



Section 2

DEVELOPING YOUR CAMPAIGN: **Partnerships & Strategies**



National Crime Victims' Rights Week (NCVRW) reconnects us to our history, our colleagues, and the mission that inspires our work. This year's theme—*New Challenges. New Solutions.*—highlights the resourcefulness we will need for the tasks that lie ahead. In 2013, as the Office for Victims of Crime (OVC), Office of Justice Programs, U.S. Department of Justice, begins to implement its **Vision 21** strategic initiative, we recall the obstacles we have overcome together and the skills we built along the way. Through partnerships, community outreach, advocacy, and problem solving, we launched services and helped pass laws that changed the landscape for victims of crime. As we apply these skills to reach our communities during 2013 National Crime Victims' Rights Week, we can also begin mobilizing to realize the promise of **Vision 21**.

This section, "Developing Your Campaign: Partnerships & Strategies," includes resources and suggestions to help you plan your community outreach for 2013 National Crime Victims' Rights Week. Every year, you have an opportunity to enhance your community's commitment to help and empower crime victims. With these resources, you can plan inspiring events, write presentations and proclamations, and encourage every American to stand up for all 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 sponsor-

ing 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 amplify your messages. The quotations in this section capture the spirit of the 2013 theme—*New Challenges. New Solutions.* If you want to stress the importance of collaboration to meet challenges, for example, you might quote Andrew Carnegie's statement that "teamwork is the ability to work together toward a common vision. It is the fuel that allows common people to attain uncommon results."

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 proclama-

Introduction

tion 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 for your presentation, understand your audience, and choose the best approaches for your talk. The section also includes a sample PowerPoint template featuring the 2013 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 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 meet new challenges and find new solutions. 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 2013 campaign in your community.

Ideas for Special Events

Throughout the nation, organizations apply their energy, talent, and ingenuity to plan a variety of NCVRW events. Communities hold opening ceremonies, candlelight vigils, 5K walk/run events, and school poster and essay contests. Civic organizations post billboards, host art exhibits, hold butterfly and balloon releases, and display quilts and memorial walls to commemorate victims of crime. 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 2012 Community Awareness Project grantees and from other communities throughout the nation. ★

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
703-223-2235
www.nationalmentoringmonth.org

National Stalking Awareness Month

Stalking Resource Center
National Center for Victims of Crime
202-467-8700
www.stalkingawarenessmonth.org

February

National Teen Dating Violence Awareness Month

Break the Cycle
310-286-3386 (LA office)
202-824-0707 (DC office)
www.teendvmonth.org

March

National Youth Violence Prevention Week

Students Against Violence Everywhere (SAVE)
March 18–22, 2013
800-99-YOUTH
www.nyvpw.org

April

National Child Abuse Prevention Month

Prevent Child Abuse America
312-663-3520
www.preventchildabuse.org
www.childwelfare.gov

National Sexual Assault Awareness Month

National Sexual Violence Resource Center
877-739-3895
www.nsvrc.org

National Crime Victims' Rights Week

Office for Victims of Crime
U.S. Department of Justice
April 21–27, 2013
800-851-3420
www.ovc.gov/ncvrw

May

Older Americans Month

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

National Law Day

American Bar Association
May 1, 2013
312-988-5735
www.lawday.org

National Correctional Officers and Employees Week

American Correctional Association
May 6–10, 2013
800-222-5646
www.aca.org

National Police Week

Concerns of Police Survivors, Inc.
May 13–17, 2013
573-346-4911
www.policeweek.org
www.nationalcops.org

National Missing Children's Day

National Center for Missing and Exploited Children
May 25, 2013
800-THE-LOST
www.missingkids.com

¹ This calendar was produced in November 2012. As you plan your NCVRW activities, please check the websites of the organizations listed here for any updates on their events.

Commemorative Calendar

July

National Probation, Parole, and Community Supervision Week

American Probation and Parole Association

July 21–27, 2013

859-244-8203

www.appa-net.org

August

National Night Out

National Association of Town Watch

August 6, 2013

800-NITE-OUT

www.nationaltownwatch.org

September

National Campus Safety Awareness Month

Security On Campus, Inc.

