



920212SAFE.com

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NEWS RELEASE

Be Safe campaign connects victims of domestic violence with local help

Three more partners join the campaign

The Be Safe campaign continues to raise awareness and connect victims of domestic violence with free, local help one month after its kick-off event.

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

"Many victims of domestic abuse do not know where to turn for local help. That's what this campaign is about — connecting them with local assistance," Golden House Executive Director Cheeia Lo said. "All they need to do is reach out. We are here."



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.

For more information, contact:
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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.

The campaign has multiple community partners, who also amplify the message to ensure as many people as possible are reached. Since the initial launch, three new organizations have



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become partners: Brown County Library, Encompass and the McDonald Companies.

These new partners join Be Safe's inaugural partners: Bellin Health, Brown County, Cellcom, the City of Green Bay, the Green Bay Police Department, Golden House and Prevea Health.

Businesses and organizations interested in becoming campaign partners can contact Linda Bodden, Production Director at O'Connor Connective, at linda@oconnorconnective.com.

Domestic violence is a growing problem in Brown County with 1 in 4 women and 1 in 7 men being impacted each year. In 2021, law enforcement officers responded to nearly 900 calls related to domestic violence.

Online data demonstrates the many ways the Be Safe campaign is connecting with community members:

- The digital advertising campaign made more than 285,340 impressions locally in its first month.
- Be Safe's social media accounts have made nearly 47,000 impressions since going live on Oct. 18.
- More than 980 users also visited the website for a total of 1,446 pageviews.

To help the campaign grow and expand its reach, people are asked to follow and share the campaign's Facebook and Instagram pages — both with the handle @920212SAFE. In addition to the website and social media pages, the campaign also includes billboards, digital advertising, posters, a video and other marketing assets.

The Be Safe campaign seeks to enhance awareness of local domestic violence resources. Visit 920212SAFE.com for more information.

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