This document is intended to help you organize the material for the media outlets you plan to contact. We have created a list of items we think would be helpful for publications, radio, and TV stations as they consider publishing work from the Te Invito campaign. Contact Pierre Berastain at pberastain@casadeesperanza.org if you have questions.

**Letter to PSA Directors**

In your media packet, we include a sample letter to PSA directors. Since this letter will act as your “business card” and offer a first presentation of your organization, your work, and services, we encourage you to change the letter to tailor it to your specific needs.

**One-Page Fact Sheet**

This feeds the information to reporters and journalists so that they don’t have to do the research themselves. The fact sheet also allows you, and not the media, to manage what information is cited and made public. Finally, reporters and journalists love facts and statistics because it substantiates whatever message they are writing about.

**Info Sheet About Your Organization**

An informational document on your organization gives the media a local context to mention. Local newspapers, magazines, radio programs, and television stations like to feature local work, so this is your opportunity to highlight your organization’s impact in the community and make a direct appeal to members in your area.

**Info Sheet About the National Latin@ Network**

Often, media outlets like to contextualize the local work within a national framework. Information on the National Latin@ Network—as the national institute on domestic violence in the Latin@ community—provides additional resources and reinforces the importance of your work as part of a national effort addressing a large-scale issue.

**Sample Op-Ed**

In your media packet, we include a template for an Op-Ed. In this template, you should include local stories as well as quotes from local experts and community leaders. Many publications will print the Op-Ed as is, so make sure you send a complete and well-edited document that is unique for each publication.

**List of Contacts**

By giving the media a list of contacts who are willing to comment, you do the research for them and streamline the process of getting your story published. We have thus provided a list of contacts for distribution. We encourage you to add your own local contacts where we indicate in the document.

**Digital Material**

Consider sending a digital copy of your logo and all the Te Invito materials as well as digital photographs and videos of your work in action. Media outlets like to include pictures and videos of activities, of community members, and of the organizations they are featuring, so this is an opportunity to help people put images to words.

**Confidentiality**

When using participant stories and photos, make sure you have written permission of participants to use their information and images for publication. It is also a best practice to allow the participant to review any information that will be published before it is submitted for sharing. “From the Front of the Room: A Survivor’s Guide to Public Speaking” can be a helpful resource and is available in English and Spanish at www.vawnet.org.
In the United States, violence against women and girls is an epidemic that impacts 1 in 4 women in their lifetimes, a statistic similar to that for Latinas (20-25% of Latinas experience domestic violence). In fact, in [INSERT YOUR CITY], we know that [INSERT LOCAL PREVALENCE STATISTIC.] [INSERT NAME OF ORG] works to address this issue by [INSERT SERVICE OR ENGAGEMENT STRATEGY (shelter, community meetings, etc.)]. Our work reaches over [INSERT SERVICE STATISTIC (200 families per year, for example).]

In our continued efforts to raise awareness on and eradicate violence against women, [INSERT NAME OF YOUR ORGANIZATION] has joined the national Te Invito campaign, whose purpose is to engage men and boys in the fight against domestic violence. The domestic violence movement is recognizing that we all need to do more to elevate the voices of Latino men in our community who reject violence and work to model and promote healthy relationships. Men and boys play a critical role in this work not only because the majority of the violence is perpetrated by men, but also because there are many more men and boys who do not use violence than those who do.

The Te Invito campaign is an effort by the National Latin@ Network, the national institute on domestic violence in the Latin@ community, to shift this conversation by helping communities connect with the vast majority of men and boys who respect women and girls and want to help families and communities live in peace. Aside from resources, toolkits, and advocacy material, the Te Invito campaign features powerful and moving public service announcements by fathers, sons, husbands, clergymen, and police officers speaking out against domestic violence and inviting their peers to join the movement. In one PSA’s, one father looks into the camera and says, “Because my father taught me respect, and I am an example for my son.” Another extends an invitation, “I invite you to break the cycle of abuse at home,” and another echoes the sentiment, “I invite you to participate—say no to violence.” “I invite you to be part of the solution,” says one husband. These are messages that have been missing from the dialogue and that people have been yearning to hear.