484-580-8754

www.securityoncampus.org

National Suicide Prevention Week

American Association of Suicidology

September 9–13, 2013

202-237-2280

www.suicidology.org

National Day of Remembrance for Murder Victims

National Organization of Parents Of Murdered Children, Inc.

September 25, 2013

888-818-POMC

www.pomc.org

October

America's Safe Schools Week

National School Safety Center

October 21–25, 2013

805-373-9977

www.schoolsafety.us

Domestic Violence Awareness Month

National Coalition Against Domestic Violence

303-839-1852

www.ncadv.org/takeaction/

DomesticViolenceAwarenessMonth.php

National Bullying Prevention Month

PACER Center

888-248-0822, 952-838-9000

TTY 952-838-0190

www.pacerkidsagainstbullying.org

National Crime Prevention Month

National Crime Prevention Council

202-466-6272

www.ncpc.org

November

Tie One On for Safety

Mothers Against Drunk Driving

November 28, 2013 – January 1, 2014

877-ASK-MADD

www.madd.org

December

National Drunk and Drugged Driving Prevention Month

Mothers Against Drunk Driving

877-ASK-MADD

www.madd.org



The 2013 theme—*New Challenges. New Solutions.*—summons us to work together to advance crime victims’ rights. It calls us to name the next set of challenges and mobilize to meet them. The theme evokes the spirit that launched the victims’ rights movement and helped overcome past obstacles. The quotations below, about meeting challenges through teamwork, will help you inspire your NCVRW audiences to promote crime victims’ rights.

The only use of an obstacle is to be overcome. All that an obstacle does with brave men is, not to frighten them, but to challenge them.

— WOODROW WILSON (1856-1924)

Alone we can do so little; together we can do so much.

— HELEN KELLER (1880-1968)

The greater the obstacle, the more glory in overcoming it.

— JEAN-BAPTISTE POQUELIN MOLIÈRE (1622-1673)

A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history.

— MOHANDAS GANDHI (1869-1948)

The best method of overcoming obstacles is the team method.

— COLIN L. POWELL (1937-)

An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity.

— MARTIN LUTHER KING, JR. (1929-1968)

The most authentic thing about us is our capacity to create, to overcome, to endure, to transform, to love and to be greater than our suffering.

— BEN OKRI (1959-)

Teamwork is the ability to work together toward a common vision. It is the fuel that allows common people to attain uncommon results.

— ANDREW CARNEGIE (1835-1919)

Our greatest glory is not in never falling, but in getting up every time we do.

— CONFUCIUS (551-479 BC)

It is literally true that you can succeed best and quickest by helping others to succeed.

— NAPOLEON HILL (1883-1970)

None of us is as smart as all of us.

— JAPANESE PROVERB

There are no problems we cannot solve together, and very few that we can solve by ourselves.

— LYNDON B. JOHNSON (1908-1973)

Great things are done by a series of small things brought together.

— VINCENT VAN GOGH (1853-1890)

Coming together is a beginning. Keeping together is progress. Working together is success.

— HENRY FORD (1863-1947)

Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.

— MARGARET MEAD (1901-1978)

I can do things you cannot, you can do things I cannot; together we can do great things.

— MOTHER TERESA (1910-1997)

Memories of our lives, of our works and our deeds will continue in others.

— ROSA PARKS (1913-2005)

Unity is strength...when there is teamwork and collaboration, wonderful things can be achieved.

— MATTIE J.T. STEPANEK (1990-2004)

A man’s success should be measured not so much by the position he has reached as by the obstacles which he has overcome.

— BOOKER T. WASHINGTON (1856-1915)

Nothing splendid has ever been achieved except by those who dared believe that something inside them was superior to circumstance.

— BRUCE BARTON (1886-1967)

Far away there in the sunshine are my highest aspirations. I may not reach them, but I can look up and see their beauty, believe in them, and try to follow where they lead.

— LOUISA MAY ALCOTT (1832-1888)

Everyone has inside of him a piece of good news. The good news is that you don’t know how great you can be! How much you can love! What you can accomplish! And what your potential is!

— ANNE FRANK (1929-1945)

We never know how high we are
Till we are called to rise;
And then, if we are true to plan,
Our statures touch the skies.

