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Working together to create impact

Community comes together to tackle domestic violence

Some issues are so big it takes a multitude of organizations and businesses working together to make a difference. The Be Safe campaign to raise awareness regarding the availability of local, free services for victims of domestic abuse is an example of that in action.

With more than 30 businesses, government entities and organizations working together to support and promote the Be Safe campaign by sharing messages in newsletters, social media, videos, billboards, posters and more, the number of calls to Golden House increased 26%.

When different organizations come together around a common goal, a lot of progress can be made, said Bridget O'Connor, CEO and president of O'Connor Connective. O'Connor Connective created, implemented and advocated for Be Safe since its launch in October 2022.

"With a far-reaching issue like domestic violence, no one organization can do what all of the Be Safe partners have done together," she said. "It is not only the campaign sharing information via digital advertising and social media posts, but also the ripple effect of the partners getting involved and sharing information within their networks."

Be Safe partners include Golden House, Brown County, City of Green Bay, Brown County Sheriff's Department, Green Bay Police Department, Green Bay Metro Fire Department, Ashwaubenon Department of Public Safety, City of De Pere Police, Hobart Lawrence Police Department, Oneida Police Department, the 988 Suicide & Crisis Lifeline, Awaken, Bellin Health, Brown County Library, Brown County District Attorney's Office, Casa ALBA Melanie, Cellcom, The Day Spa, Encompass, Family Services, Freedom House, Green Bay Packers Give Back, House of Hope, iCare, McDonald Companies, Midwest Communications, Northeast Wisconsin Technical College, Prevea Health, St. Norbert College, University of Wisconsin-Green Bay, Wello, WFRV Local 5, Wise Women Gathering Place, YWCA and O'Connor Connective.

Green Bay Police Chief Chris Davis became involved in the campaign early on. He called it a much-needed response to a growing community problem. After the campaign launched in October 2022, Davis came up with the idea to apply bright red stickers to the department's vehicles with the Be Safe hotline, turning the cars into moving billboards. Other police departments, including the St. Norbert College Campus Safety Department, followed suit.



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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“Golden House is a vital community resource and so many domestic violence victims do not know that safety is an option, which is why the Green Bay Police Department chose to be part of raising awareness of the Be Safe campaign from the very beginning,” he said. “It has been approximately 18 months that we’ve continuously placed bright red stickers with the hotline number on our patrol vehicles to serve as a constant reminder that local help is available.”

Other examples of partners sharing the campaign message include:

- Bellin Health placed posters in 350 exam rooms during April 2023.
- WFRV aired a media spot promoting the campaign 478 times between October 2023 through mid-March 2024.
- The University of Wisconsin-Green Bay included information about the campaign as part of its escalation workshops attended by 154 university athletes.
- iCare shared campaign messaging in its staff newsletter (300 employees) and member newsletter (48,000 subscribers).
- Green Bay Metro added Be Safe posters to its buses.
- The Day Spa shared information about the campaign in its changing rooms.
- Prevea Health included the Be Safe message on video monitors in their clinic lobbies and included Be Safe team members in the annual Implicit Bias Conference.

An anonymous donor came up with the idea for a public awareness campaign about the availability of local domestic abuse services and provided the original underwriting to create the original campaign concept and early content.

In addition, several organizations donated funds to support Be Safe, including Brown County, \$50,000; Green Bay Packers Give Back, \$25,000; and Bellin Health, \$10,000.



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The campaign was translated into Spanish, Hmong and Somali thanks to a donation from Prevea Health. Outreach into those communities was also made.

When the campaign was translated into Spanish, including the addition of ads on a Spanish-language radio station, the number of Spanish-language callers into Golden House also increased.

The Be Safe campaign launched in October 2022 to raise awareness about the free, local services Golden House provides to victims of domestic abuse. Originally funded by a dedicated community member and created and

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implemented by O'Connor Connective, the campaign created a special hotline — 920-212-SAFE — connecting callers directly with Golden House's trained advocates, a website and an advertising campaign promoting the hotline. Community partners also amplified Be Safe's message by joining the campaign and sharing information in their sphere of influence.

The campaign came at a crucial time for Golden House, which was building a new facility and had less of a physical presence in the community.

"Domestic violence is a persistent yet often overlooked and deeply problematic reality in our communities. It's a multifaceted problem that requires a multifaceted solution, and that is what we have with the Be Safe campaign," said Golden House Executive Director Cheeia Lo. "So many different organizations have come together to promote the hotline and share information about free, local help for those dealing with domestic violence."

O'Connor received the Nancy Armbrust Impact Award from the Women's Fund of Green Bay earlier this month and chose the Be Safe campaign to receive the \$5,000 grant that comes along with the award.

"O'Connor Connective is incredibly honored to have led the creative and implementation for this impactful project. The visionary donor who supported this work to raise awareness of local help for local individuals was an incredible catalyst for a ripple effect of community impact," she said. "Now that the campaign partners are well in place, the creative website, videos and content are publicly available, Golden House is in a position to take what has been built and grow it from here."

After 18 months of coordinating the campaign, O'Connor Connective is transitioning those duties to Golden House. Campaign partners, including O'Connor Connective, will all continue their efforts to amplify the Be Safe campaign.

Businesses and organizations interested in joining the Be Safe campaign can reach out to Jen Tingle, the outreach manager at Golden House, at 920-435-0100, ext. 213 or via email at jennifert@goldenhousegb.org.



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