



920212SAFE.com

Contact:

MaryBeth Matzek
O'Connor Connective Communications Manager
marybeth@oconnorconnective.com
920-540-9430 (mobile)

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NEWS RELEASE

Be Safe campaign continues to grow

Additional community partners voice their support

The Be Safe campaign continues to gain momentum as it enters its third month with additional community partners joining the initiative and more callers using the 920-212-SAFE hotline.

Be Safe is focused on reaching those dealing with domestic abuse to ensure they know local help is available and encouraging them to call 920-212-SAFE to get the support they need. All calls going to the hotline number are answered 24/7 by the skilled advocates at Golden House, Brown County's comprehensive domestic violence shelter and support.

"We have received 50 calls through the hotline since the campaign began, which averages out to 4.5 calls a week. Those 50 people hadn't connected with us through our usual channels, so this campaign is making an impact and reaching more people," said Cheeia Lo, executive director of Golden House. "The Be Safe message is resonating with victims and friends or family members of an abuse victim compelling them to call."

Last year, Golden House served 2,698 clients, sheltered 436 residents, including 212 children, and provided 5,925 services. In 2022, Green Bay Police Department responded to 488 domestic abuse calls and had 514 people charged for 997 offenses.

"Those numbers only represent the times people called in. There are many people who do not call police when domestic violence occurs," she said.

The Be Safe campaign is truly a community initiative. With funding from a dedicated community member, O'Connor Connective was asked to create and manage 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 amplify the message through their organization to ensure as many people as possible are reached.

Since mid-December, Ashwaubenon Public Safety, the De Pere Police Department and the Oneida Police Department have become a Be Safe partner. They join Golden House, Brown County, the City of Green Bay, the Green Bay Police Department, Bellin Health, Brown County Library, Cellcom, Encompass, McDonald Companies,



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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Prevea Health and St. Norbert College in amplifying the Be Safe message through their organizations to ensure as many Brown County residents as possible are reached.

The Be Safe campaign connects with victims of domestic violence in multiple ways including digital ads, pages on Facebook and Instagram, billboards, posters and its website — 920212SAFE.com. The website provides additional information, resources and a confidential way that people can connect with the team at Golden House.

Be Safe is launching its second video today, which encourages victims of domestic violence or their friends and family to reach out to local resources and get the help they need. The video can be viewed from the [Be Safe website](#) or from the campaign's Facebook and Instagram pages, which both have the handle of [@920212SAFE](#).

Everyone in the community is encouraged to follow the campaign on Facebook and Instagram and share its 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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