— EMILY DICKINSON (1830-1886)

Sample Proclamation

National Crime Victims' Rights Week, April 21–27, 2013

- Whereas, 18.7 million Americans are directly harmed by crime each year, and each crime affects many more 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 a criminal justice system that, at times, ignores their rights and treats them with disrespect;
- Whereas, in 1982, the President's Task Force on Victims of Crime envisioned a national commitment to a more equitable and supportive response to victims;
- Whereas, the nation heeded this call to action and promoted victims' rights initiatives, effective and compassionate victim services, and just compensation and financial support;
- Whereas, today thousands of victim assistance programs 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, the victim assistance community faces new challenges to reach and serve all victims, including victims of new crimes like cybercrime and terrorism and victims who have not always trusted the criminal justice system, including immigrant victims, urban youth, and victims who are lesbian, gay, bisexual, transgender, or questioning;
- Whereas, now is the time to embrace new solutions that involve new partnerships with underserved communities and a greater emphasis on learning what works in meeting victims' needs;
- Whereas, the U.S. Department of Justice, through the **Vision 21** initiative, calls for a renewed commitment to serving all victims of crime in the 21st century;
- Whereas, National Crime Victims' Rights Week, April 21–27, 2013, 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 21–27, 2013, as

National Crime Victims' Rights Week

and reaffirm this [City/County/Parish/State/Tribe's] commitment to respect and enforce victims' rights and address their 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)

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 how do local services fall short? Focus on crimes that affect your audience, and use your presentation to involve them in meeting challenges and finding solutions in your community.

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 police department's school resource officers for their views on important challenges and possible solutions. 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 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

Presentation Tips

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 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 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 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

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

3 Emily M. Douglas and David Finkelhor, “Child Sexual Abuse Fact Sheet,” 8, accessed August 22, 2012, <http://www.unh.edu/ccrc/factsheet/pdf/CSA-FS20.pdf>.

crowding your slides with long phrases or paragraphs that will overwhelm your audience.

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. Listeners tapping on their smart phones while you are talking can be disconcerting, even if they are complimenting you by tweeting what you are saying.

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,

Presentation Tips

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 2013 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. ★

[Content Slide]

- Bullet
- Bullet
- Bullet
- Bullet

New Challenges ★ New Solutions

[Title Slide]

[TITLE]

2013 National Crime Victims' Rights Week
New Challenges. New Solutions.

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

National Crime Victims' Rights Week April 21-27 2013

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 Centers
- 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 DEVELOPMENT/JOB-SEARCH CENTERS

MILITARY INSTALLATIONS

TRIBAL AUTHORITIES

YOUTH-SERVING ORGANIZATIONS

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 victims' rights legislation and victim services. Advocates nationwide recently joined the Office for Victims of Crime (OVC), Office of Justice Programs, U.S. Department of Justice, to produce the **Vision 21** initiative to advance the effectiveness of our work. 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 the **Vision 21** initiative. The 2013 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 2013 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.

Extend Your Reach through Partnerships

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, 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 NCVRW events. You can build on these partnerships throughout the year to mobilize your community on behalf of crime victims.

Fitness Centers

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

Extend Your Reach through Partnerships

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, and 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, state's 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-

Extend Your Reach through Partnerships

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 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. ★

NCVROW Special Events

ART EXHIBITS

BALLOON AND BUTTERFLY RELEASES

BILLBOARD CAMPAIGNS

CANDLELIGHT VIGILS

CLOTHESLINE PROJECTS

COMMEMORATIVE DISPLAYS

- Commemorative Quilts
- Empty Shoes Displays
- Memorial Displays

DENIM DAY

DOCUMENTARIES

EDUCATIONAL FORUMS

INFORMATION AND RESOURCE FAIRS

INITIATIVE ANNOUNCEMENTS

MEDIA OUTREACH

RALLIES

THEATER ADVERTISEMENTS

TREE CEREMONIES

VIDEO PUBLIC SERVICE ANNOUNCEMENTS

WALK/RUN EVENTS

YOUTH-FOCUSED EVENTS

- Art, Poetry, and Essay Contests
- Poster and Billboard Contests

National Crime Victims' Rights Week showcases the talent, creativity, knowledge, and experience of victim-serving professionals throughout the nation. Through special events such as arts festivals, educational forums, marches, memorial ceremonies, media campaigns, and countless other vehicles, these professionals mobilize their communities to advance victims' rights. Some of the events listed below are supported by the National Association of VOCA Assistance Administrators, through a grant from the Office for Victims of Crime. These Community Awareness Projects (CAPs) are selected for funding on the basis of collaboration, innovation, community impact, media involvement, and experience with victims' issues. In the following list of events from communities around the country, the 2012 CAP events are noted with an asterisk (*). We hope these ideas will help you as you begin planning your own events for 2013. To view more CAP descriptions, including those from prior years, you may visit <http://cap.navaa.org/previous.html>.

