

ENGAGING COMMUNITIES

EMPOWERING VICTIMS



Section 2. DEVELOPING YOUR CAMPAIGN: Partnerships & Strategies

National Crime Victims' Rights Week (NCVRW) is an annual observance to bring communities together and educate the public about victims' rights, protections, and services. This year's theme—Engaging Communities. Empowering Victims.—calls on local communities to prioritize victims' rights and to make services accessible to all victims. Culturally sensitive and appropriate resources and outreach will empower and embrace victims outside the traditional network to help support them as they move forward and participate in their community.

This section, “Developing Your Campaign: Partnerships and Strategies,” is designed to assist in sharing this message of hope and encouragement with victims. The resources provided will help as you plan your community networking and outreach for National Crime Victims' Rights Week and throughout the year. Ideas for special events, presentation tips, sample quotations, or proclamations—are all materials to help you draw on the skills and passion of your local community to take a stand for crime victims.

Commemorative Calendar

Throughout the year, communities gather together to hold events that honor and support victims. These events are an important step toward raising awareness of victims' rights. 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. Begin planning your NCVRW events

by researching crime-related observances that take place throughout the nation every year. The Commemorative Calendar lists many of these observances, the dates they will be held, and the contact information for primary sponsors. Use this calendar to plan your events and identify partners for your outreach campaigns.

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 of national, state, and local victim-related events. Browse the calendar to see what communities across the country are doing, and list your own NCVRW meetings, ceremonies, and forums, as well as other victim-related events throughout the year.

Notable Quotables

A key NCVRW goal is to inspire and motivate your community to support victims' rights. Your speeches, announcements, and presentations may benefit from including a few powerful quotations to underscore this message of collective support. The quotations compiled here build on the 2015 NCVRW theme—*Engaging Communities. Empowering Victims.*—and recognize the importance of communities coming together to support and advocate on behalf of victims.

Sample Proclamation

National Crime Victims' Rights Week ceremonies often include proclamations from public officials—governors, mayors, or county council presidents—to inspire the community, raise awareness of victims' rights, and address unmet needs. Officials often hold public signings of these proclamations and invite sponsoring agencies and the local media to attend. Increase the likelihood that they will issue a proclamation by providing them with the sample that is included in this section; they will appreciate having an example to guide their own proclamations and public statements. Be sure to contact your officials well in advance of National Crime Victims' Rights Week to invite them to speak at your ceremony or to issue a NCVRW proclamation.

Presentation Tips

National Crime Victims' Rights Week is the perfect opportunity to educate your community about victims' issues. You may be invited to speak at assemblies, conferences, or other events to explore the year's theme and promote victims' rights. Getting started on a presentation can be daunting; however, 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, cater to your audience, and choose the best approach for your comments. The section also includes a sample PowerPoint template featuring the 2015 NCVRW theme and design to customize and tailor to your needs. Appeal to your audience by choosing issues that directly affect their local community or by focusing on special services that are available to crime victims in your area. Talk with your colleagues and research local media outlets 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>, to research data on specific crime topics. By using localized information and statistics, you will show

your audience why crime victims' rights should matter to them.

Extend Your Reach through Partnerships

Partnerships with other organizations and allied professionals can dramatically boost the impact of your campaign. Ask businesses, civic organizations, faith communities, professional associations, and other partners to lend their skills, resources, and staff time to your NCVRW campaign. Once your organization decides to participate in the week's events, identify potential partners, contact them right away, and explore ways to partner for National Crime Victims' Rights Week. By joining forces, you will create a memorable campaign in your community and lay the foundation for future partnerships.

Ideas for Special Events

Communities across the nation adopt unique strategies to observe National Crime Victims' Rights Week. In anticipation of National Crime Victims' Rights Week, your organization has the opportunity to reach out to other local groups and coordinate events that honor crime victims and raise awareness of victim issues within the community. Opening ceremonies, candlelight vigils, school poster competitions, art exhibits, and walk/run events are only a few examples of the many commemorative or educational activities you could organize. 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 2014 Community Awareness Project grantees. ★

Build on your NCVRW outreach throughout the year by highlighting relevant awareness days in your community. Posters on a variety of crime issues are available for free download from the gallery of the Office for Victims of Crime (OVC), Office of Justice Programs, U.S. Department of Justice, at <http://ovc.ncjrs.gov/gallery>. These events and materials help crime victims feel supported and respected by their community year round. Whether for one day or an entire month, these public recognitions are powerful tools to engage communities and empower victims.

The NCVRW Commemorative Calendar below lists occasions and organizations you may want to promote throughout the year. For additional events, periodically visit 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 (Los Angeles)
202-824-0707 (Washington, DC)

www.teendvmonth.org

March

National Youth Violence Prevention Week

National Association of Students Against Violence
Everywhere

March 23 – March 27, 2015

866-343-SAVE

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

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

Global Youth Service Days

Youth Service America
April 17 – April 19, 2015
202-296-2992

www.gysd.org

National Crime Victims' Rights Week

Office for Victims of Crime
U.S. Department of Justice
April 19 – April 25, 2015
800-851-3420
www.ovc.gov/ncvrw2015

May

Older Americans Month

Administration for Community Living
U.S. Department of Health and Human Services
202-619-0724
www.acl.gov

National Law Day

American Bar Association
May 1, 2015
312-988-5720
www.lawday.org

National Correctional Officers' and Employees' Week

American Correctional Association
May 3 – May 9, 2015
800-222-5646
www.aca.org

National Police Week

Concerns of Police Survivors
May 11 – May 15, 2015
573-346-4911
www.policeweek.org
www.nationalcops.org

National Peace Officers' Memorial Day

Concerns of Police Survivors
May 15, 2015
573-346-4911
www.policeweek.org
www.nationalcops.org