Locally, [INSERT NAME OF ORGANIZATION] believes in the power of men to end domestic violence. Just this year, [INSERT LOCAL STORY OF ONE OR TWO MEN BEING INVOLVED WITH THE DV MOVEMENT]. As[insert name of man (for example, As Carlos's story demonstrates)], men are eager to join the fight to prevent further violence against women and girls in [INSERT CITY]. If you are interested in joining our efforts, we invite you to contact [INSERT NAME OF ORGANIZATION] at [INSERT OCNTACT INFROMATION/]
Domestic Violence and Latin@s

Did You Know? …

• About 20-25% of Latinas will experience domestic violence during their lifetime, and one in 20 in the previous 12 months.  

• A study that included 2,000 Latinas found that 63.1% of women who identified as being victimized in their lifetime (i.e., interpersonal victimization such as, stalking, physical assaults, weapon assaults, physical assaults in childhood, threats, sexual assault, attempted sexual assault, etc.) reported having experienced more than one victimization, with an average of 2.56 victimizations.  

• A qualitative study with Latino males (44% from Cuba, 16% U.S.-born, 12% from Honduras, and 12% from Nicaragua) living in South Florida showed that they perceived domestic violence among the major areas of concern for the Latin@ community.  

• Men in this study viewed DV as a problem interrelated with a multitude of issues, such as substance abuse, community violence, immigration, poor mental health, low education, negative childhood experiences, traditional gender roles, women's employment, men's unemployment, and economic hardships.  

• Latino males attending a batterers’ intervention program reported having conflict with their female partners over changes in expected gender roles. Men talked about conflicts with their female partners over marriage roles, childcare responsibilities, and working outside the home.  

Children and Youth

• As one of the largest and fastest growing ethnic groups in the U.S., Latin@ youth comprise a population of increasing interest. Latin@s make up 23% of youth under the age of 18 in the U.S., and in some states, including California and New Mexico, Latin@ youth make up the largest ethnic group.  

• 15.5 million children ages 0-17 are estimated to live in homes where they witness DV in the United States. This study oversampled Hispanic youth - 32% of the sample was Latin@.  

• A meta-analysis that included 19% of Latin@ youth (out of a total of 5,088), concluded that witnessing DV had significant effects on children compared to their peers.  

• Youth demonstrate remarkable resiliency in overcoming adversity including witnessing DV.  

• The No More Campaign reports that 3 in 4 parents have never talked to their kids about domestic violence or sexual assault. (itstimetotalkday.org)

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5Ibid.  
We appreciate your investment in disseminating this important information about the domestic violence movement in our community. Should you need further commentary, quotes, or material from local and national experts, we have provided a list of contacts who have agreed to work with you. We hope you find this helpful.

Local Contacts
We encourage you to make edits to this table to fit your needs

<table>
<thead>
<tr>
<th>Area of Expertise</th>
<th>Name</th>
<th>Languages Spoken</th>
<th>Contact Information</th>
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<tbody>
<tr>
<td>Advocacy</td>
<td>Shelter Advocate</td>
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<tr>
<td>Public Policy &amp; Legal Questions</td>
<td>Local Attorney</td>
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<tr>
<td>Women &amp; Children's Stories</td>
<td>Shelter Advocate</td>
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<td>Shelter Management &amp; Logistics</td>
<td>Shelter Director or Manager</td>
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<td>Children Advocacy</td>
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<td>Working with LGBT individuals</td>
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<td>Working with religious communities</td>
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<tr>
<td>Engaging Men</td>
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Local research experts
(See if a nearby university or community college has a faculty member who specializes in gender violence. Make sure to check with that person first before providing his/her contact information.)