Ideas for Special Events

Art Exhibits

Art powerfully conveys the anguish, pain, and disorientation caused by crime. Yet through art, victims can also find peace, strength, and healing. In Kalispell, Montana, the Center for Restorative Youth Justice presented “Images and Voices: the Road to Repair,” an interactive art exhibit to recognize victims of crime. Featuring images of local youth and of youth crime victims, the exhibit encouraged the two populations to find healing and growth by entering one another’s worlds. In Poughkeepsie, New York, Family Services of Poughkeepsie presented the “Visions of Hope and Healing” exhibit of art by survivors of domestic violence and other crimes at the Cunneen-Hackett Arts Center. In the Douglas County, Georgia, courthouse, the district attorney’s office presented its annual “Victims’ Rights Art Show” featuring work by student artists who depicted what victims’ rights mean to them. In Arizona, a kickoff event presented by the Arizona Attorney General’s Office, the Office of the Governor, the state Department of Corrections, and the Maricopa County Attorney’s Office* included an exhibit of victims’ art titled “For Our Eyes—Community Cohesion: Bond, Bridges, and Barriers.”

Balloon and Butterfly Releases

Victims and their loved ones seek freedom from the harm caused by crime. NCVRW ceremonies throughout the country often include the release of balloons and butterflies to symbolize freedom, hope, rebirth, and the triumph of the human spirit. Winnemucca Domestic Violence Services in Winnemucca, Nevada,* coordinated programs in elementary schools that involved children releasing balloons during National Crime Victims’ Rights Week. Balloon releases were also part of NCVRW ceremonies presented by the Crime Victims Assistance Center, Inc., in Binghamton, New York;* the North Dakota Department of Corrections and Rehabilitation in Bismarck, North Dakota;* and the Advocacy Center for Crime Victims and Children in Waco, Texas.* Butterflies were released at ceremonies held by Napa County District Attorney’s Office and NAPA

County Women’s Services in California and by the children of a homicide victim at an NCVRW ceremony in Vero Beach, Florida. At the first annual Crime Victims’ Expo and Memorial Walk in Las Cruces, New Mexico, children made paper butterflies to symbolize hope.

Billboard Campaigns

Billboard campaigns played a key role in outreach for 2012 National Crime Victims’ Rights Week. The Partnership Against Domestic Violence of Atlanta, Georgia,* presented a billboard and mass transit awareness campaign about domestic violence and National Crime Victims’ Rights Week. In Springfield, Illinois, the Illinois Victim Assistance Network* erected a billboard in a high-traffic area with information about National Crime Victims’ Rights Week and victims’ rights. Billboards placed near major highways in Beatrice, Nebraska, by the Gage County Victim Assistance Program* promoted National Crime Victims’ Rights Week for three months. In Ohio, the Pike County Partnership Against Domestic Violence in Waverly* displayed the winning poster from an NCVRW student art contest on a billboard for an entire year.

Candlelight Vigils

Candlelight vigils convey the solemnity, reverence, and hope that characterize National Crime Victims’ Rights Week. Communities gather at such vigils to honor crime victims and recommit to the task of ensuring their rights. Among the hundreds of organizations that held such events in 2012 were the Crime Victims Council of Lehigh Valley in Allentown, Pennsylvania; the Georgia Victim Services Department of Mothers Against Drunk Driving in Atlanta, Georgia; Parents Of Murdered Children in Delaware County, Pennsylvania; the Fort Wayne Police Department Victim Assistance Program in Fort Wayne, Indiana; the San Bernardino District Attorney’s Office in San Bernardino, California; the Pueblo County Sheriff’s Office in Pueblo County, Colorado; and the Alachua and Gainesville, Florida area victim services agencies.