National Missing Children's Day

National Center for Missing and Exploited Children
May 25, 2015
800-THE-LOST (800-843-5678)
www.missingkids.com/May25

July

Pretrial, Probation, and Parole Supervision Week

American Probation and Parole Association
July 12 – July 18, 2015
859-244-8203
www.appa-net.org

August

National Night Out

National Association of Town Watch
August 4, 2015
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 – September 13, 2015
202-237-2280
www.suicidology.org

World Suicide Prevention Day

International Association of Suicide Prevention
September 10, 2015
www.iasp.info

National Day of Remembrance for Murder Victims

National Organization of Parents of Murdered Children
September 25, 2015
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 18 – October 24, 2015
805-373-9977
www.schoolsafety.us

November

Tie One on for Safety

Mothers Against Drunk Driving
November 26, 2015 – January 1, 2016
877-ASK-MADD
www.madd.org

December

National Impaired Driving Prevention Month

Mothers Against Drunk Driving
877-ASK-MADD
www.madd.org ★



Notable Quotables

The 2015 theme—*Engaging Communities. Empowering Victims.*—reminds communities that, by coming together to support victims, we help to make our community a safer and more supportive place. Through community action and service, we all become stronger. As the late poet and activist Maya Angelou said, **“I have found that, among its other benefits, giving liberates the soul of the giver.”** The following quotations about the importance of community will help inspire your NCVRW audiences to promote crime victims’ rights and services.

“The good we secure for ourselves is precarious and uncertain until it is secured for all of us and incorporated into our common life.”

—**JANE ADDAMS** (1860 – 1935)

“No man is an island, entire of itself. . . any man’s death diminishes me, because I am involved in mankind, and therefore never send to know for whom the bells tolls; it tolls for thee.”

—**JOHN DONNE** (1572 – 1631)

“This is the duty of our generation as we enter the twenty-first century—solidarity with the weak, the persecuted, the lonely, the sick, and those in despair. It is expressed by the desire to give a noble and humanizing meaning to a community in which all members will define themselves not by their own identity but by that of others.”

—**ELIE WIESEL** (1928 –)

“The world is so empty if one thinks only of mountains, rivers and cities; but to know someone who thinks and feels with us, and who, though distant, is close to us in spirit, this makes the earth for us an inhabited garden.”

—**JOHANN WOLFGANG VON GOETHE** (1749 – 1832)

“We have all known the long loneliness and we have learned that the only solution is love and that love comes with community.”

—**DOROTHY DAY** (1897 – 1980)

“We cannot live only for ourselves. A thousand fibers connect us with our fellow men.”

—**HERMAN MELVILLE** (1819 – 1891)

“This country will not be a good place for any of us to live in unless we make it a good place for all of us to live in.”

—**THEODORE ROOSEVELT** (1858 – 1909)

“I am of the opinion that my life belongs to the community, and as long as I live it is my privilege to do for it whatever I can.”

—**GEORGE BERNARD SHAW** (1856 – 1950)

“I am a part of all that I have met.”

—**LORD TENNYSON** (1809 – 1892)

“The universal brotherhood of man is our most precious possession.”

—**MARK TWAIN** (1835 – 1910)

“We cannot always build the future for our youth, but we can build our youth for the future.”

—**FRANKLIN DELANO ROOSEVELT** (1882 – 1945)

“A community is like a ship; everyone ought to be prepared to take the helm.”

—**HENRIK IBSEN** (1828 – 1906)

“For a community to be whole and healthy, it must be based on people’s love and concern for each other.”

—**MILLARD FULLER** (1935 – 2009)

“True belonging is born of relationships not only to one another but to a place of shared responsibilities and benefits. We love not so much what we have acquired as what we have made and whom we have made it with.”

— **ROBERT FINCH** (1925 – 1995)

“We make a living by what we get, but we make a life by what we give.”

— **WINSTON CHURCHILL** (1874 – 1965)

“Individuality doesn’t just mean individualism—standing alone. It means developing one’s unique gifts, and being able to share them for the enjoyment of oneself and others.”

— **FRANCES MOORE LAPPE** (1944 –)

“Only a life lived for others is a life worthwhile.”

— **ALBERT EINSTEIN** (1897 – 1955)

“I don’t know what your destiny will be, but one thing I do know: the only ones among you who will be really happy are those who have sought and found how to serve.”

— **ALBERT SCHWEITZER** (1875 – 1965)

“He who wishes to secure the good of others has already secured his own.”

— **CONFUCIUS** (551 – 479 BC)

“You must be the change you wish to see in the world.”

— **MAHATMA GANDHI** (1869 – 1948)

“Everyone can be great, because everyone can serve.”

— **MARTIN LUTHER KING, JR.** (1929 – 1968)

“Responsibility does not only lie with the leaders of our countries or with those who have been appointed or elected to do a particular job. It lies with each of us individually. Peace, for example, starts within each one of us. When we have inner peace, we can be at peace with those around us. When our community is in a state of peace, it can share that peace with neighboring communities, and so on.”

— **DALAI LAMA** (1950 –)

“Everything can be taken from man but one thing: the last of the human freedoms—to choose one’s attitude in any given set of circumstances, the ability to choose one’s own way.”

— **VIKTOR E. FRANKL** (1905 – 1997)

“You may encounter many defeats, but you must not be defeated. In fact, it may be necessary to encounter the defeats, so you can know who you are, what you can rise from, how you can still come out of it.”

