OUTREACH
At least once a year, Casa Myrna runs ad campaigns on mass transit systems statewide to raise awareness about domestic and dating violence and publicize our SafeLink 24/7 statewide hotline number. Based on ridership data from the transit companies, we estimate that each campaign is seen by 500,000 riders. The MBTA currently donates space on the T, and Casa Myrna purchases space to run the ads on buses in other cities statewide.

AD CAMPAIGNS SPREAD AWARENESS ACROSS MASSACHUSETTS
The ad campaigns have two objectives: 1) to make survivors and their supporters aware of the SafeLink 24/7 statewide hotline, and 2) to keep domestic and dating violence in the public eye. Since our first campaign in 2008, the MBTA donates space for 200 ads each year and Casa Myrna purchases ad space on bus lines in Haverhill, North Andover, Lawrence, New Bedford, Fall River, Pittsfield, Springfield, Taunton and Brockton. We are committed to maintaining these campaigns year after year as part of a greater strategy to dispel the blame and stigma associated with domestic violence. These ads serve to create discussions in our community about healthy relationships and ways to end domestic and dating violence in our homes and lives.

FALL 2016 AND SPRING 2017 CAMPAIGNS
The next two campaigns will be designed by youth and will bring attention to dating violence and healthy relationships. The Spring 2017 campaign, to be released in February 2017, will serve as a kick off to The Halls 2, a web series on dating violence by the Boston Public Health Commission’s Start Strong program, and direct audiences to a new SafeLink chat line feature.
It may not look like this, but it feels like this.
An abusive relationship is a trap.
If it’s happening to you, or someone you know, call.

www.casamyrna.org

Fall 2011

**d8ing a nightmare?**
<3 isn’t about power & control

Spring 2011

Want to be a hero to a kid? Don’t abuse his mom. Domestic violence is wrong.

Safelink
1.877.785.2020

www.casamyrna.org

Boston

everyday heroes

www.casamyrna.org