

RESIDENTIAL TREATMENT CENTERS  
AND COMMUNITY SUPPORT

by

Marlene Hunt

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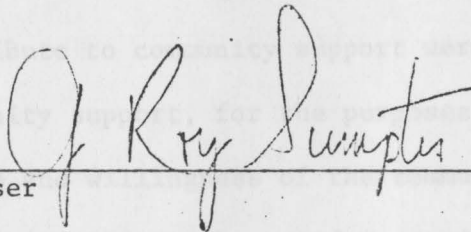
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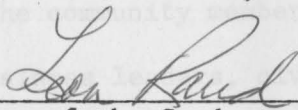
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Program

  
Adviser

5 Feb 75

Date

  
Dean of the Graduate School

5-20-75

Date

YOUNGSTOWN STATE UNIVERSITY

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ABSTRACT

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This study focused on the relationship between the community and the juvenile residential treatment center (RTC). Because RTCs are not readily accepted into a community, many such programs are forced to terminate before any rehabilitative success can be achieved. The relationship between the degree of community support and the rehabilitative success of the RTC was examined. Also, those factors which tend to contribute to community support were examined.

Community support, for the purposes of this study, included the acceptance and willingness of the community to aid and/or continue the RTC. The community members under examination included the civic leaders (business leaders, civic organizations, recreational facilities, and public officials) and the general public. A sample of all members of the community was contacted to determine their degree of support toward the RTC.

The RTCs examined included seven agencies in the state of Ohio located in both urban and rural areas and servicing both male and female clients. The directors of these RTCs were asked questions directed at initial efforts, current efforts, personal contacts, relationship and involvement with civic groups and leaders and with recreational facilities

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and youth organizations. These responses were compared to the measurement of support obtained from two surveys administered to the community (one to the general public and one to the civic leaders), and, again, to the measurement of the rehabilitative success the RTC had with its clients.

From the interview administered to the general public it was possible to gather information of the community's specific objections or reasons for accepting the RTC program. Objections to RTCs which were addressed during the interviews included such items as cost in tax dollars, having the RTC in the immediate neighborhood, and interaction of the residents in the community.

Although through statistical analysis it was shown that there is no linear relationship between community support and rehabilitative success, the fact remains that community support and involvement are important to allow the RTC to become established and remain in the community. For this reason the topic of planning a program designed to make the public aware of and supportive of the RTC and its goals was addressed in this study. Special attention was given to those variables indicated by this research to be related to support or non-support of a RTC. Of all the variables examined, those shown to have any impact on the RTC's community support efforts were the media of communication and the public approached (general public versus civic leaders). From the general public it was also shown that age and level of education are factors in the degree of community support a RTC receives.

The methods a RTC uses to gain community support and to maximize involvement with community resources are as varied as the individual communities. Each agency should develop its own program to best fit its individual needs. Planning of the program is essential since, when public awareness happens by chance, it is generally through negative or misinformed communication. It is the conclusion of this researcher that a carefully planned program in community relations could maximize the potential of any RTC.



ACKNOWLEDGEMENTS

I would like to take this opportunity to thank Dr. G. Roy Sumpter, my major professor, and my committee Dr. James W. Kiriazis and Mr. Don Feigenbaum for their guidance in preparing this study. I would also like to thank Mr. Ron Taylor of the Advertising and Public Relations Department for his assistance in developing a background in public relations, the various correctional agencies throughout this country and Canada for their cooperation in supplying me with information concerning the public relations efforts of their agencies, and the RTC directors and the hundreds of residents throughout the state whose cooperation made this study possible.

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goal of the criminal justice system, the realization of this goal can be negatively affected by poor community relations.

One of the agencies in the criminal justice system that finds difficulty gaining community acceptance is the juvenile residential treatment center. Because of the nature of these programs, the staffs involved, and the emotional involvement present in regard to individual's attitudes toward such programs, they are not readily accepted into the community.

William C. Everedon states that the lack of success of many community-based correctional programs can often be attributed to lack of community support toward both the youth and the program. In order

Renald L. Wolfers and Linda K. Singer, After Conviction (New York: Simon and Schuster, 1973), pp. 376-80.

William C. Everedon, "Juvenile Delinquency and the Education of Adults," International Journal of Law and Youth Education, Vol. no. 1 (1963), 7.



## CHAPTER I

## INTRODUCTION

Statement of the Problem

Within the agencies of the criminal justice system, emphasis has been placed on the reduction of crime either through preventative or rehabilitative programs. Although crime reduction is an ultimate goal of the criminal justice system, the realization of this goal can be negatively affected by poor community relations.

One of the agencies in the criminal justice system that finds difficulty gaining community acceptance is the juvenile residential treatment center.<sup>1</sup> Because of the nature of these programs, the clients involved, and the emotional involvement present in shaping an individual's attitudes toward such programs, they are not readily accepted into the community.

William C. Kvaraceus states that the lack of success of many community-based correctional programs can often be attributed to lack of community support toward both the youth and the program.<sup>2</sup> In order

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<sup>1</sup>Ronald L. Goldfarb and Linda R. Singer, After Conviction (New York: Simon and Schuster, 1973), pp. 576-80.

<sup>2</sup>William C. Kvaraceus, "Juvenile Delinquency and the Education of Adults," International Journal of Adult and Youth Education, XV, no. 1 (1963), 7.

for an agency to survive in a community and use the resources of that community to its optimal benefit, strong community support must be gained.<sup>3</sup>

This study seeks to evaluate the impact community support has on a residential treatment center's rehabilitative success, and the effectiveness of that RTC's public relations efforts in gaining this support.

Importance of the Problem

Public relations implies press agentry or selling, but this is only a small part of the field of public relations work. Significant is the lack of understanding of what public relations really is. Cutlip and Center state that "public relations is the planned effort to influence opinion . . . , and is necessary for the successful administration of any agency."<sup>4</sup> It is this effort and influence that enables a residential treatment center to be established and to remain in the community.

Importance of community support is discussed by Kenneth S. Carpenter who states that:

A successful halfway house program depends in part upon sympathetic community understanding.

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<sup>3</sup>John M. McCartt and Thomas J. Magnona, "Guidelines and Standards for Halfway Houses and Community Treatment Centers" (Washington, D.C.: U.S. Government Printing Office, 1973), pp. 41-42.

<sup>4</sup>Scott M. Cutlip and Allen H. Center, Effective Public Relations, 4th ed. (Englewood Cliffs: Prentice-Hall, Inc. 1971), pp. 3-4.

It is . . . important for the people who live or work in the neighborhood to be knowledgeable and accepting of the program and its clientele, otherwise the program may have to be terminated or moved to another neighborhood.<sup>5</sup>

It is this acceptance or rejection by the community that can determine the success of an offender.

#### Null Hypotheses

This study focused on the juvenile residential treatment center, and the ability of these centers to gain community support. It further attempts to evaluate this support in respect to the rehabilitative success of the residential treatment center. The efforts of the various centers to gain this support and the characteristics of the respondents are also examined to determine what factors best contribute to this support.

First the relationship between the degree of community support and the rehabilitative success of the residential treatment center is examined. This relationship was tested by the following null hypothesis: There is no statistically significant relationship between community support and the rehabilitative success of the program.

