



# North Carolina Department of Public Safety

## Governor's Crime Commission

Roy Cooper, Governor  
Erik A. Hooks, Secretary

Robert Evans, Chairman  
Caroline C. Valand, Executive Director

**Governor's Crime Commission  
Crime Victim Services Committee Meeting  
Virtual Meeting Via WebEx  
1201 Front Street  
Raleigh, NC 27609**

**Tuesday, February 9, 2021  
10:00 am -12:00 pm  
Meeting Minutes**

**Attendees:**

Members: Patrice Andrews, Charles Blackwood, Charles Brown, Leto Copeley, David Elliott, Samuel J. Ervin IV, Patricia Lawler, Susan Osborne, Beverly Scarlett, Theresa Starling (for Tracy Lee), Mary Williams-Stover, Pamela Thompson, Michael Yaniero

**GCC Staff:**

Katrina Agasino, Diane Barber-Whitaker, Michelle Beck, Daun Brown, Sandy Dixon, Jim Lassiter, Nicki Livingston, Karen Lombri, Sara Smith, Caroline Valand

**Speakers:**

Nazneen Ahmed, Suzan Evans (for Deana Joy), Monika Johnson-Hostler, Trishana Jones, Christine Long, Kiricka Y. Smith, Elizabeth Watson,

**Call to Order:**

Chief, Patrice Andrews called the meeting to order at 10:04 a.m. A roll call was taken and a quorum was present.

**Reminders:**

Ethics: Chair reminded the members of the General Statue, Chapter 138A-35, and other provisions of the State Government Ethics Act/Recusal.

**Review and Approval of Minutes:** Chair Andrews

Chair Andrews called attention to the meeting minutes from November 4, 2020. The minutes were approved by the Committee members.

**CVS Updates:** Sandy Dixon, lead CVS planner

Awards 2020 Summary -

provided a summary of the GCC CVS Cycle 2020 awards noting that all 217 projects had been awarded totaling \$69.8M.

Priorities 2021 Summary -

**MAILING ADDRESS:**

4234 Mail Service Center  
Raleigh, NC 27699-4234

[www.ncdps.gov](http://www.ncdps.gov)



**OFFICE LOCATION:**

1201 Front Street  
Raleigh, NC 27609  
Phone: 919-733-4564  
Fax: 919-733-4625

Ms. Dixon provided an overview of the new applications for GCC CVS Cycle 2021 which had just closed January 31, 2021 totaling approximately \$104M. Additionally, GCC staff had learned of potential cuts to VOCA 2021 for the states, which will fund these projects, that could reduce the VOCA funds to NC to \$35M for 2021. With this reduction in expected funding, she noted the potential for significant dialogue about how to address the reduction during the CVS Committee application review meeting on May 11th. An additional meeting to the May 11<sup>th</sup> meeting was discussed and further information regarding a potential additional meeting will be sent to Committee members.

**Scoring Training for CVS Committee Members:** Sandy Dixon

Ms. Dixon presented an overview of the scoring procedures and criteria for 2021 applications to the Committee. Scoring by Committee members will occur April 1st-30<sup>th</sup> in GEMS.

**Presentations about 2020 VOCA – COVID-19 Victim Outreach and Direct Assistance projects:**

1. **NC Department of Justice:** Nazneen Ahmed  
Presentation attached.
2. **NC Council for Women and Youth Involvement Office:** Kiricka Y. Smith  
Presentation attached.
3. **NC Human Trafficking Commission:** Christine Long  
Presentation attached.
4. **NC Victim Assistance Network:** Elizabeth Watson  
Presentation attached.
5. **NC Coalition Against Domestic Violence:** Trishana Jones  
Presentation attached.
6. **NC Coalition Against Sexual Assault:** Monika Johnson-Hostler  
Presentation attached.
7. **Child Advocacy Centers of NC:** Suzan Evans for Deana Joy  
Suzan Evans presented for Dean Joy. The purpose of the CACNC project was for the purchase of sanitation and personal protective equipment to allow the CACs in NC to continue their work using a multidisciplinary team approach in the investigation, prosecution, treatment of child abuse victims and their supportive families. The following items were purchased: plexi glass shields, portable UVC lights (3 sided) for Forensic room settings which was used in between cases to sanitize for the next victim, hard wire UVC lights,

germicidal cabinets, Mobile I Record units, air purifiers, Go to Meetings and Go to Webinar for CAC's, and tele-mental health services.

**Old Business:** Sandy Dixon

There was no old business.

**New Business:** Sandy Dixon

Ms. Dixon reminded to members to complete and submit CVS Committee Contact form.

**Adjournment:**

Sandy Dixon adjourned the meeting at 12:07 PM for Chair Andrews who had to leave the meeting early.