— **MAYA ANGELOU** (1928 – 2014) ★



National Crime Victims' Rights Week, April 19-25, 2015

- Whereas, Americans are the victims of more than 26 million crimes each year,¹ and crime can touch the lives of anyone regardless of age, national origin, race, creed, religion, gender, sexual orientation, immigration, or economic status;
- Whereas, Many victims face challenges in finding appropriate services, including victims with disabilities, young victims of color, Deaf and hard of hearing victims, LGBTQ victims, tribal victims, elder victims, victims with mental illness, immigrant victims, teen victims, victims with limited English proficiency, and others;
- Whereas, The entire community has a role to play;
- Whereas, Involving survivors helps victim service providers and criminal justice professionals understand the culture, values, and expectations of under- and unserved victims who seek assistance and justice;
- Whereas, Engaging victims' communities and learning from leaders about their unique needs helps service providers foster a supportive and culturally relevant atmosphere in which victims seek help and healing;
- Whereas, Incorporating communities' existing experts and trusted sources of support into efforts to fully serve survivors will develop a criminal justice system response that is truly accessible and appropriate for all victims of crime;
- Whereas, Victims know best how to direct and manage their own lives, and true recovery from crime will incorporate a victim's cultural, religious, economic, social, and personal interests;
- Whereas, With the full weight of their community and victim service providers behind them, survivors will feel empowered to face their grief, loss, fear, anger, and shame, without fear of judgment and will feel understood and worthy of support;
- Whereas, National Crime Victims' Rights Week, April 19-25, 2015, is an opportune time to commit to ensuring that all victims of crime—even those who are challenging to reach or serve—are offered culturally and linguistically accessible and appropriate services in the aftermath of crime; and
- Whereas, (*Your organization*) is hereby dedicated to building partnerships with trusted sources of support, including community leaders, religious groups, schools, and other agencies to better reach and serve all victims of crime, no matter their community;

Now, therefore, I, _____, as (*Governor/County Executive/Mayor, Other Title*) of _____, do hereby proclaim the week of April 19-25, 2015, as

Crime Victims' Rights Week

And reaffirm this (*City/County/Parish/State/Tribe's*) commitment to creating a victim service and criminal justice response that assists all victims of crime during Crime Victims' Rights Week and throughout the year; and to

Express our sincere gratitude and appreciation for those community members, victim service providers, and criminal justice professionals who are committed to improving our response to all victims of crime so that they may find relevant assistance, support, justice, and peace.

_____ (signature)

_____ (date)

¹ Lynn Langton, Michael Planty, and Jennifer L. Truman, *Criminal Victimization, 2012*, (Washington, DC: Bureau of Justice Statistics, U.S. Department of Justice, 2013), 1, accessed October 1, 2014, <http://www.bjs.gov/index.cfm?ty=pbdetail&iid=4781>.

Presentations are unique opportunities to educate your community about victims' rights and services during National Crime Victims' Rights Week. Civic groups, schools, or businesses may ask you to speak to their members or other audiences about challenges faced by victims and what individuals in the community can do to help. Check newspaper headlines and talk to your colleagues and community members 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? What can your community do to improve its response to victims? Focus on crimes that affect your audience, and make your presentation interactive to involve them in ways the community can help support victims.

Planning Your Presentation

Audience

The success of your presentation depends on your ability to engage your audience. When you are invited to speak, find out:

- Who is your audience?
- Why have you been invited to speak?
- What do they want to know about crime and victimization? Which issues concern them most?
- How can you help them be more responsive and better serve victims in their community?

For a student audience, become familiar with what's happening in the school community—dating violence, bullying, or gun violence? Ask the students what community means to them. For civic groups, think about the crimes that take place out of the public eye. Is domestic violence a major problem? How does this violence affect families and the community? How can community groups join forces to address these issues? If you start by asking such questions, your presentation will engage the audience in areas of concern and may even facilitate dialogue about possible solutions.

Message

Determine the overall message of your presentation based on your audience and the topics you've been asked to

address. What do you want your audience to take away from the presentation? 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 also help child victims grow into non-violent adults. 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 and the invitation to speak. 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, 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 conclude.

Presentation Roadmap

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

1. Opening:

Grab your audience's attention right away. Tell a quick, compelling story about a crime in your community, cite a surprising statistic, or ask your audience to guess the facts about a specific crime (e.g., Fact or Fiction? Two-thirds of children in the United States are exposed to violence,

crime, or abuse dramatically affecting their wellbeing and future potential). Then relate your story or statistics back to your main message (e.g., breaking the cycle of fear and violence among young people will create secure youth and safe, thriving communities).

2. Structure:

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

- **Chronological:** Past, present, future
- **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 selected your organizational structure, jot down 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., children exposed to violence), you might organize your presentation as follows:

a. Problem: More than two-thirds of children living in the United States are exposed to violence in their homes, schools, and neighborhoods every year. Many are victims of violence, but many more witness violent crimes or share in the trauma when family member or friends experience violence and abuse. These children are more likely to suffer

from depression and anxiety, abuse drugs and alcohol, or have difficulty in school. They may even go on to commit crimes themselves, continuing the cycle of violence.

b. Solution: Listen to young people and actively engage in their lives. Be aware of the warning signs of a child affected by crime, including changes in sleeping and eating habits, withdrawing from friends and adults, school absenteeism, or unexplained fearfulness. Help children understand that the violence they have witnessed or experienced is not their fault, and that safe environments such as school, after-school groups, community organizations, and many others can provide support when they are in need and activities to keep them active and engaged.

c. Benefits: By forging a new commitment to protect children and reduce their exposure to violence of all kinds, we will not only create safer communities but will also increase the likelihood that all children will realize their potential and contribute to the future wellbeing of themselves, their families, and their community.

3. Conclusion:

End your presentation by restating your theme and solution. For example, you might say the problem of youth victimization affects all of us. Every single one of us must participate in the cause to effectively address youth violence in our communities. Consider concluding with a call to action, such as “take action to protect, defend, and support all of our children from violence and abuse.”