Secondly, those factors which tend to contribute to community support are examined. The null hypothesis to test the difference in support was: There is no statistically significant difference in the degree of support when the following variables are tested: Effort, Awareness, Residency, and Characteristics of the respondents.

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<sup>5</sup>Kenneth S. Carpenter, "Halfway Houses for Delinquent Youth," Children, X, no. 6 (November-December, 1963), 228.

## CHAPTER II

## REVIEW OF LITERATURE

Gaining Community Support

The importance of community support is realized by most agencies in the criminal justice system. According to the Los Angeles County Sheriff's Department:

. . . the term public relations is synonymous with community relations and begins with the selection process of our personnel.

. . . . .  
Only about one person in ten who reaches the oral [portion of the civil service] examination is found to be acceptable by the exacting standards which have been set.

. . . . .  
When a deputy is assigned to patrol or any other assignment, he or she is expected by the Department to be as effective in community relations as he is in the traditional areas of law enforcement.<sup>6</sup>

Public awareness and public support are often the result of chance rather than planned effort because, as Gary Hill points out, ". . . correctional agencies are part of a governmental unit and in many cases, prohibited by law from hiring public information or public relations personnel."<sup>7</sup> However, without a planned program to establish public awareness, community support may not be forthcoming.<sup>8</sup>

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<sup>6</sup>Letter from Garland D. Austin, Chief Special Services Division, County of Los Angeles Office of the Sheriff, May 22, 1974.

<sup>7</sup>Letter from Gary Hill, President, CONTACT, Inc. and Director Public Relations, American Correctional Association, April 26, 1974.

<sup>8</sup>Eugene Doleschal, "Public Opinion and Correctional Reform," Crime and Delinquency Literature, II, no. 4 (August, 1970), 467.



The importance of informing the public about correctional programs and their goals is stressed by Kvaraceus who states that, often, because of lack of information or misunderstanding of the problems faced by youth, the general public insists on punishment or institutionalization as opposed to rehabilitation. Public opinion studies conducted in Indiana indicate a strong desire on the part of the public to learn more about correctional programs and the causes of delinquency.<sup>9</sup> It is, then, the lack of information rather than the inability to accept or the lack of concern that makes community support so difficult to gain.

Media coverage may be used as a vehicle to make the public aware of the agency, but it may also defeat this purpose through its presentation of news reports.<sup>10</sup> As Stuart Hills points out, ". . . in a complex society, the mass media are likely to be a critical common factor in shaping . . . public conceptions . . ." <sup>11</sup> Richard Quinney agrees that media can have great impact on public opinion and states that "the attitudes of persons toward such matters as criminal behavior, law enforcement, and handling of offenders are affected by the kinds and amounts of knowledge they have about these matters."<sup>12</sup>

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<sup>9</sup>Kvaraceus, "Juvenile Delinquency," pp. 5-6.

<sup>10</sup>Kvaraceus, "Juvenile Delinquency," p. 6.

<sup>11</sup>Stuart L. Hills, Crime, Power, and Morality: The Criminal-Law Process in the United States (Scranton: Chandler Publishing Company, 1971), pp. 56-57.

<sup>12</sup>Richard Quinney, The Social Reality of Crime (Boston: Little, Brown and Company, 1970), p. 279.

By focusing on the highly dramatic street crimes and crimes of violence, the media can influence societal reaction toward crime and, in turn, be responsible for perpetrating negative public opinion toward the rehabilitative efforts within the criminal justice system.

Because of the powerful influence the news media can have on public attitude, it is important for those in charge of criminal justice programs to keep informed of the current of opinions in the community. This feedback should provide the agency with the information necessary to plan an effective public relations program. Before any public relations programs begins, it is important to have a correct interpretation of public opinion, specifically the attitudes toward the program and its residents.<sup>13</sup>

When obtaining feedback from the community, all publics should be contacted. Support of religious, recreational, and educational groups is important to allow resident inclusion in their programs and to allow them to feel welcome in the community.<sup>14</sup> Allen F. Breed avers the importance of communication with these community leaders, but he also points out the importance of reaching the "activist indigenous groups in the ghetto," since these groups do exist and exert a powerful influence in some segment of society.<sup>15</sup>

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<sup>13</sup>Carpenter, "Halfway Houses," p. 228.

<sup>14</sup>Carpenter, "Halfway Houses," p. 228.

<sup>15</sup>Allen F. Breed, Director California Youth Authority from a speech to the California Correctional Association quoted in MacPherson, David P., "Corrections and the Community," Federal Probation, XXXVI (1972), 4.

Public Relations Efforts in the Criminal Justice Field

Many agencies in the criminal justice system realize the importance of community awareness and support. These agencies have attempted to allow the general public the opportunity to become familiar with the program and its goals and objectives. Open houses have long been a vehicle for providing insight and information to the public. Other efforts have involved public speaking engagements, media coverage, and the use of civic groups to help create community support. These are the most common of public relations efforts in the criminal justice field.

An effective means of establishing strong community relations is by allowing the residents contact with the community at large. One way of providing this contact is through the use of volunteers. Not only do volunteers aid the effectiveness of the program,<sup>16</sup> but they can also bridge the gap between needs and resources and can be an excellent source of community support through their contacts in the community.<sup>17</sup> Resident contact can also be directly with the general public. The community relations program of the Canadian Penitentiary Service includes sending selected inmates to speak at local schools, university, church, and other community groups. One of the topics is inmate adjustment after release.<sup>18</sup> Contact with the public can also

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<sup>16</sup>Kvaraceus, "Juvenile Delinquency," p. 7.

<sup>17</sup>Jewell Goddard and Gerald D. Jacobson, "Volunteers in Juvenile Courts," Crime and Delinquency, XIII (1967) 340-341.

<sup>18</sup>"Annual Report of the Ministry of the Solicitor General," 1972-73, pp. 38-39.



include events such as the annual Prison Rodeo established by the Texas Department of Corrections,<sup>19</sup> or the yearly hockey game initiated by the National Parole Board in Canada which includes correctional workers, offenders, and the community at large.<sup>20</sup> The Report of the Task Force on Community-Based Residential Centres states that those centers with this network of communication into the community tend to be the most successful.<sup>21</sup>

Support of service organizations permit the offender to be exposed to programs and leisure time activities involving members of the community. The National Parole Board in Canada utilizes civic groups to aid in job placement and supervision of the offenders.<sup>22</sup> One civic group that has involved itself in the responsibility of offender rehabilitation is the U.S. Jaycees which has chapters in penal institutions. It is this interaction with "respected" members of the community that can help dispel some of the negative attitudes a community may have.

Agencies in the criminal justice system should not overlook the fact that they can be a resource to the community.<sup>23</sup> In this

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<sup>19</sup>Letter from Ronald D. Taylor, Public Affairs Office, Texas Department of Corrections, May 13, 1974.

<sup>20</sup>Report of the Solicitor General," pp. 55-57.

<sup>21</sup>"Report of the Task Force on Community-Based Residential Centres," 1973, pp. 40-41.

<sup>22</sup>"Report of the Solicitor General," pp. 55-57.

<sup>23</sup>Gary Hill, "How to Improve Our Public Image," American Journal of Correction (November-December, 1970), 45.



respect, residents would not only be interacting with the community by using its services, they would now be serving the community. Residents in Canadian residential treatment centers have been used as volunteers in such activities as clerks in "free stores" and as aides to the elderly in home maintenance.<sup>24</sup> These efforts are only a brief illustration of the many successful attempts at gaining community support.