National Contacts
The following experts from the National Latin@ Network, the national institute on domestic violence in the Latin@ community, have agreed to respond to any media inquiries. Please contact Pierre Berastain (pberastain@casadeesperanza.org), Communications and Marketing Coordinator for the National Latin@ Network, if you would like participation from the following individuals:

<table>
<thead>
<tr>
<th>Area of Expertise</th>
<th>Name</th>
<th>Languages Spoken</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Public Policy &amp; Legal Questions Violence Against Women Act (VAWA), Domestic violence and immigration</td>
<td>Rosie Hidalgo, National Director of Public Policy</td>
<td>Spanish and English</td>
</tr>
<tr>
<td>Organizational Development, Program Development &amp; Expansion, Assessing Readiness to work with Latin@ Communities, Collaborations</td>
<td>Patricia Tototzintle, CEO</td>
<td>Spanish and English</td>
</tr>
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</table>
Te Invito:  
A Campaign to Engage Latino Men in Preventing Domestic Violence

<table>
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<tr>
<th>Engaging Men</th>
<th>Juan Carlos Areán, National Director</th>
<th>Spanish and English</th>
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<tr>
<td>Public Policy</td>
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<td>Immigration</td>
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<tr>
<td>Collaboration building/strengthening collaborations</td>
<td>Heidi Notario, Training and Technical Assistance Manager</td>
<td>Spanish and English</td>
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<tr>
<td>Assessing readiness to work with Latin@s, LGBTQ individuals</td>
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<td>Trauma-informed practices/culturally specific approaches</td>
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<td>Developing Limited English Proficiency plans</td>
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<tr>
<td>• Working with specific populations/intersecting issues:</td>
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<tr>
<td>• Survivors with disabilities</td>
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<td>• Deaf survivors</td>
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<td>• Older adults</td>
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<td>• LGBTQ People of Color</td>
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<tr>
<td>• Immigrant survivors</td>
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<tr>
<td>Community-based Participatory Action Research with Latin@ Youth and Adults</td>
<td>Julia Perilla, Ph.D.; Director of the National Latin@ Research Center on Family and Social Change</td>
<td>Spanish and English</td>
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<tr>
<td>Community Capacity in Research and Evaluation Methods</td>
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<tr>
<td>Self Empowerment Interventions for Survivors of domestic violence</td>
<td>Josephine V. Serrata, Ph.D.; Assistant Director of the National Latin@ Research Center on Family and Social Change</td>
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<tr>
<td>Community Centered Evidence Based Practices</td>
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</table>

Please submit any media inquiries to Communications and Marketing Coordinator Pierre Berastain, if you wish to get in contact with anyone from the National Latin@ Network:

Email: pberastain@casadeesperanza.org
Telephone: 214 957 0363
Our hope is that this document will serve you as a starting point for messages you can include in social media. If you would like to suggest other ideas, please contact Pierre Berastain at pberastain@casadeesperanza.org so that we can include them in future material.

**Facebook: sample posts and suggestions**

- Watch this video on engaging men in the fight against DV: [http://youtu.be/k18Ng1MkPeo](http://youtu.be/k18Ng1MkPeo) Join the conversation by commenting on YouTube and Facebook: What can YOU do to eradicate violence against women? #TelInvitoYa

- How would you complete the phrase in the video? [http://youtu.be/MKX5C0f7heI](http://youtu.be/MKX5C0f7heI) “Te invito a…” comment below and share with us. #TelInvitoYa

- One of the most powerful PSAs on engaging men to fight domestic violence: [http://youtu.be/MKX5C0f7heI](http://youtu.be/MKX5C0f7heI) What are your thoughts? “Like” if you would like to participate in [your organization’s discussion group, service project, conversations, volunteer event, etc.] #TelInvitoYa

Note: We recommend you reach out to those who “like” your status and follow-up.

Alternative post: One of the most powerful PSAs on engaging men to fight domestic violence: [http://youtu.be/MKX5C0f7heI](http://youtu.be/MKX5C0f7heI) What are your thoughts? How do you talk to your children about domestic violence? Please share with us.

- Did you know 20-25% of Latinas experience domestic violence in their lifetime? Please share your thoughts: What is the difference between caballerismo and machismo? #TelInvitoYa

- Tell us—how can Latino men join the fight against domestic violence? Share with us by commenting below #TelInvitoYa

**Twitter: Sample tweets**

- Watch this awesome PSA [http://youtu.be/k18Ng1MkPeo](http://youtu.be/k18Ng1MkPeo) Tell us what can YOU do to eradicate violence against women? #TelInvitoYa

- How would you complete the phrase in the video? [http://youtu.be/MKX5C0f7heI](http://youtu.be/MKX5C0f7heI) Te invito a… #TelInvitoYa