Using PowerPoint

For many speakers, PowerPoint or other slide-based presentations have become the norm. Presenters use this tool as a “roadmap” for their audience 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

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

arrangements for your talk. As you plan, focus on keywords and avoid crowding your slides with long phrases or paragraphs that will overwhelm your audience.

Experts suggest the following guidelines for preparing effective slides:³

- **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 guide. 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 individual helped a child exposed to violence and abuse receive the necessary support to heal.

Speak in a positive, enthusiastic, warm tone. Smile, make eye contact, and focus on the audience. Try to vary your tone and 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. 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 in advance to prepare for (and if possible, eliminate) potential distractions. Check the size, the layout, any physical obstacles, the location of the doors, and the amount of seating. Make sure your technology works. Check your

³ Nancy Duarte, *Resonate*, 129.

Presentation Tips

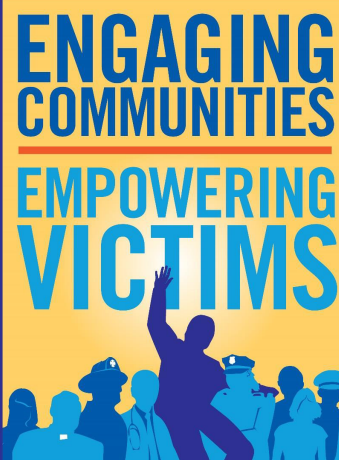
computer, projector, screen, and microphones, and ask someone to tell you if your voice is audible. Load your presentation onto the computer, and run through the entire presentation to make sure the computer and projector are working properly. It's always a good idea to have a backup copy of your presentation on another computer, in an accessible email account, or on a removable drive. Also 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 2015 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.

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ENGAGING COMMUNITIES | **EMPOWERING VICTIMS**

National Crime Victims' Rights Week April 19-25 ★ 2015

National Crime Victims' Rights Week | April 19-25 ★ 2015

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, joining 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 and community building, we have made history.

Community Partner Ideas

ALLIED PROFESSIONALS

Victim Service Agencies
Law Enforcement Professionals, Prosecutors, and Institutional and Community Corrections Professionals
Healthcare Professionals
Mental Health Professionals

ART AND CULTURAL ORGANIZATIONS

BUSINESSES AND CORPORATIONS

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

CIVIC ORGANIZATIONS

COLLEGES AND UNIVERSITIES

FAITH COMMUNITIES

GOVERNMENT AGENCIES AND OFFICIALS

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

MILITARY INSTALLATIONS

WORKFORCE DEVELOPMENT/JOB-SEARCH CENTERS

TRIBAL AUTHORITIES

YOUTH-SERVING ORGANIZATIONS

National Crime Victims' Rights Week offers an opportunity to renew and strengthen our partnerships, and to highlight the collaborative approaches that are integral to engaging communities and empowering victims. The *2015 NCVRW Resource Guide* 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 more effectively mobilize their experience, skills, messages, resources, and stakeholders to help plan a powerful NCVRW strategy.

This section includes ideas for partnerships to form as you plan your community's 2015 NCVRW activities. Use these ideas to expand your reach, distribute the workload, and build partnerships that will engage the community throughout the year.

Allied Professionals

Partner with other victim service agencies such as: law enforcement and social services professionals; healthcare providers; consumer agencies; and community groups whose mission involves working with crime victims. These professionals understand the impact of crime on victims and the need to invest in serving victims effectively. Partnerships with allied professionals may also lead to collaboration in other areas—such as fundraisers, public awareness campaigns, 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 will produce wider audiences and a more powerful impact for your 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 Institutional and Community Corrections Professionals

Criminal justice professionals offer powerful resources for outreach campaigns. 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. Invite police officers, school resource officers, corrections officials, or prosecutors to speak at your events. 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 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 and have a strong interest

in preventing crime. Invite your local hospital, medical and dental society, nurses' association, and physical and occupational therapists to help plan your NCVRW activities. These 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 impact 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. Most victims never receive the psychological help they need. In planning your NCVRW

Honor public officials and criminal justice professionals who have shown particular concern for victims

events, contact your 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. Give these organizations information about crime victim compensation, safety planning, and other services to share through their communications networks.

Art and Cultural Organizations

Art and cultural organizations are often gathering places and social hubs of the community and can attract wide audiences. Art organizations such as 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, contact the communications offices of your local organizations, propose an NCVRW partnership, and describe how such partnerships have worked successfully in other communities (see "Ideas for Special Events").

Businesses and Corporations

Every year, businesses lose billions of dollars to crime, facing huge losses from shoplifting, vandalism, robbery, check fraud, and cybercrime. Business owners 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. 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 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. Work with your local Chamber of Commerce, Better Business Bureau, civic improvement societies (business–resident partnerships), insurance roundtables, and professional associations (e.g., bar association, information technology professionals association), or 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 events. 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. Contact local fitness centers and their parent companies and invite them to join in planning and publicizing National Crime Victims' Rights Week. Fitness clubs offer a great opportunity for sharing information to help protect their

Identify potential partners by researching which businesses have formed Business Improvement Districts or encourage community service

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 will 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. 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. Visitors' and convention bureaus and hotel associations, which have a strong interest in public safety, can be resourceful NCVRW partners. 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. Encourage them to join you in observing National Crime Victims' Rights Week. They can provide marketing and publicity for your campaign and help provide information on resources for crime victims in your area.

Civic Organizations

Civic organizations play a crucial role in shaping communities' priorities and can lend support, prestige, and enthusiasm to NCVRW events. Reach out to organizations such as Kiwanis, Rotary Clubs, Lions Clubs, Soroptimist International, and other community 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.

