

National Crime Victims' Rights Week: Maximizing the Impact of Your Campaign



National Crime Victims' Rights Week | April 8-14
2018

Today's Presenters:

Anne Seymour, National Crime
Victim Advocate

Tara Ballesteros, Chief Program
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Victims of Crime

March 15, 2018

Anne Seymour

National Crime Victim Advocate



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Webinar Goals

- Describe the history of National Crime Victims' Rights Week (NCVRW).
- Become familiar with the contents of the 2018 NCVRW Resource Guide.
- Practically apply the Guide's resources to your organization/agency, community, and/or jurisdiction.



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A Bit of History

Former President Ronald Reagan was the first President to proclaim “Victims’ Rights Week” in April 1981.



Ronald Reagan,
U.S. President



Judge Lois Haight,
Chair of the 1982
President’s Task Force
on Victims of Crime



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Excerpt From the 1981 Victims' Rights Week Proclamation

“For too long, the victims of crime have been the forgotten persons of our criminal justice system. Rarely do we give victims the help they need or the attention they deserve. Yet the protection of our citizens - to guard them from becoming victims—is the primary purpose of our penal laws. Thus, each new victim personally represents an instance in which our system has failed to prevent crime. Lack of concern for victims compounds that failure.....

We need a renewed emphasis on, and an enhanced sensitivity to, the rights of victims. These rights should be a central concern of those who participate in the criminal justice system, and it is time all of us paid greater heed to the plight of victims.

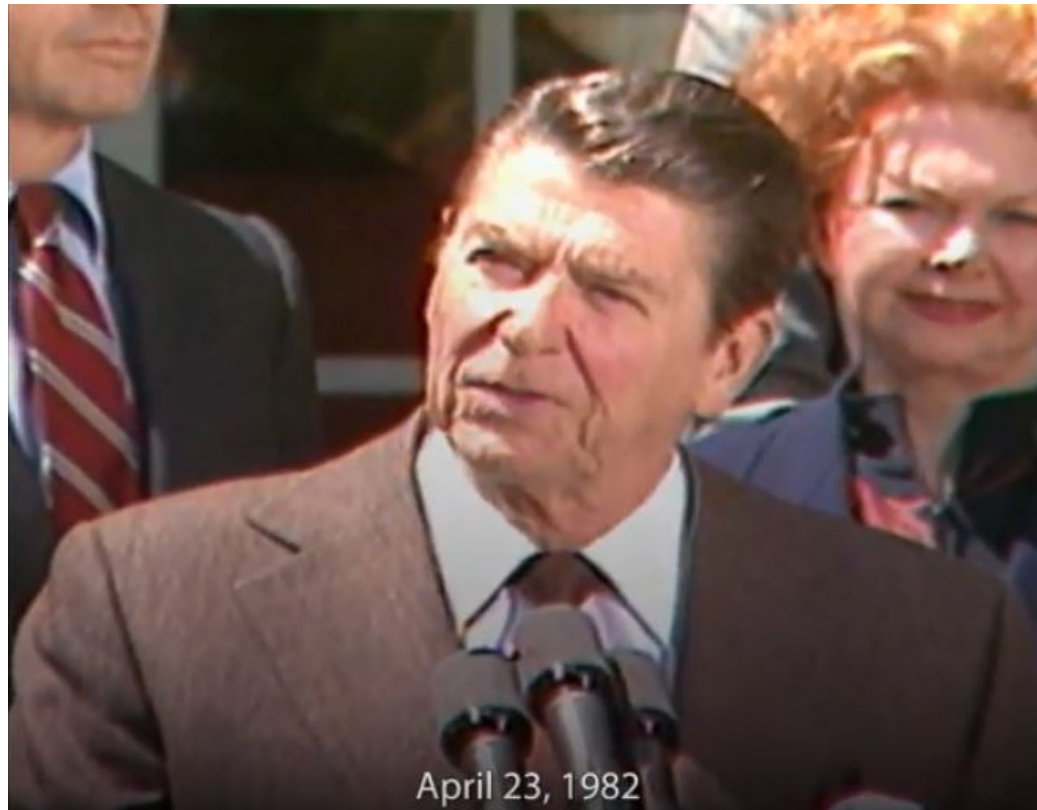
Now, Therefore, I, Ronald Reagan, President of the United States of America, do hereby proclaim the week beginning April 19, 1981, as Victims' Rights Week. I urge all Federal, state and local officials involved in the criminal justice system to devote special attention to the needs of victims of crime, and to redouble their efforts to make our system responsive to those needs. I urge all other elected and appointed officials to join in this effort to make our justice system more helpful to those whom it was designed to protect. And I urge all citizens, from all walks of life, to remember that the personal tragedy of the victim is their own tragedy as well.”