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 2013 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 (for 2013, they are child sexual abuse, child sex trafficking, and elder financial fraud).
- 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 (e.g., "Protect Your Identity Day").

* This year, the Theme Video will be sent in a follow-up mailing in early 2013. It will also be available online at www.ovc.gov/hcvrw2013.

Clothesline Projects

By displaying T-shirts designed by victims of domestic violence and other crimes, communities build awareness about violence, particularly against women. The T-shirt messages convey the pain and disruption caused by these crimes. Among the many agencies that presented Clothesline Project displays were the Bronx District Attorney's Office, Bronx, New York; the Northwestern District Attorney of the Commonwealth of Massachusetts; the Ottawa County Prosecutor's Office Victim Assistance Program in Port Clinton, Ohio; Family Resources Rape/Sexual Assault Counseling and Advocacy Program in Rockland, Illinois; and AmeriCorps Victim Assistance Program in Concord, New Hampshire.

Commemorative Displays

At National Crime Victims' Rights Week events throughout the nation, communities display commemorative quilts, memorial walls, personalized tiles, silhouettes, empty place and shoe exhibits, and photo montages to remember and honor crime victims and help them heal and recover.

Commemorative Quilts

New Hampshire's 25th annual Crime Victims' Rights Day ceremony included a display of quilts with images of those who had lost their lives as a result of crime. In Fresno, California, the James Rowland Crime Victim Assistance Center held the 2012 unveiling of the Victims' Memorial Quilt on April 19. In Hanford, California, 19 memorial quilts adorned the walls of the Kings County administration building to commemorate the victims of violent crime. Also, in Denver, Colorado, at an event held by Colorado Victims Assistance,* attendees honored victims by writing each name on a leaf and pinning it to a memorial quilt.

Ideas for Special Events

Empty Shoes Displays

Empty shoes displays powerfully convey the impact of crime on victims and the community. In Adams County, Illinois, the State's Attorney Victim/Witness Program and Quincy University hosted a commemorative display of shoes representing the 100 victims helped by the program in an average week. In Collin County, Texas, empty shoes lined the courthouse steps as visual reminders of victims who walked through the county's justice system in the past year. At the end of the week, a local church group collected the shoes to distribute on their next mission trip. The California Department of Corrections and Rehabilitation headquarters office presented an empty shoe display symbolizing the steps victims take on their way to justice and the strides made by law enforcement, state and local officials, and victim assistance professionals to help victims, protect their rights, and ensure that victims' voices are heard.

Memorial Displays

Every year in Dickinson, Texas, the police department holds a ceremony in which memorial bricks are placed at the entrance to police headquarters to commemorate victims of crime; in Albany, New York, bricks are added to a walkway at the state Crime Victim Memorial to honor victims; and Binghamton, New York,* pays tribute to homicide victims with its memorial wall. Last year, the city of Fort Myers, Florida, presented a silhouette display to remember victims of homicide. In Hays County, Texas, officials, advocates, and victims and their loved ones placed a commemorative stone marker in honor of crime victims in front of an oak tree at the government center. The city of San Bernardino, California, presented a photo display of victims of violence, and in Santa Cruz, California, relatives and loved ones placed photos of deceased victims along the city's NCVRW commemorative walk.

Denim Day

Denim Day, which began after a 1998 Italian Supreme Court decision that found a rapist innocent because the victim had been wearing jeans, has become an international form of protest against sexual assault. Throughout Wisconsin, many state Department of Justice staff members wore jeans to work to recognize Denim Day and to support victims of sexual violence. In New York City, Denim Day was held on April 25 and included an informational event presented by Safe Horizon's Staten Island Court and Community Programs and the New York City Alliance Against Sexual Assault.

Documentaries

Documentaries can effectively convey the impact of crime on victims and the mission of National Crime Victims' Rights Week. In Ellijay, Georgia,* the Appalachian Judicial Circuit, Office of the District Attorney, Victim-Witness Assistance Program prepared a 30-minute documentary to inform the local population about victim-based resources in their area. The film included messages from officials and victim service providers that explained what they do and the services they provide for victims. In Helena, Montana, the Montana Board of Crime Control* developed a documentary on victims' rights that was shown at the state capitol during National Crime Victims' Rights Week; a companion pocket resource guide was distributed at every showing.