Meeting Minutes Taken By: Sara Smith

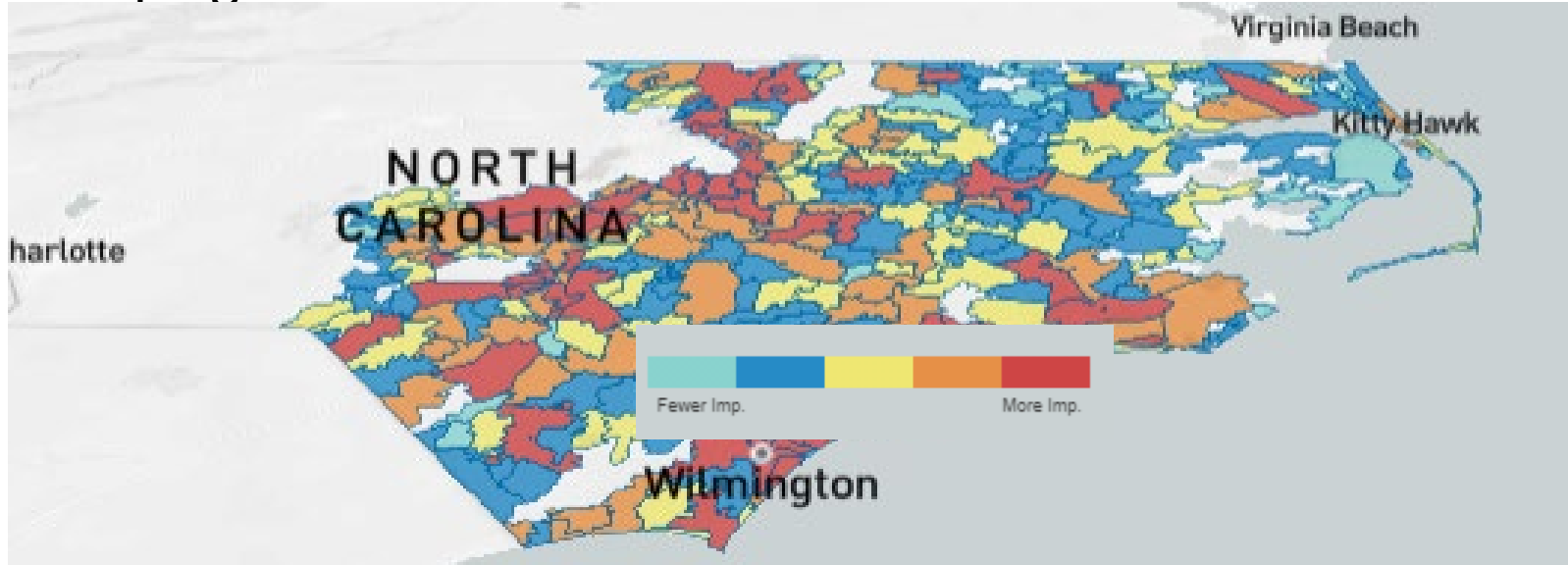
**Attachments:**

1. Webex\_Initial\_Cover\_Screen\_Staff-Updates\_Scoring-Overview\_2021-02-09
2. GCC-VOCA NCCADV-Individual Assistance
3. HTC Report 2.9.2021
4. NCCASA Campaign Report 2020 (1)
5. NCDOJ\_GCC Update 02092021 (003)
6. NCVAN COVID 19 Presentation



**GCC CVS Committee Meeting**  
**Media Outreach Campaign**  
February 9th, 2021

Spectrum Reach AudienceTrak dashboard provides real time and transparent reporting for every aspect of the outreach campaign.



#### Campaign Metrics

**396,444**

Impressions

**388,727**

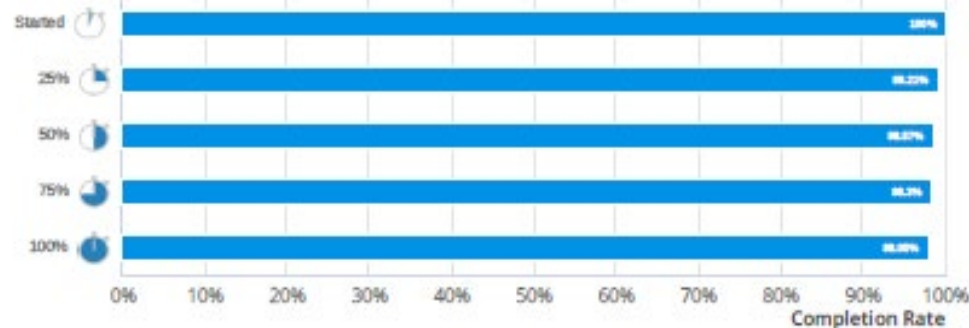
Completions










**98.05%**

Completion Rate

#### Video Completion Rates

% Viewed



Networks	Impressions	Contribution
 TNT	39,186	11.18%
 BET	32,420	9.25%
 ESPN App	25,747	7.35%
 TBS	25,542	7.29%
 MTV	24,206	6.91%
 VH1	19,566	5.58%
 Cartoon Network	16,772	4.79%
 OWN	16,356	4.67%
 Nickelodeon	15,204	4.34%

Devices	Impressions	Contribution
Roku	237,858	60.00%
Apple	44,289	11.17%
Amazon	32,795	8.27%
CTV	22,868	5.77%
STB VOD	15,448	3.90%
Google	12,023	3.03%
Xbox	10,793	2.72%
Browser	6,579	1.66%
Samsung	3,608	0.91%
Android TV	3,180	0.80%
LG	3,042	0.77%

NCCWYI partnered with Spectrum Reach on the outreach campaign “Look Beyond the Mask.” Spectrum is North Carolina’s primary cable TV and internet service provider.



nielsen

experian.