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Theme Video Clip



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NCVRW Resource Guides

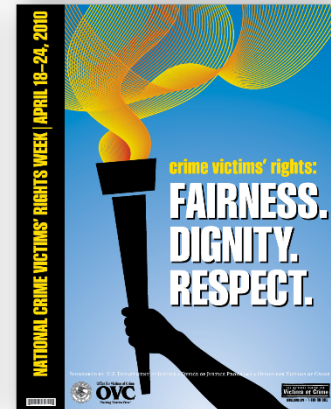
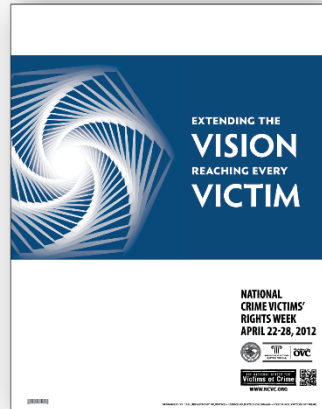
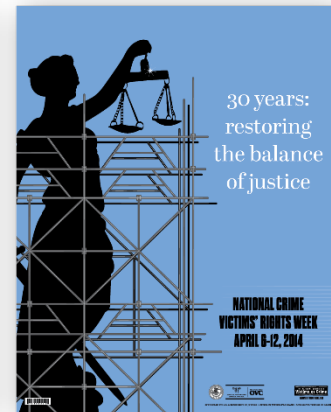
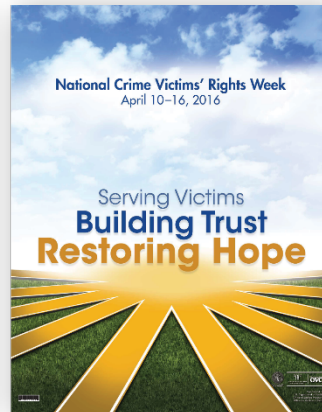
- 1986 – a 150-page Resource Guide was developed and mailed to 3,000+ organizations by the Sunny von Bulow National Victim Advocacy Center (now the National Center for Victims of Crime)
- The Office for Victims of Crime began providing support for the NCVRW Resource Guide in 1990.
- The NCVRW mailing, which includes the theme and awareness posters, is now received by over 10,000 organizations and individuals across the country.



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Past NCVRW Themes



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The “Good News”

- There are over **32,000** laws at the federal and state levels that define and protect victims’ rights.



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The Challenges to Address this April

- Only **42 percent of violent crimes** and only **36 percent of property victimizations** were reported to police in 2016.

(Criminal Victimization, 2016, Bureau of Justice Statistics, U.S. Department of Justice)



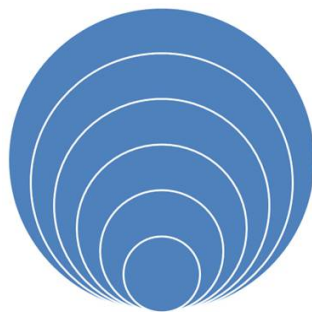
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Why We Need to Expand the Circle and Reach All Victims

- **Only 10 percent** of victims of serious violent crimes receive direct assistance from a victim service agency.

