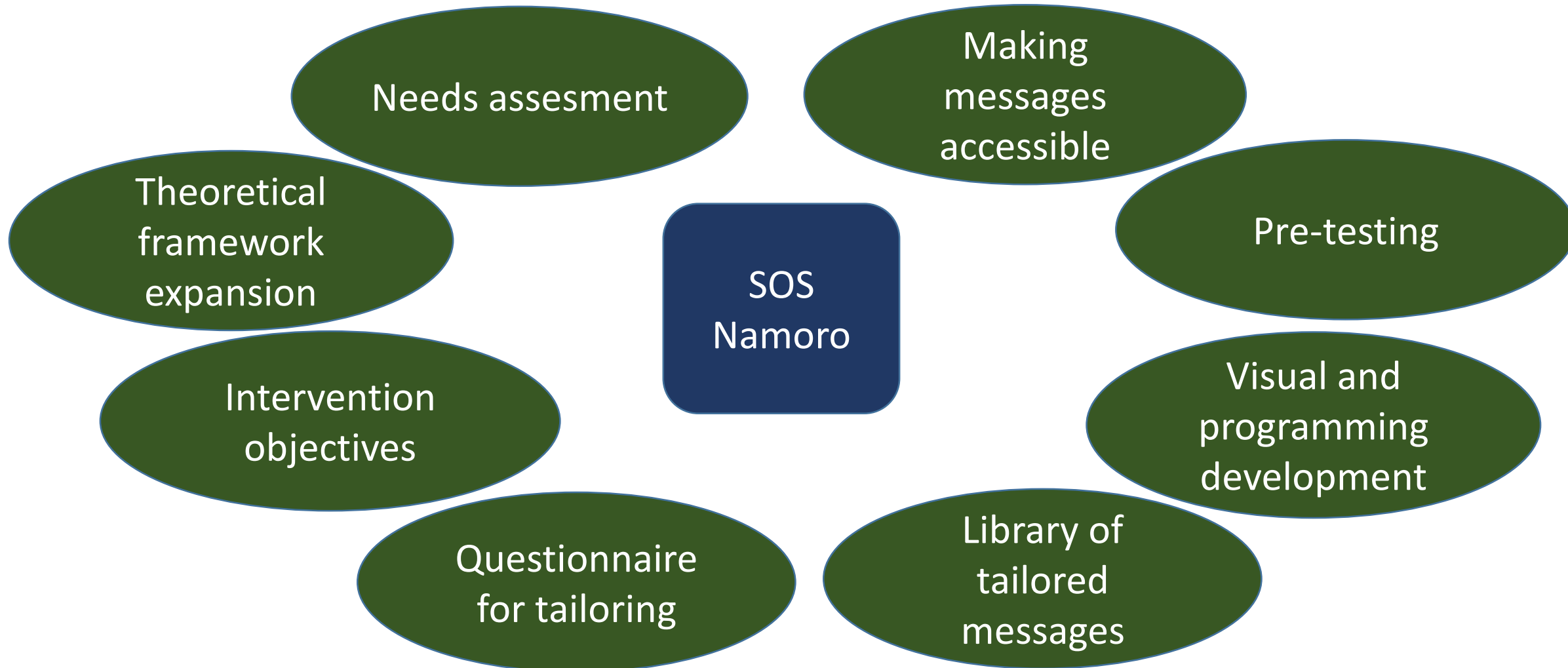
Primary outcome

Reduction in
dating violence
victimization

Reduction in
dating violence
perpetration



“SOS Namoro” Intervention Design





“SOS Namoro” Intervention Design

Needs
Assesment

Focus groups
interviews:

University
students

High school
students

Individual interviews

Violent dating

Quality of dating

Survey online

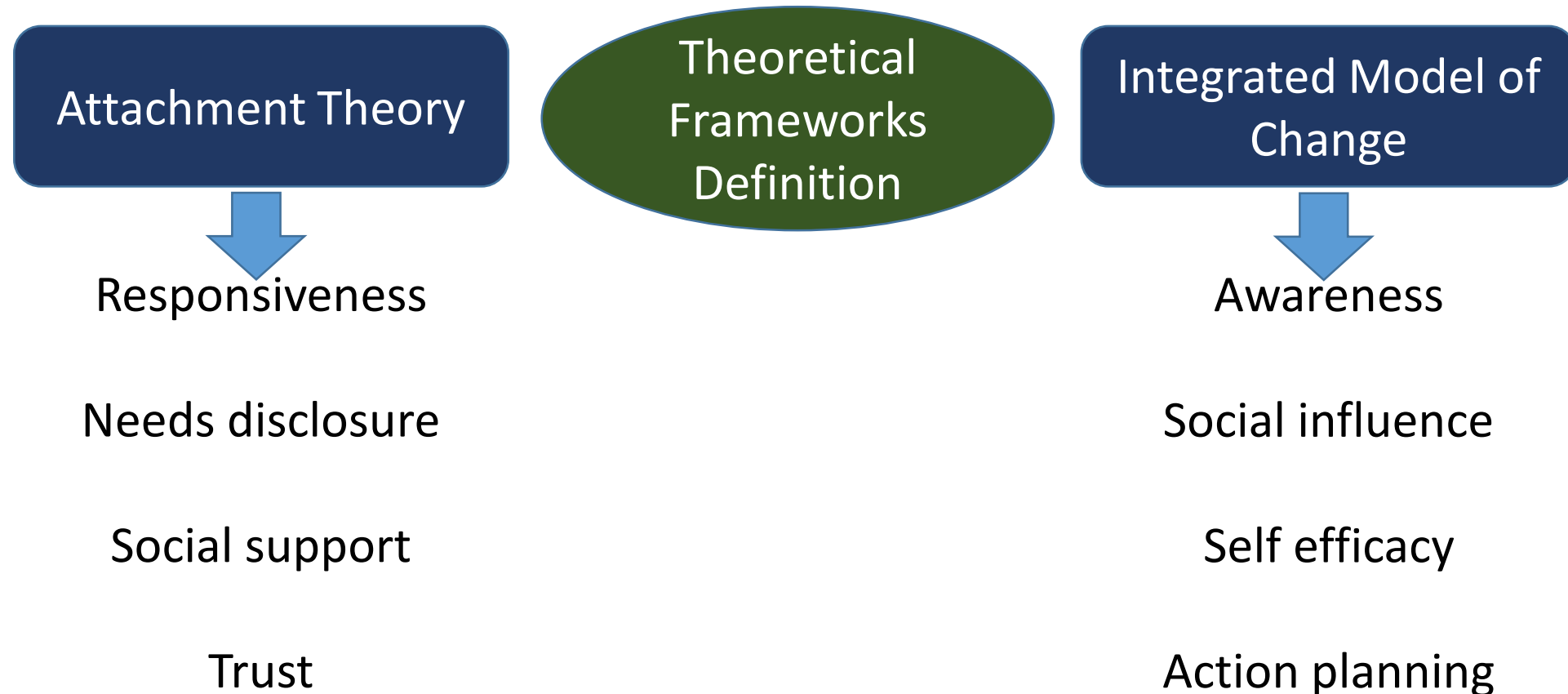


Main results on needs assessment

1. Lack of knowledge on psychological and material violence
2. Violence is seen as natural in romantic relationships
3. Gender stereotypes justifies attitudes of violence acceptance
4. Negative models of romantic relationships are largely present in closer relationships
5. Betrayal is the most difficult situation to not using violence against the partner
6. There are negative strategies to cope with conflicts, including submission, emotional disregulation and withdraw
7. Violent conflicts are related to non responsive and hostile partners answers



