



Alameda County Wins Award for HEAT Watch Anti-Trafficking Outreach

The County of Alameda and the Alameda County District Attorney's Office are proud to receive the 2015 Savvy Silver Circle Award for the outstanding community outreach component of the DA's Office's HEAT (Human Exploitation And Trafficking) Watch program.

The accolade was awarded by the City-County Communications and Marketing Association (3CMA) at their annual conference in Atlanta, GA. The HEAT Watch outreach efforts, that included an effective billboard and social media campaign, won in the category for Most Innovative.

For the past 27 years, the Savvy Awards competition has recognized outstanding local government achievements in communications, public-sector marketing and citizen-government relationships. Winning entries have demonstrated best practices in the field and have also served as the benchmark for local government communication efforts around the nation.

"The Alameda County District Attorney's Office is proud to receive this 2015 Savvy Silver Circle Award for work in combating human trafficking in our community and beyond. We are also pleased to share with other communities around the United States the best practices for social issue campaigns and the positive lessons learned from our HEAT Watch community outreach," Alameda County District Attorney Nancy O'Malley said.

Susan S. Muranishi, Alameda County Administrator, said, "The HEAT Watch program is one of the many ways Alameda County is finding creative new solutions to pressing issues in our community. We are extremely proud of this program and the positive impact it is having in protecting some of our most vulnerable residents."

The Savvy Awards showcase a wide range of different mediums - from informational short films to innovative community programs - and also serve as an opportunity for local governments to share cutting-edge ideas. This year, more than 700 entries were received in 36 different categories.

The judges stated the successful community outreach campaign for HEAT Watch was "bold, [and] 'in your face'". Overall, our program was an "exemplary, memorable approach to a difficult subject" with "admirable results leveraging free media".

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