Educational Forums

In Topeka, Kansas, the governor and attorney general held the state's 15th annual Crime Victims' Rights Conference, with the NCVRW theme, *Extending the Vision: Reaching Every Victim*. In Arkansas, the Crime Victims Assistance Association of Arkansas and Parents Of Murdered Children, Inc.,* collaborated on a "Recognition and Victims' Rights" forum that included awards to individuals, agencies, and victims dedicated to victims' rights. In Tucson, Arizona, Homicide Survivors, Inc.,* held a public forum to

focus attention on victims' rights and services for those in unhealthy relationships. In Dallas, the U.S. Attorney's Office for the Northern District of Texas held a crime victim forum and resource fair to raise awareness about crime victims' rights.

Information and Resource Fairs

In Minnesota, Sherburne County Victim Services* in Elk River held a resource fair for youth that included presentations, activities, and workshops on healthy relationships, safety tips, self-defense, binge drinking, and conflict resolution. In Enid, Oklahoma, Youth and Family Services of North Central Oklahoma, Inc.,* and its partners began National Crime Victims' Rights Week with a resource fair on community safety and victims' rights and resources. A resource fair presented by the 19th Judicial Circuit Victims' Rights Coalition* in Fort Pierce, Florida, focused on crime victim resources for the underserved Hispanic and Haitian communities. In Reading, Pennsylvania, at a resource fair held by the Victim/Witness Unit in the district attorney's office, the public received canvas bags imprinted with the 2012 theme and containing information on local crime victim resources.

Initiative Announcements

Organizations and public officials often choose to introduce victim-related initiatives during National Crime Victims' Rights Week. In Florida, the U.S. Attorney for the Middle District of Florida announced efforts to collect restitution on behalf of federal crime victims. In New York City, the Department of Corrections announced a groundbreaking bill of rights for staff members who have been victimized by crime, believed to be the first such bill of rights for corrections personnel who are victimized either at their jobs or in other settings. In Wisconsin, the newly passed Crime Victim Rights Preservation Act officially took effect during National Crime Victims' Rights Week. The act gives the Crime Victim Rights Board the ability to take action when victims are not treated with "fairness, dignity,

and respect for their privacy"—rights that are spelled out in the Wisconsin state constitution. The legislation also allows victims to ask a judge to enforce their rights when violations are ongoing.

Media Outreach

Last year, organizations used coordinated media campaigns to advance their NCVRW outreach. In Alabama, Victim Services of Cullman, Inc.,* organized a "Voices of Youth for Crime Victims' Rights" media campaign that included public service announcements, press releases, posters, and flyers. They reached out to radio and television stations, educational institutions, and local businesses for assistance in promoting their project. In Indiana, the Vanderburgh County Prosecutor's Office Victim Assistance Program* in Evansville publicized its NCVRW awareness ceremony through social media and the placement of radio and television ads. In New York City, the Office of the Mayor kicked off Phase II of its multimedia "Let's Call an End to Human Trafficking" public awareness initiative at the Bronx Family Justice Center. The campaign released print ads in community newspapers and included messages in Chinese, English, Korean, Russian, and Spanish. Through multi-agency collaboration and public-private partnerships, the campaign distributed more than 10,000 palm cards containing educational information in all five boroughs. Each palm card also contained the information in Chinese, English, Korean, Russian, and Spanish.

Rallies

In Carlisle, Pennsylvania, several county agencies, including the Victim Services Division of the Cumberland County District Attorney's Office, participated in the 11th Annual Cumberland County Victims' Rights Rally to build awareness about the options available for victims of crime and to honor local individuals who donate their time to advocate for victims and their rights. In Springfield, Illinois, the Illinois Victim Assistance Network* hosted a rally featuring victims who shared their stories about how victims' rights

Ideas for Special Events

affected their journey through the criminal justice system. After the rally, attendees walked a path marked with signs explaining each right. In California, the governor participated in crime victims' rights rally on the steps of the state capitol, organized by Crime Victims United of California and the California Correctional Peace Officers Association.

