



SECTION 2 Developing Your Campaign: *Partnerships & Strategies*

National Crime Victims' Rights Week (NCVRW) is an opportunity to re-invigorate the field of victim services, take stock of the achievements made, and focus on the important tasks ahead. This year's theme—*30 Years: Restoring the Balance of Justice*—marks an important milestone in our mission to serve victims. The passage of the Victims of Crime Act in 1984 forged a new commitment to funding the empowerment and recovery of crime victims and their families. In the 30 years since, we have seen an evolution of our understanding of the impact of crime, and the short-term and long-term needs of crime victims. In 2014, as the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice, rolls out its *Vision 21* strategic initiative, communities across the nation will have the opportunity to deploy new tools and partnerships to build on their commitment to victims.

This section, “Developing Your Campaign: Partnerships and Strategies” brings together resources and ideas to help plan your community networking and outreach for 2014 National Crime Victims' Rights Week and throughout the year. These resources are designed to inspire and assist with planning focal points including events, presentations, and proclamations—drawing on the skills and passion of your local community to take a stand for crime victims.

Commemorative Calendar

You can begin planning your NCVRW events by researching crime-related observances that take place throughout the nation every year. For example, National Stalking Awareness Month, the National Day

of Remembrance for Murder Victims, and National Teen Dating Violence Awareness Month offer unique opportunities to focus on specific issues that affect crime victims. The Commemorative Calendar in this section lists many of these events, the dates they will be held, and the contact information for primary sponsors. By visiting the websites of the sponsoring organizations, you can collect a wealth of information about specific issues, how these organizations conduct their observances, and how you might begin to plan yours.

OVC Events Calendar

The Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice, publishes a National Calendar of Victim Assistance-Related Events (<http://ovc.ncjrs.gov/ovccalendar>). This continually updated calendar offers extensive listings that will help you locate victim-related events in your area and learn about the range of events nationwide throughout the year. When you visit the calendar, you may also add listings and links to your own NCVRW meetings, ceremonies, and forums, as well as your organization's events throughout the year.

Notable Quotables

A key NCVRW goal is to inspire and motivate your audience to support victims' rights. Your speeches, announcements, and presentations may benefit from including a few powerful quotations to underscore your message. The quotations compiled here build on the 2014 NCVRW theme of *30 Years: Restoring the Balance of Justice*—a recognition of how far the victims field has come since the introduction of the Victims of Crime Act and a call to continue seeking out and responding to the myriad needs of victims.

Sample Proclamation

The public officials you invite to speak at your NCVRW ceremonies will appreciate having a sample proclamation to guide their own proclamations and public statements. You can increase the likelihood that they will issue a proclamation if you provide them with the sample that is included in this section. Be sure to contact your officials *at least one month* before National Crime Victims' Rights Week to invite them to speak at your ceremonies or to issue an NCVRW proclamation.

Presentation Tips

Getting started on a presentation can be daunting. But if you break it down into smaller steps, it's easier to tackle the task and prepare a presentation that will inspire and motivate your NCVRW audiences. The presentation tips included in this section will help you clarify your goals, understand your audience, and choose the best approaches for your talk. The section also includes a sample PowerPoint template featuring the 2014 NCVRW theme and graphic design that you can tailor to your own needs. You will probably want to focus your presentation on crimes that affect your community or special services that are available to crime victims in your area. Talk with your colleagues and research your local television and newspaper websites for local crime trends. (You may want to refer to the local crime statistics available on the Bureau of Justice Statistics website, <http://bjs.ojp.usdoj.gov/index.cfm?ty=tp&tid=3>, where you can research data on specific crime topics.) By using localized information and statistics, you can show your audience why crime victims' rights should matter to them.

Extend Your Reach through Partnerships

The history of the crime victims' rights movement and the messages of the *Vision 21* initiative suggest the power of partnerships to help restore justice for victims. Historically, the grassroots advocates who organized on local, state, and then national levels advanced the cause of justice by working together for change. You can dramatically increase the impact of your NCVRW campaigns by asking businesses, civic organizations, faith communities, professional associations, and other partners to lend their skills, resources, and staff time to your NCVRW campaign. By joining forces, you can create a memorable 2014 campaign in your community.

Ideas for Special Events

In the lead up to and during National Crime Victims' Rights Week, your organization has the opportunity to reach out to other local groups to coordinate events that support crime victims and raise awareness of victim issues within your community. Candlelight vigils, school poster competitions, art exhibits, and walk/run events are just a few examples of the many commemorative or educational activities you could host. Every year, the National Association of VOCA Assistance Administrators, through a grant from the Office for Victims of Crime, competitively selects agencies, nonprofit programs, community-based victim service organizations, faith-based organizations, and community coalitions to receive Community Awareness Project grants to conduct NCVRW events. This section includes some of the event ideas from the 2013 Community Awareness Project grantees. +

Many organizations build on their NCVRW outreach to educate their communities throughout the year. They issue alerts about crime-related observances and provide information of interest to victims and service providers. They also use the awareness posters on a variety of crime issues that are available for download from the gallery of the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice, at <http://ovc.ncjrs.gov/gallery>.

The NCVRW Commemorative Calendar below lists occasions and organizations you may want to promote throughout the year.¹ For additional events, you may want to regularly check OVC's National Calendar of Victim Assistance-Related Events at <http://ovc.ncjrs.gov/ovccalendar>. You may also add your own events to OVC's national calendar.

JANUARY

National Mentoring Month

MENTOR: The National Mentoring Partnership
617-303-4600

www.nationalmentoringmonth.org

National Stalking Awareness Month

Stalking Resource Center
National Center for Victims of Crime
202-467-8700

www.stalkingawarenessmonth.org/about

FEBRUARY

National Teen Dating Violence Awareness and Prevention Month

Break the Cycle
310-286-3383 (LA)
202-824-0707 (DC)

www.teendvmonth.org

APRIL

National Child Abuse Prevention Month

Administration for Children and Families
U.S. Department of Health and Human Services
800-394-3366

www.childwelfare.gov/preventing/preventionmonth

National Sexual Assault Awareness Month

National Sexual Violence Resource Center
877-739-3895

www.nsvrc.org/saam/sexual-assault-awareness-month-home

National Crime Victims' Rights Week

Office for Victims of Crime
U.S. Department of Justice
April 6 – 12, 2014
800-851-3420

www.ovc.gov/ncvrw2014

National Youth Violence Prevention Week

National Association of Students Against Violence
Everywhere
April 7 – 11, 2014
866-343-SAVE

www.nationalsave.org/what-we-do/save-events/national-youth-violence-prevention-week

Global Youth Service Days

Youth Service America
April 11 – 13, 2014
202-296-2992

www.gysd.org

MAY

Older Americans Month

Administration on Aging
U.S. Department of Health and Human Services
202-619-0724
www.olderamericansmonth.acl.gov

National Law Day

American Bar Association
May 1, 2014
312-988-5000
www.lawday.org

National Correctional Officers' and Employees' Week

American Correctional Association
May 4 – 10, 2014
800-222-5646
www.aca.org

National Police Week

Concerns of Police Survivors
May 12 – 16, 2014
573-346-4911
www.policeweek.org
www.nationalcops.org

National Peace Officers' Memorial Day

Concerns of Police Survivors
May 15, 2014
573-346-4911
www.policeweek.org
www.nationalcops.org

National Missing Children's Day

National Center for Missing and Exploited Children
May 25, 2014
800-THE-LOST (800-843-5678)
www.missingkids.com

JULY

Pretrial, Probation, and Parole Supervision Week

American Probation and Parole Association
July 13 – 19, 2014
859-244-8203
www.appa-net.org

AUGUST

National Night Out

National Association of Town Watch
August 5, 2014
800-NITE-OUT (800-648-3688)
www.natw.org

