



## Sample Campaign:

### Love Shouldn't Hurt: 1994-1996

#### Goals:

- Decrease community tolerance for domestic violence
- Increase the number of natural supporters (family members, friends, coworkers, etc.) who intervene appropriately with someone experiencing domestic violence
- Help young people avoid abusive situations

**Strategy:** Use health education principles (similar to those applied in stop smoking and designated driver campaigns) to design messages, themes and materials that motivate people to change their attitudes and behaviors.

#### Results:

- Obtained widespread media coverage of the warning signs of domestic violence
- Created a slogan that continues to represent the effort to end domestic violence
- Held successful events throughout the year highlighting domestic violence issue and warning signs
- Distributed more than a hundred of thousand Love Shouldn't Hurt brochures printed in six languages with the warning signs of domestic violence
- Received an average of more than 120 phone calls a month to domestic violence information line

#### Tactics:

- Community outreach
  - Distribution of brochures to community organizations, health organizations, libraries, apartment complexes and other outlets
  - Information line which provided information on warning signs and resources
  - Periodic newsletter to 900 opinion leaders in King County
- Events
  - Father's Day events: Letters to/from abuse dads exhibit
  - Uphill Struggle walk during October's Domestic Violence Awareness Month
  - Lilly Loves Charlie play
- Publicity
  - News releases on events and to take advantage of domestic violence stories in the news (when a woman dies; when a killer is set free...)
  - Op-ed pieces from various people within the social services, law and health fields to promote their unique view of domestic violence
  - Convert op-ed pieces to articles for use in major employee newsletters focusing on violence in the workplace
- Public service ads and announcements
  - Transit advertising in Seattle Metro area
  - Ads of various sizes to be distributed to all publications in Puget Sound
  - Radio public service announcements to all Seattle Metro stations