comSCORE

L2  
BETTER DATA  
BETTER DECISIONS

IHS Markit

**NC★DOA**  
Department of Administration  
**Council for Women &  
Youth Involvement**



# Radio One Raleigh



Today's R&B and Classic Soul

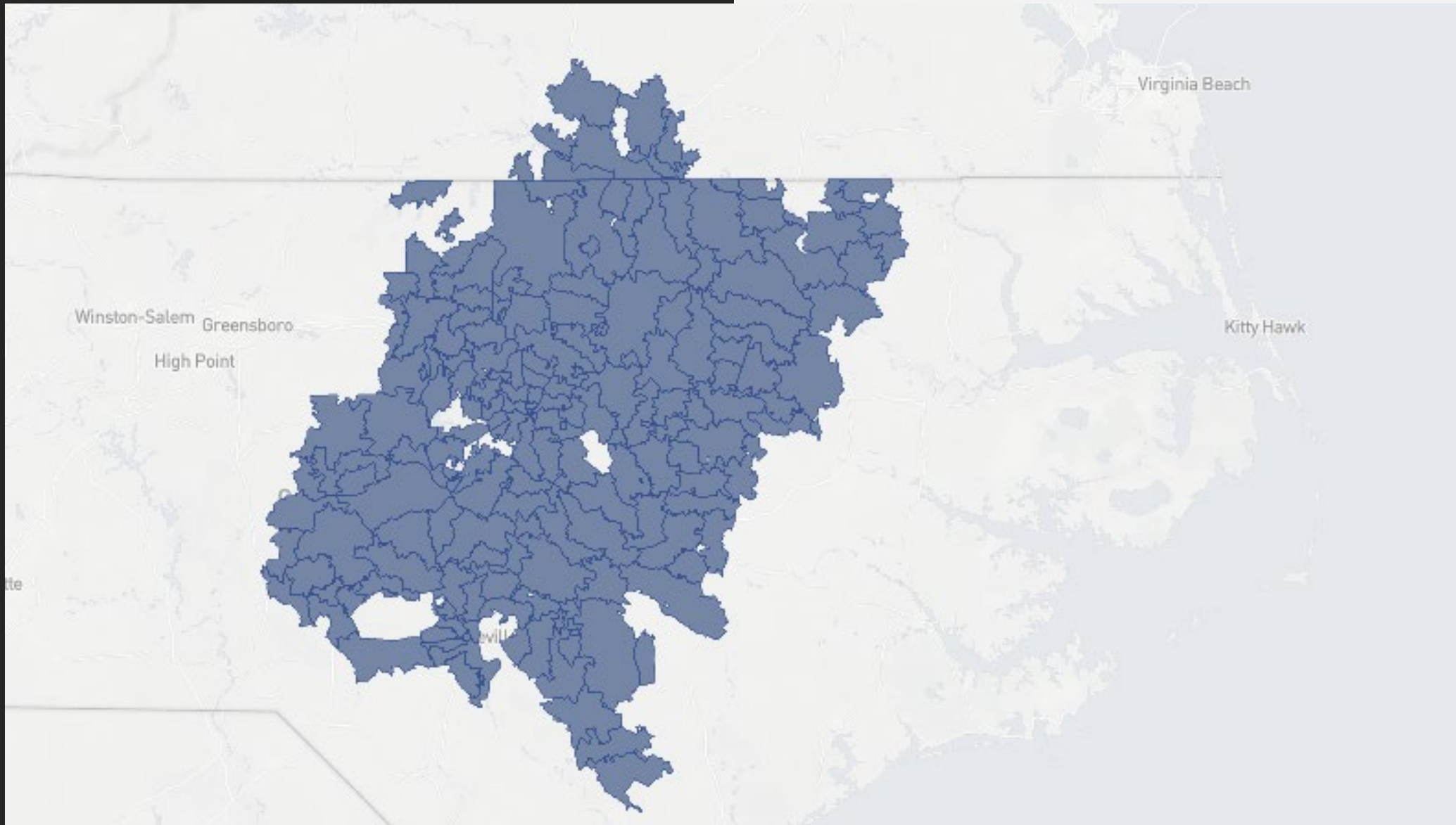


WQOK-FM

HipHopNC.com

**Real Hip-Hop and R&B**





# ROS 300x250 Banners

**REPORT**  
**HUMAN TRAFFICKING**  
 CALL THE NATIONAL HUMAN TRAFFICKING HOTLINE AT  
**1-888-373-7888**  
 OR TEXT **"BE FREE"** TO 233733



**DO YOU KNOW A POTENTIAL TRAFFICKING VICTIM?**  
 CALL THE NATIONAL HUMAN TRAFFICKING HOTLINE AT  
**1-888-373-7888**  
 OR TEXT **"BE FREE"** TO 233733



DID YOU KNOW **NORTH CAROLINA** CONSISTENTLY RANK WITHIN  
**TOP 10 OF HUMAN TRAFFICKING CASES REPORTED NATIONALLY?**  
 FOR INFO, TEXT **"BE FREE"** TO 233733



ACCORDING TO THE POLARIS HUMAN TRAFFICKING PROJECT  
**287 CASES**  
 WERE REPORTED FOR NC IN 2018  
 POLARIS ONLY RECEIVES ABOUT 1% OF THE CALLS ON HT IN NC.  
 SEE SOMETHING, SAY SOMETHING!  
 TEXT **"BE FREE"** TO 233733



**MYTH:**  
 Traffickers target victims they don't know.  
**FACT:**  
 Many survivors have been trafficked by romantic partners and family members



ACCORDING TO **CENSUS.GOV**,  
**40% OF THOSE MISSING ARE OF COLOR**  
 YET, AFRICAN AMERICANS MAKE UP 13% OF THE POPULATION.



Station	Impressions	Clicks	Click thru rate
WFXC	12,001	16	0.13%
WNNL	12,000	684	5.70%
WQOK	12,000	17	0.14%

# Radio One Totals

Item	Reach/Impressions/ Messages/Spots	Engagement/Clicks
Facebook	4,204	91
Instagram	2,846	33
ROS 300x250 Banners	36,001	717
Homepage Takeovers	32,354	43
Roadblocks	5,652	3
RDS	93,221	-
Streaming	750	0
Geotageting	176,759	268
<b>TOTALS</b>	<b>351,787</b>	<b>1,155</b>

# Questions?

## **Contact:**

**Kiricka Yarbough Smith**

Human Trafficking Program Director

NC Council for Women and Youth Involvement

Department of Administration

[kiricka.yarbough.smith@doa.nc.gov](mailto:kiricka.yarbough.smith@doa.nc.gov)

# GCC Public Awareness Grant

- Video
- Radio
- Digital Outreach to 5 Industries
- Website Landing Pages
- Content Specialists, including survivor voices





