



SPEAK UP CAMPAIGN – BRIEFING SHEET

In the aftermath of the murder of a young woman in broad daylight outside her home in San Carlos last September, CORA and the City of San Carlos launched SPEAK UP to save lives. The campaign educates community members through outreach to local businesses so that anyone experiencing intimate partner abuse is offered a safe path to seek help. From nail and beauty salons, to dental offices and fitness gyms, our businesses have contact with community members who may be at risk. This brief training gives employees in these businesses (large and small) quick tools to spot intimate partner abuse and to offer resources. San Carlos has supported the development and piloting of SPEAK UP. Now we want to bring the program to your city.

By Signing on to be a SPEAK UP PARTNER your City will get from CORA:

- 270 – 300 Touches (active in person outreach to your business and community partners including a swag bag of resource materials). Staff outreach personnel will have language access support and where possible will share ethnic/cultural background with community businesses.
- 60 presentations (presentations are a tight 15 minutes and are offered in person or on zoom – language access provided by CORA as needed)
- Certificates to post (that show the business is a part of SPEAK UP) signed with your logo and CORA
- 2 city employee presentations (for your city staff, arranged with you)
- SPEAK UP listing on CORA website (to show your city support)
- Named in PSA for County-wide effort during DVAM – OCTOBER (sign on by October 25th needed)
- Report provided at end of campaign about the outreach efforts (business sectors who participated and completed presentations, businesses who declined, etc). This can be a presentation at your City Council if you choose.
- Photos taken of some presentation to use as material for presentations and promotion of the efforts

Your Contribution will be:

- \$10,000 per city to offer the above services. If your city has a very small business sector, we can individualize this to best meet your city needs – let us know.
- For Budget purposes: this funding is to be used for personnel costs for the SPEAK UP Educator and the SPEAK UP Manager (overseeing the project), interpreting costs, swag bag and flyer materials.
- A designated SPEAK UP representative; to best adapt SPEAK UP to your community needs and someone who can offer some initial introductions as we begin your City's campaign.
- Sign on by October 25th to be listed in our DVAM PSA to be shared County-Wide.



Initial Info:

- We will be sharing out a portal where you can sign up your city and answer some basic questions to help us get started.
- Each SPEAK UP city Campaign will last 3 months and your city will be assigned a tranche so you know when your campaign will launch. If milestones are not reached, the campaign duration will be extended until they are accomplished. We recommend you start contracts on either November 1 or January 1 and all contracts end September 30th. The plan is that all cities will be completed by October 2024 so we can share out final reports and outcomes during that month County-wide.
- We are offering a DVAM Proclamation Template which you can individualize and use if you choose as you bring this Campaign to your City Council meetings.

FURTHER QUESTIONS:

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