

Casa de Esperanza

Direct Service Brochure for Latina women, Spanish



Purpose

To create a direct service brochure for Latina women, with information on the 24 hour Bilingual help line, the Refugio, as well as other non-emergency services Casa de Esperanza provides to Latinas who may be experiencing emotional, verbal, sexual and/or physical violence.

Solution

Based on an extensive discovery phase, Gabriela identified and prioritized key messages, developed a content strategy and began the process of crafting culturally relevant messages in concert with images that would resonate with Latinas. Looking to provide positive outcomes, the tone of the copy was comforting and reassuring, while at the same time providing important tactical information. The brochure title reads: "Life without violence is possible"

Results

Casa de Esperanza continues to receive funding and support and serves as a model to other organizations for their ability to reach Latino communities, Latinas and their families. The Nu Group has recently produced another service brochure and two manuals for the organization.