- 15.5 million children live in homes where they witness domestic violence in the US #TelInvitoYa to get involved in the conversation

- Successfully ending DV in Latino communities = working w/ entire family and supporting leadership opportunities 4 survivors #TelInvitoYa

- How do you talk to your children about domestic violence? #TelInvitoYa

- How do you talk to your children about healthy relationships? #TelInvitoYa

- Do you know how @[name of your organization] is engaging men in the fight against DV? Check us out: [insert website] #TelInvitoYa
Did you know…
» Domestic violence is a learned behavior? #TeInvitoYa
» When we understand domestic violence, we can help others? #TeInvitoYa
» When domestic violence happens, children often suffer silently? #TeInvitoYa
» There is a difference between caballerismo and machismo? #TeInvitoYa

Vine

Vine is a simple social media application that allows users to submit 6-second videos. We have found that mainly teens and young adults use Vines. If you plan to encourage people to use Vine to join the conversation on fighting domestic violence, we encourage you to post the following questions as starting points. You could post this message on Facebook and on your organization's website under a “Get Involved” tab.

[Name of your organization] encourages all who use Vine to join the conversation. You can complete any (or all!) of these statements when uploading your six-second videos:

• I learned to respect women from […] Where did you learn? Join the conversation! #TeInvitoYa @[name of your organization]

• I respect women & girls because […] #TeInvitoYa @[name of your organization]

• I let women & girls know I respect them by […] #TeInvitoYa @[name of your organization]

• In the fight against domestic violence, I invite you to…
  » Create secure communities.
  » Be a positive example to your children and be part of the solution.
  » To break the cycle of violence at home.
  » To participate in saying “NO” to violence.
  » Become better informed so that you can talk to others and strengthen our communities. #TeInvitoYa @[name of your organization]

Contextual Information

Facts and Statistics: Violence against Latinas in the United States and Contributing Factors

National statistics about the experience of domestic violence among women in the United States and throughout the world are never entirely accurate. The different methods used by researchers to collect data (e.g., phone vs. in-person surveys), the specific questions asked (i.e., number of acts of physical violence vs. the context of the violence), and the social/community conditions where the study is conducted (e.g., new immigration laws) all impact the results of the study. For Latin@s, the language in which the study is conducted (including the use of variations in the Spanish language) can also affect the results. Below we present some of the most recent prevalence information published on Latin@ populations. It is important to remember, however, that these findings must be considered within the context of the issues outlined above.

• About 20-25% of Latinas will experience DV during her lifetime (Tjaden & Thoennes, 2000), and one in 20 in the previous 12 months (McFarlane, Groff, O'Brien, & Watson, 2005).
A study that included 2,000 Latinas found that 63.1% of women who identified as being victimized in their lifetime (i.e., interpersonal victimization such as, stalking, physical assaults, weapon assaults, physical assaults in childhood, threats, sexual assault, attempted sexual assault, etc.) reported having experienced more than one victimization, with an average of 2.56 victimizations (Cuevas, Sabina, & Picard, 2010).

A qualitative study with Latino males (44% from Cuba, 16% U.S.-born, 12% from Honduras, and 12% from Nicaragua) living in South Florida showed that they perceived domestic violence among the major areas of concern for the Latin@ community (Gonzales-Guarda, Ortega, Vasquez, & De Santis, 2010).

Men in this study viewed DV as a problem interrelated with a multitude of issues, such as substance abuse, community violence, immigration, poor mental health, low education, negative childhood experiences, traditional gender roles, women's employment, men's unemployment, and economic hardships (Gonzales-Guarda et al., 2010).

Latino males attending a batterers' intervention program reported having conflict with their female partners over changes in expected gender roles. Men talked about conflicts with their female partners over marriage roles, childcare responsibilities, and working outside the home (Galvez et al.; 2011).

In a study conducted by Casa de Esperanza, both Latin@ male and female participants agreed that men and women can learn to see and understand gender roles in a different manner; therefore, changing violent behavior towards women. They also agreed on the following directions: strategies to engage men in working to end violence should involve the whole family; men prefer to receive information from other men; and efforts need to be led by leaders from the community. Finally, there is a need to provide greater services for men. (Hernandez-Martinez, 2013).

References