SEPTEMBER

National Campus Safety Awareness Month

Clery Center for Security on Campus
484-580-8754
www.clerycenter.org/national-campus-safety-awareness-month

National Suicide Prevention Week

American Association of Suicidology
September 7 – 13, 2014
202-237-2280
www.suicidology.org

World Suicide Prevention Day

International Association of Suicide Prevention
September 10, 2014
www.iasp.info

National Day of Remembrance for Murder Victims

National Organization of Parents Of Murdered Children
September 25, 2014
513-721-5683
www.pomc.org

OCTOBER

National Bullying Prevention Awareness Month

PACER Center

888-248-0822

952-838-9000

www.pacer.org/bullying/nbpm

National Crime Prevention Month

National Crime Prevention Council

202-466-6272

www.ncpc.org/programs/crime-prevention-month

National Domestic Violence Awareness Month

National Coalition Against Domestic Violence

303-839-1852

www.ncadv.org/takeaction/

DomesticViolenceAwarenessMonth.php

America's Safe Schools Week

National School Safety Center

October 19 – 25, 2014

805-373-9977

www.schoolsafety.us

NOVEMBER

Tie One on for Safety

Mothers Against Drunk Driving

November 27, 2014 – January 1, 2015

877-ASK-MADD (877-275-6233)

www.madd.org

DECEMBER

National Drunk and Drugged Driving Prevention Month

Mothers Against Drunk Driving

877-ASK-MADD (877-275-6233)

www.madd.org +



NOTABLE QUOTABLES

The 2014 theme—*30 Years: Restoring the Balance of Justice*—evokes the spirit that launched the victims' rights movement and that continues to seek new, creative, and better ways to serve the myriad short- and long-term needs of crime victims. The following quotations about working toward justice will help you inspire your NCVRW audiences to promote crime victims' rights and services.

Few will have the greatness to bend history itself, but each of us can work to change a small portion of events. It is from numberless diverse acts of courage and belief that human history is shaped. Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope.

— ROBERT KENNEDY (1925-1968)

Justice will not be served until those who are unaffected are as outraged as those who are.

— BENJAMIN FRANKLIN (1706-1790)

We are not to simply bandage the wounds of victims beneath the wheels of injustice, we are to drive a spoke into the wheel itself.

— DIETRICH BONHOEFFER (1906-1945)

It is in justice that the ordering of society is centered.

— ARISTOTLE (384-322 BC)

For Justice, though she's painted blind, is to the weaker side inclin'd.

— SAMUEL BUTLER (1835-1902)

Human progress is neither automatic nor inevitable.... Every step toward the goal of justice requires sacrifice, suffering, and struggle; the tireless exertions and passionate concern of dedicated individuals.

— MARTIN LUTHER KING, JR. (1929-1968)

Delay of justice is injustice.

— WALTER SAVAGE LANDOR (1775-1864)

Until the great mass of the people shall be filled with the sense of responsibility for each other's welfare, social justice can never be attained.

— HELEN KELLER (1880-1968)

Knowledge without justice ought to be called cunning rather than wisdom.

— PLATO (428/427-348/347 BC)

How wonderful it is that nobody need wait a single moment before starting to improve the world.

— ANNE FRANK (1929-1945)

I have been impressed with the urgency of doing. Knowing is not enough; we must apply. Being willing is not enough; we must do.

— LEONARDO DA VINCI (1452-1519)

Justice will not come to Athens until those who are not injured are as indignant as those who are injured.

— THUCYDIDES (460-395 BC)

If we are to keep our democracy, there must be one commandment: Thou shalt not ration justice.

— BILLINGS LEARNED HAND (1872-1961)

The first duty of society is justice.

— ALEXANDER HAMILTON (1755-1804)

Service is the rent we pay for living. It is not something to do in your spare time; it is the very purpose of life.

— MARION WRIGHT EDELMAN (1939 -)

Ethics and equity and the principles of justice do not change with the calendar.

— **D.H. LAWRENCE** (1885-1930)

All the great things are simple, and many can be expressed in a single word: freedom, justice, honor, duty, mercy, hope.

— **WINSTON CHURCHILL** (1874-1965)

Charity is no substitute for justice withheld.

— **SAINT AUGUSTINE** (354-430)

Strength does not come from physical capacity. It comes from an indomitable will.

— **MAHATMA GANDHI** (1869-1948)

Victims have discovered that they are treated as appendages of a system appallingly out of balance. They have learned that somewhere along the way, the system has lost track of the simple truth that it is supposed to be fair and to protect those who obey the law while punishing those who break it. Somewhere along the way, the system began to serve lawyers and judges and defendants, treating the victim with institutionalized disinterest.

— **PRESIDENT REAGAN'S TASK FORCE ON VICTIMS OF CRIME** (DECEMBER 1982)

Justice, though due to the accused, is due the accuser also. The concept of fairness must not be strained till it is narrowed to a filament. We are to keep the balance true.

— **SUPREME COURT JUSTICE BENJAMIN CARDOZA** (1870-1938)

Equality before the law in a true democracy is a matter of right. It cannot be a matter of charity or of favor or of grace or of discretion.

— **WILEY RUTLEDGE** (1894-1949) +



National Crime Victims' Rights Week, April 6-12, 2014

- Whereas, Americans are victims of more than 22 million crimes each year,¹ and these crimes also affect family members, friends, neighbors, and co-workers;
- Whereas, crime can leave a lasting physical, emotional, or financial impact on people of all ages and abilities, and of all economic, racial, and social backgrounds;
- Whereas, in addition to these challenges, crime victims face criminal, military, and juvenile justice systems that, at times, ignore their rights and treat them with disrespect;
- Whereas, in 1984, the Crime Victims Fund was established by the Victims of Crime Act (VOCA) to provide a permanent source of support for crime victim services and compensation through fines and penalties paid by convicted federal offenders;
- Whereas, the Crime Victims Fund today supports thousands of victim assistance programs who provide help and support to child victims of violence and sexual abuse; stalking victims; survivors of homicide victims; victims of drunk-driving crashes; and victims of domestic, dating, and sexual violence and other crimes;
- Whereas, by ensuring that federal offender criminal fines and penalties are deposited into the Crime Victims Fund, Congress affirmed that those who commit crimes should be held accountable for the impact of their actions;
- Whereas, the Crime Victims Fund provides victim assistance to more than 3.5 million crime victims annually and also provides compensation funds to thousands of crime victims each year for reimbursement of expenses related to their victimization;
- Whereas, the victim assistance community faces new challenges to reach and serve all victims, including victims of newly recognized crimes, such as domestic minor sex trafficking and cybercrime, and victims who have not always trusted the criminal justice system, including immigrant victims, urban youth, and victims who are lesbian, gay, bisexual, or transgender;
- Whereas, now is the time to embrace a new emphasis on learning what works in reaching underserved victims and meeting victims' needs;
- Whereas, National Crime Victims' Rights Week, April 6-12, 2014, provides an opportunity to celebrate the energy, creativity, and commitment that launched the victims' rights movement, inspired its progress, and continues to advance the cause of justice for crime victims;
- Whereas, [Your Organization] is joining forces with victim service providers, criminal justice agencies, and concerned citizens throughout [Your City/County/Parish/State/Tribe] and America to raise awareness of victims' rights and observe National Crime Victims' Rights Week;

Now therefore, I, _____, as [Governor/Mayor/Other Title] of _____, do hereby proclaim the week of April 6-12, 2014, as:

NATIONAL CRIME VICTIMS' RIGHTS WEEK

and reaffirm this [City/County/Parish/State/Tribe's] commitment to respect and enforce victims' rights and address victims' needs during National Crime Victims' Rights Week and throughout the year; and express our appreciation for those victims and crime survivors who have turned personal tragedy into a motivating force to improve our response to victims of crime and build a more just community.

