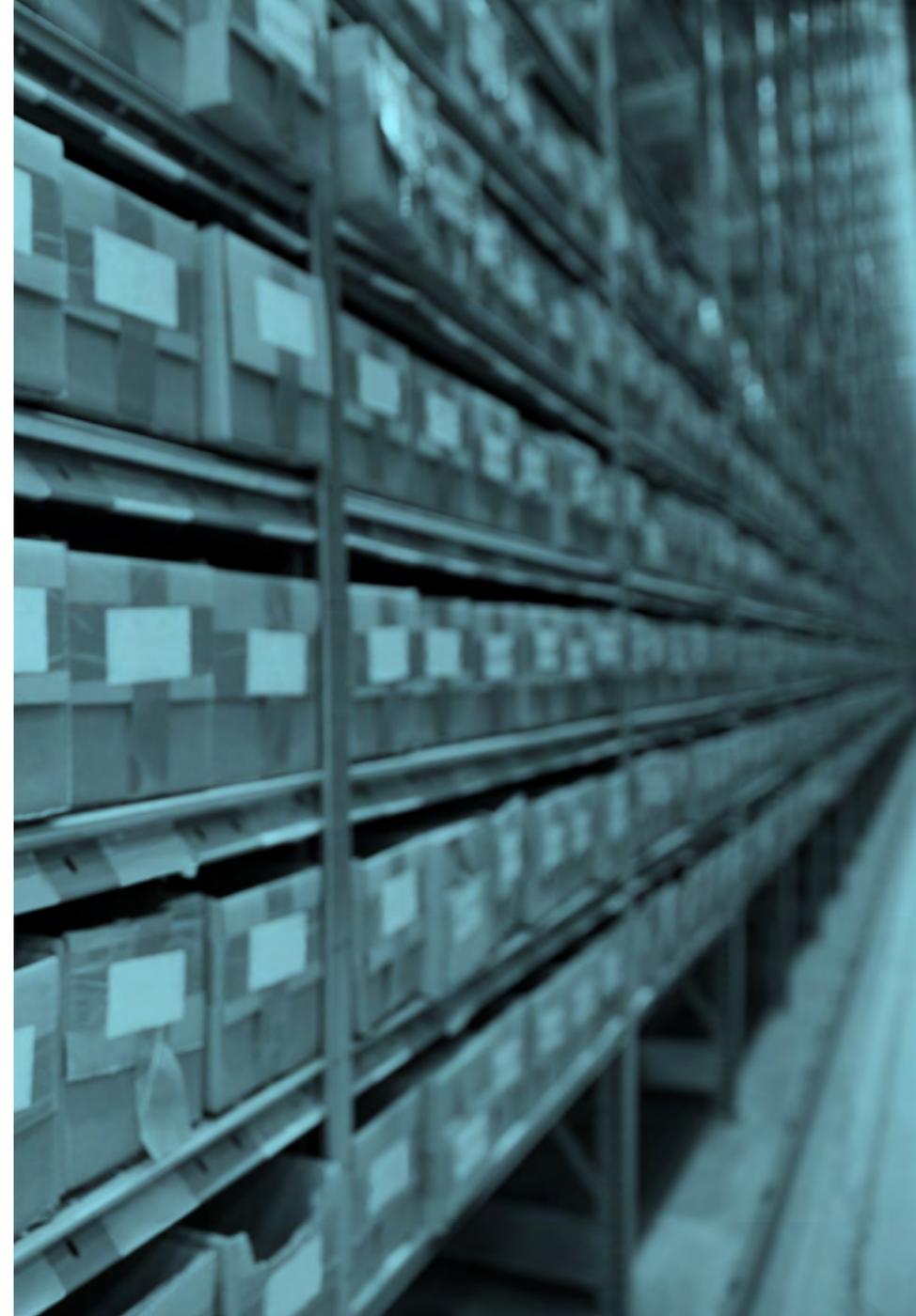




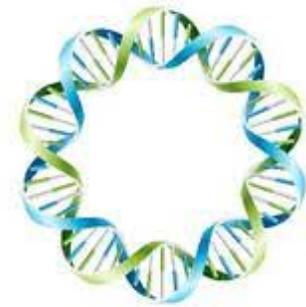
Outreach Campaigns

Getting the Word Out to Survivors and Your Community

This project was supported by Grant No. 2015-AK-BX-K021 awarded by the Bureau of Justice Assistance. The Bureau of Justice Assistance is a component of the U.S. Department of Justice's Office of Justice Programs, which also includes the Bureau of Justice Statistics, the National Institute of Justice, the Office of Juvenile Justice and Delinquency Prevention, the Office for Victims of Crime, and the SMART Office. Points of view or opinions in this document are those of the author and do not necessarily represent the official position or policies of the U.S. Department of Justice.



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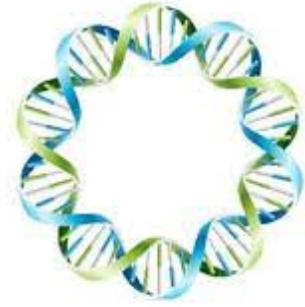
City of Mobile and Mobile Police Department

2015 SAKI Grant – City of Mobile - \$828,203

2016 SAKI Grant – Mobile Police Department - \$118,111

2017 SAKI Grant – Mobile Police Department - \$1,962,929

2018 SAKI Grant Application – City of Mobile - \$2,445,778



The Promise Initiative

Types of Outreach Campaigns:

- Community Outreach
- Survivor Outreach

Community Outreach



- The Promise Initiative Hotline
- Local and Regional Media
- Partner Agencies
 - Fact Sheets
 - Message Maps
 - Talking Points

Survivor Outreach



- The Promise Initiative Hotline
- PSAs
- Fact Sheets
- Message Maps
- Talking Points
- Community Resource Booklets

Outreach Campaign Messaging



There must be a consistent theme within the outreach campaign for it to be effective and impact the survivor and the community.

Apology

The public apology is a key component to a successful outreach campaign.



Action

- Survivor
- Community



Advocacy

- Survivor
- Law Enforcement
- Partner Agency
- Community

**You're Not
Alone.**



“

“We want survivors to know that they don’t have to go through this alone and they do have a voice in the criminal justice system.”

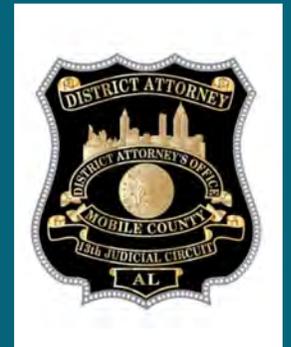
*- Public Safety Director James H. Barber
City of Mobile*



The Promise Initiative



www.mobilepd.org/promiseinitiative



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