Civic groups may provide translators to reach specific audiences, share volunteers, and offer guidance on the best ways to include their communities in NCVRW events

Members can help you plan and host events, design outreach materials, and volunteer. 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 play integral roles in the local community and can 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, subject matter scholars, donors and patrons, and enthusiastic student volunteers and participants to help with your NCVRW campaigns and events. 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. Make sure you recognize their contributions in your ceremonies and outreach materials.

Faith Communities

Local churches, synagogues, mosques, and their affiliate organizations have strong commitments to protecting their community members and supporting victims. 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. Assess the crime-related issues affecting the local neighborhoods around these religious institutions or ask religious leaders what kinds of information and help these communities might need. Ask their help in hosting events, mobilizing volunteers, and speaking at your NCVRW events.

Government Agencies and Officials

Government agencies can powerfully boost the scope and impact of your NCVRW outreach with their broad distribution networks. Public safety departments often employ victim advocates (e.g., police departments, prosecutors’ offices, and family justice centers), who can be valuable resources for reaching out to victims in the community. Additionally, 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 will 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 vulnerable populations and are frequently targeted for certain

types of crime, such as scams, fraud, and abuse. These groups benefit from knowing their rights and the services 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, offer outreach opportunities, community education, volunteers, and alliances to improve the safety of seniors and persons with disabilities in your community.

Community Liaison Offices

Victims of crime in various ethnic groups may urgently need support from larger community agencies that serve as liaisons to ethnic groups. These offices 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 share information about

criminal justice procedures and 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 who can help identify the greatest educational needs and devise useful strategies to better engage these vulnerable populations.

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 provide the latest information about scams and other forms of financial abuse in their communities. These agencies may offer 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 assistance.

Ask community liaison officers to help you better engage local underserved populations

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 provide visibility, authority, and prestige to NCVRW. Through proclamations, official news releases, and their presence at NCVRW ceremonies, mayors, governors, state's attorneys, and other officials underscore the importance of crime victims' rights and lend the power of their offices to your observances. Contact their staff to invite your elected officials to participate in outreach and events. Your collaboration with elected officials on NCVRW activities may also promote your organization as a resource for legislation and public policy on crime victim issues in your community.

Schools

Schools serve as a trusted resource in the community for supporting and protecting children. Children are more vulnerable to being victimized—domestic violence, bullying, child sexual abuse, and other crimes affect millions of children every year. Partnerships with schools allow you to bring NCVRW messages to children, parents, teachers, administrators, and neighborhoods throughout

the school system. Raise awareness through student art, essays, and public-speaking contests, and honor the winners at NCVRW ceremonies. Engage students by inviting them to 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.

Patrons from every demographic use libraries and their websites to find information and connect with the community

Military Installations

Domestic violence, sexual assault, shootings, and other crimes in military installations have brought military crime victims further into the public consciousness. Although the Uniform Military Code of Justice differs in some respects from other jurisdictions' criminal codes, these 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. Work with military victim services officers and communications professionals to promote National Crime Victims' Rights Week in military media and print communications. Encourage military installations 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 experience significantly higher-than-average crime rates. Often remote and isolated from the larger community, these tribal communities should be included when possible in NCVRW events. Ask your local colleagues or leaders from these communities to identify key problems for their populations and how NCVRW

Reach out to tribal authorities, seek their suggestions, and work together to promote the priorities they identify

outreach could help them. Reach out to tribal authorities, seek their suggestions, and work together to promote the priorities they identify.

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 be familiar with 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.

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 will 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, 4-H Clubs, Big Brothers and Big Sisters, City Year, Junior Achievement, International Order of the 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. Consider partnering with parent-teacher organizations and local mentoring programs to publicize and hold NCVRW events. ★



NCVRW Special Events

ART EXHIBITS AND DRAMATIC PERFORMANCES

BILLBOARD CAMPAIGNS

CANDLELIGHT VIGILS

COMMEMORATIVE DISPLAYS

Balloons and Paper Chains

Garden Ceremonies and Tree Plantings

Interactive Displays

Memorial Walls and Bricks

EDUCATIONAL FORUMS

INFORMATION AND RESOURCE FAIRS

MARCHES AND WALK/RUN EVENTS

MEDIA OUTREACH

NATIVE AMERICAN INITIATIVES AND EDUCATION

PUBLIC SERVICE ANNOUNCEMENTS

YOUTH-FOCUSED EVENTS

Art Activities and Contests

Drama, Spoken Word, and Choral Performances

Each year, communities throughout the country develop a variety of creative ways to commemorate National Crime Victims' Rights Week. From festivals to educational forums, art displays to tree plantings, marches to memorials to media outreach, diverse groups with a variety of experiences, knowledge, and skills create their own traditions to honor, engage, and advocate for victims. To support these efforts, the Office for Victims of Crime, in conjunction with the National Association of VOCA Assistance Administrators, offers funding assistance through its Community Awareness Projects (CAPS) initiative. Each year, the awards are selected based on criteria including collaboration, innovation, community impact, media involvement, and experience with victims' issues. As you plan your 2015 activities, this list of past events from communities around the country will help inspire your ideas and creativity. For additional CAP descriptions from prior years, visit <http://cap.navaa.org/previous.html>.

Art Exhibits and Dramatic Performances

Art is a powerful medium for victims of crime to convey their experiences and build empathy and support.

- **The Idaho Coalition Against Sexual and Domestic Violence** held an art exhibit at a local cultural community center in Boise. *Healing the Broken Heart™* (*Sanando el Corazon Lastimado™*) included art pieces from victims of underserved Latino, refugee, Native American, and LGBTQ communities.
- **The Johnson County District Attorney's Office** in Olathe, Kansas, partnered with a local art gallery to host an annual exhibit, which featured art produced by victims of crime. County libraries, city halls, police departments, hospitals, local partner agencies, grocery stores, and restaurants were sent posters promoting the art exhibit.

