

**Date:** September 22, 2020

**To:** Honorable Chairwoman Audrey M. Edmonson  
and Members, Board of County Commissioners

**From:** Carlos A. Gimenez  
Mayor



**Subject:** Report Regarding an Expedited Outreach Campaign to Support Victims of Domestic Violence  
During the Period of "Safer at Home Protocols" - Directive 200828

Agenda Item No. 2(B)(5)  
October 6, 2020

The following report is provided pursuant to Resolution No. R-456-20, adopted by the Board of County Commissioners (Board) on May 5, 2020, which directed the County Mayor or his designee to: (1) partner with Miami-Dade State Attorney Katherine Fernandez Rundle on an expedited outreach campaign to support victims of domestic violence during the period of "Safer at Home" protocols relating to coronavirus disease 2019 (COVID-19); (2) partner with the State Attorney to develop a slogan, hashtag, texting capability, Quick Response Code, and other creative approaches to support the campaign; (3) designate a point person who will work with the State Attorney to implement the campaign; (4) expand the County's Domestic Violence Helpline; (5) identify legally available funding within the current fiscal year to implement the campaign and expand the Helpline; and (6) provide a report.

The Community Action and Human Services Department (CAHSD), in collaboration with the State Attorney's Office (SAO), developed an outreach Campaign to inform the community about the services available to victims of domestic violence in Miami-Dade County during the COVID-19 pandemic. The campaign directed victims to call the County's Coordinated Victims Assistance Center's Helpline at (305) 285-5900 and/or the State Attorney's Office's informational number (305) 547-0140 for assistance. Both numbers provide access to trained staff 24 hours a day, seven days a week.

The County's Communication Department designed an image for the campaign and made it available in English, Spanish and Creole. Additionally, a media plan was created and adopted to ensure that the campaign will achieve maximum exposure. The media plan consists of the strategies below and is currently being executed:

- Advertorial content boosted as "sponsored content" on various websites
- Ads on the Google Search network displayed to residents browsing related terms
- Various sizes of online banner ads across a broad network of news and information websites on desktop, mobile and tablet devices. Ad tactics include keyword targeting to reach those that may be seeking help online
- Ad in Miami Times newspaper to promote resources
- Advertorials placed with content about available resources
- Advertising on one of the top social networks
- Printed flyers and posters in three language (English/Spanish/Creole)
- Transit screens to be displayed through the Metrorail system

CAHSD and the SAO created the hashtag, #DVDuringCOVID19, which is included in the printed and digital components of the campaign. Additionally, both organizations created their unique Quick Response Codes which are integrated in the campaign materials.

Aligned with national best practices, CAHSD added texting capabilities to the Domestic Violence Helpline in July 2020. This added feature allows victims to text the Helpline as an alternative method of communication. As part of the effort to increase access to services during the COVID19 pandemic, both CAHSD and the SAO have participated in numerous virtual presentations and webinars.

CAHSD identified \$5,000.00 in grant funding which was complemented by a \$5,000.00 commitment from the Communications Department to execute the full campaign.

If you have any questions or concerns, please feel free to contact Annika S. Holder, Interim Director, Community Action and Human Services Department, at 786-469-4644.

Per Ordinance No. 14-65, this report will be placed on the next available Board meeting agenda.

c: Abigail Price-Williams, County Attorney  
Geri Bonzon-Keenan, First Assistant County Attorney  
Maurice L. Kemp, Deputy Mayor, Office of the Mayor  
Edward Marquez, Deputy Mayor, Office of the Mayor  
Annika S. Holder, Interim Director, Community Action and Human Services Department  
Inson Kim, Director, Communications Department  
Melissa Adames Acting Director, Clerk of the Board  
Eugene Love, Agenda Coordinator, Office of the Agenda Coordination