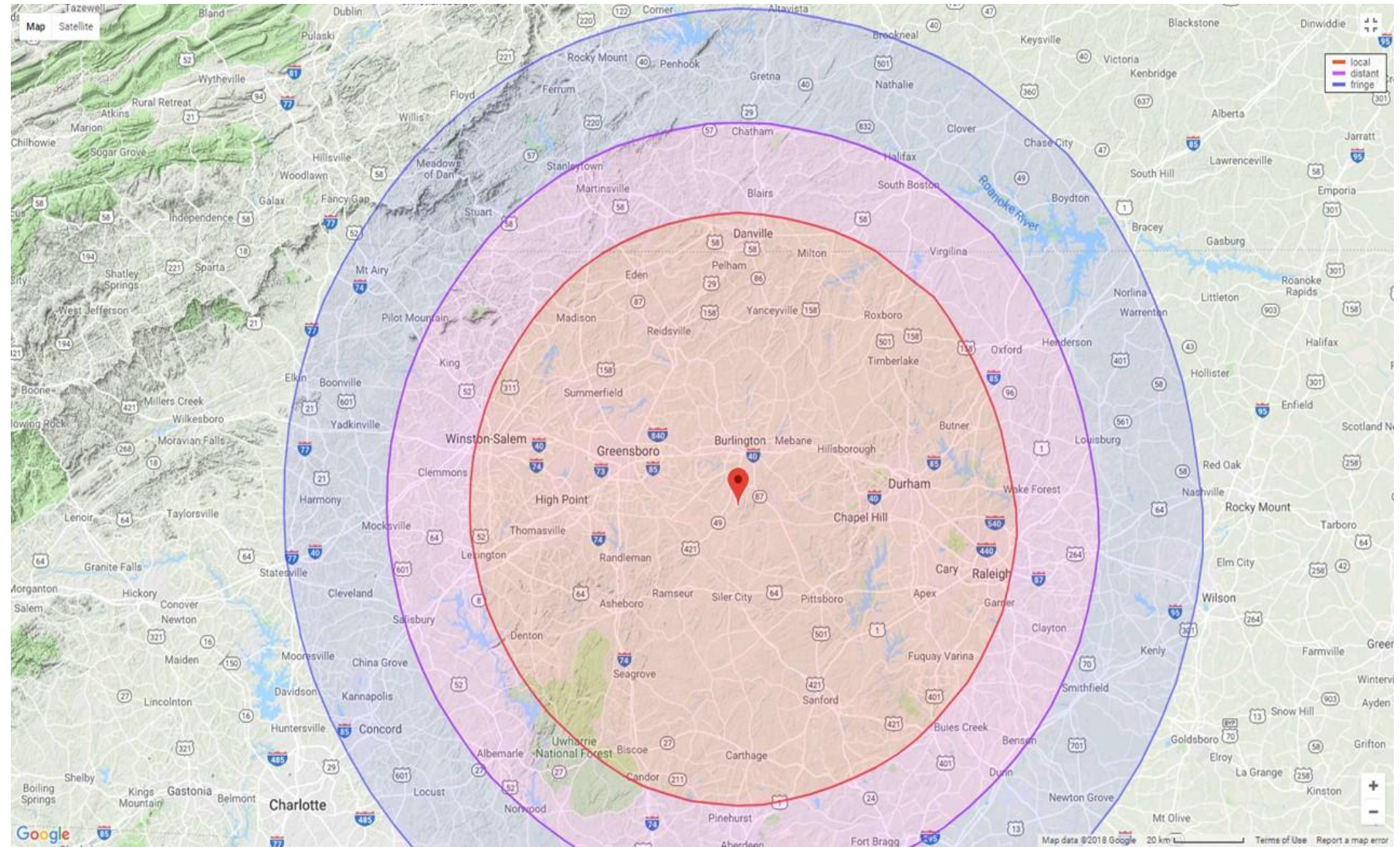
# Public Awareness Grant

3 Short Videos can be found on our website and on YouTube:

*General Awareness – Commission Focus*  
*General Awareness – Community Focus*  
*Law Enforcement Awareness and Intro*

<http://HTC.nccourts.gov/>

- Trusted by listeners for more than 17 years
- 194,700 different listeners tune in to La Ley each week
- 64,000+ listen on our mobile app
- Largest reach of any other Spanish language medium



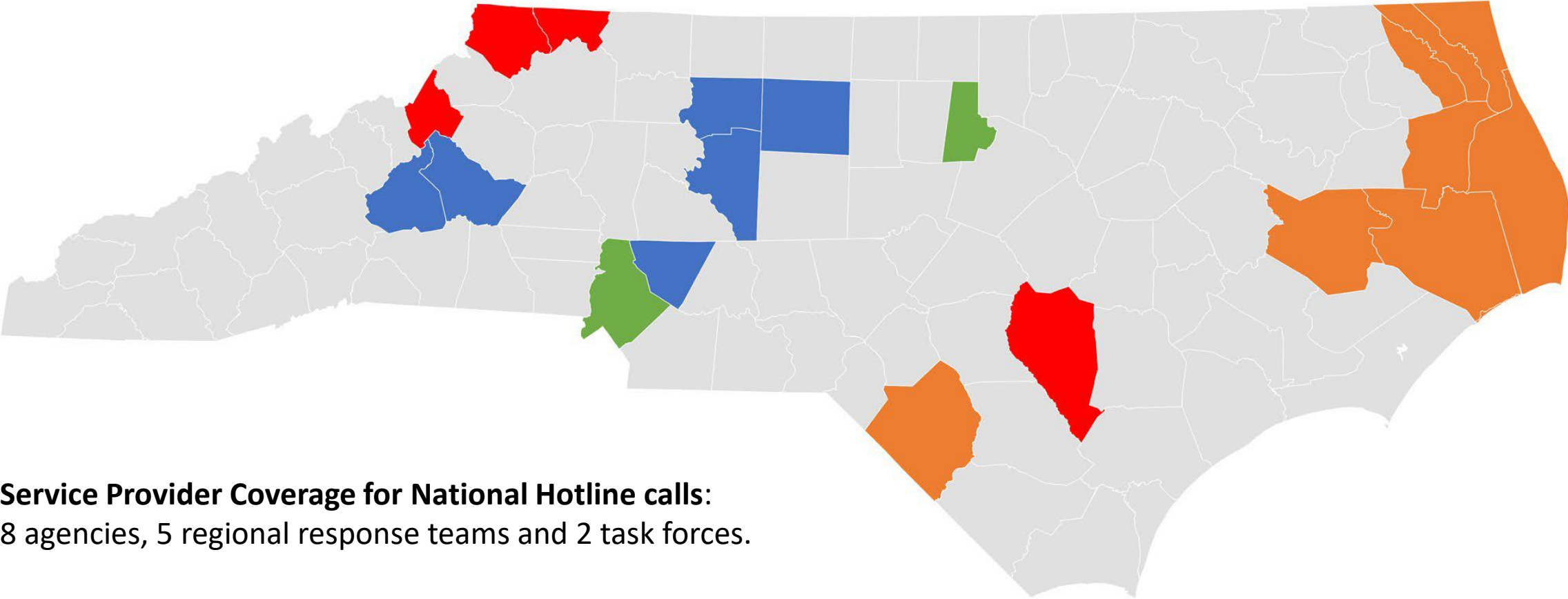
La Ley reaches over half of the Hispanic population in Central North Carolina



# HT Outreach by County

■ Youth Trafficking ■ General Human Trafficking Awareness Ads ■ Agriculture Ads ■ Labor Trafficking