- **The Wayne County Prosecutor's Office** in Detroit, Michigan, held an event with performers presenting skits on how victims' rights have evolved to restore the balance of justice for each type of victimization. The performers held a sign over their faces to symbolize "voiceless," "faceless," and "right-less" victims. Each performer spoke about a type of victimization, reciting a scenario from the past and present to illustrate how the laws and services have changed.

Billboard Campaigns

Billboard campaigns are among the most effective strategies for showcasing your NCVRW activities because of their wide reach. From signs overlooking high-traffic areas to ads on mass transit, these outlets help spread important messages throughout your community.

- **The City of Beatrice** in Nebraska sponsored four billboards throughout the county. The billboards used artwork from the NCVRW Resource Guide and were customized to list the name and phone number of local victim service programs.
- **You Have the Power**, a state-wide victim advocacy group in Nashville, Tennessee, along with a coalition of community and state organizations, presented rotating billboard messages about crime awareness and victims' rights across the state. These digital billboards raised public awareness about major victims' issues, including human trafficking, domestic violence, elder abuse, and child abuse.
- **Guardian Angel Community Services** in Joliet, Illinois, placed ads on six bus benches to promote National Crime Victims' Rights Week and publish hotline numbers for victims. Three bus benches were written in Spanish, the fourth bus bench targeted victims with disabilities, and two other benches were in English, focusing on victims' rights. The bus bench ads will be up for an entire year.

Candlelight Vigils

- Few activities are as moving and symbolic as candlelight vigils. Communities gather at vigils to honor crime victims and recommit to securing victims' rights. The sight of hundreds of people holding candles in the dark is a powerful symbol of transforming the darkness caused by crime and shedding light on victims' rights. Among the hundreds of organizations that held candlelight vigils were the **Mobile County District Attorney's Office**, in Mobile, Alabama; **Pillsbury United Communities Brian Coyle Center**, in Minneapolis, Minnesota; the **Lauderdale County Victim Services Providers**, in Florence, Alabama; **Shafer Center for Crisis Intervention**, in Hattiesburg, Mississippi; **Avalon: A Center for Women and Children**, in Williamsburg, Virginia; **Against Abuse**,

Inc., in Case Grande, Arizona; and the **Speicher-Rubin Women's Center for Equity and Diversity**, in Jersey City, New Jersey.

Some communities added unique elements to their vigils:

- **The Lorain County Domestic Violence Task Force Subcommittee on Outreach to the Faith Community** in Ohio organized a candlelight vigil and balloon release during National Crime Victims' Rights Week. The vigil focused on all crime victims' rights. Other community agencies were invited to participate in the vigil, and faith leaders representing churches from across the county helped plan the event.
- **CLUES (Comunidades Latinas Unidas En Servicio)** in Minneapolis, Minnesota, held a community vigil to honor those whose lives were lost as a result of domestic violence, sexual assault, or childhood abuse. CLUES advertised the event with an awareness campaign targeting Latino families to highlight local resources and honor victims in the community.
- **The Riverside County District Attorney's Office** in California organized candlelight vigils in three locations across the county. The vigils began with welcome remarks from the District Attorney and other elected officials, presentation of colors, proclamations, a victim guest-speaker, candle-lighting ceremony, reading of homicide victims' names, a choir performance, and a blessing from tribal members.

Commemorative Displays

Commemorative displays allow communities to remember and honor crime victims in personalized ways. From paper chains to memorial walls, from tree-planting ceremonies to interactive displays, these rich, visual tributes raise public awareness and support victims and loved ones through their recovery.

Balloons and Paper Chains

Balloon releases are a colorful gesture to memorialize crime victims, acting as a visual reminder of the wide-scale impact of crime.

- **The Racine County Victim Witness Assistance Program** in Wisconsin displayed “Breaking the Chains of Victimization,” which consisted of 2,321 paper-linked chains symbolizing a year’s worth of charged felony, misdemeanor, and juvenile crimes.
- **Legacy House** in Indianapolis, Indiana, held a public event where balloons and balloon sculptures in NCVRW colors were created and given away. Additionally, 27 rocking chairs were set up for the public, and “celebrity rockers” rocked to raise awareness for the plight and rights of victims of crime.
- **The Kaw Nation** in Kaw City, Oklahoma, held an awareness event bringing together internal and external agencies, including tribal, state, local, and municipal law enforcement, court representatives, advocates, faith-based partners, survivors of abuse, program staff, and others who are invested in the issue of justice and services for victims. The event featured educational speakers and culminated in the release of balloons to honor victims of abuse.

Garden Ceremonies and Tree Plantings

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

- **The Crisis Shelter of Lawrence County** in New Castle, Pennsylvania, partnered with **New Castle YMCA** and **New Visions for Lawrence County** to present a full day of public awareness activities for all ages. Activities included children and families planting seeds for justice in small flower pots where they learned about victims’ rights and services.
- **Victims for Justice** in Anchorage, Alaska, held their annual Tree Ceremony, in conjunction with other local

victims’ rights organizations, to honor all victims of violent crime. The public was invited to tie ribbons of various colors, denoting categories of violent crime, to the tree.

Interactive Displays

Interactive displays are a powerful tool for bringing victims’ rights issues to the forefront of your community.

- **The Eighth Judicial District Attorney’s Office** in Fort Collins, Colorado, displayed “shoe trees” (coat racks with shoes representing victims) along the road during their victims’ rights march. Included on the shoes were statistics and information related to crime victims.
- **The Center for Victims** in Pittsburgh, Pennsylvania, worked with the **Allegheny County District Attorney** to organize an awareness event, which included activities such as a balance beam, hula-hoops, and balance balls to encourage individuals to “restore their balance” and celebrate NCVRW.

