
RICHARD C. L'AMIE

MARKETING & PUBLIC RELATIONS STRATEGIST

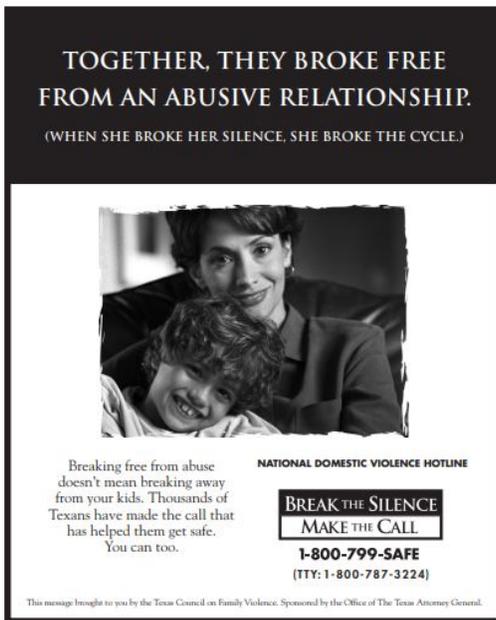
CASE STUDY: Break the Silence Make the Call Domestic Violence Awareness Campaign



THE SITUATION

The Texas Department of Public Safety reported that there were 185,299 incidents of "family violence" and 153 Texas women were killed by their intimate partners at a rate of two women per week. This rate was higher than the national rate. The Texas Attorney General's Office awarded the Texas Council on Family Violence (TCFV) a \$2 million dollar grant and TCFV engaged Vollmer Public Relations and HCB Health to develop a statewide public awareness campaign for domestic violence services and to publicize the National Domestic Violence Hotline. Project lead Rick L'Amie developed the strategy and guided the team.

THE STRATEGY



The multi-pronged campaign included public polling research and qualitative analysis, paid and earned media in print, digital and television, special events and an extensive grassroots effort. The goal: to motivate women to break the silence of domestic violence and seek help by going to a shelter or call the hotline, make the public more aware of domestic violence in Texas, and trigger a public call to action to end domestic violence in Texas. TV spots aired across the state. [Click here](#) to see them. For some women reaching out for help can feel impossible. The campaign met this challenge by creating a discreet hotline card the size of a normal business card that could be easily hidden. Volunteers across the state distributed flyers where men would not likely go such as women's restrooms, hairdressers, pediatrician offices, and grocery stores. Events included candlelight vigils with English and Spanish spokespersons at the state capitol. Musical guest stars were present for the event. More than 100 life-size wooden figures painted in read lined the steps of the capitol building telling the name and story of a victim. This drew

attention to the women killed by intimate partners in the prior year.

THE RESULTS

The campaign earned the distinguished national PRSA Silver Anvil Award. In the first 16 months, responses to the national domestic violence hotline increased 69 percent for English language calls and 93 percent for Spanish calls. In a post-campaign survey, half of the respondents remembered the advertising tagline "Break the Silence. Make the Call." Seventy percent of respondents could recall three definitions of domestic violence, compared to 50 percent prior to the campaign. Seventy-two percent of those who recalled the campaign considered domestic violence a serious problem in the state.