**Not Represented:** Ads will also be marketed to 70 Illicit Massage Industry locations in 20 cities across the state.



**Service Provider Coverage for National Hotline calls:**  
8 agencies, 5 regional response teams and 2 task forces.





*Human Trafficking is happening all over NC. There are things you can do about it.*

Learn more about human trafficking in NC

**SPEAK UP NC**.ORG

## General Human Trafficking Ad Set

*The digital ad designs and campaign website are available to agencies across the state interested in conducting outreach or awareness. We hope to see this resource used more in North Carolina. Find out more at [SpeakUpNC.org](https://SpeakUpNC.org) or visit the Commission's general website at [HTC.NCcourts.gov](https://HTC.NCcourts.gov).*



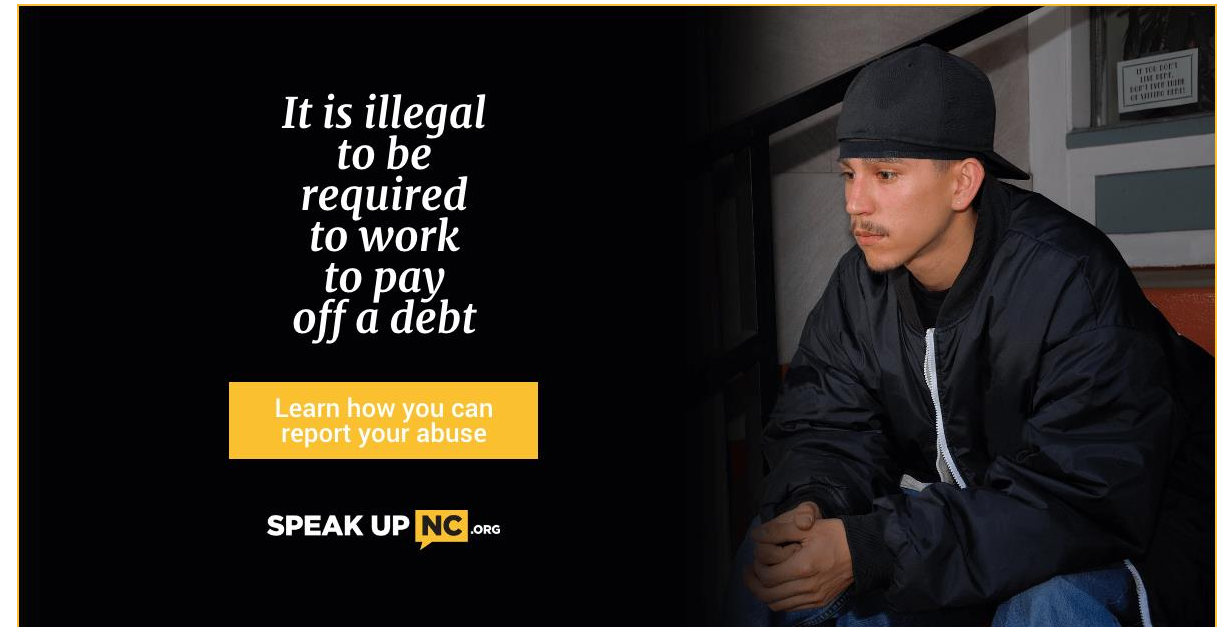
*Human Trafficking is happening all over NC. There are things you can do about it.*

Learn more about human trafficking in NC

**SPEAK UP NC**.ORG

# Labor Trafficking Ad Set

*(English and Spanish)*




*The digital ad designs and campaign website are available to agencies across the state interested in conducting outreach or awareness. We hope to see this resource used more in North Carolina. **Find out more at [SpeakUpNC.org](https://SpeakUpNC.org) or visit the Commission's general website at [HTC.NCcourts.gov](https://HTC.NCcourts.gov).***

# Youth Focus Ads

*If you are being trafficked, it's not your fault, and you don't deserve it*

Find Help Today

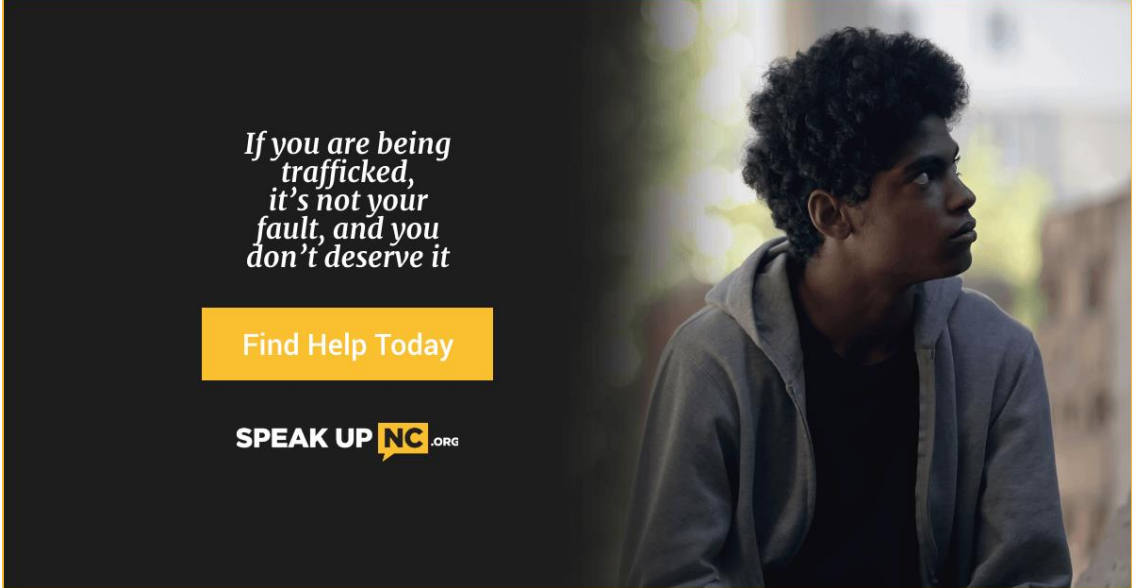
SPEAK UP **NC**.ORG



*If you are being trafficked, it's not your fault, and you don't deserve it*

Find Help Today

SPEAK UP **NC**.ORG



*It's not your fault, and it wasn't your choice, even if you think it was.*

Find Help Today

SPEAK UP **NC**.ORG



## Agricultural Industry Focused Ads



*The digital ad designs and campaign website are available to agencies across the state interested in conducting outreach or awareness. We hope to see this resource used more in North Carolina. **Find out more at [SpeakUpNC.org](https://SpeakUpNC.org) or visit the Commission's general website at [HTC.NCcourts.gov](https://HTC.NCcourts.gov).***

