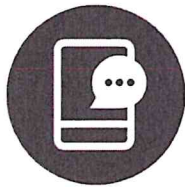


# CTSafeConnect

Connecticut Domestic Violence Resource Hub



CALL / TEXT



CHAT



EMAIL

## Awareness Toolkit

November 2019



Connecticut Coalition Against Domestic Violence

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## DOWNLOAD IMAGES

All images referenced in this document are available for download by clicking [bit.ly/CTSafeConnectToolkit](https://bit.ly/CTSafeConnectToolkit) which will automatically download a zip file containing the complete toolkit.

## ACCESS SAFE CONNECT

[CTSafeConnect.org](https://CTSafeConnect.org)

## INTRODUCTION

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CCADV is excited for the launch of our newest initiative – Safe Connect – on November 1, 2019. Safe Connect will allow Connecticut to streamline the many access points that currently exist for survivors of domestic violence seeking services into one comprehensive, statewide coordinated triage and response. Serving as Connecticut’s domestic violence information hub, Safe Connect will provide victims with extensive information, safety planning, counseling, and case management, as well as referrals to one of CCADV’s 18 member organizations and community resources.

Safe Connect will enhance and strengthen access to safety for all victims and survivors by transforming the operation of Connecticut’s statewide domestic violence hotline. The statewide hotline has traditionally only been available by calling a toll-free telephone number, but the ways in which people communicate have evolved since its establishment. Now, under Safe Connect, access to certified domestic violence counselors will be available via **PHONE, TEXT, CHAT** and **EMAIL**. Similar to the traditional hotline, Safe Connect will be available 24 hours per day, 7 days per week, 365 days per year.

Perhaps the most exciting aspect of Safe Connect is the highly compassionate, bilingual and multicultural team that has been assembled to lead this initiative. One of the primary goals of Safe Connect is to increase accessibility to traditionally underserved and underrepresented communities. To that end, the Safe Connect is 70% bilingual in English and Spanish with several other languages also spoken and the cultural backgrounds of staff span over ten different countries and four continents.

As we work to raise awareness about this exciting new initiative, we hope that you will consider utilizing the talking points, images and other resources provided in this toolkit to help spread the word across your own networks. Some possible ways you might help us raise awareness about the availability of Safe Connect include:

- sharing the pre-formatted images on social media
- hanging the poster in your waiting area
- sharing the flyer with local organizations with which you are affiliated, such as faith-based organizations, healthcare professionals, or local human services organizations
- hanging the “tear-off tab” flyers in your restrooms or on bulletin boards at local organizations and stores
- using the sample article provided in a newsletter or eblast
- placing the Safe Connect logo on your website with a link to [www.ctsafeconnect.org](http://www.ctsafeconnect.org)

The more individuals and organizations that participate in raising awareness about the availability of Safe Connect, the more victims and survivors who will know how to access potentially life-saving services. We thank you for participating in our collective work to improve outcomes for victims and survivors across Connecticut. Please don’t hesitate to reach out with questions or for additional information.

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## ABOUT SAFE CONNECT

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Below are some talking points explaining what Safe Connect is and how we believe it will strengthen access to safety for victims and survivors of domestic violence. Use any of the talking points below in your communications about Safe Connect.

### What is Safe Connect?

- Safe Connect is a new project of the Connecticut Coalition Against Domestic Violence (CCADV).
- It was developed as a way to make it easier for victims and survivors of domestic violence to access information, resources and assistance.
- The goal of Safe Connect is to remove barriers to accessing safety.
- Prior to Safe Connect, there were 18 separate domestic violence hotlines across Connecticut that served specific areas of the state, plus the statewide hotline number. This often created confusion for individuals seeking assistance.
- Safe Connect will now streamline the many access points for victims and survivors of domestic violence seeking services into one comprehensive, statewide coordinated response. After triaging immediate needs, Safe Connect will then directly connect victims and survivors in need of additional support with one of CCADV's 18 member domestic violence organizations where they can receive ongoing, in-person support, as well as other community-based resources.
- All services are **CONFIDENTIAL, SAFE, FREE & VOLUNTARY** (meaning that victims and survivors can change their mind at any time)

### Who can contact Safe Connect?

- Victims & survivors regardless of age, ability, gender identity, sexual identity, racial or ethnic identity, religion, socioeconomic status, immigration status.
- Family & friends or anyone who suspects that someone they know is experiencing abuse and wants guidance on how to talk about it.
- Professionals who come across victims and survivors through the course of their work and would like guidance or technical assistance. Professionals and community-based organizations are still encouraged to develop partnerships with their [local domestic violence organization](#).

