



 **Be Safe** **COMMUNITY**
PARTNERSHIP

Providing direct support for young people in Oxford County.

WHAT IS BeSafe?

BeSafe is a mobile app that aims to help young adults find and make a decision about seeking help in a crisis.



**HELPING YOUTH
GET THE HELP
THEY NEED**

FEATURES OF THE APPLICATION

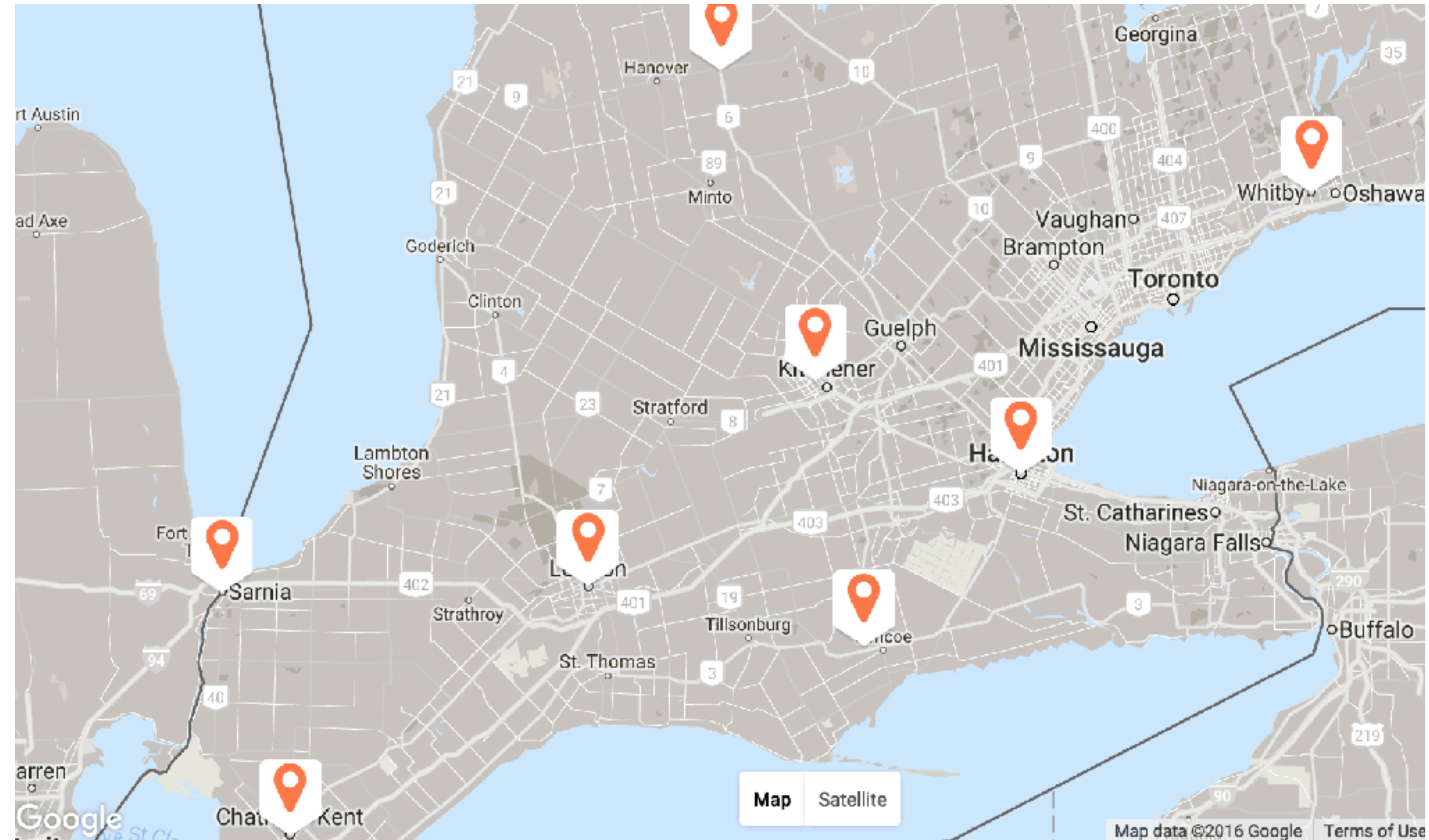
- Allows the user to create a digital safety plan
- Informs the user about mental health and addiction resources in their local community
- Directs users to the best options for their needs through a decision-making aid
- Creates a personal 'get help script' that helps users find the words to reach out
- Empowers the user to reach out safely