#### Current Research

Lacking in this area is research to test the effectiveness of public relations efforts. The Missouri Department of Corrections has, in its "Six Month Status Report," measured the success of its public relations program through clearly defined objectives. This was done by setting objectives that could be measured and assigning time periods for the realization of each objective.<sup>25</sup> Another area of research was done by Coates and Miller who examined the problems residential treatment centers have in entering a community.<sup>26</sup> This lack of research is not consistent with the feelings of the agencies in the criminal justice system that community support is important.

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<sup>24</sup>"Report of Residential Centres," pp. 40-41.

<sup>25</sup>"Missouri Department of Corrections Six Month Status Report," July 1, 1973-December 31, 1973, pp. 5-6.

<sup>26</sup>Robert B. Coates and Alden D. Miller, "Neutralization of Community Resistance to Group Homes," in Closing Correctional Institutions, ed. by Yitzhak Bakal (Lexington: D.C. Heath and Company, 1973), pp. 67-84.

## CHAPTER III

## PROCEDURE

Working Definitions

The purpose of this study is an examination of public relations effort as it relates to: (a) the community's awareness of the program, (b) the program's degree of support in the community, and (c) the rehabilitative success of the program. Community, for the purpose of this study, is operationally defined as all publics in the area including the business leaders, civic organizations, recreational facilities, schools, courts, and the community at large. General public is defined as that part of the community referred to as the community at large. Civic leaders are defined as the community not defined as general public. Residential treatment center (RTC) is operationally defined as a facility within the community with residential capacity for approximately ten youth who have committed delinquent or unruly offenses. Awareness is defined as knowledge on the part of those questioned, that the RTC exists. Support is operationally defined as acceptance of and willingness to aid and/or continue this RTC. Immediate neighborhood, for the purposes of this study is defined as the three block area surrounding the residential treatment center. In areas where the RTC is on a farm or ranch, immediate neighborhood was limited to that property adjacent to the center. Failure of the residents in the agencies is defined as those who leave the RTC for reasons other than honorable discharge and those who are arrested for

law-violating activity (with the exception of traffic violations) for a one-year period after release. Success is defined as non-failure. Rehabilitative success is defined as the percentage of youth from each RTC who were successes.

### Methodological Design

#### Basic Assumptions

The basic assumption of this study is that all information received was accurate. That is, all those contacted responded honestly, and all information recorded at the RTC concerning the residents was complete and accurate. It is also assumed that those contacted for the public opinion survey understood the concept of residential treatment center and understood the statements on the questionnaire.

#### Selection of the Sample

##### Residential Treatment Centers

The residential treatment centers examined include seven agencies in the state of Ohio. These agencies were chosen because of the nature of their location, that is, they were distributed throughout the state and included both rural and urban areas.



## Community

### Civic Leaders

The names of civic leaders were supplied by both the RTC directors and through the Chamber of Commerce of each locality. All relevant names were used.

### Public

The names of the general public who were contacted for this survey were selected through a systematic random sample. The procedure for this was to randomly draw numbers which determined the line from which the names were chosen on each two pages of the telephone book. The total sample for each area was approximately one hundred fifty.

The location of the respondent to the residential treatment center was controlled for by asking those aware of the agency if they are in its immediate neighborhood. Data on age, sex, level of education, and home ownership were also collected, since these are the variables felt to contribute to the degree of support an individual has for the agency.

## The Instruments

### Residential Treatment Center Directors

In order to examine the community relations efforts of the various RTCs, the directors were asked questions directed at initial efforts, current efforts, personal contacts, relationship and



involvement with civic groups and leaders and with recreational facilities and youth organizations. (See APPENDIX A for this questionnaire.)

These same directors were also asked to supply the names of all youth who have gone through the program. From this list of names follow up was made to determine those which could be classified as successes and those which were to be defined as failures.

### General Public

The instrument administered to the general public was designed to measure community support, awareness of the program, and objections the general public may have toward RTCs. (See APPENDIX B for this questionnaire.) This instrument includes ten statements arranged on a Likert scale to which the respondents indicated their degree of agreement or disagreement. To allow for further disclosure of opinions, the instrument also has two final questions which allow the respondent to state any objections or reasons for accepting the RTC in question.

According to Childs, questions best suited for the general public include those of appraisal of persons, institutions, and events.<sup>27</sup> In measuring attitudes, closed questions that force the respondent into a choice may be the best type. This is substantiated

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<sup>27</sup>Harwood L. Childs, Public Opinion: Nature, Formation and Role (Princeton: D. Van Nostrand Company, 1965), pp. 94-96.

by Lindzey and Aronson who state that, although the open question may allow for complete disclosure of attitude, the responses are often not codeable.<sup>28</sup>

### Civic Leaders

The instrument administered to the civic leaders was used to substantiate the responses received from the RTC directors concerning civic leader support and community involvement. (See APPENDIX C for this questionnaire.) This instrument has been constructed with open questions because, as stated previously, such questions allow for fuller disclosure of attitudes, opinions, and/or knowledge. Since these responses were not intended to be coded, this type of question allowed an excellent means of information gathering for the researcher.

### Reliability

Reliability of the public opinion survey was established by the use of three interviewers who were instructed as to the meaning of each question and statement. A uniform definition of residential treatment center was given to all contacted for this survey. Because the interview schedules were administered via the telephone, vocal inflection was an important factor. Care was taken to insure that the interviewers did not, through vocal inflection, indicate whether a positive or negative response was desired. Use of the telephone also

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<sup>28</sup>Gardner Lindzey and Elliott Aronson, The Handbook of Social Psychology: Research Methods, Vol. II (2nd ed.: Reading: Addison-Wesley Publishing Company, 1968), pp. 210-211.

allowed the interviewer the opportunity to clarify statements or questions when necessary.

Respondents who misunderstood the focus of this survey were removed from the sample. This included respondents who, after given the definitions of residential treatment center, indicated by their answers that they were responding in regard to some other program such as cancer research, sewage treatment, etc. Since these respondents obviously did not understand the focus of the survey, it was felt that inclusion of these responses in the analysis would provide an inaccurate measurement of the degree of support RTCs receive from the community.

#### Validity

Face validity was established by including in the public opinion questionnaire statements that have been indicated to be those concerns of the community toward corrections. These concerns include cost to the community, neighborhood depreciation, interaction between the residents and other youth in the community, etc.

#### Administration

The interview schedule for the RTC directors was administered verbally. The interview schedule to the general public was administered via telephone to assure a larger response than would other means. A mail survey was used for the survey administered to the civic leaders.



## Collection of the Data

The data was collected over a four-month period from June, 1974 through September, 1974.

Of the seven RTC directors contacted, all cooperated with providing information regarding the RTC's involvement with the community. For reasons of confidentiality, however, only four RTCs were able to provide the names of their former residents. Those that did not supply this information held that, since these were juvenile records, their confidentiality must be maintained.

From the general public there were approximately 150 contacted in each area. The number of respondents ranged from thirty-three to ninety-eight with the mean being seventy-two.

Of the civic leaders contacted, one quarter to one third responded from all areas. Since this was only to substantiate the responses of the RTC directors, this amount was felt to be adequate.