_____ (Signature)

_____ (Date)

¹ Jennifer L. Truman and Michael Planty, *Criminal Victimization, 2011*, (Washington, DC: Bureau of Justice Statistics, U.S. Department of Justice, 2012), 1, accessed October 23, 2013, <http://www.bjs.gov/content/pub/pdf/cv11.pdf>.

National Crime Victims' Rights Week offers unique opportunities to educate your community about victims' rights and services. Civic groups, schools, or businesses may ask you to speak to their members or target audiences about challenges faced by victims in your community. Check newspaper headlines and talk to your colleagues about pressing issues in your area. What are the most common crimes? What do victims need? What does your community provide for victims, and do any of these services rely on the Crime Victims Fund? How do local services fall short? Focus on crimes that affect your audience, and use your presentation to involve them in ways your community can help restore the balance of justice for victims.

Planning Your Presentation

Audience

Who is your audience, and what do they need to know about local crimes and victims? When you are invited to speak, find out why the group has called you and which crimes concern them most. For a student audience, research what's happening in the schools—dating violence, bullying, or gang violence? Ask the students what justice means to them. For civic groups, think about the crimes that take place “under the radar” of news headlines. Is domestic violence a major problem? How does this violence affect families and the community? How can community groups join forces to address these crimes? If you start by asking such questions, your presentation can engage your audience in solving the problems that concern them.

Message

What message do you want your audience to take home? Perhaps your message targets everyone's responsibility to report child sexual abuse—or the need to spot and help prevent financial crime. The message could suggest that the audience can help prevent violence against children—and help those children grow into non-violent adults. You should decide on your theme before you begin outlining, writing, or preparing your PowerPoint slides. Think about how your theme relates to National Crime Victims' Rights Week. Choose a presentation title that captures your main idea, and refer to your theme in the beginning, body, and conclusion

of your talk. As in a speech, you will begin by telling your audience what you are going to say, remind them of your theme as you develop your sub-themes, and then recap your main idea as you wrap up your talk.

Presentation Roadmap

Next, plan how you will organize the overall structure of the presentation. How will you start and end your remarks? What three ideas will you choose to support your key message, and how will you weave these ideas into a narrative that matters to your audience?

1. Opening:

Grab your audience's attention right away. You can tell a quick, compelling story about a crime in your community. You might cite a surprising statistic or ask your audience to guess the facts about a specific crime (e.g., what percentage of sexual assaults against children are committed by strangers vs. people known to the victim?). Then relate your story or your statistics to the purpose of your presentation and your main message (e.g., “everyone here can help prevent child sexual abuse”).

2. Structure:

Build your presentation around three supporting ideas, placed in a logical pattern that leads to a clear conclusion. Typical idea development structures might include:²

- **Chronological:** Past, present, future

² Nancy Duarte, *Resonate: Present Visual Stories That Transform Audiences*, (Hoboken, NJ: John Wiley & Sons, 2010), 129.

- **Sequential:** Step-by-step process (e.g., for project rollout)
- **Climactic:** Least to most important
- **Problem–Solution:** Problem, solution, benefits
- **Compare–Contrast:** Similarities and differences of specific factors
- **Cause and Effect:** Causes and results of specific situations
- **Advantage–Disadvantage:** Information arranged into “good” or “bad” categories to help audience see both sides of an issue.

Once you have chosen your organizational structure, you can jot down your supporting ideas and evidence, illustrations, or stories to support your main message. If your goal is to persuade your audience that they can help solve a problem (e.g., child sexual abuse), you might organize your presentation as follows:

a. Problem:

Although most parents carefully teach their children to beware of strangers, most perpetrators of child sexual abuse are people known to the child.³ They may be coaches, teachers, clergy members, family friends, or even family members who systematically groom their victims for abuse. The perpetrator’s dominance often leaves victims feeling powerless to resist or report the abuse. For your presentation, you can choose the specific aspects of the problem to emphasize, and then organize them in a pattern to prepare for the solutions you will propose in the second half of your presentation. For a presentation on child sexual abuse, you might focus on what (1) families, (2) individual adults, and (3) organizations can do to prevent the crime and help victims.

b. Solution:

All adults have a responsibility to protect children from harm. Families can set and respect boundaries, teach children appropriate behavior, and take specific steps to protect their children from predators. Adults can learn to read the signs that suggest a child may be a sexual abuse victim and determine how and when to follow up with authorities. Organizations can set up a series of practices that protect children and greatly decrease opportunities for predators.

c. Benefits:

Learning the facts about child sexual abuse and how to both prevent the crime and help victims enables families, individual adults, and organizations to protect children from this poorly understood crime and create safer communities for all children.

3. Conclusion:

End your presentation by restating your theme and solution. For example, you might say that your city needs a child sexual abuse education campaign, better coordination among child-serving organizations, and clearer guidelines on how adults can intervene to help children. You might conclude with a call to action, such as “Let’s end child sexual abuse in our community.”

Using PowerPoint

For many speakers, PowerPoint or other slide-based presentations have become the norm. Presenters use this tool as a “roadmap” for listeners and as a way to remind themselves of their main points. Well-planned slides add color and variety to your presentation and appeal to visual learners. PowerPoint is also a great planning tool because you can experiment with different images and arrangements as you plan your talk. As you plan, focus on keywords and avoid crowding your slides with long phrases or paragraphs that will overwhelm your audience.

³ Emily M. Douglas and David Finkelhor, “Child Sexual Abuse Fact Sheet,” 8, accessed September 27, 2013, <http://www.unh.edu/ccrc/factsheet/pdf/CSA-FS20.pdf>.

Experts suggest the following guidelines for preparing effective slides:

- **Design:** Choose a simple, uncluttered design and solid colors.
- **Bullets:** Limit yourself to 6 bullets per slide, 6 to 8 words per bullet (3 or 4 is better).
- **Font:** Use sans serif fonts (e.g., Arial, Verdana) for readability.
- **Uppercase:** Avoid all-uppercase letters (except for titles).
- **Italics:** Use italics sparingly (harder to read).
- **Point Size:** Use at least 24-point type.
- **Contrast:** Use dark text on light backgrounds.
- **Consistency:** Use the same background design on every slide; use similar text styling (headings, body text, bullets) across all slides; use one color grouping on charts.
- **Graphics, Charts, and Photos:** Use simple graphics and photos that are visible to the audience.
- **Animation:** Limit use of animation and sound effects.
- **Video:** Use video sparingly, to support theme; embed your videos into PowerPoint rather than stream them from the Internet.
- **Notes:** Use the “notes” section of the slides to expand your list of ideas (avoid putting too much on one slide).
- **Parallel Structure:** Begin each bullet point with the same structural pattern (e.g., list of nouns, phrase beginning with active verb).
- **Spelling and Grammar:** Use spell check and proofread your slides several times.
- **Preview:** Preview every slide before the presentation.

Practice your presentation until you feel comfortable. Never read your slides but use them as a guidepost. As you rehearse, track how long it takes you to go through all the slides, and adjust your presentation to meet the time requirements for the talk.

Communicating Effectively

Public speaking makes everyone somewhat nervous. You can overcome your anxieties by preparing carefully and concentrating on the audience when you speak. Your presentation is about them—not you. Your goal is to tell a story about a problem and let your audience know how they can help solve it. Share your enthusiasm about your theme, perhaps by interweaving an uplifting story about how an adult helped protect a child from abuse.

Speak in a positive, enthusiastic, warm tone. Smile, make eye contact, and focus on the audience. Try to vary your cadence, the pitch of your voice, and your facial expressions. Avoid mannerisms and physical gestures, and concentrate on the message. The more you practice, the less likely you will be to fall back on “fillers” such as “um” and “like” between your sentences. Be prepared for interruptions because if you are doing well, your audience will ask many questions. If you prefer to take questions at the end, tell your audience at the beginning of your talk. Also, let your audience know whether they may use social media during your presentation. Some presenters may encourage live tweeting during their presentation while others may find it distracting.