“SOS Namoro” Intervention Design



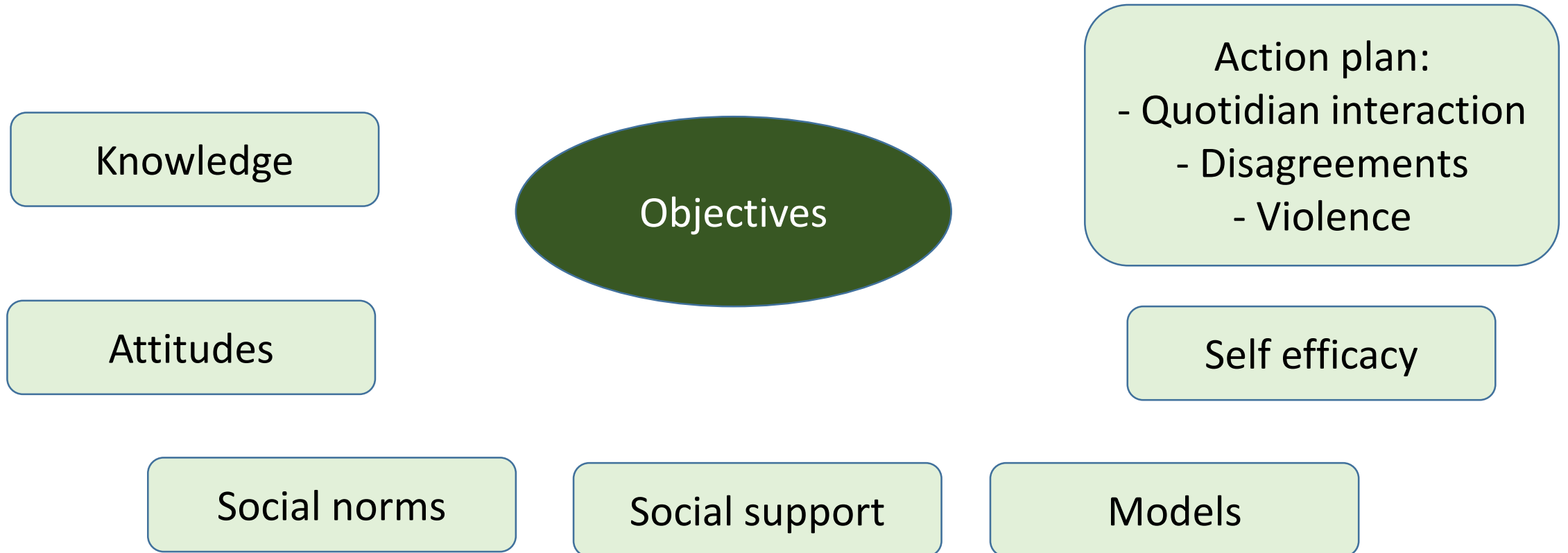


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Action plans objectives

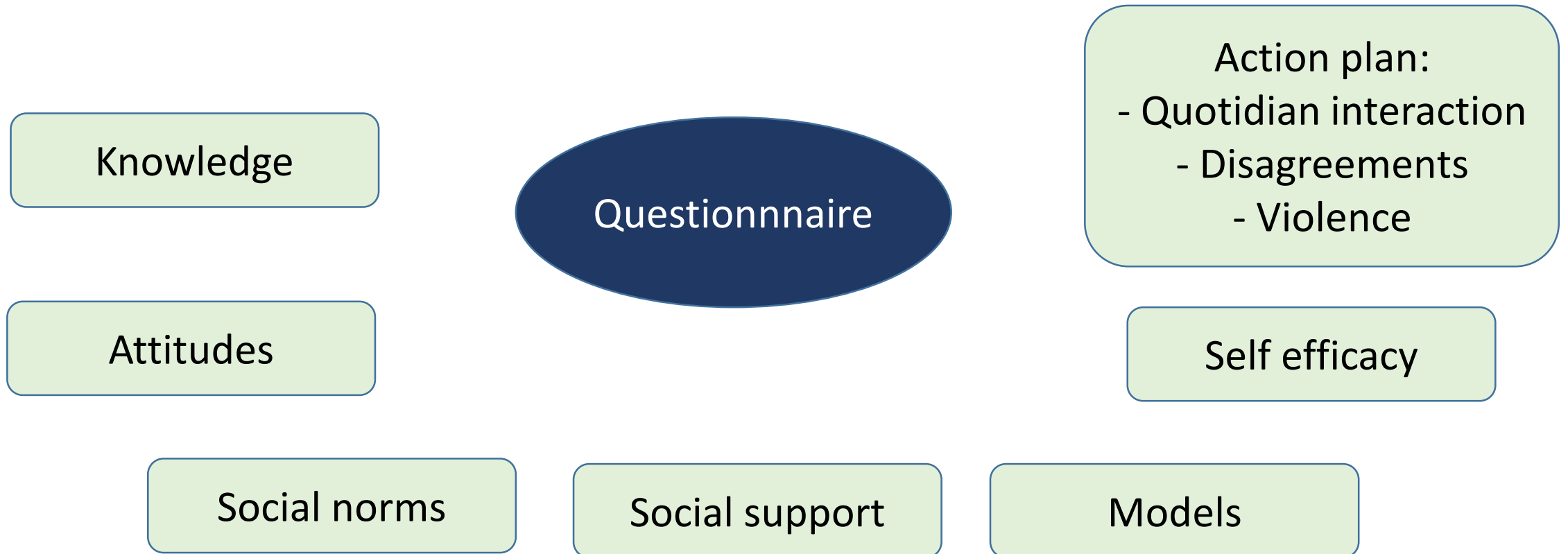
- To build positive plans of action: to observe the needs of the partner and provide help sensitively, to share personal necessities with the partner and request help, to respect the individuality of the partner, to recognize a risky profile, regulation of emotions, assertively establishing limits, to search for help (professional and friends), to adopt the perspective of the other, to break up.
- To identify potential damage in risky plans of action: retaliation, resignation, silence to ignore the necessities of the partner, alcohol and drug abuse, to close yourself and omit your own necessities, disrespect the individuality of the partner.



