

Memorandum



Date: October 31, 2016

November 15, 2016
Agenda Item No. 2B3

To: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

A handwritten signature in blue ink, appearing to read "Carlos A. Gimenez", written over the printed name of the Mayor.

Subject: Domestic Violence Marketing, Outreach and Fundraising Program - Directive 160104

In response to Commissioner Rebeca Sosa's request at the December 1, 2015 Board of County Commissioners (Board) meeting, this report provides information on developing and implementing a marketing, outreach, and fundraising program to raise awareness, and aid in the prevention of domestic violence.

The Community Action and Human Services Department (CAHSD) is collaborating with the Communications Department and community stakeholders that are experts in the field of marketing and fundraising to initiate this campaign. CAHSD, Communications Department staff, representatives from the Domestic Violence Oversight Board, the Women's Fund of Miami Dade (an organization that provides grassroots solutions to gender issues for women and girls) and other community partners who are outreach and marketing experts have had several meetings to conceptualize the best plan of action for our diverse community. CAHSD and our partners are developing a campaign that will raise awareness on the prevalence of domestic violence, the types of abuse, and the impact domestic violence has on individual victims, children, families, and communities. This campaign will provide information to County residents on the resources available to help victims understand domestic violence; safely overcome barriers they may face in reporting domestic abuse; educate the public on bystander responsibility; and raise funds to support services for victims of domestic violence and their families.

CAHSD will work with the Women's Fund of Miami-Dade and their network of grantees to ensure full community participation. CAHSD will utilize free web media, leverage package deals for advertising, use the Department of Transportation and Public Works' platform kiosks, and utilize corporate and private sector donations to support the development and implementation of the Domestic Violence Awareness program in Miami-Dade County. In collaboration with the Communications, Internal Services, and Transportation and Public Works departments, as well as local marketing and public relations experts, CAHSD will manage the development and distribution of appropriate materials in three (3) languages: English, Spanish, and Creole. The material will be distributed throughout the County, and be accessible at County service sites, in the offices of elected officials, and other community partners.

Multiple media outlets have been identified including print, visual, audio, and social media. CAHSD will also utilize all County communication channels and partner with the Communications Department to develop an Instagram account, Twitter feed, website, branding, and translation and advertising for the campaign. The website will include information about domestic violence, educational materials, resources for victims, a bystander intervention kit, and online donation software. In support of this effort, we will identify local and national spokespeople to be the faces of the Domestic Violence Awareness campaign in Miami-Dade County, such as sports and entertainment celebrities, locally and nationally-recognized media personalities, and elected officials.

CAHSD will be researching national awareness campaigns to see if aligning with an existing national group would be a viable option for our County.

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CAHSD will also develop a comprehensive evaluation plan to track the success of the campaign's objectives, and will work to collect data from our community partners that serve women and families to gauge if they are aware of the County's campaign.

If you have any questions or concerns, please contact Lucia Davis-Raiford, Director, Community Action and Human Services Department, at (786) 469-4644.

Per Ordinance 14-65, this memorandum will be placed on the next available Board of County Commissioners meeting agenda.

c: Russell Benford, Deputy Mayor, Office of the Mayor
Lucia Davis-Raiford, Director, Community Action and Human Services Department
Eugene Love, Agenda Coordinator