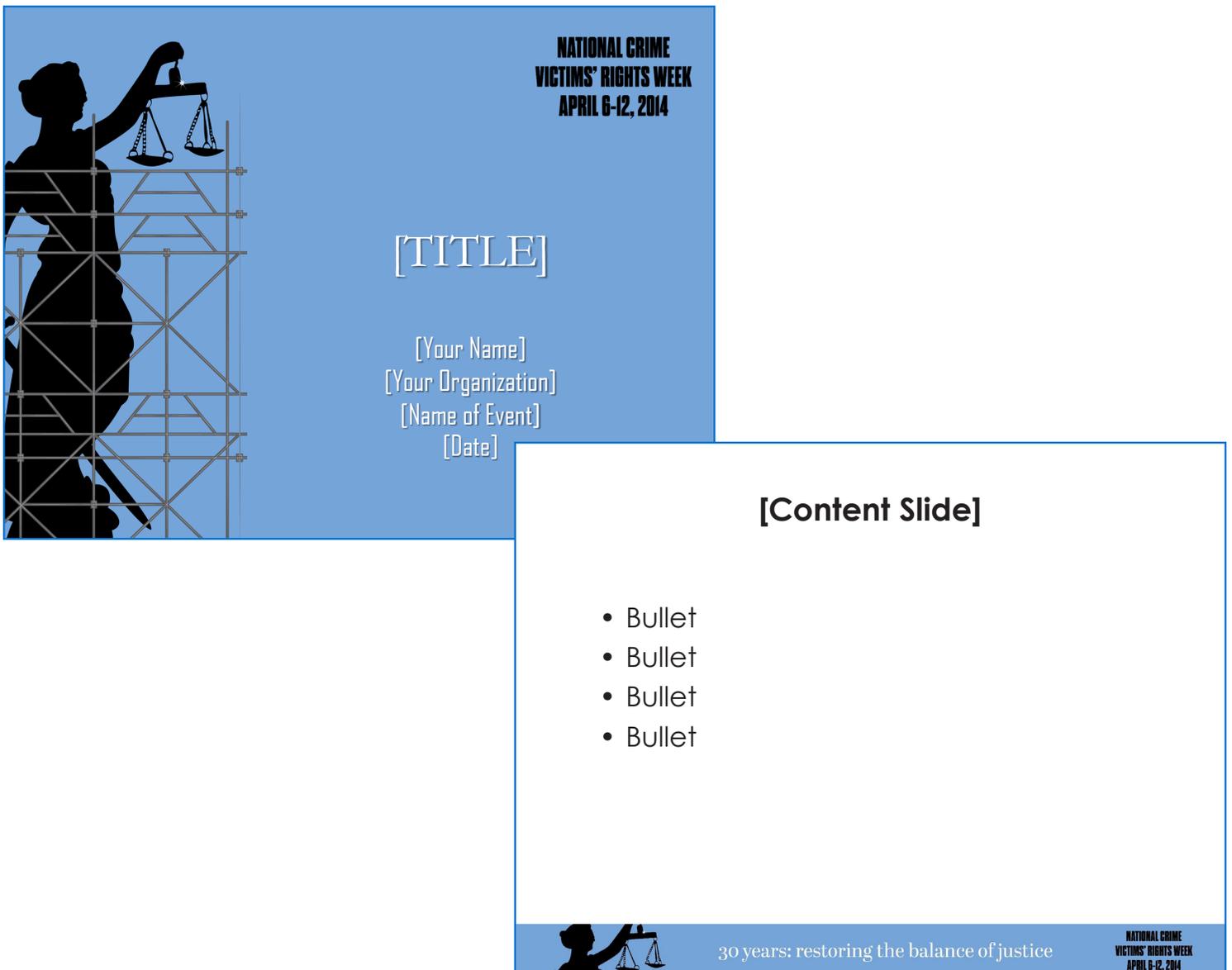
Prepare the Room

Check the room for any features that may disrupt your presentation, such as loud air conditioning or window glare. Make a list of these items, and visit the room a day in advance to prepare for (and if possible, eliminate) these potential distractions. Check the size, the layout, any physical obstacles, the location of the doors, and the amount of seating. Check your computer, projector, screen, and microphones, and ask someone to tell you if your voice is audible. Load your presentation onto the computer, and run through the entire presentation to make sure the computer and projector are working properly. You might also want to have a backup copy of your presentation on another computer and make a hard copy in case of unexpected technical problems. Arrive at least one hour before the

presentation to check the equipment again and make sure you are comfortable before you speak.

Sample PowerPoint Template

Accompanying this section is a sample PowerPoint template featuring the 2014 NCVRW theme and graphic design. You may use the template to prepare and customize your own NCVRW PowerPoint presentations. Images of the master title and content slides appear on this page, and you will find the actual PowerPoint file on the NCVRW CD-ROM. +



The image displays a sample PowerPoint template for National Crime Victims' Rights Week. It consists of two main slide areas. The top area is a blue title slide with a silhouette of Lady Justice on the left. The text on the title slide includes the event name and dates, a placeholder for the title, and fields for the presenter's name, organization, event name, and date. The bottom area is a white content slide with a blue footer. The content slide features a placeholder for the title and a list of four bullet points. The footer contains a small logo and the text '30 years: restoring the balance of justice' and 'NATIONAL CRIME VICTIMS' RIGHTS WEEK APRIL 6-12, 2014'.

**NATIONAL CRIME
VICTIMS' RIGHTS WEEK
APRIL 6-12, 2014**

[TITLE]

[Your Name]
[Your Organization]
[Name of Event]
[Date]

[Content Slide]

- Bullet
- Bullet
- Bullet
- Bullet

30 years: restoring the balance of justice

**NATIONAL CRIME
VICTIMS' RIGHTS WEEK
APRIL 6-12, 2014**

The power of partnerships launched the crime victims' rights movement and the achievements we celebrate every year. Families of murdered children and victims of sexual assault, drunk driving, domestic violence, and other crimes mobilized at the grassroots level and joined forces to demand justice for victims of crime. The National Campaign for Victims' Rights founded by these partners led to President Ronald Reagan's reforms on behalf of crime victims, his declaration of the first National Crime Victims' Rights Week, and the creation of the Victims of Crime Act and Crime Victims Fund, whose anniversary we celebrate this week. Through our partnerships, we have made history.

National Crime Victims' Rights Week offers an opportunity to renew and strengthen our partnerships and teamwork, and to highlight the collaborative approaches that are integral to *restoring the balance of justice*. The 2014 Resource Guide, in fact, is the product of a partnership between OVC and the National Center for Victims of Crime, and is supported by the U.S. Postal Inspection Service and the partner organizations listed in Section 7, "Additional Resources," of this Resource Guide. Through partnerships, organizations can mobilize their experience, skills, resources, and stakeholders to help plan a powerful NCVRW strategy.

This section includes ideas for partnerships you can form to plan your community's 2014 NCVRW activities. You can use these ideas to expand your reach, lighten your workload, and build partnerships that will sustain your work throughout the year.

Community Partner Ideas

ALLIED PROFESSIONALS

- Victim Service Agencies
- Law Enforcement Professionals, Prosecutors, and Corrections and Probation Officers
- Healthcare Professionals
- Mental Health Professionals

BUSINESSES AND CORPORATIONS

- Business and Professional Associations
- Fitness Clubs
- Grocery Stores and Restaurants
- Visitors' and Convention Bureaus

CIVIC ORGANIZATIONS

COLLEGES AND UNIVERSITIES

CULTURAL ORGANIZATIONS

FAITH COMMUNITIES

GOVERNMENT AGENCIES AND OFFICIALS

- Agencies Serving Seniors and Persons with Disabilities
- Community Liaison Offices
- Consumer Protection Agencies
- Libraries
- Public Officials
- Schools

WORKFORCE TRAINING/JOB-SEARCH CENTERS

MILITARY INSTALLATIONS

TRIBAL AUTHORITIES

YOUTH-SERVING ORGANIZATIONS

Allied Professionals

You can partner with other victim service agencies such as: law enforcement and social services professionals; healthcare providers; consumer agencies; and other community groups whose mission involves working with crime victims. All these professionals understand the impact of crime on victims and the need to invest in serving victims effectively. Your NCVRW partnerships with allied professionals may also lead to collaboration in other areas—such as fundraisers, public awareness campaigns on specific crimes, and coordinated community responses to victims in your area.