## Illicit Massage Industry Ads (*Mandarin*)



*The digital ad designs and campaign website are available to agencies across the state interested in conducting outreach or awareness. We hope to see this resource used more in North Carolina. **Find out more at [SpeakUpNC.org](https://SpeakUpNC.org) or visit the Commission's general website at [HTC.NCcourts.gov](https://HTC.NCcourts.gov).***



# Digital Outreach Results

*(courtesy of WRAL Digital Solutions)*

**The campaign ran in September 2020 on platforms such as YouTube, TikTok, and Facebook. Some of the most notable results were:**

Display advertising campaigns are typically measured based on clickthrough rate (CTR), which is the rate at which people click on ads in a given platform. The average display advertising “CTR” is .08%. In many cases our outreach messages tripled or quadrupled the average click through rate.

The campaign drove 30,124 total pageviews to the website in one month.

The time spent on each landing page was significant, showing that people were highly engaged with the content.

**Normally, people spend an average of less than 15 seconds on any given website.** Here is the breakdown of time spent

on each campaign page.

- o Average Time Spent on General Public Education Page: 01:20

- o Average Time Spent on Agriculture Trafficking Victim Page: 03:35

- o Average Time Spent on Labor Trafficking Victim Page: 03:35

- o Average Time Spent on Youth Trafficking Victim Page: 04:09

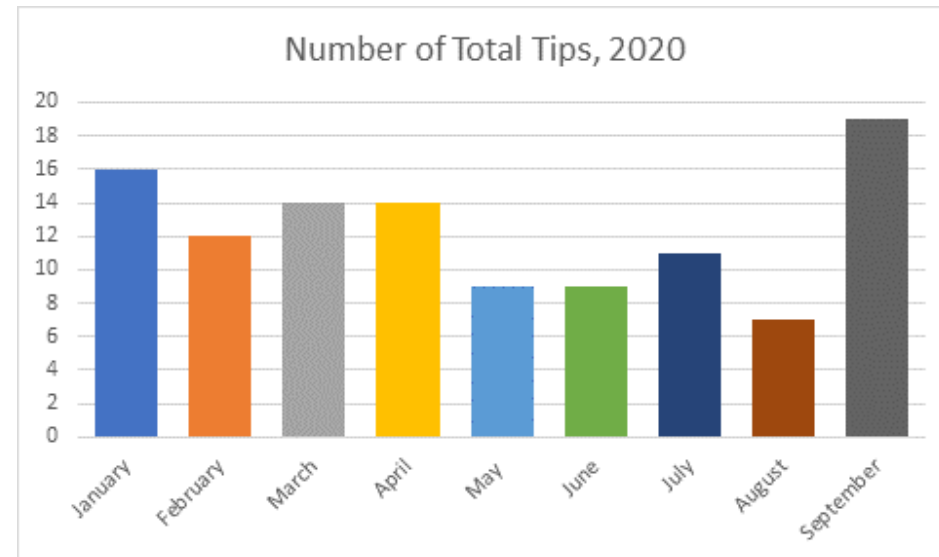
- o Average Time Spent on Illicit Massage Victim Page: 01:33



# Public Awareness Grant Results

## National Hotline Tips to Law Enforcement

2017 September 6 tips  
2018 September 5 tips  
2019 September 7 tips  
**2020 September 19 tips**





**NC Coalition  
Against Sexual Assault:  
Q3 2020 Campaign Report**



## WRAL.com Run of Site Display Ad Totals:

- Impressions: 1,666,659
- Clicks: 1,578
- Click Through Rate: 0.09%

## Key Takeaways:

- Your WRAL.com display ads received over a million and a half impressions and outperformed the industry standard click through rate of 0.08%
- Not only did your campaign generate awareness with a significant number of impressions, but the click through rate indicates good user engagement with your call to action.
- These ads ran “run of site” which means they were served all over our website, in articles, on the home page, on different section fronts, etc. This help generate awareness and establish NCCASA as a helpful resource for sexual assault victims.

The screenshot shows the WRAL.com website interface. At the top, there's a navigation bar with categories like News, Coronavirus, Weather, Sports, Business, Opinion, Consumer, Health/Life, Out & About, Video, and a temperature display of 76°. Below the navigation, there are breaking news alerts: 'Durham, Winston-Salem schools report login problems with state system' and 'UNC Health recruiting 500 participants for coronavirus vaccine study'. A prominent 'CORONAVIRUS' banner features a 'SEE THE NC DASHBOARD' button and a table of statistics.

	CASES	RECOVERIES	DEATHS
US	5,484,631	1,898,159	171,858
NC	147,898	127,749	2,438

Below the dashboard, there are several news articles and a sponsored advertisement. The main article is '4 arrested in Garner teen's death; Father says his daughter knew alleged shooter' with a sub-headline 'Three arrested in weekend murder of teen'. Other articles include 'Pattern of rain and storms sets in for next three days, flooding possible', 'CBC OPINION: Editorial: Felons who've served their prison time should be able to vote after release', 'SPONSORED: A Sanford local's guide to spending an afternoon in the great outdoors', 'Game 5 preview: Canes face win-or-go-home game against Bruins', 'Crews battling massive fire at plastics warehouse in Texas', and 'Chapel Hill businesses disappointed some students are going home'. A 'WATCH NOW' section at the bottom shows video thumbnails with durations like 12:16, 01:16, and 01:55.

On the right side, there's a 'MORE TOP NEWS' section with items like 'Damage from NC earthquake more extensive than initially thought', 'Raleigh man held under \$10 million bond on sex charges with juvenile', 'Key takeaways from night 2 of the Democratic convention', and 'Duke investigating multiple COVID-19 misconduct allegations'. At the bottom right, there's a large sponsored advertisement for NCCASA (North Carolina Coalition Against Sexual Assault) with the text 'Sexual Assault can happen to anyone. You are not alone.' and a 'Click Here for Help' button.

