

Cambia El Estatus

New Mexico Statewide Spanish-Language Pilot Campaign

Changing the Latino Immigrant Community's Perceptions Towards Domestic Violence

The New Mexico Coalition Against Domestic Violence (NMCADV) in collaboration with Hispanic Communications Network developed a multimedia campaign that addresses current perceptions of domestic violence (DV) within the Latino immigrant community – where DV is considered a social norm and tolerated by those not directly affected – and works to change perceptions among young adults so they consider DV to be unacceptable.

The *Cambia el Estatus (Change the Status)* campaign takes a new direction and approach towards engaging the Latino immigrant community in the fight against DV. Whereas other campaigns ask the community to get involved and address how to help victims, *Cambia el status* focuses on securing the buy-in from community members by helping them realize they too are negatively affected by DV. Media and messages illustrate how DV is not simply a private affair, but how neighborhoods, family, children and individuals are all in fact negatively affected by DV.

The goal of the campaign is to change perceptions of domestic violence as a social norm and instill a stronger attitude of intolerance and non-acceptance of DV among young Latino immigrants ages 18-25.

If individuals within communities do not realize how their families, children and they themselves are negatively affected by DV, they will continue to ignore DV and simply consider it as a social norm within the Latino community.

The messages and media platforms of *Cambia el Estatus* address this gap, and fulfill the need to speak to the Latino immigrant community in a way that resonates with them and can change their perceptions.

To access the campaign video visit www.CambiaElEstatus.org

Últimas Noticias

¿En qué piensas?



David Monroy

¡Preparándome para una gran noche! Hasta que me emborrache. Después de unos tragos me pongo agresivo y no me importa si lastimo a alguien.



Marisela Macías

¡Miren mi foto! Traigo mis nuevos lentes de sol. Perfectos para tapar esos moretones que siempre me deja mi noviecito.



Esther Villa

<-- ¡Hermosas flores que me trajo mi marido! Son su disculpa por todos sus insultos y gritos. ¡No lo vuelve a hacer!



Raúl Caballero

Hijooooo. ¿Por qué mi novia se pone tan difícil cuando le doy unos golpecitos? Una verdadera mujer se dejaría....¡Mi madre siempre lo ha hecho!

La violencia doméstica afecta a toda la comunidad. Eso te afecta a ti.

CAMBIA EL ESTATUS.



¿Quieres saber lo que pasará con estas historias?
Visita www.cambiaElEstatus.org