Victim Service Agencies

Rape crisis centers, domestic violence shelters, district attorney's victim advocates, and homicide support organizations often work side by side in the same jurisdiction. Collaborating with other victim service agencies that share your mission and challenges can produce wider audiences and a more powerful impact for your NCVRW events. A jointly planned NCVRW information fair for local officials, for example, would showcase each agency's role in helping victims, and also pinpoint the current gaps in the community's response capacity.

Law Enforcement Professionals, Prosecutors, and Corrections and Probation Officers

Criminal justice professionals understand the impact of crime on victims. Some law enforcement agencies have crime victim specialists to assess victims' needs, provide crisis intervention, help with safety planning, accompany victims through the criminal justice process, provide information about their cases, and refer them to victim services. Police departments may publish or distribute booklets or resource cards to help crime victims in the aftermath of crimes. Criminal justice agencies can help publicize your NCVRW events through their own communications networks and their ties to community institutions, such as businesses

and schools. You can invite police officers, school resource officers, corrections officials, or prosecutors to speak at your events, and you can honor public officials and criminal justice professionals who have shown particular concern for crime victims.

Healthcare Professionals

Because victims often sustain injuries, medical professionals have firsthand knowledge about victimization and can help educate the community about the impact of crime. Primary care and emergency room physicians and nurses treat injured crime victims and regularly screen patients for signs of abuse. Sexual Assault Nurse Examiners (SANEs) care for sexual assault victims, and school nurses serve children who have been hurt or exposed to violence. These professionals play a key role in victims' ability to recover from crime. You can invite your local hospital, medical and dental society, nurses' association, and physical and occupational therapists to help plan your NCVRW activities. Those organizations can provide speakers for your educational programs and publicize your activities in their offices and through their communications networks.

Mental Health Professionals

The mental health consequences of crime can be severe and long lasting. Victims may hesitate to resume their normal routines for fear of being victimized again. They may suffer from depression, posttraumatic stress disorder (PTSD), alcoholism, and a range of other problems. Child and teenage victims may have a variety of problems negotiating the journey to adulthood. Yet most victims never receive the psychological help they need. In planning your NCVRW events, you can partner with community mental health associations and other mental health professionals' societies. You might also work with drug treatment facilities, which seek to protect their clients from being victimized by crime. You can give these organizations information about crime

victim compensation, safety planning, and other services to share through their communications networks.

Businesses and Corporations

Every year, businesses lose billions of dollars to crime. Business owners face huge losses from shoplifting, vandalism, robbery, check fraud, and cybercrime, and they spend millions each year to protect themselves and their customers. Throughout the nation, businesses are forming their own coalitions, such as Business Improvement Districts, to beautify their business districts, attract customers, and prevent crime. You can identify potential partners by researching which businesses have launched such initiatives, formed partnerships with law enforcement, or encouraged their employees to get involved in community service with at-risk youth or crime victims. Invite these businesses to become your NCVRW planning partners—to share resources, volunteers, marketing skills, and communications networks that can help develop and conduct your NCVRW events. Be sure to feature their leaders as speakers and honor their contributions to your community's NCVRW events.

Business and Professional Associations

Business associations, which promote their members' interests and help revitalize communities, make great NCVRW partners. You can work with your local Chamber of Commerce, Better Business Bureau, civic improvement societies (business–resident partnerships), insurance roundtables, professional associations (e.g., bar association, information technology professionals association), and unions representing workers from various trades and professions. Contact officials from these organizations, explain how National Crime Victims' Rights Week advances their mission and enhances the community's well-being, and invite them to help plan your NCVRW events. You can build on these partnerships throughout the year to mobilize your community on behalf of crime victims.

Fitness Clubs

Fitness clubs, which often operate from early morning until late evening or even around the clock, may have trouble protecting the safety and property of their customers. Theft from customers' cars and lockers are common, and patrons leaving the gym after dark are vulnerable to assault. You can contact your local fitness centers and their parent companies; invite them to join in planning and publicizing National Crime Victims' Rights Week, and share information to help them protect their customers from crime. Encourage them to build awareness about their business by sponsoring your walk/run or other athletic events for victims' rights.

Grocery Stores and Restaurants

Because almost everyone patronizes grocery stores and restaurants, these businesses can connect your NCVRW campaign to the entire community. Grocery stores can distribute NCVRW messages on their community bulletin boards and advertising flyers. Restaurants can use NCVRW placemats to build awareness about the week's events and donate food for your events. When you print your outreach products in a variety of languages, you can reach groups that might not otherwise receive NCVRW messages. You can contact individual stores and restaurants and their associations, propose an NCVRW partnership, and plan how to involve your entire community in your NCVRW observance.

Visitors' and Convention Bureaus

To attract tourists, communities must be safe, secure places to visit. Visitor and convention bureaus and hotel associations, which have a strong interest in public safety, can be resourceful NCVRW partners. You can reach out to your local tourism-related agencies and alert them about protecting their customers and preventing crime. Hotels, for example, may appreciate receiving the latest updates on hackers using hotel Wi-Fi connections to steal personal

information from their guests. You can encourage them to join you in planning National Crime Victims' Rights Week. They can provide marketing and publicity resources for your campaign and help you provide information on resources for crime victims in your area.

Civic Organizations

Civic organizations such as Kiwanis, Rotary Clubs, Lions Clubs, and Soroptimist International work to serve their communities. You can reach out to these organizations—as well as parent–teacher organizations, schools and university alumni groups, neighborhood and crime watch associations, retirees' groups, ethnic and cultural organizations, and even hobby groups such as photography and garden clubs—to involve their members and contribute their skills to your NCVRW campaigns. Members can help you plan and host events, design outreach materials, and become volunteers. Organizations representing underserved victims (e.g., ethnic communities, victims with disabilities, and seniors) can provide volunteers to help disseminate information about crime victims' rights and services. Some groups may provide translators to reach specific audiences, share volunteers, and offer guidance on the best ways to include their communities in NCVRW events.

Colleges and Universities

Colleges and universities host a wide range of NCVRW activities, such as art exhibits, rallies, and walk/run events. These institutions can provide space for events; they may also contribute design and media experts, donors and patrons, and enthusiastic student volunteers and participants that can help with your NCVRW campaigns and events. You may contact the communications offices of your local colleges and universities when you begin event planning. Ask them to partner with you and to suggest ways to enhance your campaign, and then recognize their contributions in your ceremonies and outreach materials.

Cultural Organizations

Art galleries, art and music education programs, arts councils, and dance schools can contribute unique skills and resources to your NCVRW campaigns. They can host art exhibits, design flyers and media outreach, perform at events, and promote your observances to their members, patrons, and students. As you begin planning your campaign, you can contact the communications offices of your local cultural organizations, propose an NCVRW partnership, and describe how such partnerships have worked successfully in other communities (see [“Ideas for Special Events”](#)).

Faith Communities

Your local churches, synagogues, mosques, and their affiliate organizations, share a commitment to justice and to protecting their community members. You can invite members of the clergy, lay leaders, and religious service organizations (e.g., the Knights of Columbus, American Friends Service Committee, B'Nai B'rith) and charities to join your NCVRW preparations. If you do a quick assessment of crime in the neighborhoods around your local religious institutions, you can see what kinds of information and help these communities might need. Ask your community religious leaders to host events, mobilize volunteers, and speak at your NCVRW events.