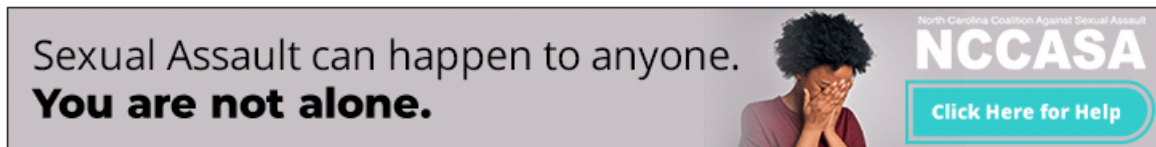


## CBC Audience Network Targeted Display Campaign Totals:

- Impressions: 750,006
- Clicks: 1,072
- Click Through Rate: 0.14%

## Key Takeaways:

- With a click through rate of 0.14%, nearly double the industry average click through rate, the NCCASA ads that were delivered on “the rest of the internet” made an impact with users, with over 1,000 seeking help by clicking on the ads.
- The solid click through rate here suggests we targeted and reached the right users with your message, with many of those users ready to seek help.
- The targeting strategy deployed on this tactic included targeting content around sexual assault, abuse support, and domestic violence support, and behaviorally target people who interacted with domestic violence and sexual assault support. As an added layer on top of the targeting we had adults 18+ in NC to raise awareness and reach those who hadn’t started looking for help or resources yet.



# Social Media – Facebook & Snapchat

## Facebook:

- Reach: 134,080
- Impressions: 201,916
- Clicks: 1,802
- Click Through Rate: 0.89%

## Snapchat:

- Impressions: 2,865,616
- Clicks: 21,288
- Click Through Rate: 0.74%

## Key Takeaways:

- Facebook: The “generic” NCCASA ad ran for 10 days but made a strong impact while it did run, reaching over 134,000 people – 1,802 of which clicked through to your website! The average CTR for Facebook across all industries is a 0.90%, so your ads were right on par with the national average even with a short campaign.
- Snapchat: Once we pivoted to Snapchat, your impressions and clicks soared with almost 3 million impressions delivered and a high number of clicks resulting in a click through rate of 0.74% which doubles the industry standard 0.37% CTR for Snapchat! We ran your video PSA on this social platform.

NCCASA.ORG  
North Carolina Coalition Against Sexual Assault [Contact Us](#)

Has someone taken advantage of you? Click here for help.

119 10 Comments 31 Shares

Like Comment Share

## Overall Campaign Totals:

- Impressions: 2,250,409
- Clicks: 23,242
- Click Through Rate: 1.03%

## “Generic” Campaign Totals:

- Impressions: 1,894,148
- Clicks: 20,023
- Click Through Rate: 1.06%

## “Title IX” Campaign Totals:

- Impressions: 356,261
- Clicks: 3,219
- Click Through Rate: 0.90%

## Key Takeaways:

- Both the “Generic” and “Title IX” messages ran on Twitter during your campaign, and both messages solidly outperformed the industry average benchmark click through rate of 0.86%.
- The “Generic” campaign reached Adults 18+ in North Carolina and the “Title IX” campaign targeted college students in North Carolina.



## Google Ads - Pay Per Click:

- Impressions: 41,619
- Clicks: 2,389
- Click Through Rate: 5.74%
- Conversions: 16
- Conversion Rate: 0.66%

## Key Takeaways:

- Your Google Ads campaign delivered very impactful results. The benchmark for advocacy campaigns is a 4.41% click through rate and overall average across all industries is 3.3% CTR. The high CTR indicates that we're reaching the right audience and users are seeking your assistance. Conversions are defined as calls to NCCASA from a users Google Search and NCCASA received 16 direct calls as a result of this campaign.
- The table at the top shows the top 5 search results based on highest number of clicks received. The table on the right shows the top 10 keyword searches based on highest number of clicks received. For example, if a user typed "sex crime" in Google, one of your ads in the table at the top appeared, and 827 users clicked on that your ad from their "sex crime" search.

Ad Display	Impr.	Clicks	CTR
<a href="#">NCCASA +4 more</a> <a href="#">nccasa.org</a> Sexual Assault Can Happen To Anyone. You Are Not Alone. +1 more	8,084	519	6.42%
<a href="#">NCCASA   You Are Not Alone</a> <a href="#">nccasa.org</a> Sexual Assault Can Happen To Anyone. You Are Not Alone. Contact Us For Help.	5,997	373	6.22%
<a href="#">NCCASA   Sexual Assault Resources</a> <a href="#">nccasa.org</a> Sexual Assault Can Happen To Anyone. You Are Not Alone. Contact Us For Help.	6,510	370	5.68%
<a href="#">NCCASA   Contact Us For Help</a> <a href="#">nccasa.org</a> Sexual Assault Can Happen To Anyone. You Are Not Alone. Contact Us For Free, Confidential Referrals And Services For Victims Of Sexual Assault.	5,274	290	5.50%
<a href="#">NCCASA   Get Help</a> <a href="#">nccasa.org</a> Sexual Assault Can Happen To Anyone. You Are Not Alone. Contact Us For Free, Confidential Referrals And Services For Victims Of Sexual Assault.	2,851	273	9.58%

	Keywords	Impressions	Clicks	CTR
1	sex crime	7,564	827	10.93%
2	North Carolina CASA	7,698	437	5.68%
3	CASA	4,843	208	4.29%
4	NCCASA	1,905	163	8.56%
5	Against Sexual Assault	2,677	141	5.27%
6	Domestic Violence	3,583	140	3.91%
7	Sexual Assault	2,648	121	4.57%
8	domestic violence	3,875	92	2.37%
9	rape	1,702	63	3.70%
10	sexual assault	1,976	60	3.04%

## YouTube Advertising:

- Impressions: 427,176
- Interactions: 232,238
- Interaction Rate: 54.37%
- Clicks: 209
- Click Through Rate: 0.05%