Memorial Walls and Bricks

Memorial walls honor crime victims by displaying the names of people who have lost their lives. They can also be adorned with photos, letters, artwork, and other mementos from families and friends.

- **VictimNet** in Independence, Missouri, displayed a memorial walk featuring a series of survivors of various crimes who shared their individual stories.
- **The New York Crime Victims’ Assistance Task Force** in Saratoga Springs held a brick dedication ceremony, which included participation from victims and service providers throughout New York. An event program was produced to ensure that families and victims who attend the event could locate their individual brick within the walkway. Flowers were purchased for victims and their families to honor their loved ones.

- **The Delaware Victims' Rights Task Force** in Wilmington erected two memorial walls to display artwork made by survivors.
- **The Victim Services Interagency Council of North Carolina** in Raleigh invited family members and loved ones to submit their memories of crime survivors. These submissions were included in a special video presentation that played during NCVRW ceremonies as a way to remember and honor crime victims through name submissions, written expressions, and photos.

Educational Forums

National Crime Victims' Rights Week forums and panels offer an opportunity for experts to analyze and educate the public about the impact of victimization on individuals and the community.

- **The Network for Victim Recovery of the District of Columbia (NVRDC)** in Washington, DC, held several Town Halls and the *Know Your Rights Community Safety Expo* to raise awareness about key crimes affecting the local community and share available services and resources in the aftermath of crime. NVRDC also conducted four Twitter Town Halls, which offered the ability to reach victims who may not have attended a *Know Your Rights Night*.
- **The Cheyenne Police Department Victim Assistance Program** in Wyoming worked with local organizations and community colleges to host a community outreach day featuring presentations from trained law enforcement officers, staff advocates, and guest speakers, including local survivors and victims of crime who shared their stories.
- **The Consumer Credit Counseling Service of Rochester, Inc.**, in New York coordinated a one-day event that featured a panel discussion about crime victims' rights and breakout sessions regarding crime victim resources, identity theft protection, avoiding financial scams, and property protection.
- **Destined to Win Ministries** in Winterville, North Carolina, invited a 20-year educator and a crime victims' activist to speak at a public event about the crimes of conspiracy, abduction, kidnapping, human trafficking, wrongful imprisonment, and robbery. Victims were also provided the opportunity to share their own experiences.

Information and Resource Fairs

Information expos and fairs attract wide audiences, and can offer useful information about victims' rights to communities.

- **The YWCA of Wheeling** in West Virginia invited local service agencies to display their organizational information and materials in the lobby of the YWCA during National Crime Victims' Rights Week. Middle and high school students participating in anti-violence awareness clubs received t-shirts to wear and raised awareness by designing posters to reflect the 2014 NCVRW theme, *30 Years: Restoring the Balance of Justice*. Posters were displayed in the school during National Crime Victims' Rights Week and local newspapers were contacted to highlight the students' participation in recognizing crime victims.
- **The Calvert County Health Department's Crisis Intervention Center** in Maryland hosted the "Cup of Prevention Family Fest." The festival offered seminars in Internet safety and healthy relationships facilitated by experts from local agencies, including the **Sheriff's Department, State Attorney's Office, and the Crisis Intervention Center**. Additionally, a local marital arts center hosted a seminar on adult self-defense and child personal safety.
- **The Brooks' Place Child Advocacy Center of Cullman, Inc.**, in Alabama held a resource fair titled "Crime Victim Awareness/Safe-kids Expo," where community agencies, law enforcement agencies, the victim services division of the District Attorney's Office, the

local domestic violence shelter, the child welfare agency, and numerous additional safety and victim assistance resources had informational booths. Local agencies provided free fingerprinting and photographing of children.

- **The Council on Domestic Violence and Sexual Assault** in Midland, Michigan, held a victims' rights event where participants simulated the successes and difficulties of being a crime victim by receiving a card with one of 30 different scenarios (to mark the 30th anniversary of VOCA). Participants visited each table of service providers as they traveled through their recovery process, and providers stamped their cards as they came through, with the first 100 people to complete their card receiving a goodie bag.

Marches and Walk/Run Events

Marches and walk/run events are popular ways to bring communities together for fun and to inspire victims' rights celebration.

- **Hoyleton Ministries** and the **Eastern Missouri and Southern Illinois Rescue and Restore Consortium** in Illinois hosted a 5K Glow Run/Walk.
- **The City of Sacramento**, California, held their fifth annual Victims' Rights March, which concluded with a rally in support for crime victims' rights. Marchers signed ribbons with the name of a loved one or a statement of support, then tied the ribbons onto a flower for the march.
- **SAFE-T** and **CASA** in Mount Pleasant, Texas, hosted a Super Hero 5K and Fun Run, which included numerous children's activities, such as face and hair painting and water tattoos.
- **The Office of the District Attorney, 11th District** in Canon City, Colorado, hosted a 5K "Run for Your Rights" event.
- **Lassen Family Services** in Susanville, California, organized and hosted a community walk/run "Walk a Mile in Her Shoes" with collaborating partners in support of victims of all types of crime.
- **The Mesilla Valley CASA, Inc.**, in Las Cruces, New Mexico, held a Victims' Rights Week Walk. The walk began with various speakers, including state and federal judges, commissioners, representatives, the District Attorney, and other dignitaries, as well survivors of violent crime.

Media Outreach

Throughout National Crime Victims' Rights Week, powerful media campaigns take many different forms as organizations use media outreach to reach the widest possible audiences.