Government Agencies and Officials

Government agencies can powerfully boost the scope and impact of your NCVRW outreach. In addition to the public safety departments that often employ victim advocates (e.g., police departments, prosecutors' offices, and family justice centers), you can partner with government consumer protection agencies, libraries, agencies for seniors, commissions for women and youth, and ethnic community liaison offices to publicize events and contribute resources and volunteers. Partnerships with such agencies can also lay

the groundwork for coordinated community responses to crime and other forms of collaboration throughout the year.

Agencies Serving Seniors and Persons with Disabilities

Seniors and persons with disabilities are frequently targeted for certain types of crime, such as scams, fraud, and abuse. These groups can benefit from knowing their rights and the services that are available to them. Area Agencies on Aging, senior centers, adult protective services, commissions on aging, and community college senior education programs, as well as agencies serving persons with disabilities, can offer outreach opportunities, community education, volunteers, and alliances to improve the safety of seniors and persons with disabilities in your communities.

Community Liaison Offices

Agencies that serve as liaisons to ethnic groups can bring your NCVRW messages to communities that often do not know their rights or the services available to them as crime victims, regardless of their citizenship status. These offices can share information about criminal justice procedures and can reduce their community members' fear of reporting crime—a common problem among recent immigrants. National Crime Victims' Rights Week offers a great opportunity to involve the leaders of these communities in your planning. Their participation allows you to publicly acknowledge their contributions to the larger community and to encourage their members to exercise their rights and seek services when they need them.

Consumer Protection Agencies

Some county, state, and even local governments have agencies to protect their citizens from fraud, theft, and irresponsible business practices. Consumer protection staffs can provide the latest information about scams and other forms of financial abuse in their communities. These agencies can provide speakers for your events, facts about recent

patterns of financial crimes in your area, and information about how victims of scams or abusive practices can seek their help.

Libraries

Public libraries offer unique access to a wide range of community members. Students, seniors, neighborhood leaders, and patrons from every demographic use libraries and their websites to find information and connect with the community. Libraries can host meetings and educational forums, display NCVRW posters, post announcements, or present multimedia displays on crime victims' rights or victim assistance.

Public Officials

Your federal, state, and local officials can increase the success of your NCVRW campaigns. Through proclamations, official news releases, and their presence at NCVRW ceremonies, mayors, governors, states' attorneys, and other officials underscore the importance of crime victims' rights and lend the power of their offices to your NCVRW observances. You can contact their staffs and invite your elected officials to participate in your NCVRW outreach and events. Your collaboration with elected officials on NCVRW activities may also boost your visibility as a resource for legislation and public policy on crime victim issues in your community.

Schools

Domestic violence, bullying, child sexual abuse, and other crimes affect millions of children every year. Schools can provide support to these young victims, help prevent violence, and promote justice for children and their families. Partnerships with schools allow you to bring NCVRW messages to children, parents, teachers, administrators, and neighborhoods throughout the school system. You can raise awareness through student art, essays, and public-speaking contests, and honor the winners at NCVRW ceremonies.

Students can plan their own outreach campaigns (using school media and art department resources); schools can host educational forums and assemblies, sociodramas, debates, and plays on issues that affect children in your community.

Workforce Training/Job-Search Centers

Because crime may cause unexpected expenses for victims, its impact on unemployed and underemployed victims can be especially severe. Such victims need to know about their rights and the local services available to them as crime victims. Workforce training centers can post NCVRW information and host events to build awareness about crime and crime victim services in their neighborhoods.

Military Installations

Domestic violence, sexual assault, shootings, and other crimes take place both within and outside the walls of military installations. Although the Uniform Military Code of Justice differs in some respects from other jurisdictions' criminal codes, military crime victims have rights. These include the right to be treated with fairness and respect, to be notified of court proceedings, to be present at proceedings related to the offense, to be informed about the case, and to receive available restitution. You can work with military victim services officers and communications professionals to promote National Crime Victims' Rights Week in military media and print communications. You may encourage them to hold NCVRW ceremonies and to honor military leaders who have protected the rights of victims under their command.

Tribal Authorities

Native Americans and Alaska Natives in the vast Indian Territories (more than 55 million acres) experience significantly higher-than-average crime rates. Recently, the federal government has worked intensively with Tribal

police and Bureau of Indian Affairs agents to prosecute more cases and enhance crime prevention and intervention efforts. Ask your colleagues who serve these communities (or local organizations that represent them) to identify the key problems for these populations and how NCVRW outreach could help them. You can reach out to community leaders, seek their suggestions, and work together to promote the priorities they identify. Whenever possible, you can include Native Americans in your events and honor their leaders in your ceremonies.

Youth-Serving Organizations

Because young people are more likely than any other age group to be victimized by crime, youth-serving organizations have a strong interest in victims' rights and services. NCVRW partnerships with such agencies can help build awareness about crimes against young people, best practices for prevention and intervention, and local resources to protect children and prevent crime. Potential NCVRW partners include the YMCA and YWCA, Campfire USA, Boy Scouts and Girl Scouts, Big Brothers and Big Sisters, City Year, Junior Achievement, International Order of Rainbow for Girls, the Boys' and Girls' Clubs of America, the National Youth Leadership Council, youth athletic leagues, and faith-based youth organizations throughout the nation. You can also partner with parent-teacher organizations and local mentoring programs to publicize and hold NCVRW events. +

Each year, communities throughout the country pool their talent, passion, and experiences to commemorate National Crime Victims' Rights Week. From arts festivals to educational forums, from poetry slams to park displays, from marches to memorials to media campaigns, groups from different backgrounds develop their own traditions to honor victims and advocate for their rights. Every year, the Office for Victims of Crime, in conjunction with the National Association of VOCA Assistance Administrators, supports these special events through its Community Awareness Projects (CAPS) initiative. The awards are selected based on criteria like collaboration, innovation, community impact, media involvement, and experience with victims' issues. As you plan your 2014 activities, this list of past events from communities around the country may help inspire your ideas and creativity. For more CAP project descriptions from prior years, visit <http://cap.navaa.org/previous.html>.

NCVRW Special Events

ART EXHIBITS

BILLBOARD CAMPAIGNS

CANDLELIGHT VIGILS

COMMEMORATIVE DISPLAYS

- Garden Ceremonies and Displays
- Pinwheel Displays
- Memorial Quilts and Bricks
- Memorial Walls
- Interactive Displays

EDUCATIONAL FORUMS

INFORMATION AND RESOURCE FAIRS

INITIATIVE ANNOUNCEMENTS

- Native American Initiatives

MEDIA OUTREACH

PUBLIC SERVICE ANNOUNCEMENTS

WALK/RUN EVENTS

YOUTH-FOCUSED EVENTS

- Art and Essay Activities
- Drama, Poetry, and Choral Performances

Art Exhibits

Art can be a powerful medium for victims of crime to convey their anguish and pain. But it can also be a transformative expression of hope, strength, and healing.

- In Anderson, South Carolina, the Foothills Alliance presented their "My Path to Healing" art exhibit. Both adult and youth survivors of crime portrayed themes of peace and recovery through paintings, drawings, photographs, and t-shirt designs.
- In Little Rock, Arkansas, the Crime Victims Assistance Association of Arkansas asked local high school students to submit art designs to be displayed in libraries and public buildings throughout the community. One striking portrait showed a weeping young woman on a park bench surrounded by newspaper headlines on the tragic toll of crime.
- In New York, Bronx Independent Living Services posted artwork by crime victims with disabilities on the "Survivor's Page" of its website and also imprinted it on buttons and water bottles.
- In Gainesville, Florida, the Alachua County Victim Services and Rape Crisis Center hosted an "Art in the Park" event. A local park was designated the "Crime Victims' Memorial Park." Families were invited to decorate ceramic tiles and border rocks in memory of loved ones who had been affected by crime.