Theater Advertisements

NCVRW campaigns can reach a large, receptive audience by placing targeted ads in movie theaters. In Florida, Mothers Against Drunk Driving, Tallahassee,* placed ads in six movie theaters in the largest cities in the state, in areas with the highest concentrations of alcohol-related deaths. In Pennsylvania, the Victim/Witness Assistance Program of Harrisburg* placed theater ads as part of a community awareness campaign that included advertisements in restaurants, on billboards, on buses, and in grocery stores, as well as inserts in all utility bills. The Illinois Victim Assistance Network* also placed public service announcements in local theaters.

Tree Ceremonies

For many victims and their loved ones, trees symbolize life, renewal, and hope in the face of loss. For the fourth consecutive year in Tennessee, the state Board of Probation and Parole planted trees across Tennessee to raise awareness of the importance of crime victims' rights during National Crime Victims' Rights Week. In Fort Worth, Texas—as part of the Women's Center of Tarrant County's* outreach campaign—a crime victim commemoration plaque was placed on one of the memorial trees planted on a local college campus. In Racine, Wisconsin, at an event focused on intimate partner violence and sexual assault held by the Speak Up/Speak Out* program, attendees were given pine tree seedlings to plant, celebrating the new life and growth that comes from healing.

Video Public Service Announcements

In 2012, victim assistance agencies produced several powerful video public service announcements, of varying lengths, to raise awareness of the needs and rights of crime victims. The Colorado Organization for Victim Assistance* in Denver produced a short film featuring interviews with victims and survivors who told their stories, and included information about the rights and services offered to crime victims. YWCA of Northwest Georgia, Marietta,* produced a five-minute video and 60-second public service announcement to promote victims' rights week and crime victimization, which aired on the local government channel and was posted on the YWCA's Facebook page. In Ashland, Wisconsin, the New Day Shelter, a local VOCA advocate, and its partners produced a public service announcement on victims' rights that aired locally.

Walk/Run Events

Walk/Run events attract diverse crowds to NCVRW ceremonies and educational events. The Riverside, California, District Attorney's Office* held a "Victim's Walk/Run for Justice" before the opening NCVRW ceremony that launched the week's observance. Participants wore colored ribbons to represent different victim groups. In Broward County, Florida, the week ended with the 5K "Walk to Remember." The Fourth Judicial District of Colorado held its annual NCVRW 5K "Fun Run" in Colorado Springs. The North Carolina Victim Assistance Network,* the City of Cedar Rapids in Iowa, and Galveston County, Texas, held 5K walk/run events. Also, the George Mason University in Fairfax, Virginia, held its 16th Annual Victims' Rights Run and Walk.

Youth-Focused Events

NCVRW events throughout the nation focus heavily on youth, who are disproportionately affected by crime. The "Voices of Youth for Crime Victims' Rights" media campaign by Victim Services of Cullman, Inc.,* in Alabama

used public service announcements, news releases, posters, flyers, and student contests to promote awareness of victims' rights among youth.

In the District of Columbia, Reaching Out to Others Together, Inc.,* held a one-day conference focusing on black victims of violence, including dating violence, gang violence, and children who witness violence. Townhall II* in Kent, Ohio, held a “Pinwheels for the Prevention of Child Abuse” event, with a pinwheel representing each abused child.

Art and Essay Contests

Each year in Texas, the Parker County Attorney's Office hosts a popular school art contest that honors the victims of crime in conjunction with National Crime Victims' Rights Week. “The fantastic thing about the Parker County Attorney's School Art Contest,” said the victim assistance coordinator, “is that we use it as a tool for every school-age student in Parker County to stand up for the fundamental rights of others.” In Staten Island, New York, the Richmond County District Attorney's Office and Safe Horizon co-sponsor an NCVRW student art and writing contest and honor the winners at their NCVRW candlelight vigil.

Poster and Billboard Contests

The Arapahoe County, Colorado, Sheriff's Department* held an NCVRW poster contest for local students—expanded to include charter schools, private schools, and youth groups as well as public school students. Pike County Partnership Against Domestic Violence* in Waverly, Ohio, held a poster contest for students in grades 9 to 12, with the winning poster featured in a local newspaper and displayed on a billboard for a year. In Oklahoma, the Oklahoma District Attorneys Council, Oklahoma City,* conducted a billboard design contest with a local school. The winning design was made into a billboard to promote National Crime Victims' Rights Week, and all of the billboard designs were displayed at the Museum of Art during National Crime Victims' Rights Week. ★