### How can people contact Safe Connect?



CALL / TEXT

888.774.2900 | [CTSafeConnect.org](https://CTSafeConnect.org) | [safeconnect@ctcadv.org](mailto:safeconnect@ctcadv.org)



CHAT



EMAIL

Please note that Connecticut's statewide domestic violence telephone hotline number will stay the same – 888.774.2900 – and it will now connect individuals calling or texting this number to Safe Connect. This will be the number published for Safe Connect. The state's existing Spanish-speaking hotline will still work and connect directly to Safe Connect. On November 1, 2019, the majority of local hotline numbers will also connect directly to Safe Connect with a goal of rolling all existing local hotline numbers to Safe Connect by January 1, 2020.

### When can people contact Safe Connect?

- Certified domestic violence counselors will be available via Safe Connect 24 hours per day, 7 days per week, 365 days per year.

### What can someone expect when they contact Safe Connect?

- **A live greeting** - All calls, texts, chat and email messages are answered by one of CCADV's Safe Connect Advocacy Coordinators right here in Connecticut. Safe Connect Advocacy Coordinators are certified domestic violence counselors.
- **All services are CONFIDENTIAL, SAFE, FREE and VOLUNTARY** – a victim or survivor can change their mind at any time and end the conversation.
- **Compassion & Support** – Whether you're in crisis, just need someone to talk to, or have a question about your relationship, Safe Connect Advocacy Coordinators will listen without judgment. Safe Connect Advocacy Coordinators take the lead of the survivor, offering information, options, and possible outcomes.
- **Someone who speaks your language** - 70% of Safe Connect Advocacy Coordinators are bilingual in English and Spanish, with several other languages spoken by staff. If Safe Connect doesn't have someone on staff who speaks your language, there is 24-hour access to translators. The Safe Connect text & chat platform will auto-translate the vast majority of spoken languages.
- **Emphasis on safety** – Safe Connect Advocacy Coordinators will assist victims and survivors with creating a safety plan tailored to their specific situation. A safety plan identifies ways for the victim/survivor and their family to be safer. The plan is created with the victim/survivor's guidance, as they know their situation best, including options that will or won't work.
- **Options for staying safe** – Some of the options to increase emotional and physical safety that Safe Connect Advocacy Coordinators may discuss include:
  - Emergency shelter
  - Address confidentiality
  - Victim Compensation
  - One-on-one counseling and support groups
  - Court-based advocacy including options within both the criminal and civil courts
- **Resources & Referral** – While victim and survivor safety is always the primary concern, Safe Connect Advocacy Coordinators understand that a person's experiences with violence or abuse may not be what is worrying them the most at the moment. Some common areas that Advocacy Coordinators can also provide information, resources and referrals include:
  - Basic needs
  - Employment
  - Substance use disorder
  - Transportation
  - Childcare
  - Government benefits
  - Mental health
  - Education
  - Immigration
- **Follow-up** – With permission from the victim or survivor, Safe Connect Advocacy Coordinators will follow-up within 48 hours to make sure there has been a connection to the local domestic violence organization to which they were referred.



## SAFE CONNECT LOGO

If you are a professional who comes across victims and survivors in the course of your work, a great way you can help raise awareness is by listing Safe Connect as a resource on your website and providing both the phone/text number and the link for chat/email. Below is our logo along with the associated contact information for Safe Connect.



CTSafeConnect

**CTSafeConnect.org | 888.774.2900 | safeconnect@ctcadv.org**



### DON'T FORGET...

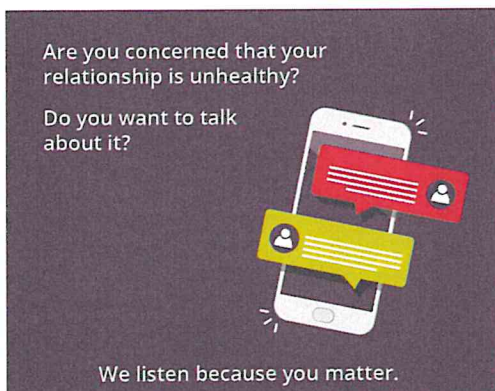
You can download all of the images referenced in this document by clicking [bit.ly/CTSafeConnectToolkit](https://bit.ly/CTSafeConnectToolkit) which will automatically download a zip file containing the complete toolkit.

## SOCIAL MEDIA

A great way to help spread the word about the availability of Safe Connect is through social media! CCADV will be posting plenty of info so feel free to visit our pages (Facebook - @CTCoalitionAgainstDomesticViolence; Twitter & Instagram - @CTCADV) and share our content to your own pages. Or use any of number of images available in the toolkit directly through your own pages! When posting, be sure to use #CTSafeConnect.


### Formatted Posts & Cover Photos

Below are just two examples of the images available when you download the toolkit. Images in the toolkit are available with both English and Spanish content and sized for Facebook/Instagram and Twitter. The toolkit also includes Facebook and Twitter cover photos.