Billboard Campaigns

Billboard campaigns are among the most effective strategies for highlighting your National Crime Victims' Rights Week activities. From signs overlooking high-traffic areas to ads on mass transit vehicles, these outlets can spread your messages throughout your community.

- In Dothan, Alabama, the Exchange Center for Child Abuse Prevention displayed billboards in five counties to raise awareness about domestic violence, sexual assault, child abuse, and support for victim services.
- In Glen Carbon, Illinois, the Crime Victims' Memorial Peace Garden created a billboard to promote their theme of "Communities Working in Concert to Meet the Needs of Victims."
- In Farmington, New Mexico, the City of Farmington Police Department created 3D billboards and posters in English and Spanish to promote National Crime Victims' Rights Week and local services.
- In Boston, Massachusetts, the Suffolk County District Attorney's Office promoted their "Say What You Saw" campaign through ads on buses and subways. The ads, placed in high-crime areas, were printed in English, Spanish, Chinese, Haitian, Creole, and Cape Verdean.

Candlelight Vigils

Few activities are as stunning and symbolic as candlelight vigils. During National Crime Victims' Rights Week, communities gather at these silent, reverent ceremonies to remember those who have died and to honor the families, loved ones, and survivors who remain. The sight of hundreds of people holding candles in the dark can be a powerful portrait of your commitment to victims' rights.

- In Bismarck, North Dakota, the North Dakota Department of Corrections and Rehabilitation partnered with the Minot State University Student Social Work Organization to host a midnight vigil.

- In Enid, Oklahoma, the Youth and Family Services of North Central staged a candlelight vigil on its courthouse grounds to stress the importance of protecting victims' rights.
- Among the hundreds of other organizations that held candlelight vigils were the YWCA Wheeling Family Violence Prevention Program in Wheeling, West Virginia; the Cherokee County Domestic Violence Task Force in Canton, Georgia; and the Southwest Crisis Center in Worthington, Minnesota.

Some communities added new elements to their vigils.

- In Bolivar, Missouri, the Missouri Polk County House of Hope distributed 200 lanterns that were released at night to honor all crime victims.
- In Little Rock, Arkansas, the Arkansas Crime Victims Assistance Association held a "Flashlight Vigil" and provided people with hundreds of key-chain flashlights adorned with crisis-line phone numbers.

Commemorative Displays

Commemorative displays allow communities to find personalized ways of remembering and honoring crime victims. From quilts to memorial walls, from remembrance gardens to pinwheel displays, from hand-painted tiles to engraved bricks, these rich, visual tributes raise public awareness and ease victims and loved ones through their recovery.

Garden Ceremonies and Displays

For many victims and families, gardens symbolize renewal. Nature can provide a sense of peace in the face of loss.

- In Anchorage, Alaska, Victims for Justice held their annual "Tree Ceremony." In remembrance of victims, the public tied colored ribbons around trees in a local park. Each ribbon represented victim populations, such as children, women, and the elderly.

- In Nashville, Tennessee, You Have the Power held a public awareness event in its “Children’s Garden,” a park created to honor the memory of children who lost their lives as a result of crime.
- Residents in Little Rock, Arkansas, were invited by the Crime Victims Assistance Association of Arkansas to plant trees and flowers in memory of loved ones.
- In Glen Carbon, Illinois, the Crime Victims’ Memorial Peace Garden Association dedicated its tree-lined memorial. A path through the garden was decorated with stones engraved with crime victims’ rights facts and the names of victims, family members, and friends.

Pinwheel Displays

Scores of paper and foil pinwheels arranged in high-traffic areas can be an eye-catcher. As they reflect the light and spin in the wind, the pinwheels serve as a public reminder of the effect of crime on young people.

- In Fremont, Nebraska, the Crisis Center for Domestic Abuse/Sexual Assault displayed more than 600 pinwheels in local business parking lots to raise child abuse awareness.
- In Madison, Wisconsin, the Office of Crime Victim Services in the Wisconsin Department of Justice placed pinwheels representing child victims throughout the state, including a display on the Capitol lawn.

Memorial Quilts and Bricks

Many communities ask local artists and residents to create quilts with images that reflect both the toll of crime and the triumph of recovery.

- In Glenwood Springs, Colorado, the Two Rivers Coalition of Victim Advocacy presented a quilt with squares sewn by victims and survivors. Memorial bricks can also be a stirring tribute to victims and families.

- In Saratoga Springs, New York, the New York Crime Victims’ Task Force sponsored its Annual Bricks Dedication Ceremony. Each year, bricks inscribed with crime victims’ names are placed along a public walkway.
- In Dickinson, Texas, the City of Dickinson Police Department hosted a memorial brick dedication and made bricks available to indigent families.

Memorial Walls

Memorial walls honor crime victims by displaying the names of people who have lost their lives. They can also be adorned with photos, letters, and artwork from families and friends. Among the hundreds of communities who erected memorial walls were the Delaware Victims’ Rights Task Force in Wilmington, Delaware; the Daviess County Attorney’s Office in Owensboro, Kentucky; and the Crime Victims Assistance Association of Arkansas in Little Rock, Arkansas.

Interactive Displays

Clothesline Projects involve displaying victim-designed T-shirts that tell the stories of people struggling with the effects of domestic violence and other crimes. Sometimes survivors and loved ones hang victims’ own shirts from the clothesline displays.

- In New Britain, Connecticut, the YWCA of New Britain set up a Clothesline Project and invited individuals to create their own T-shirts or include items from friends and families who were the victims of crime.
- In Panama City, Florida, the Gulf Coast Children’s Advocacy Center, Inc., arranged a “Missing Place at the Table” display. Survivors were welcomed to provide mementos of deceased loved ones to decorate the tables. The “Missing Place at the Table” exhibit was presented at a local mall for a week.

Educational Forums

National Crime Victims' Rights Week offers a prime opportunity to raise public awareness about the impact of crime and the importance of protecting victims' rights.

- In Noblesville, Indiana, Prevail, Inc., of Hamilton County hosts a “Criminal Justice ‘Odyssey’ Open House.” Community members are given a guided tour through the criminal justice system, with presentations from law enforcement officers, victim service providers, nurses, prosecutors, and judges.
- In Wilmington, Delaware, the Delaware Victims' Rights Task Force holds a survivor seminar to educate the community about the use of technology in preventing crimes and assisting victims.
- The Foothills Alliance in Anderson, South Carolina, bolsters its education events by offering a “Rape and Aggression Defense Class” for women.

Information and Resource Fairs

- In Prince Frederick, Maryland, the Crisis Intervention Center partnered with law enforcement offices to host the “Southern Maryland Community Resource Fair.” Information booths were manned by representatives from the Sheriff's Department, State's Attorney office, and Maryland State Police. Attendees received “Cups of Prevention,” coffee cups stuffed with bracelets, pens, and flyers listing local resources.
- In Washington, DC, the Network for Victim Recovery of the District of Columbia (NVRDC) collaborated with other victim service agencies to hold a town hall and community resource fair. The event was streamed live on the Internet. NCRDC also handed out information flyers at Metro train and bus stations.
- In Helena, Montana, the Montana Board of Crime Control held a resource fair at the State Capitol while the legislature was in session.

- In Bayamon, Puerto Rico, Hogar Escuela Sor Maria Rafaela, a service organization for young women who are victims of maltreatment or negligence, presented a “Victims of Crime Services Fair.” Participants were invited to share their experiences on how crime had affected them as well as stories about serving crime victims.

Initiative Announcements

Many organizations took advantage of the increased attention from National Crime Victims' Rights Week to introduce initiatives for improving services to victims and survivors.