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If one day you end up getting involved in a violent relationship, what would you do to protect yourself from the violence?

- I would inform the police or the Women's police station

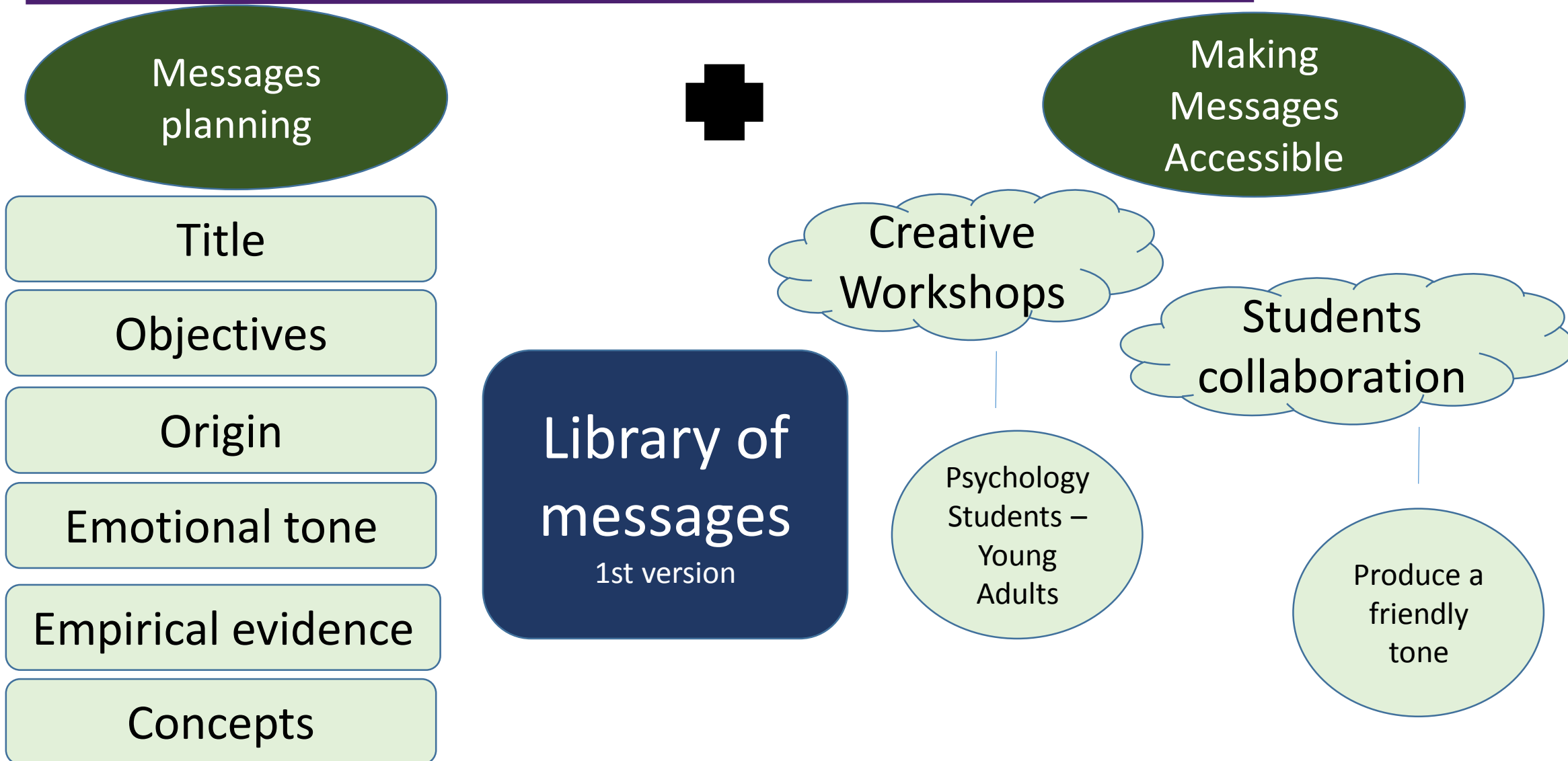
[] I'd definitely do [] Maybe I'd do [] Maybe I wouldn't do [] I definitely wouldn't do

- Seek help from relatives

[] I'd definitely do [] Maybe I'd do [] Maybe I wouldn't do [] I definitely wouldn't do

- Seek help from friends

[] I'd definitely do [] Maybe I'd do [] Maybe I wouldn't do [] I definitely wouldn't do





