

## Outreach Committee Report

Members from: R.E.S.P.E.C.T.<sup>2</sup>; Big Brothers Big Sisters; Open Door Mission; Lutheran Family Service, Phoenix House

- I. Recommendation to the greater committee
  - a. We recognize the need for community awareness as to the facts of TDV DV IVP as well as resources available to prevent and address these problems and that these problems impact ALL members and aspects of our community
  - b. We think that an annual campaign or movement would help build awareness, share resources as well as provide an opportunity for a variety of individuals, organizations, etc. to get to know each other and work together
  - c. Initially, we envision a committee reflecting a wide and diverse group of community members to determine 1) who needs to be represented in this endeavor 2) who is able to provide the resources and leadership for the committee process itself 3) how will the message be created or obtained 4) how will the message be communicated 5) how will the message be utilized
  - d. We recognize the talent, skills, and commitment to this that exists within already established agencies but also recognize the challenges to maintain the funding, staff and other resources, over time, to focus on various levels of prevention – we considered that this committee/project might rotate from various agency/organization leadership from year to year
  - e. Some important components for consideration of a campaign: 1) the message might well look different in different communities 2) the message itself and all dynamics surrounding it should have input and leadership from community members for which it is intended 3) the way the message is communicated will vary depending on community, social media as well as more traditional forms of communication need to be considered 4) if there is a way to include some form of data collection or evaluation through interactions/media messaging, it would be helpful/efficient
  - f. We recognize that this is an undertaking that will require staff, a grant/funding, and a specific budget – it will be important to have someone in charge of the co-ordination and of facilitating communication/meeting/deadlines
  - g. We recognize that the message will need to come from the wide variety of populations it will serve and that many of these are ready to help in such an endeavor
- II. Thank you.