BE SAFE'S CURRENT REACH

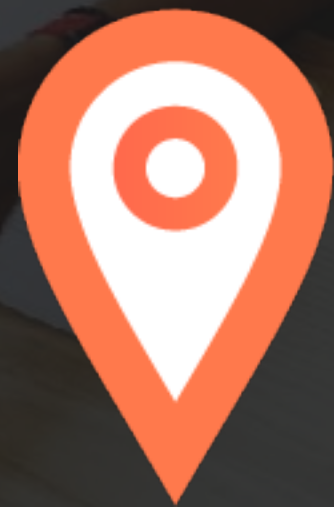
OUR CURRENT REACH

- Brant
- Chapleau
- Chatham-Kent, Durham
- Greater Sudbury
- Haldimand-Norfolk
- Hamilton
- Hastings-Prince Edwards
- Lanark
- Leeds and Grenville
- London
- Manitoulin Island
- Nippissing
- Parry Sound District
- Northumberland County
- Ottawa
- Sarnia
- Lambton
- Saugeen First Nation
- Simcoe
- Muskoka
- Sioux Lookout
- Thunder Bay
- Waterloo
- Wellington
- Windsor Essex County



***Soon to be Oxford County**

MADE FOR YOUNG PEOPLE BY YOUNG PEOPLE



WE ARE LAUNCHING THE APP IN OXFORD COUNTY

**WE NEED
YOUR SUPPORT**



OUR CAMPAIGN STRATEGY

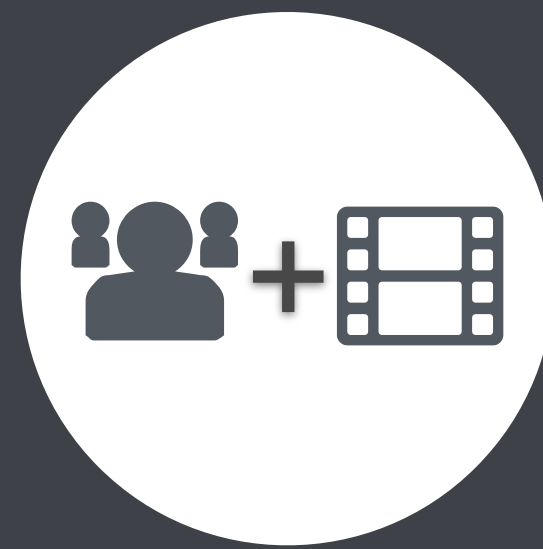
Here's how we plan on getting the word out in Oxford County

The “Be Safe App” is only effective if the community knows about it.

A holistic Marketing Strategy Plan has been prepared to support successful integration and engagement of all stakeholders and to help drive utilization within our most vulnerable populations. In order for the tool to be effective, our role as a community is to come together to promote the application and create the awareness that will equip our young people with the tools and resources they need in times of crisis. As a vital community partner, you have an invaluable role to play by ensuring the Youth of our community know people care, are aware of the capabilities and supports within “Be Safe” and they get the App. Hey get the App!



COMMUNITY
PARTNERSHIP



WEB

We will create a website that will help provide young people with the tools they need, along with information about how others can spread the word.

SOCIAL MEDIA + VIDEO

We will use all social media platforms as an outlet to spread the word about the tools we have. We will create engaging content that people will want to share.

Video is an extremely effective tool for generating awareness and gaining an audience.

PRINT

We will print on Posters, Stickers, Window Decals, kits and other tools used to spread the word about the Be Safe Application.

RADIO

We will partner with HeartFM to help spread the word all over Oxford County about the launch of the application.

BILLBOARD

Attention-grabbing billboards with impressive visual impact located on routes with high traffic volume in major markets.

COSTING ON MARKETING

Here is a breakdown of the costs for each marketing stream

In order to effectively connect with our young people locally, it will require a vigorous campaign across multiple channels in order to truly gain adoption. We want to ensure that no matter where you are, that you have access to this service, and so our community awareness campaign requires the same level of detail. Here is the proposed marketing campaign we have put together, along with the respective marketing costs.

WEBSITE	SOCIAL MEDIA + VIDEO	PRINTING + DESIGN	RADIO	BILLBOARD
\$1500	\$3500	\$5500	\$1300	\$4950
besafeoxford.ca Custom local website Blog Integration SEO optimization Google AdWords promotion Link to download App	Setup of Facebook, Twitter, Instagram Pay-Per-Click Advertising Strategic Social Campaign Video to be promoted across each platform Used as ongoing tool for new updates	Posters Stickers Window Decals Custom Packaging Postcard Mailouts BeSafe Plan Graphic Design	25 ads/week 30 second ads 4 week campaign 5 ads per day 6am to 12am Banner ad on Website	4 Billboards 4 Week Campaign Production included 4 sign location Includes Sign Production 17,815 Impressions/mo.
This site will be used as a tool to increase online presence and SEO ranking	This campaign will target the young demographic the App is intended for	All printing to be provided by G&L Printing Solutions	This campaign will be run on 104.7 HeartFM and has a total value of \$4300	Other packages available. The billboards cover Oxford County



Be Safe

A SIMPLE
IDEA CAN
CHANGE ALL