(Criminal Victimization, 2016, Bureau of Justice Statistics, U.S. Department of Justice)



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National Association of VOCA Assistance Administrators (NAVAA) Community Awareness Projects (CAP)

- To promote public awareness of crime victims' rights and services...
- ...for victims of all types of crime....
- ...in conjunction with National Crime Victims' Rights Week.
- Funded with support from the OVC.

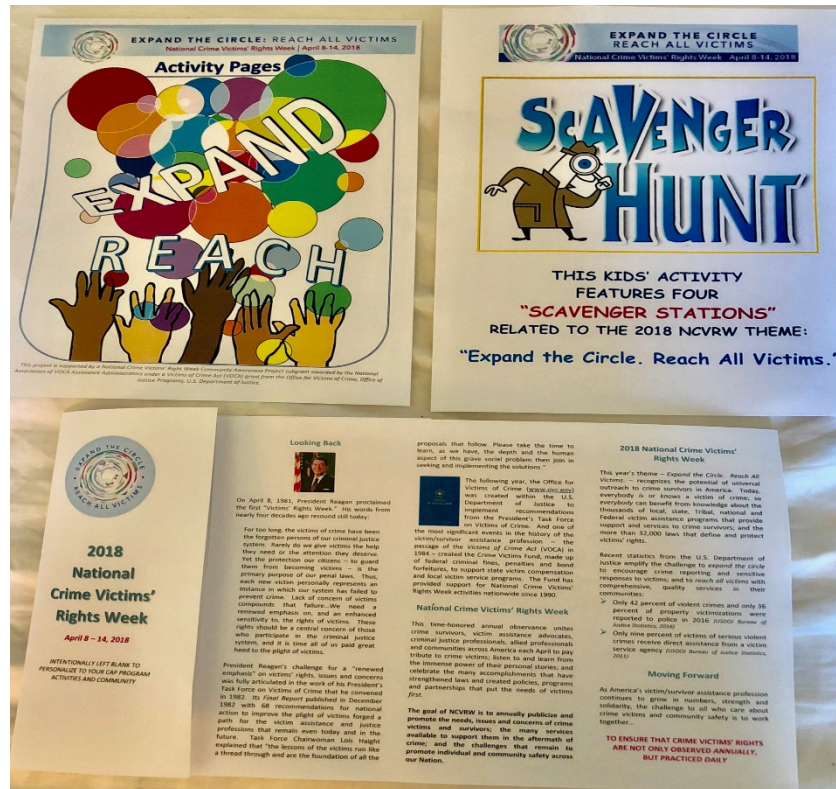
<http://cap.navaa.org>



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Samples of CAP TIPS To Improve Public Awareness



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Tara Ballesteros

Chief Program Officer
National Center for Victims of Crime



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2018 NCVRW Resource Guide

- Annual suite of user-friendly resources designed to help you quickly customize, develop, and implement public awareness campaigns for NCVRW April 8-14 and throughout the year.
- The wide array of outreach tools and sample materials includes:
 - Original artwork
 - Suggestions for raising awareness in your community
 - Press release, letter to the editor, op-ed and sample PSAs
 - Proclamation
 - Social media posts
 - Tutorials
 - Historical overview of the Crime Victims' Rights movement
 - Fact Sheets on crime and victimization
 - And many other valuable resources
- Consistent branding and materials helps us unite this important national effort!



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2018 NCVRW Theme



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Expand the Circle: Reach All Victims

- This year's theme emphasizes the importance of inclusion in victim services.
- To reach all victims, we must:
 - Build relationships by reaching out, listening, and delivering culturally competent services.
 - Engage our community across professional, cultural, economic, and other divides; and remove barriers to reporting, safety, and accessing services.
 - Forge creative, nontraditional partnerships among victim service providers, community stakeholders, policymakers, educators, researchers, and criminal justice organizations at the local, tribal, state, and national levels.
 - Pool expertise, resources, commitment, and care to support the healing and recovery of all crime victims and build healthy, thriving communities that ***Expand the Circle and Reach All Victims***.