- In St. Paul, Minnesota, the Minnesota Alliance on Crime announced a pilot program for training therapy animals to assist victims in their healing process.
- In Winnemucca, Nevada, Winnemucca Domestic Violence Services recognized April as “National Child Abuse Month.” They issued a proclamation and held an event they called “Kissed for Hope and Change.” Elementary school students wrote notes about their hopes for changes in the community and sent their letters—along with Hershey's Kisses candies—to law enforcement offices.
- In Woodland, California, the Yolo County District Attorney's Office Victim Services Program held a “Gift to the Community” ceremony where local officials announced new services for crime victims.

Native American Initiatives

Native Americans experience unusually high levels of crime, and rural tribal lands often mean information and support are scarce. Native American jurisdictions are searching for crucial resources to serve their victim populations.

- In Oklahoma City, Oklahoma, the Native Alliance Against Violence (NAAV) promoted awareness events among the state's 38 federally recognized tribes. NAAV

THEME VIDEO IN ACTION

Last year, Community Awareness Projects found a variety of uses for the Theme Video in their outreach efforts. As you plan your 2014 NCVRW campaigns, you might find some of the following suggestions helpful:

PLANNING

- Brainstorm with your planning team on how to build your NCVRW campaign and messages and how to best use the Theme Video in your outreach appeals.
- Show the Theme Video to your staff to prepare them for NCVRW activities.
- Use the Theme Video to train and build awareness among your volunteers and interns.
- Use the Theme Video to educate local students about crime victims' rights and to recruit them to participate in NCVRW poster and art contests.

WEB OUTREACH

- Embed the Theme Video in your organization's website.
- Post a link on your site to the Theme Video on the OVC website or YouTube.
- Link to the Theme Video in your social media outreach.
- Produce a localized NCVRW public service announcement to post on your website or use at presentations.

CEREMONIES AND EVENTS

- Show the Theme Video at the beginning of your community's candlelight ceremony.
- Open your NCVRW kickoff ceremony with the Theme Video, and ask your speakers to focus their comments on the key video themes.
- Project the Theme Video on a large screen, to run repeatedly before and after your opening events.

PRESENTATIONS

- Edit the Theme Video to include personal accounts by local victims and survivors and offer the edited video to local advocates or educators for presentations in schools and neighborhoods to show the impact of crime.
- Present the Theme Video at an educational open house or informational meeting.

The Theme Video is available on DVD as part of the hard-copy mailing or online at www.ovc.gov/ncvrw2014.

created a "Crime Victims' Rights Toolkit" with tribal-specific information. They also adapted NCVRW graphics for Native American audiences, adding feathers and sunburst designs.

- In Farmington, New Mexico, the City of Farmington Police Department's Victim Assistance Program launched a county-wide media campaign that targeted Navajo reservations.
- In Holbrook, Arizona, the Victim Services Division of the Navajo County Attorney's Office held a symposium that included information on reservation-based crime. The office awarded travel scholarships to assist Native Americans who wanted to attend the event.

Media Outreach

Throughout National Crime Victims' Rights Week, organizations used wide-ranging media campaigns to advance their NCVRW outreach.

- In Frankfort, Kentucky, the Office of Victims Advocacy with the Kentucky Attorney General issued press releases to commemorate the 25th anniversary of the deadliest drunk-driving bus crash in U.S. history. More than 25 people, mostly children returning from a church youth group, died when their bus was struck by a drunk driver. Parents and representatives from Mothers Against Drunk Driving gave media interviews to highlight the tragedy's anniversary.
- In St. Paul, Minnesota, the Minnesota Alliance on Crime promoted their events with a media blitz that included radio interviews and webinars.
- In Morristown, New Jersey, Jersey Battered Women's Service, Inc., identified key messages and printed them on 3" x 3" stickers that were attached to the front page of the area newspaper. They also placed seven ads in the paper's local supplements and promoted the week with banners on the newspaper's website.

Public Service Announcements

Each year, victim assistance advocates funnel their passion and creativity into producing powerful public service announcements (PSAs). These videos are often broadcast on local television stations and raise awareness of the needs and rights of crime victims.

- In Hackensack, New Jersey, the YWCA of Bergen County created a 15-second public service announcement that included crime statistics and resource contact information. The PSA ran on movie theater screens for eight weeks.
- In Rapid City, South Dakota, Working Against Violence, Inc., asked local middle school students from video production classes to film PSAs. The videos were posted on agency websites and social media pages. Some aired on a local television station.
- In Bay Minette, Alabama, the Baldwin County District Attorney's Office sponsored one-minute videos from local high school and college students. Several of the videos were shown during a candlelight vigil event. Some were posted on the District Attorney's website and broadcast on local television stations.

Walk/Run Events

Walk/Run events bring communities together both for fun and for an inspiring victims' rights celebration.

- In Baton Rouge, Louisiana, the FACT Project partnered with the Center for Empowerment to host its 2nd Annual Child Abuse Peace Walk. The 1.21 mile walk culminated at the Louisiana State Capitol where citizens heard from a series of speakers.

Several organizations invited the community to participate in 5K walk/runs.

- The "5K Walk/Run for Awareness" was hosted by the Fairfax County Police Department, Victim Services Section, in Fairfax, Virginia.

- In New Britain, Connecticut, the YWCA of New Britain presented "5K ENOUGH: A Race to End Violence and Speak Out."
- Others held "Walk a Mile in Her Shoes" events, where men raced in women's shoes to show their support for female crime victims. They included organizations like Advocates for Bartow's Children, Inc., in Cartersville, Georgia; the Winnemucca Domestic Violence Services in Winnemucca, Nevada; and the Foothills Alliance in Anderson, South Carolina.

Youth-Focused Events

Across the nation, young people, one of our most vulnerable populations, are also disproportionately affected by crime. During NCVRW, many organizations make a special attempt to involve community youth in advocacy activities, like art exhibits, drama and chorale performances, and special events.

- In Winnemucca, Nevada, the Winnemucca Domestic Violence Services presented teen dating violence workshops.
- In Fremont, Nebraska, the Crisis Center for Domestic Abuse/Sexual Assault also provided dating safety information during its NCVRW events. The center enlisted the aid of local florists, who agreed to include safe dating tips and resources with homecoming bouquets.

Art and Essay Activities

By involving schools, parents, and students, NCVRW art and essay activities help entire communities empathize with the trauma of victimization.

- In St. Paul, Minnesota, the Minnesota Alliance on Crime held a children's art contest. The winning artwork was a middle schooler's collage of crime-associated words: hopeful expressions like "Healing" and "Friends" blocked

out words like “Jail” and “Hurt.” The collage was printed in calendars at community art events and local malls.

- In Albuquerque, New Mexico, Enlace Comunitario, an organization dedicated to eliminating domestic violence and promoting healthy families in the Latino immigrant community, presented displays of artwork created by children who witnessed violence.
- In Sanford, North Carolina, HAVEN in Lee County, Inc., held essay contests for students in grades 6-8 and 9-12.
- The Support Center in Omak, Washington, asked college students to write about their experiences with and reflections on crime and its aftermath.

Drama, Poetry, and Choral Performances

Performing arts activities allow young people to use their creativity and talent to shine a light on the challenges crime victims and their loved ones face each day.

- In Owensboro, Kentucky, the Daviess County Attorney’s Office invited a local high school drama club to entertain young children and teach safety skills through skits and puppet shows.
- In Sanford, North Carolina, HAVEN in Lee County, Inc., held a poetry slam, where young poets performed dramatic readings of their compositions on crime victims’ trauma.
- In Raleigh, North Carolina, the Division of Aging and Adult Services welcomed a high school chorale society to perform the music at the city’s Crime Victims’ Rights Week Ceremony.
- In Little Rock, Arkansas, the Crime Victims Assistance Association was honored to have the historic Little Rock Central High School Choir sing at its NCVRW celebration. +