## Key Takeaways:

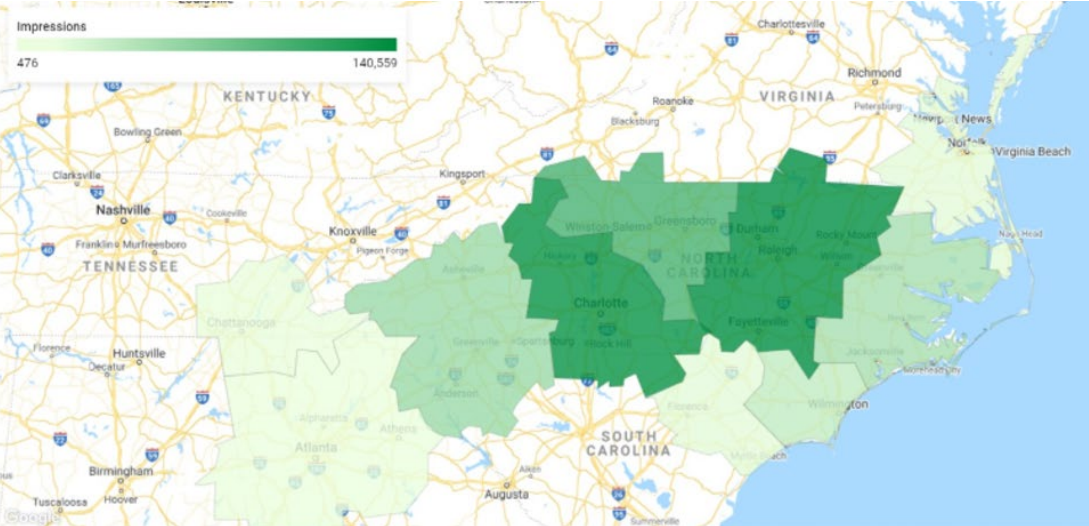
- Your YouTube campaign delivered mixed results but generated a lot of awareness. Your interaction rate was significantly higher than industry average 31.9%, but the click through rate was much lower than the industry average 0.51% CTR. Interactions are defined as users who either watched the ad in full without skipping or clicked on the ad to get help, so even though not all 232,238 users clicked on your video PSA, over half of all users that saw your ad watched it in its entirety.



Octane OTT:

- 500,087 Impressions
- 238,942 Unique Viewers
- 2.1 Frequency
- 99.49% Video Completion Rate

Where NCCASA Videos were Served:



Top 15 OTT “Channels” by Impressions Delivered:

Traffic Sources (90)

NAME	TOTAL	% DISTRIBUTION
FOX Sports	97,684	19.53%
The CW Seed	71,742	14.35%
MSNBC	35,313	7.06%
Crackle	34,221	6.84%
The Weather Channel	32,861	6.57%
NCAA	26,011	5.20%
Discovery ID	25,918	5.18%
Pluto	25,639	5.13%
Tubi	24,138	4.83%
Sling	14,691	2.94%
DIY Network	14,338	2.87%
ESPN	12,310	2.46%
FOX News	9,553	1.91%
Food Network	4,411	0.88%
HGTV	4,380	0.88%

## Key Takeaways & Recommendations:

- The “You Are Not Alone” campaign generated an incredible amount of awareness and user engagement over the three-month campaign, with 8,703,488 total impressions delivered and 51,580 ad clicks that drove users directly to your website.
- With your mix of targeting and awareness and outreach tactics, NCCASA was able to reach victims that may need assistance and resources now, friends and family that are trying to help a victim, or someone that may need your resources in the future.
- Should NCCASA receive a grant for future campaigns, we would recommend a very similar campaign comprised of the following tactics:
  - Targeting:
    - CBCAN
    - Google Ads
    - Twitter
  - Awareness and Outreach
    - WRAL.com
    - Snapchat
    - YouTube (may decrease here to heavy up in other areas)
    - OTT





# NCDOJ SEXUAL ASSAULT VICTIM OUTREACH CAMPAIGN

February 9, 2021

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# Background

- **Goal: Provide North Carolinians who are most likely to be at risk for or victims of sexual assault and their networks with the education and resources to find help and support.**
- **Audience: 18-45 year-olds in North Carolina**
- **Timing: Sept. 22 – 30, 2020**
- **Budget: \$299,999.70**





# Supporting Victims and Survivors of Sexual Assault

[GET HELP](#) | [OUR WORK](#) | [IMPROVING THE SYSTEM](#) | [ADDITIONAL RESOURCES](#)



In North Carolina and across the nation, victims and survivors of sexual assault must navigate a series of obstacles in their journey through trauma, justice, and healing. No two victim-survivors share the same story, or the same journey.



# Resources for Victims/Survivors



 Attorney General  
**Josh Stein**

HEALING IS A  
PROCESS. AND  
THERE'S HELP  
AT EVERY STEP.

**The justice system must  
do better for victims  
of sexual assault.**

MOVING FORWARD IS EASIER  
WHEN SOMEONE'S GOT YOUR BACK.

**Whenever you're ready,  
there's help along the journey.**

 Attorney General  
**Josh Stein**



# Resources for Advocates/Partners



SURVIVORS OF  
SEXUAL ASSAULT  
DESERVE SUPPORT  
AT EVERY STEP.

**We're improving the work  
we do to better serve them.**

 Attorney General  
**Josh Stein**



HERE FOR YOU SO YOU  
CAN BE THERE FOR THEM.

**Together, we can help  
victims of sexual  
assault move forward.**

 Attorney General  
**Josh Stein**

# Spanish-language Resources



JUNTOS, PODEMOS  
PROVEER A LOS  
SOBREVIVIENTES EL  
APOYO QUE NECESITAN.

Como usted, trabajamos para  
poner a las víctimas primero.

 Attorney General  
**Josh Stein**



LOS SOBREVIVIENTES DE  
AGRESIÓN SEXUAL MERECEAN MÁS.

Es la razón que el sistema  
de justicia está mejorando—  
para que haya ayuda  
en cada paso.

 Attorney General  
**Josh Stein**

# Results

- 10,690 website visits
- 20,435 total clicks to the website
- Those who visited the website spent an average of 4 minutes and 10 seconds (far above the industry standard of 45 seconds)
- 8,948,790 impressions from Twitter, Facebook, and digital ads