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Use the Available NCVRW Artwork

- **Theme Artwork** – Reinforces the theme and showcases ever-widening circles that swirl, connect, and radiate.
- **Theme Poster** – Available in two sizes—11" x 17" (room for customization) and 22" x 28"—and in four high-resolution formats—PDF, JPG, Adobe InDesign (ID), and Adobe Illustrator (AI).
- **Web Artwork** – Raise awareness through your own website and other online outreach, including social media.

All artwork is available in English and Spanish (En Español)



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2018 Awareness Posters



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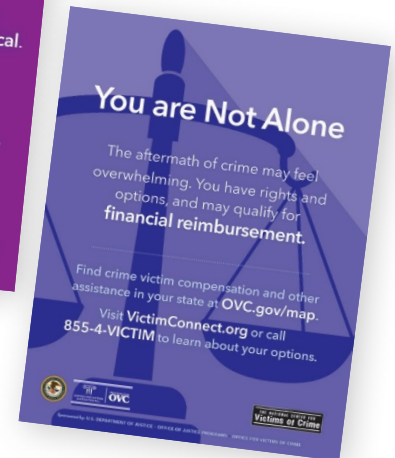
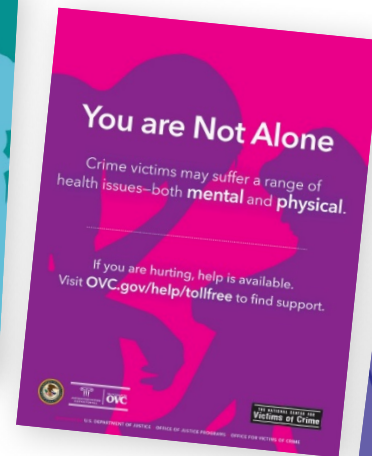
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2018 Awareness Posters

Highlight critical messages for your community and add your local contact information to use throughout the year.

2018 Poster Topics:

- Rights and Services
- Trauma
- Violent Crime
- Did You Know?



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Maximize Your Reach

- Use the ready-made materials and tools presented in the Resource Guide.
- Customize material to your needs.
- Engage with your audiences.
- Social media can quickly share your message; but don't forget about traditional media.



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Developing Your Campaign: Partnerships

- Collaboration is an integral part of the crime victims' rights movement.
- Use this week to build and enhance partnerships among victim service providers, community leaders, allied professionals, and others.
- Take advantage of rich opportunities to raise awareness and educate your community.



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Developing Your Campaign: Strategies

- Sample Proclamation (En Español)
- Notable Quotables (En Español)
- Presentation Tips
- Sample PowerPoint Template (En Español)
- Extend Your Reach Through Partnerships
- Ideas for NCVRW Special Events
- Theme Video in Action
- Commemorative Calendar



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Ideas for Special NCVRW Events

- Advertising Campaigns
- Art Exhibits and Cultural Events
- Award Ceremonies
- Candlelight Vigils
- Educational Events
- Garden and Tree Ceremonies
- Information and Resource Fairs
- Marches and Walk/Run Events
- Yoga and Art-Therapy Events
- Youth-Focused Outreach

Find inspiration in last year's Community Awareness Projects (<http://cap.navaa.org/previous.html>) and look for ways to expand the circle and reach all victims in your community.



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Communicating Your Message: Media Tips & Tools

- Develop a comprehensive public awareness campaign using social and traditional media.
- Use the sample materials to:
 - Create or enhance your outreach efforts
 - Increase your visibility in the community
 - Promote valuable resources for victims of crime
 - Engage in a dialogue with community members



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Communicating Your Message: Media Tips & Tools

- Crafting an NCVRW Media Plan (with sample plans) (En Español)
- Social Media



- Facebook (En Español)
- Twitter (En Español)
- Blogs (En Español)
- Other Social Media Platforms

- Traditional Media
 - Press Release (En Español)
 - Letter to the Editor (En Español)
 - Op-Ed (En Español)
 - Public Service Announcements (En Español)
- Working with the Media
 - Working with Reporters
 - Advocating for Victims with the Media



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Tips for Effective Facebook Posts

- Keep it short and informative; readers should not have to expand the post to read all of it.
- Include a link to a relevant article or website.
- Be timely and current.
- Post during non-peak hours for the best reach.
- Post intentionally, as part of a consistent sharing strategy.
- Include an image (which are proven to receive more engagement and are favored by Facebook's algorithm).