- **The Berks County District Attorney's Office** in Reading, Pennsylvania, conducted a mass media campaign, which included placing NCVRW artwork and ads: on mass transit; inside bus shelters; in movie theaters; on movie theater websites; on placemats used in local diners throughout the county; and on coffee sleeves used in local coffee shops.
- **The Eau Claire District Attorney's Office Victim Witness Services** in Wisconsin placed table tents in a local family restaurant during National Crime Victims' Rights Week. A billboard commercial was played at a local movie theater, and two segments with the county Sheriff aired during a local television news program.
- **The Dallas Area Rape Crisis Center** in Texas purchased flash drives and lanyards. Preloaded flash drives contained pertinent crime victim's rights information from partnering organizations and were distributed to participants at the NCVRW community ceremony.
- **The Winnemucca Domestic Violence Services** in Winnemucca, Nevada, supported a media campaign building awareness for child abuse, teen dating

violence, elder abuse, domestic violence, and sexual assault. The “Restoring the Balance of Justice” campaign was publicized through a city billboard, public service announcements, community presentations, posters, and city banners.

Native American Initiatives and Education

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

- **The Red Lake Band of Chippewa Indians** in Red Lake, Minnesota, hosted two panel discussions: “Crime Victims’ Resources,” presented by a panel consisting of the Red Lake General Crime Advocate, an FBI Victim Witness Specialist, a U.S. Attorney Victim Witness Consultant, a domestic violence/sexual assault victim advocate, the Red Lake Prosecutor’s Office, and victims; and a discussion by law enforcement on police officers as first responders, officer sensitivity to crime victims, and the investigation process. A Native American drum group provided traditional Ojibwe honor songs.
- **The Victim Services Division of Navajo County Attorney’s Office** in Holbrook, Arizona, hosted the 5th Annual Victims’ Rights Symposium. This event focused on educating attendees about victims’ rights and disseminating much-needed information to community victim service providers. In addition, the Navajo County Board of Supervisors adopted a “Navajo County Crime Victims’ Rights Week” proclamation that was circulated through media and other government agencies, encouraging their participation in passing similar proclamations.

Public Service Announcements

Public services announcements (PSAs) are a powerful outreach tool to raise awareness of the needs and rights of crime victims. Each year, victim assistance advocates funnel their passion and creativity into these videos that are often broadcast on local television stations.

- **The Oregon Department of Justice, Crime Victims’ Services Division**, in Salem invited District Attorney Victim Assistance Programs across the state to partner with survivors and community-based victim services programs to produce and air local PSAs. The PSAs were also featured on the partners’ websites.
- **The Vermont Center for Crime Victim Services** in Waterbury showcased available programs for crime victims through 30- and 60-second PSAs. Additionally, a 17-minute video highlighted several long-standing successful victims’ services programs.

Youth-Focused Events

National Crime Victims’ Rights Week events focus heavily on youth, who are disproportionately affected by crime. By involving schools, parents, and students, many organizations make a special effort to involve community youth in advocacy activities, such as art exhibits, drama and chorale performances, and other special events.

Art Activities and Contests

National Crime Victims’ Rights Week art activities help students and communities empathize with the trauma of victimization.

- **The Community Boys & Girls Club** in Wilmington, North Carolina, conducted a poster contest targeting youth. Information on the event was shared in local print, public service announcements, flyers, and at local community organizations. The Club also held training

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 2015 NCVRW campaigns, you might find some of the following suggestions helpful:

PLANNING

- Brainstorm with your planning team and partners on how to build your NCVRW campaign message 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 as well as to educate local students about crime victims' rights and to recruit participation in NCVRW events.

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 messages.
- Project the Theme Video on a large screen, to run repeatedly before and after your NCVRW events.

PRESENTATIONS

- Edit the Theme Video to include personal accounts by local victims and survivors and offer the customized video to local advocates or educators for presentations in schools and neighborhoods to demonstrate 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/ncvrw2015.

on areas pertinent to youth, such as gang activity, bullying, and cyber bullying.

- **The Office of the District Attorney, 7th Judicial District** in Montrose, Colorado, held an awareness-raising event that centered on elementary school children. The event included a coloring contest based on the NCVRW theme and children received rubber bracelets promoting the event.
- **The District Attorney's Office** in Visalia, California, held a high school art contest. Students from area schools were invited to submit artwork that conveyed their interpretation of victims' rights, their own personal experience as a crime victim, or a friend's or family member's experience. The winning piece of art was included on t-shirts with the NCVRW logo that were given out during marches and ceremonies during National Crime Victims' Rights Week.
- **The Baldwin County District Attorney's Office** in Bay Minette, Alabama, held several contests to involve youth in activities, to raise awareness of crime victims' issues and rights. The contests included creating victim-themed videos, artwork, and posters.

Drama, Spoken Word, and Choral Performances

Performing arts activities deepen the entire community's understanding of what it means to be a crime victim by allowing young people to use their talent to shine a light on the challenges crime victims face.

- **Working Against Violence, Inc.**, in Rapid City, South Dakota, partnered with other local agencies to host a special presentation by Spoofed, a traveling drama troupe from a local high school. The event included original plays and skits on tough subjects affecting today's youth, such as family violence, sexual assault, bullying, and substance abuse.
- **The Center for Hope and Healing, Inc.**, in Lowell, Massachusetts, launched the "Battle for Justice"

in collaboration with its local partners. The contest encouraged youth in the community to express their experiences as victims of crime and share their knowledge through art, music, and words. The goal of the event was to bring all young victims of crime out of the shadows to share information and resources with the entire community.

- **The Miami-Dade Police Department** in Miami held two events with community partners honoring victims and involving the community with victims' rights, services, and community/citizen empowerment programs. Students from area Senior High School music programs provided special performances.
- **The Korean American Family Service Center** in Flushing, New York, promoted crime victims' rights and raised public awareness by partnering with local community organizations holding a "National Crime Victims' Rights Week" rally. The rally showcased a silent drama, which was choreographed and performed by the agency's Youth Community Project Team. ★