## Analysis of the Data

### Critical Region

The stated null hypotheses are significant at the .05 level. This design used a two-tailed test with the critical regions being two and one-half percent in the positive and negative areas of the curve.



## Statistics Used

### First Null Hypothesis

There is no statistically significant relationship between community support and the rehabilitative success of the program. This test of statistical relationship used a Goodman's and Kruskal's Gamma. The data meets the assumptions of the test, which are: 1) it is a test of association of relationship; 2) there is ordinal level data; 3) it is a multisample test; and 4) the samples are independent.

### Second Null Hypothesis

There is no statistically significant difference in the degree of support when the following variables are tested: effort, awareness, residency, and characteristics of the respondents. To test the statistical significance of the difference a Mann-Whitney U was used. The data meets the assumptions of the test, which are: 1) it is a test of statistical difference; 2) there is ordinal level data; 3) it is a two sample test; and 4) the samples are independent.

## CHAPTER IV

## RESULTS

According to McCartt, a residential treatment center should "conduct a program . . . to encourage understanding, acceptance and support of its program."<sup>29</sup> Analysis of this data has been designed to determine community involvement, community awareness, and community support. Statistical analysis of the data examined the relationship between community support and rehabilitative success and the significance of the differences in the support when various factors were examined.

Support and Success

The data for this section came from the measurement of support obtained from the interview schedules administered to the RTC directors, the general public, and to the civic leaders and from the information supplied by the residential treatment centers regarding their rehabilitative success. To test the relationship a Goodman's and Kruskal's Gamma was used. For reasons of confidentiality, the measurement of success was limited to four RTCs.

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<sup>29</sup>McCartt, pp. 262-63.

### General Public

This section tested the relationship between the support of the general public and the rehabilitative success of the center. Testing this relationship, the result is .33. That is to say, there is a thirty-three percent agreement between the variables under study. This indicates a moderately low association between community support and rehabilitative success. Although there is an association present, this result is not statistically significant at the .05 level. It is therefore necessary to accept the null hypothesis of there being no statistically significant relationship between community support and rehabilitative success when the support measured is that of the general public.

### Civic Leaders

In measuring community support it is necessary to examine the support of all members of the community. In the previous section the support of the general public was examined. This section will look at the support of those individuals who are members of civic groups, businessmen who may employ the clients, recreational organizations, etc.

The question of there being a relationship between the degree of support from the civic leaders in a community and the rehabilitative success of the RTC was addressed in the section. To measure the degree of civic support for each area, the total number of resources available and useful to the RTC were counted. (See APPENDIX A, question 13.) This total was compared to the number of resources indicated by the director to have a supportive relationship with the RTC. (These

responses were substantiated by the responses from the civic leaders.) A supportive relationship, for the purposes of this study includes only those resources with which the RTC indicated a good or very good relationship.

The seven RTCs fell into one of three ratios of support. There were two agencies with a one to one ratio, two agencies with a three to four ratio, and three agencies with a one to two ratio of support.

The significance of this relationship was tested. The result is  $-.60$ . Although there is a fairly strong association; there is an inverse relationship, and the result is not statistically significant at the  $.05$  level. It is necessary to accept the null hypothesis of there being no statistically significant relationship between civic leader support and the rehabilitative success of a RTC.

### Factors Contributing to Community Support

#### General Public

This section examines the factors contributing to community support. These factors include effort, awareness, and characteristics of the respondents. Where tests of statistical relationships were used a Goodman's and Kruskal's Gamma was chosen. For those tests to determine statistical differences a Mann-Whitney U was used.

#### Awareness

This section sought to determine whether there was expressed a significantly different degree of support by those aware of the program than by those unaware. The data for this topic area came



from the measurement of awareness obtained from the interview schedule administered to the general public. For this section, attention was also given to statements nine through eighteen (See APPENDIX B) to determine public support. Public support was measured on a scale from one to five, one being the highest level of support and five the lowest.

#### Awareness/Support

The question first answered was whether or not awareness was a factor contributing to the general public's support of a RTC. Examining the relationship between awareness and support, the result was .62 which, although an indication of a fairly strong agreement, is not statistically significant at the .05 level. There is no statistically significant relationship between awareness and support.

Although there is no relationship between awareness and support, the question remains as to whether or not there is a significantly different degree of support expressed by those respondents aware of the RTC than by those unaware of the RTC. Testing this difference, the result was 9 which is not statistically significant at the .05 level. Although this result is very close to the level of significance, it was the decision of this researcher (based on the lack of relationship between awareness and support) to accept the null hypothesis of there being no statistically significant difference between the support expressed by those aware of the RTC and those unaware of the RTC.

## Effort

This section examined the efforts of the various RTCs to gain community support. The data for this topic area came from the interview schedule administered to the directors of the RTCs under study. From this questionnaire, questions two through seven (See APPENDIX A) indicate the efforts of the RTCs and the feedback (to the directors) from the community.

The efforts of the RTCs have been categorized into two groups, the first group containing those RTCs which approached the community prior to opening and the second group being those RTCs approaching the community after opening. TABLE 1 indicates the efforts (initial and current) of the RTC and the information the directors of these centers have regarding community support and/or resistance. All RTCs appear to have generally good support and positive feedback. The only difference between the RTCs is in their initial approach to achieve community support. Three of the RTCs approached the community prior to the opening of the RTC, and four of the RTCs approached the community after the opening of the center. Four RTCs utilized media coverage to make the community aware of the RTC or aware of the community's need for this service. Only two RTCs did not participate actively in public speaking engagements, but all agencies have made personal contacts with either the general public, to civic groups, or to social agencies and public officials. Only two of the residential treatment centers have held open houses for the general public.

wide media coverage (M/13) contact public office	of interest of interest of interest of interest of interest	Suppression of political activism; civil and business association and government agencies	Positive - 20% Negative
public speaking commitments	public speaking commitments	Business and neighbors association and civil and business association	Positive - 75% Negative - 25%
media coverage contact civic groups contact civic groups	public speaking commitments	Community and business civic and business association and civil and business association	Positive Negative
wide media coverage public speaking commitments	public speaking commitments	Community and business civic and business association and civil and business association	Positive Negative
wide media coverage public speaking commitments	public speaking commitments	Community and business civic and business association and civil and business association	Positive Negative

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RTCs Approaching  
 the Community After Opening

wide media coverage public speaking engagements contact public office	some media coverage  public speaking engagements	Support: neighbors civic and business community organizations government agencies	Positive
open house contact civic groups public speaking engagements	contact civic groups  public speaking engagements	Support: community and neighbors civic and business Resistance: minimal	Positive - 75%  Negative - 25%
media coverage contact civic groups	some media coverage	Support: civic and business courts and social agencies Resistance: minimal	Positive
media coverage open house public speaking engagements	media coverage contact civic groups  public speaking engagements	Support: civic and business community and neighbors Resistance: immediate neighbors at first	Positive



## Effort/Awareness

This section examines the efforts of these centers to make the public aware of their presence. This information was compared to the percentage of the respondents for each community that indicated awareness of the RTC. If between ten and fifteen percent of the population is aware of the RTC, this would be considered a successful effort at public awareness.<sup>30</sup> TABLE 2 contains information concerning the efforts (initial and current) of the RTCs, the percentage of community awareness, the media used to make the public aware, and the degree of support in each community.