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GEPPSVida

Grupo de Estudos em Prevenção e Promoção da Saúde no Ciclo de Vida

Library of messages
1st version



Prototype



Pre-testing

Judges evaluation

Attractiveness

Tone of messages

Target Public

Gender Researchers

Message Contents

Visual and programming development

Prevent negative side effects

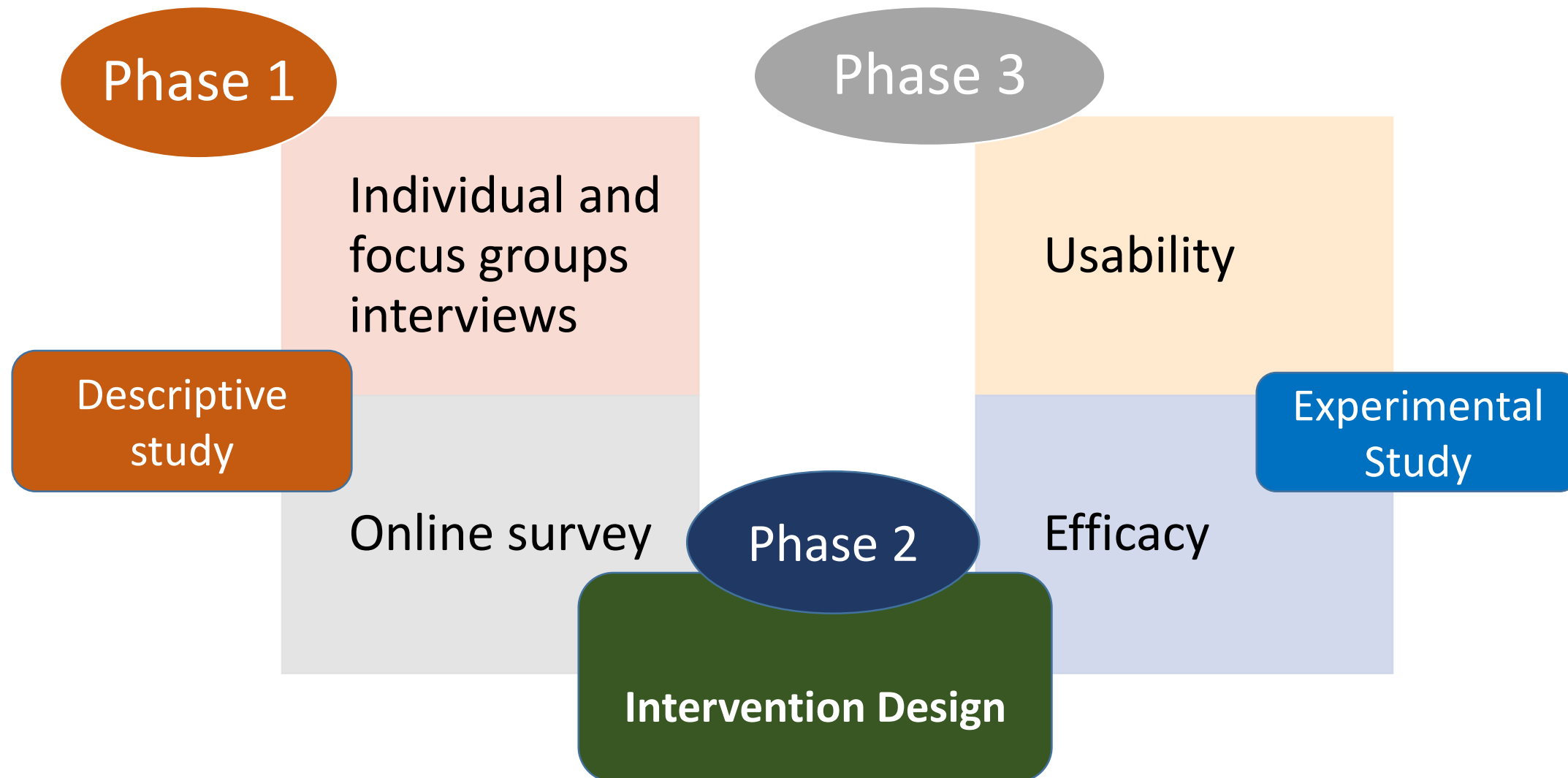
Messages Content

Professionals from violence attention services

Tone of messages

High School Teachers

Adolescent Adequacy



Obrigada!

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BRAPEP

Associação Brasileira de
Pesquisa em Prevenção
e Promoção em Saúde

Prepare-se para participar
do I Congresso Brasileiro de
Pesquisa em Prevenção e
Promoção em Saúde.
Universidade de Brasília
(UnB), Brasília.

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