



920212SAFE.com

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NEWS RELEASE

Be Safe campaign highlights local resources available for victims of domestic violence

920-212-SAFE connects directly to free help

Community partners have come together to launch the Be Safe campaign, an initiative focused on reaching those dealing with domestic abuse to ensure they know local help is here and available.

The campaign promotes an easy to remember phone number and website — 920-212-SAFE — that domestic abuse victims, as well as their family and friends, can use to connect with local help. Those calls and messages will be answered 24/7 by the experienced staff at Golden House, Brown County's comprehensive domestic violence shelter and support.

"We've learned that many victims of domestic abuse do not know where to turn for local help," said Golden House Executive Director Cheeia Lo. "We want all those dealing with domestic violence right now to know that we are here and we can help. All they need to do is reach out. We are here."

The Be Safe campaign is truly a community initiative. With funding from a dedicated community member, O'Connor Connective was asked to create and carry out the logistics of the campaign, which encourages those dealing with domestic violence to call 920-212-SAFE so they can receive the help they need. The campaign also has community partners, who will amplify the message to ensure as many people as possible are reached.

"There is power in partnerships," said Green Bay Mayor Eric Genrich. "For this campaign, nonprofit organizations, governmental agencies and local businesses are working together to raise awareness about the free, local help available for those affected by domestic violence."

Education is important as we work to get survivors of domestic violence to a safe place and hold abusers accountable, said Green Bay Police Chief Chris Davis.

"The Green Bay Police Department took 507 reports for domestic violence in 2021, resulting in 530 people being charged for 1,046 offenses. The most common offenses are disorderly conduct, simple battery and criminal damage," he said. "So many



GoldenHouse™
Help and Healing for Domestic Abuse

The **Be Safe Campaign** seeks to enhance awareness of local domestic violence resources and is a joint effort of Golden House and the Community Coordinated Response Team – Diversity and Inclusion Committee within Brown County.

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victims are afraid of their abusers or do not know what steps they can take to help them be safe and that is why Golden House is an invaluable partner and community resource to help those in need, and to help identify and eliminate the root causes of violence in our community.”

In addition to the website, other marketing assets have been created for the campaign, including pages on Facebook and Instagram, digital billboards, posters, video and more, said Bridget O’Connor, Owner and President of O’Connor Connective, a strategic communications consultancy that developed and will implement the campaign on behalf of the collaborative partners.

“Today is just the beginning,” she said. “We are launching the campaign using primarily digital media to help everyone know that local domestic violence resources are available. Look for more about the Be Safe campaign in the weeks and months ahead as we continue to share the message that local, safe help is available.”

Brown County organizations joining the campaign as partners include Bellin Health, Prevea Health, Cellcom, the City of Green Bay, the Green Bay Police Department, Brown County and Golden House.

“Bellin Health is proud to partner with Golden House, local law enforcement and the community-coordinated response team for this incredibly important initiative,” said Bellin Health President & CEO Chris Woleske. “No one can achieve their full health and wellbeing potential when their personal safety is under threat, and the Be Safe Campaign will raise awareness while giving domestic violence victims a critical resource to get the help they need.”

Today’s launch of the Be Safe campaign leads off several events this week focused on domestic violence. The Implicit Bias Conference IV, a virtual event co-sponsored by Prevea Health and the Brown County Coordinated Community Response Team – Diversity and Inclusion Committee, will be held Thursday. That evening, Golden House is holding its Show of Strength event where it will award its Show of Strength Awards, which honor individuals who have overcome obstacles and continue to make a difference in the community and raise dollars and awareness to continue their important work.

“October is Domestic Violence Awareness Month — and this month, and all year round, we want you to understand that victimization is a social determinant of health,” said Renita Robinson, Vice President of Diversity and Inclusion at Prevea Health. “In the greater Green Bay area, we are creating a collective response to fighting domestic violence. The campaign provides victims with a quick way to connect to local resources to help them be safe.”

Everyone in the community is encouraged to follow the campaign on Facebook and Instagram and share the content so that more people can be reached.

Additional organizations are welcome to join the Be Safe campaign as partners to gain access to materials and campaign assets. Contact Linda Bodden, Production Director at O’Connor Connective, at linda@oconnorconnective.com or 920-288-2980.



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