

About

The Hope and Help campaign was developed after the Indiana Criminal Justice Institute was trying to figure out how best to raise awareness of the program.

We were able to determine that we could use administrative funds from victim services to fund an awareness campaign.

Through a collaborative effort with Hiron, the vendor selected for the campaign, ICJI used the funding to increase awareness of services available to victims, including the Victims Compensation Program, a previously underutilized service.

During the process, ICJI and Hiron identified the key audience for the campaign, determined the best ways to reach them, and developed campaign materials.

The overall goal of the campaign was to increase awareness of victim services programs and resources available to them, such as the Victim Compensation Program.

We measured the success of the program through several factors, including claims.

Target Audience

- Primary -- All Hoosiers
- Secondary:
 - Hoosiers 18-34
 - Hoosiers with 'Other' race/ ethnicity
 - Hoosiers that are separated
 - Hoosiers that have a HHI of \$50K or less

Campaign Strategy:

- Using a multi-layered media strategy that includes video, audio and digital to reach the audience via multiple messaging touchpoints to ensure maximum reach and frequency. By targeting all Hoosiers, victims, as well as their family and friends, all parties will be made aware of the HopeAndHelpIN.org website.

Campaign Products

- Advertisements on Broadcast Television/Streaming
- Advertisements on Terrestrial Radio/Streaming
- Advertisements on gas station pumps
- Digital advertisements online
- Paid social media
- Bar/Restaurant Coasters
- Billboards
- Bus/Transit wraps
- Posters at laundry mats
- Coffee shop sleeves
- Campaign website

Campaign Timeline

August-September 2021

April-August 2022

Campaign Results

- 210,135,873 impressions
- 62.5% increase in the number of assistance applications per month

Campaign Feedback

Overall, the campaign was well-received by the public. It generated interest by people who had never heard about the program before and from the news-media.

We did get some feedback from people who wished the messaging was less dark, focusing instead on hope.

We would have also preferred the campaign directed people to our state website instead of an external website.

If you plan on developing a similar campaign, plan on success. Make sure to leave room in your budget to prepare staff for an influx in applications.

The Indiana Victim Compensation Program

The Indiana Criminal Justice Institute manages the Indiana Victim Compensation Program, which works to reduce the impact of crime on victims' lives. The program reimburses victims (or their dependents), who have suffered physical injury within the last two years, for certain costs incurred as a result of a violent crime. Expenses include but are not limited to: medical bills, mental health counseling, lost wages, childcare services, attorney fees, crime scene cleanup and funeral expenses, up to a certain amount.

In Indiana, there are two ways to apply: online and a paper application. By law, the program is a payor of last resort, which means applicants are compensated for covered expenses that have not been and will not be compensated from any other source.

HOPE AND HELP INDIANA

Explore our Website