This data indicates that those RTCs most successful in making the community aware of the program are those which initially approached the general public through media coverage, open house, or public speaking engagements. Of the most successful of the RTCs approaching civic groups initially is one agency which presented a film documenting the need for such a service. Personal contact with the general public (open house, speaking engagements) has been the one effort present in those RTCs with the highest percentage of awareness. (This is supported by the data which indicates that of the RTCs in the first group, the least successful in achieving public awareness is that one which has not had any personal contact with the general public.)

These RTCs were compared on the basis of those approaching the community (general public and civic groups) prior to opening and

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<sup>30</sup>Personal interview with Mr. Ron Taylor, Associate Professor, Department of Public Relations and Advertising, Youngstown State University, Youngstown, Ohio, August 7, 1974.

media coverage	radio coverage	public speaking engagements	public speaking engagements	media coverage	public speaking engagements	media coverage	public speaking engagements	media coverage	public speaking engagements
open house	open house	public speaking engagements	public speaking engagements	open house	public speaking engagements	open house	public speaking engagements	open house	public speaking engagements
courtesy of...	courtesy of...	courtesy of...	courtesy of...	courtesy of...	courtesy of...	courtesy of...	courtesy of...	courtesy of...	courtesy of...
64%	64%	69%	69%	50%	50%	57%	57%	50%	50%
48%	48%	48%	48%	48%	48%	48%	48%	48%	48%
2.08	2.08	2.13	2.13	3.10	3.10	3.13	3.13	3.13	3.13

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RTCs Approaching the Community After Opening	media coverage	media coverage		News Media	48%	
	open house	contact civic groups	64%	Personal Contact	18%	2.08
	public speaking engagements	public speaking engagements		Other	43%	
	wide media coverage	some media coverage		News Media	84.5	
	public speaking engagements	public speaking engagements	49%	Personal Contact	12.5	2.19
	contact with public officials		Other	2.5		
	open house	contact civic groups		News Media	31%	
	public speaking engagements	public speaking engagements	37%	Personal Contact	17%	2.22
	contact civic groups			Other	51%	
	media coverage	some media coverage		News Media	40%	
	contact civic groups		14%	Personal Contact	20%	2.30
				Other	40%	

<sup>a</sup>Percentages do not add up to 100 because of rounding factor

those making this contact after opening. The significance of this difference was tested, and the result is 2.0 which is not statistically significant at the .05 level. It is possible to accept the null hypothesis of there being no statistically significant difference in public awareness between those RTCs which approached the community before the RTC opened and those which approached the community after opening.

The information presented in TABLE 2 indicates that, of these initial efforts, three RTCs approached the general public personally and four RTCs made their only personal contact with civic groups. (Media coverage, although contact with the general public, is not considered by this researcher to be personal contact.) Testing the significance of this difference, the result is 0. which is statistically significant at the .05 level. It is necessary to reject the null hypothesis of there being no statistically significant difference in public awareness when the personal contact was made with civic groups. It is those RTCs which have initially approached the general public rather than civic groups, and on a personal level, which have a greater degree of community awareness.

#### Effort/Support

Although it has been established that personal contact with the general public creates significantly more awareness than personal contact with civic groups, there is still the question of whether or not this personal contact creates more community support when it is directed toward the general public as opposed to civic groups. Testing



the significance of this difference, the result was 3.5 which is not statistically significant at the .05 level. It is necessary to accept the null hypothesis of there being no statistically significant difference in community support when the personal contact was with the general public rather than with civic groups.

The media of communication remains to be examined. (See APPENDIX B, question 7.) For the purposes of this analysis, this information has been collapsed into three categories. The first category, News Media, contains the data recorded under (1.) Newspaper and (2.) Radio-TV. Personal Contact, category two, contains the data recorded under (3.) Civic or Church Groups and (4.) Contact from the Home. The data under (5.) Other remains as initially recorded. This category includes only those respondents who became aware of the RTC through social contacts and not through any planned effort on the part of the RTC.

The question to be answered concerns the means of communication and the degree of support expressed by the general public. Looking at the means of communication, it appears that News Media and Other were the main sources of information regarding these RTCs.

Examining the degree of support expressed by those respondents in the three categories, it appears that those made aware of the RTC through personal contact expressed the strongest support. There is a statistically significant difference between the support expressed by those respondents in Group B (Personal Contact) and Group C (Other). The result was a U of 7.5 which is statistically significant at the .05 level. This infers that the strongest support comes from that

segment of the community approached personally. Considering the result of the test between effort and awareness (See pages 24 and 25), there is indication that personal contact yields both the greatest awareness and support than do other efforts at gaining community acceptance and support.

### Characteristics of the Respondents

The interview schedule was designed to control for variables such as age, sex, educational level and residency. By controlling for these variables, it was possible to determine whether there was more support expressed by males as opposed to females, etc. The variable of age was broken down into six categories. These categories were: under 21, 21 to 30, 31 to 40, 41 to 50, 51 to 60, and 61 and over. The variable of sex was categorized into male and female. The variable of educational level was broken down into three categories. These categories were: high school graduate or less, some college, and college degree or more. The variable of residency was examined in regard to home ownership and, in turn, location to the RTC. Home ownership was categorized into those who own and those who rent. Location to the RTC was categorized into those who reside in the immediate neighborhood of the RTC and those who reside outside this area. (Immediate neighborhood has been defined on page 10.)

### Residency

It was the initial intention of the study to examine the differences in support expressed by those respondents in the immediate neighborhood of the residential treatment center and those residents

outside this area. After further examination of the data, it was felt that the question of a possible difference in the expressed support of homeowners and those who rent might exist. This section of residency addresses both issues.

#### Immediate/Other

It was questioned whether or not there is a tendency for those residents within the immediate neighborhood of the RTC to be less supportive of the RTC. Data for this section was collected from the interview schedule administered to the general public. (See APPENDIX B, question 6.) Because only those residents who stated awareness of this program could answer this question, analysis of this section has been limited solely to these respondents.

Because two agencies had only one resident in the immediate neighborhood and one agency had none, it was felt a more accurate test could be run by ranking the separate scores of the respondents from all areas. The result of this test was insignificant at the .05 level. It is necessary to accept the null hypothesis of there being no statistically significant difference in the degree of support expressed by those residents in the immediate neighborhood of the RTC than by those residents outside this area.

#### Own/Rent

Examining the possibility of those who own their homes expressing a different degree of support than those who rent, a score of 17.5 was derived. This figure is not statistically significant



at the .05 level, and therefore, it could not be stated that there is any statistically significant difference in the degree of support expressed by these two groups.

#### Age/Sex/Level of Education

Of all the variables examined, the only ones that evidenced any statistically significant difference were age and educational level. For this size sample a U value of 9 or less is necessary to consider the groups significantly different. (See TABLE 4 for this information.) The age group of 61 and over expressed significantly less support than did the other age groups, with the exception of those in the 51 to 60 category. Examining the variable of educational level, those respondents with a college degree or more expressed greatest support. Those respondents with a high school education or less expressed the least support. Between the three groups the only significant difference was between those with a high school education or less and those with a college degree or more.



