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WAYMAKERS LAUNCHES NEW PUBLIC AWARENESS CAMPAIGN FOCUSED ON COMBATTING FAMILY VIOLENCE

Nonprofit Received \$1.1 Million Grant from the California Governor's Office of Emergency Services to Support Development and Implementation of Campaign

SANTA ANA, Calif. (April 27, 2020) – [Waymakers](#), a nonprofit organization focused on the empowerment and education of individuals and families throughout Orange County and beyond, has debuted a new public awareness campaign, #BETTERWAY, focused on combatting the severity and rise in family violence across California. The campaign, funded by a \$1.1 million grant from the California Governor's Office of Emergency Services (Cal OES), focuses on increasing protective factors among youth and young adults to encourage healthy relationships and positive communication strategies to prevent family violence and open the lines of public discourse around the topic.

For the purpose of this campaign, family violence was defined as any violent, abusive, or threatening behavior that occurs in a household with an intimate partner or family member, or with a child. The #BETTERWAY campaign highlights a message and strategy focused on positivity, inclusivity and confidence, imploring people to choose “a better way” to channel their emotions, frustrations, anger and communication within personal relationships both inside and outside the home. The campaign is aimed at fostering meaningful impact and discourse among families, youth and intimate partner relationships with a focus on education and prevention to help put an end to family violence and reduce the impact of violence on young people.

The #BETTERWAY campaign seeks to shine a light on the topic of family violence through education, awareness, discussion and action by outlining a personal pledge initiative that encourages community members to become advocates for their loved ones, friends and neighbors. The #BETTERWAY pledge outlines six key steps in advocacy, including:

- 1) Learning about the facts, risks and protective factors and educating oneself and one's community
- 2) Speaking up against the societal and cultural norms that may be contributing to family violence
- 3) Encouraging others to speak up and break the stigma behind family violence
- 4) Practicing healthy relationship behaviors and encouraging one's community to do so as well
- 5) Spreading awareness of available resources for those experiencing family violence and
- 6) Reassuring survivors they are not alone.

The campaign, developed by Orange County-based digital design and marketing agency [Rareview](#), debuts today with a dedicated website with resources and the pledge initiative; a widespread digital/social component across all major social and web-based media platforms; a vivid and engaging outdoor initiative, and more. Each piece of the creative story is brought to life with bright, colorful graphics, bold messaging and a positive, clear call to action to incite awareness and curiosity.

For more information and to get involved, please visit betterwaycampaign.org.

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About Waymakers

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Established in 1972 at the University of Irvine, Waymakers is a non-profit organization that has been empowering both individuals and families throughout Orange County for nearly 50 years, with a commitment to helping individuals who are experiencing conflict and crisis make their way to a place of strength and stability. Each year, Waymakers provides more than 125,000 members of their diverse communities with opportunities to guide positive and lasting change through various initiatives and community education and outreach. Learn more at WaymakersOC.org.