 **CALL • TEXT • CHAT • EMAIL • 24/7**  
CTSafeConnect **CTSafeConnect.org | (888) 774-2900**  
All services are confidential, safe, free and voluntary.



 **LLAMADA • MENSAJE DE TEXTO • CHAT • CORREO ELECTRÓNICO • 24/7**  
CTSafeConnect **CTSafeConnect.org | (888) 774-2900**  
Nuestros servicios son confidenciales, seguros, gratuitos, y voluntarios.

Whether you use the formatted the images available in the toolkit or your own, below is sample copy that you can include in your post:

### *English*

Are you a #DV survivor? Is someone you love experiencing abuse? You are not alone. Check out CT's newest resource, Safe Connect, with access to advocates 24/7/365 via call, text, chat or email. [CTSafeConnect.org](https://CTSafeConnect.org) or (888) 774-2900 – Support Starts Here. #CTSafeConnect

Domestic violence is not something you need to deal with by yourself. #CTSafeConnect is CT's new domestic violence info & resource hub with advocates available 24/7/365 via call, text, chat or email. [CTSafeConnect.org](https://CTSafeConnect.org) or (888) 774-2900 – Support Starts Here.

Are you dealing with an abusive relationship? Do you want to talk about it? Check out CT's newest resource, Safe Connect, with access to advocates 24/7/365 via call, text, chat or email. Now you can make your voice heard without saying a word. [CTSafeConnect.org](https://CTSafeConnect.org) or (888) 774-2900 – Support Starts Here. #CTSafeConnect

Emotional abuse, physical violence, financial abuse, sexual violence...domestic violence is wide spread. So is the help that's available. #CTSafeConnect is CT's new domestic violence info & resource hub with advocates available 24/7/365 via call, text, chat or email. [CTSafeConnect.org](https://CTSafeConnect.org) or (888) 774-2900 – Support Starts Here.

Do you sometimes feel like something about your relationship isn't quite right? Perhaps your partner is a bit too controlling? Check out CT's newest resource, Safe Connect, with access to domestic violence advocates 24/7/365 via call, text, chat or email. They listen because you matter. [CTSafeConnect.org](https://CTSafeConnect.org) or (888) 774-2900 – Support Starts Here. #CTSafeConnect

### *Español*

¿Es usted un sobreviviente de #violenciadoméstica? ¿Alguno de sus seres queridos está experimentando abuso? Usted no está solo. Vea el nuevo recurso de CT, Safe Connect, con acceso a consejeros las 24 horas del día, los siete días de la semana, los 365 días del año, por llamada, mensaje de texto, chat o correo electrónico. [CTSafeConnect.org](https://CTSafeConnect.org) o (888) 774-2900: el apoyo comienza aquí #CTSafeConnect

La violencia doméstica no es algo que deba enfrentar solo. #CTSafeConnect es el nuevo centro de información y recursos sobre violencia doméstica de CT, con consejeros disponibles las 24 horas del día, los siete días de la semana, los 365 días del año, por llamada, mensaje de texto, chat o correo electrónico. [CTSafeConnect.org](https://CTSafeConnect.org) o (888) 774-2900: el apoyo comienza aquí.

¿Estás en una relación abusiva? ¿Desea hablar de su situación? Vea el nuevo recurso de CT, Safe Connect, con acceso a consejeros las 24 horas del día, los siete días de la semana, los 365 días del año, por llamada, mensaje de texto, chat o correo electrónico. Ahora puede hacer oír su voz sin decir una palabra. [CTSafeConnect.org](https://CTSafeConnect.org) o (888) 774-2900: el apoyo comienza aquí. #CTSafeConnect

El abuso emocional, la violencia física, el abuso financiero, la violencia sexual y la violencia doméstica están en todas partes. La ayuda disponible también. #CTSafeConnect es el nuevo centro de información y recursos sobre violencia doméstica de CT, con consejeros disponibles las 24 días, los siete días de la semana, los 365 días del año, por llamada, mensaje de texto, chat o correo electrónico. [CTSafeConnect.org](https://CTSafeConnect.org) o (888) 774-2900: el apoyo comienza aquí.

¿Siente a veces que hay algo en su relación que no está bien? ¿Quizás su pareja es demasiado controladora? Vea el nuevo recurso de CT, Safe Connect, con acceso a consejeros sobre violencia doméstica disponibles las 24 horas del día, los siete días de la semana, los 365 días del año, por llamada, mensaje de texto, chat o correo electrónico. Ellos lo escuchan porque usted es importante. [CTSafeConnect.org](https://CTSafeConnect.org) o (888) 774-2900: el apoyo comienza aquí. #CTSafeConnect

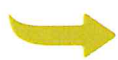


## POSTER

Please consider hanging our poster wherever you think it may be helpful to spread the word in your community. Perhaps this means at your place of work in your waiting area or breakroom, or asking your doctor to display it in their waiting area, on bulletin boards at your local store or coffee shop, your place of worship, or at the local library. Please see below for an example of what the poster looks like. When you download the toolkit you'll be able to access an 8.5x11" version and an 11x17" version, both in English and Spanish.