TABLE 3  
MANN-WHITNEY U VALUES BETWEEN  
EXPRESSED SUPPORT WITHIN THE VARIABLES

Variable	U Value
Age	
Under 21/61 and over	4
21-30/61 and over	2.5
31-40/61 and over	5
41-50/61 and over	5
51-60/61 and over	11.5
Sex	
Male/Female	21.5
Educational Level	
High School Graduate or Less/Some College	18.5
Some College/Degree or More	12.5
High School Graduate or Less/Degree or More	4.5

#### Civic Involvement and Support

This section examined the degree of community involvement. Community involvement includes both relationships with the community's civic leaders and planning for the use of available community resources.

#### Resources and Involvement

The seven RTCs under study were asked to rate their use of the resources in their community. The average responses are illustrated in TABLE 4. These same directors were also asked who was responsible

TABLE 4  
REPRESENTATION OF THE  
AVERAGE USE OF COMMUNITY RESOURCES

Community Resources	Number of RTCs Indicating the Service Was Not Available	Number of RTCs Having No Need For Service	Average Frequency of Use	Average Relationship Between RTCs and Community Resources
<b>Criminal Justice Agencies</b>				
Police		1	Moderate	Good
Courts			Frequent	Good
Corrections			Moderate	Good
<b>Educational Institutions</b>				
Junior High			Frequent	Good
High School		1	Frequent	Very Good
Vocational Training	2		Moderate	Good
Technical/Business	2		Seldom	Poor
College/University	1	1	Seldom	Good
<b>Employment</b>				
Private			Moderate	Good
Government	2	1	Seldom	None
Private Employment Service	2	2	Seldom	None
Government Employment Service	1	2	Moderate	Fair
<b>Social Welfare Agencies</b>				
Family Children Services			Moderate	Good
Public Assistance Rehabilitation Services	4	3	Seldom Moderate	Fair None
Housing Services	4	2	None	None
Neighborhood Centers	1		Moderate	Fair
<b>Mental Health Services</b>				
Counselor Assistance			Frequent	Very Good
Mental Health Agencies			Frequent	Very Good
Psychiatric			Frequent	Good
<b>Medical Services</b>				
Physicians			Frequent	Very Good
Hospital			Moderate	Good

TABLE 4 (CONT.)

Community Resources	Number of RTCs Indicating the Service Was Not Available	Number of RTCs Having No Need For Service	Average Frequency of Use	Average Relationship Between RTCs and Community Resources
Legal Services				
Public Defender	4	1	Moderate	Good
Private		2	Seldom	Good
Individual Volunteers			Moderate	Good
News Media				
TV	2		Seldom	Good
Radio			Seldom	Fair
Newspaper			Moderate	Good
Recreational				
YMCA or YWCA	1		Moderate	Good
Youth or City Recreation Centers	5	1	Seldom	Fair
Scouts	4		Frequent	Good
Church/Religious Association			Moderate	Good
Civic/Professional		1	Moderate	Good
Alcoholics Anonymous	2	2	None	Fair
Drug Rehabilitation	3	1	Seldom	Good
Big Brother/Sister Type Organizations	4		Seldom	Fair
Other Self Help Groups	4		Seldom	Good

for initiating contact and establishing these relationships. The tendency here was for the contact to be made by the home director or some member of the board. Other responses included contact with the courts, clients, or outside sources. (See TABLE 5 for a more accurate picture of this information.)

TABLE 5

## SOURCE OF CONTACTS

Agency	Staff	Board	Clients	Courts	Outside Sources	Total Contacts Made Since RTC Opened
1	7	1		14		22
2	39					39
3	20		3	.5	5.5	29
4	9	10	.5	2	1.5	23
5	22.5	4	1		1.5	29
6	14			8	1	23
7	12.8	6.4	.8			20
Total	126.3	21.4	5.3	24.5	9.5	185

The range of contact made by these RTCs ran from 20 to 39 contacts with the mean being 26.4. The majority of contacts in all of the RTCs was made either by the staff or by its directing board.

Four RTCs allowed clients to initiate this contact. Although for all the RTCs, this contact was primarily made by the client in his attempts to secure employment or to use the recreational facilities of the community. One RTC indicated client contact of a different nature.



The clients from this home participated in a public community beautification project. None of the RTCs allow their clients to be "on display" in order to gain community support. Client contact is minimal and primarily includes only those activities ordinarily engaged in by youth of similar ages.

### Feedback from the Community

#### Community Responses

Examining the interview schedule administered to the general public, question 20 indicated those reasons the general public had for accepting a residential treatment center in their areas. Of these responses, that most frequently stated (37% of the responses) was the realization of a need for such services and the possibility that these RTCs could help the youth. Other responses indicated the attitude that the institution does more harm than good (27%), the ability of the respondents to relate to the problem of juvenile delinquency (17%), and the feeling that, since the problem originated in the area, the correction of that problem should take place within that area.

#### Community Objections

Analysis of the discussion comes from the interview schedule administered to the public. From this survey, statements ten, twelve, fourteen, sixteen and seventeen were considered along with any responses to questions nineteen and twenty (See APPENDIX B). Breakdown of this data is set up in TABLE 6. From this data the tendency is to accept the youth from the RTC not only as residents in the area, but in the

public schools and as associates of the respondents' children. From question nineteen the major objection to these RTCs was if they were improperly administered or had poor supervision of the youth.

TABLE 6  
COMMUNITY OBJECTIONS

Statement	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Too many tax dollars are already being spent for delinquents	6	57	112	262	30
I would not object to a residential treatment center in my immediate neighborhood	13	321	73	51	7
I feel having these youth in the area create a bad image for our town	4	34	43	355	31
I would not want my children associating with the youth from such a center	5	79	108	257	18
I would not object to having youth from these centers attending our public schools	23	343	35	62	4

Breakdown by Percentages

Too many tax dollars are already being spent for delinquents	1	12	24	56	7
I would not object to a residential treatment center in my immediate neighborhood	2	70	16	11	1
I feel having these youth in the area create a bad image for our town	1	7	9	76	7
I would not want my children associating with the youth from such a center	1	16	24	56	3
I would not object to having youth from these centers attending our public schools	4	75	7	13	1

Two areas that generally cause a community to object to a RTC are the cost in tax dollars and the physical presence of such a center in one's immediate neighborhood. It is interesting to note that the respondents from all the communities under study expressed very little objection to either statement. It must be pointed out, however, that to many of these respondents, the possibility of a RTC in the immediate neighborhood was only a hypothetical situation and perhaps objections would be stronger if the possibility were a reality.

#### Evaluation by Directors

When asked to list the one factor responsible for community support or non-support, five directors felt that keeping the public aware of the RTC and informed of its goals (one RTC issues a newsletter to interested citizens) most contributed to its successful achievement of community support. One RTC justified the need for the program through its rehabilitative success. Two RTCs attributed their support to either the status of the Board of Directors or to the support of civic groups. Only one RTC indicated there was no need for community support because its physical structure would not meet community resistance.

When asked in what ways community involvement could be improved, six directors responded, and these suggestions are listed below:

1. Local groups which are currently involved with the clients should expand their interests to involve the client's families. This is to create community acceptance of the client's family and could also provide any other assistance available.
2. Develop stronger ties with the therapeutic community, the probation staff, community employers, and educators.

- 3. Greater use of volunteers.
- 4. More client exposure to the community.
- 5. More involvement with the community at large and civic groups.

DISCUSSION AND CONCLUSIONS

Of all the variables examined, the most significant was the level of education. The study showed that the public approached (and the public approached) had a higher level of education than the general population. This finding is significant because it suggests that the public is more educated than the general population. This finding is significant because it suggests that the public is more educated than the general population.

The American Correctional Association, realizing the importance of community support, has developed a public relations program. This program is designed to increase public awareness of the work of the Association and to encourage public participation in the work of the Association. The program includes a number of activities, including the following:

- 1. Research into the community to determine current attitudes.
- 2. Planning a program to reach those attitudes which are most favorable to the Association's objectives.
- 3. Development of the program and its implementation.
- 4. Evaluation of the program and its effectiveness.

REFERENCES

The study found that there is a significant relationship between the level of education and the level of involvement with the community. This finding is significant because it suggests that the public is more educated than the general population. This finding is significant because it suggests that the public is more educated than the general population.

<sup>1</sup>The American Correctional Association, "The Way to Do It Book."



## CHAPTER V

## DISCUSSIONS AND CONCLUSIONS

Of all the variables examined, those shown to have any statistical significance were the public approached (general public as opposed to civic groups), media of communication, age and educational level. It is these variables that will be addressed in the chapter.

The American Correctional Association, realizing the importance of community support, has compiled a booklet describing how an effective public relations program can be implemented. This four step plan involves:

1. Research into the community to determine current attitudes;
2. planning a program to make these attitudes congruent with the image the RTC desires to project;
3. execution of the program; and
4. evaluation of the success of the public relations effort.<sup>31</sup>

Community Support

This study sought to determine whether there is a relationship between community support and rehabilitative success, and what factors contribute to community support. Although through statistical analysis it was shown that there is no linear relationship between community

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<sup>31</sup>The American Correctional Association, "The How to Do It Book."

support and rehabilitative success, the fact remains that community support and involvement are important. While increasing community support does not proportionately improve the rehabilitative success of a RTC, such support is necessary if the RTC is to be allowed to be established in the community and use the community's resources to the RTC's optimal benefit.

This support, or acceptance, does not happen by chance. For this reason every RTC should plan a program specifically designed to make the public aware of and supportive of the program and its goals. In planning such a program no sector of the community should be ignored. Contact with the community should include the general public, the therapeutic community, civic groups and public officials.

Although the entire community should be reached, support of certain publics is more important to the survival of the RTC than others. These publics could be divided into two groups -- that public which works with the RTC and provides goods and services and that public which could, through misinformation or lack of understanding of the RTC's goals and objectives cause the RTC programs to be terminated in that community.

The public which works with the RTC and provides goods and services consists of such groups as the therapeutic community, public officials and civic groups. These are publics that the RTC's director and residents are most frequently in contact with and it is this support that is essential to the functioning of the RTC.

The general public is that public which, if not supportive of the RTC, could cause its termination in the community. A public information program for the general public, although this support does

not contribute to the rehabilitative success of the RTC, allows the RTC to remain in the community with a minimum of resistance and may also allow the RTC to receive support in the form of passed tax levies.

Analysis of the data indicated that timing of the contact -- that is, before or after the RTC opens -- does not significantly improve the degree of community support. There are, however, two areas of the population which should be approached prior to the opening of the RTC. Special care should be taken to reach those in the immediate neighborhood prior to the opening of the RTC. Although statistical analysis does not indicate a significant difference in the degree of support expressed by those in the immediate neighborhood and those residents not in this area, directors indicated the greatest resistance to be from the immediate neighborhood in the early phases of the RTC. It would be worth the time and effort to identify these residents, determine how they may best be reached (P.T.A., church groups, etc.) and approach these people prior to the opening of the RTC. Civic groups, the therapeutic community and public officials are other publics that should be contacted prior to the opening of the RTC. In this way the director can determine what support and assistance will be forthcoming from these community agencies and community organizations.

Common in the efforts of all the RTCs was that they used some means of communication to make the public aware of their presence and objectives. Some RTCs used media coverage such as radio, television or the newspapers, and some RTCs used public speaking engagements.



Five of the seven directors attributed the support of their RTC to these efforts to make the public aware and informed of the RTC and of its program goals. It is recommended that each RTC develop a public awareness program to reach as many community members as possible and through the most efficacious medium of communication.

Through analysis of the data, personal contact with the general public appears to be most effective. This contact could be either through speaking engagements, open houses, or both. It must be pointed out that it is the personal contact that is important rather than the timing of the contact.

Research into the community can be done with an instrument similar to the interview schedule administered to the general public in this study, and evaluation of the public relations effort would be done with the same instrument. This evaluation would naturally take place after the public relations program had sufficient time to be effective. Such research, both before and after the community relations program, would indicate community objections and misunderstandings and would allow the RTC director the opportunity to develop a program that would address these topics.

Topics to which the directors should address themselves would depend on the individual community's objections or misunderstanding of such a RTC program. From the data gathered from the seven communities under study, objections stated were that the RTC would be placed in the individual's immediate neighborhood, that it would create a need for more tax dollars, that it may be improperly run, or that it would accept youth from outside areas. Reasons for accepting these RTCs include the realization that such a service may be needed by any



resident with children, the feeling that institutionalization would only deepen the youth's problems, and that, since the problem originated in the county, it should be corrected there. These are only a sampling of the topics which could be addressed in a community relations program.

From the responses from the general public, the most resistance to RTCs was expressed by those individuals who did not go on to college and by those whose age was sixty-one or over. Although it would be difficult to identify the level of education of the individuals in any one community, it is possible to approach the senior citizen groups. Since this is one group which receives a minimum of society's benefits, it is understandable that they would be opposed to any program in their community which may subtract from what social benefits they may receive from the community. The most effective community support effort might occur with this group.

As suggested by Gary Hill, RTCs can function as a resource to the community.<sup>32</sup> Selected youth from the RTC could be used as volunteers to various senior citizen groups. Such a program would be beneficial in the following ways:

1. The public could not disapprove of aid being given to the elderly, and this could bring public approval;
2. the youth would be exposed to the community that would not put them "on display;"
3. there may be a rehabilitative effect that could improve the RTCs success rates; and
4. there would be service provided to a group of citizens which has been long forgotten.

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<sup>32</sup>Hill, "Improve Image," 45.

Community support should not be looked upon as a singular effort, it is important to maintain this supportive relationship with all publics through regular contacts. Contact with the various publics should be maintained as long as the residential treatment center remains in the community. This may be done through speaking engagements, a yearly open house, a documentary film, or as one director suggested, a newsletter to citizens interested in the RTC. Whatever the medium of communication, the public should be kept current with the goals, needs and successes of the residential treatment center in its community.

#### Community Involvement

It is the therapeutic community that will be most used by the RTC, and it is here where strong ties must be established. Each RTC must determine which of the available community resources would be beneficial to its clients. It should be the responsibility of the director to establish rapport between the directors of these resources.

This is not to say that strong ties with the therapeutic community is sufficient; it is important, but no segment of the community should be ignored. Educators, employers, civic groups and the general public are equally important.

Community involvement could be enhanced by including the client's family in certain program areas. This would in certain cases allow the community contact with the family unit and would give the family the opportunity to become involved in some of the actual therapeutic situations.

Use of volunteers is an excellent means of developing community support as well as community resources. Volunteers can bring into the

RTC a variety of resources and can also bring out of the RTC information regarding the goals, progress and needs of the RTC.