## TEAR-OFF TAB FLYER

This flyer is designed with tabs at the bottom containing Safe Connect contact information that can be torn-off and taken home by people who need to contact us later. We know that most people won't have the perforated paper it's been designed to be printed on, but you can simply cut between tabs and they should be easy to tear off. The flyer is available in the toolkit to print 8.5x11" in both English and Spanish.



### DON'T FORGET...

You can download all of the images referenced in this document by clicking [bit.ly/CTSafeConnectToolkit](https://bit.ly/CTSafeConnectToolkit) which will automatically download a zip file containing the complete toolkit.



## SAMPLE NEWSLETTER / E-BLAST CONTENT

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Another great way you can help spread the word about Safe Connect is by including an article in your newsletter or as an e-blast to your community, colleagues, friends & family, etc. Below is a sample article that you can use with any of the images provided in the toolkit.

### *English*

Did you know that Connecticut has an exciting new resource for domestic violence survivors? Safe Connect is a new initiative of the CT Coalition Against Domestic Violence (CCADV) that has streamlined the many access points that currently exist for survivors of domestic violence seeking services into one comprehensive, statewide coordinated triage and response. Serving as Connecticut's domestic violence information hub, Safe Connect is a unique platform that provides victims with extensive information, safety planning, counseling, and case management, as well as referrals to one of CCADV's 18 member organizations and community resources.

Safe Connect will enhance and strengthen access to safety for all victims and survivors by transforming the operation of Connecticut's statewide domestic violence hotline. The statewide hotline has traditionally only been available by calling a toll-free telephone number, but the ways in which people communicate have evolved since its establishment. Now, under Safe Connect, access to highly compassionate, bilingual, multicultural certified domestic violence counselors will be available via CALL, TEXT, CHAT and EMAIL. Similar to the traditional hotline, Safe Connect will be available 24 hours per day, 7 days per week, 365 days per year.

With an emphasis on safety, compassion and support, Safe Connect advocates will listen without judgment and provide those seeking assistance with options, resources and information. All services are confidential, free and voluntary. Whether you need immediate help or just someone to listen, Safe Connect advocates will take your lead and provide you with the support you need to stay safe. Visit [CTSafeConnect.org](http://CTSafeConnect.org) or call/text (888) 774-2900 to connect with an advocate today!

### *Español*

¿Sabía que Connecticut cuenta con un nuevo y excelente recurso para los sobrevivientes de violencia doméstica? Safe Connect es una nueva iniciativa de la CT Coalition Against Domestic Violence (CCADV) que centraliza los diversos puntos de acceso que existen actualmente para sobrevivientes de violencia doméstica que buscan servicios en un centro de triage y repuesta integral, estatal y coordinado. Al funcionar como el centro de información sobre violencia doméstica de Connecticut, Safe Connect ofrece a las víctimas información exhaustiva, planificación de seguridad, consejería y manejo de casos, además de derivaciones a una de las 18 organizaciones que forman parte de CCADV y recursos comunitarios.

Safe Connect mejorará y fortalecerá el acceso a la seguridad para todas las víctimas y sobrevivientes al transformar la operación de la línea directa de violencia doméstica estatal de Connecticut. Tradicionalmente, la línea directa estatal solo ha estado disponible llamando a un número telefónico gratuito, pero las formas en las que las personas se comunican han evolucionado desde que se estableció. Ahora, bajo Safe Connect, el acceso a consejeros altamente compasivos, bilingües, multiculturales certificados en violencia doméstica estarán disponibles por LLAMADA, MENSAJE DE TEXTO, CHAT y CORREO ELECTRÓNICO. De forma similar a la línea directa tradicional, Safe Connect estará disponible las 24 horas del día, los siete días de la semana, los 365 días del año.

Con énfasis en la seguridad, la compasión y el apoyo, los consejeros de Safe Connect escucharán sin juzgar y proporcionarán, a quienes lo busquen, asistencia con opciones, recursos e información. Todos los servicios son confidenciales, gratuitos y voluntarios. Ya sea que busque ayuda inmediata o simplemente alguien que lo escuche, los consejeros de Safe Connect tomarán el control y le proporcionarán el apoyo que necesita para estar a salvo. ¡Visite [CTSafeConnect.org](http://CTSafeConnect.org) o llame/envíe un mensaje de texto al (888) 774-2900 para comunicarse hoy con un consejero!