### Summary

The methods a RTC uses to gain community support and to maximize involvement in community resources are as varied as the residents in any one community. Each RTC should develop its own program to best fit its individual needs. Planning of the program is essential since, when awareness or contact happens by chance, it is generally through negative or misinformed communication. A carefully planned program in community relations could maximize the potential of any RTC.

## RESIDENTIAL TREATMENT CENTER QUESTIONNAIRE

## APPENDIX A

Residential Treatment Center Questionnaire

1. Indicate why community acceptance toward your residential treatment center and by whom.
2. List any Residential Treatment Center Questionnaire of your residential treatment center.
3. What have you done to gain community acceptance in the past 12 months of this program?
4. What are you doing now?
5. What personal contact with the community have been made by you or residential?
6. Which civic groups have helped you gain community acceptance, and how?
7. In what amount do you use volunteers?
8. What is the extent of the media coverage your agency has had?
9. What is the extent of support from area businessmen, Inc., employment, discounts, use of facilities?
10. What is the one factor to which you can attribute the acceptance or non-acceptance of your agency in the community?
11. Evaluate the community support efforts of your agency:
12. Involvement with community resources:
  - a. Place a "no" in the blank if this resource is not available in your community.
  - b. Place an "X" in the blank if there is no need for the service provided.
  - c. Rate your agency's use of the resource:  
 1 = frequently      2 = seldom  
 3 = moderately      4 = not at all
  - d. Rate your relationship with the resource:  
 1 = very good      2 = fair  
 3 = good      4 = poor



## RESIDENTIAL TREATMENT CENTER QUESTIONNAIRE

1. Indicate any community support or resistance toward your residential treatment center and by whom.
2. List any feedback by community as to success or failure of your residential treatment center.
3. What have you done to gain community acceptance in the initial stages of this program?
4. What are you doing now?
5. What personal contact with the community have been made by your residents?
6. Which civic groups have helped you gain community acceptance, and how?
7. To what extent do you use volunteers?
8. What is the extent of the media coverage your agency has had?
9. What is the extent of support from area businessmen, i.e. employment, discounts, use of facilities?
10. What is the one factor to which you can attribute the acceptance or non-acceptance of your agency in the community?
11. Evaluate the community support efforts of your agency.
12. Involvement with community resources:
  - a. Place a "no" in the block if this resource is not available in your community.
  - b. Place an "X" in the block if there is no need for the service provided.
  - c. Rate your agency's use of the resource  
F = frequently                      S = seldom  
M = moderately                      N = not at all
  - d. Rate your relationship with the resource.  
V = very good                      F = fair  
G = good                              P = poor

Community Resources	Resource Available in Community	No Need for Service	Rating of Use of Resource	How and by Whom was this Relationship Established?
Criminal Justice Agencies				
Police				
Courts				
Corrections				
Educational Institutions				
Junior High School				
Technical/Vocational				
College/University				
Community Organizations and Groups				
Recreational (List such as YMCA, YWCA, etc.)				
Religious				
Civic/Professional (List such as Jaycees, Kiwanis, etc.)				
Civic/Service (List such as Big Brothers, etc.)				
Other Self-help Groups (List)				
Employment				
Private				
Government				

Community Resources	Resource Available in Community	No Need for Service	Rating of Use of Resource	How and by Whom was this Relationship Established?
Social Welfare Agencies				
Family/Child Services				
Public Assistance				
Neighborhood Centers				
Professional Services				
Mental Health Services				
Medical Services				
Physicians				
Hospitals				
Legal Services				
Individual Volunteers				
News Media				
Television				
Radio				
Newspapers				

PUBLIC OPINION SURVEY

APPENDIX B

Public Opinion Survey

1. Sex \_\_\_\_\_ 1. Male \_\_\_\_\_ 2. Female \_\_\_\_\_
  2. Age \_\_\_\_\_ 1. 18-24 \_\_\_\_\_ 2. 25-34 \_\_\_\_\_ 3. 35-44 \_\_\_\_\_ 4. 45-54 \_\_\_\_\_ 5. 55-64 \_\_\_\_\_ 6. 65 or over \_\_\_\_\_
  3. Level of Education \_\_\_\_\_
    1. High School graduate or less \_\_\_\_\_
    2. Some College \_\_\_\_\_
    3. College degree or more \_\_\_\_\_
  4. Are there any residential treatment centers in your county? \_\_\_\_\_  
(If answer is no, page 11)
  5. What is your location in reference to this residential treatment center? \_\_\_\_\_
    1. Immediate neighborhood \_\_\_\_\_
    2. Other \_\_\_\_\_
  6. How did you become aware of this residential treatment center? \_\_\_\_\_
    1. Newspaper \_\_\_\_\_
    2. Radio-TV \_\_\_\_\_
    3. From civic group \_\_\_\_\_
    4. Contacted the center \_\_\_\_\_
    5. Other \_\_\_\_\_
  7. What are the contents of the survey? \_\_\_\_\_
    1. First \_\_\_\_\_
    2. Second \_\_\_\_\_
- Indicate your level of agreement with statements 8-11 using the following scale:
1. Strongly agree 2. Agree 3. No opinion 4. Disagree 5. Strongly disagree
8. I feel such residential treatment centers help delinquent youth \_\_\_\_\_
  9. The way our dollars are currently being spent for delinquents \_\_\_\_\_
  10. I could support legislation for a residential treatment center \_\_\_\_\_
  11. I would not object to a residential treatment center in my neighborhood \_\_\_\_\_



## PUBLIC OPINION SURVEY

1. Sex 1 1. Male  
2. Female
2. Age 2 1. Under 21  
2. 21 - 30  
3. 31 - 40  
4. 41 - 50  
5. 51 - 60  
6. 61 or over
3. Level of Education 3  
1. High School graduate or less  
2. Some College  
3. College degree or more
4. Own or Rent 4 1. Own  
2. Rent
5. Are there any residential treatment centers in your county? 5 1. Yes  
(If answer is no, go to #9.) 2. No
6. What is your location in reference to this residential treatment center? 6 1. Immediate neighborhood  
2. Other
7. How did you become aware of this residential treatment center?  
7 1. Newspaper  
2. Radio - TV  
3. Some civic group  
4. Contact from the center  
5. Other
8. What was the content of the message? 8 1. Pro  
2. Con
- Indicate your level of agreement with statements 9 - 18 on the following scale:  
1. Strongly agree 2. Agree 3. No opinion 4. Disagree 5. Strongly disagree
9. I feel such residential treatment centers help delinquent youth 9
10. Too many tax dollars are already being spent for delinquents F  
10
11. I would support legislation for a residential treatment center 11
12. I would not object to a residential treatment center in my immediate neighborhood 12



APPENDIX C

Civic Leader Survey

1. What is your relationship to the residential treatment center?

2. How do you feel about this residential treatment center and the services it provides?

3. What is your opinion of this center's treatment goals or philosophical orientation?

4. What are your feelings about these youth using your services?

5. Are you supportive of this residential treatment center?

Yes  
No  
No opinion  
No answer

## CIVIC LEADER SURVEY

1. What is your relationship with this residential treatment center?

2. Was there a need for this residential treatment center or do you feel there was duplication with other services?

3. What is your opinion of this center's treatment model or philosophical orientation?

4. What are your feelings about these youth using your services?

5. Are you supportive of this residential treatment center?

- Yes
- No
- No opinion
- No comment



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