➤ **Tech Tip** - to embed a link in your Facebook status, copy the URL into the status field and wait momentarily until Facebook generates a thumbnail and page description. Then delete the URL text you copied, enter the rest of your status text, and post.



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Tweeting Tips

- Twitter is an information-sharing network where each post is called a “tweet.”
- Once limited to 140 characters, tweets have been expanded to 280 characters.
- Consider the following to make your tweets more concise:
 - Replace spelled out numbers (“nine”) with numerals (“9”).
 - Replace “and” with “+,” “&,” or “/” when appropriate.
 - Use contractions.
 - Substitute long words with shorter synonyms.
 - Shorten links with sites like TinyURL or Bitly, or remove “http:” and “https:” from the beginning of links, when possible.



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Social Media

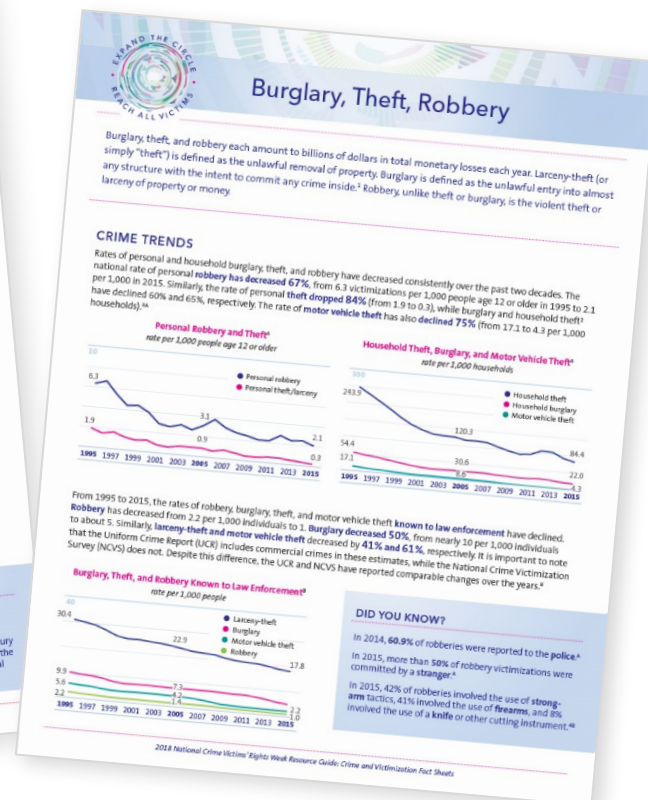
- Both Facebook and Twitter can be used to effectively **spread awareness, share relevant facts and information, and promote community events and observations.**
 - **Facebook** has a larger character limit. Use this platform to post events and garner interest in activities. Spread posts out over time.
 - **Twitter** is more immediate. Twitter is similar to the ticker at the bottom of the news screen. The information flow is constant, and the content gets updated as new details are available.
 - **Hashtags** are important specifically **#NCVRW2018**
 - Hashtags function as a search tool, making it easy to find and engage with NCVRW-related posts
- **Consider** using a program like Hootsuite to schedule posts in advance and keep the conversation going.



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Crime and Victimization Fact Sheets



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Landmarks

- Historical overview outlining the progress of the crime victims' rights movement from 1965 to the present including:
 - Creation and growth of local, state, and national victim service organizations
 - Passage of key federal and state legislation
 - Notable court decisions
 - Groundbreaking reports and studies
 - Advances in victim assistance approaches
- Use this section to inform your speeches, op-ed columns, media interviews, and other education efforts.



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Additional Resources

- **Online Resources**—includes reliable resource centers and services, guides, curricula, and other training materials, made available by OVC and the National Center for Victims of Crime.
- **NCVRW Resource Guide Partners**—highlights the 2018 NCVRW Resource Guide partners who join us in our commitment to improve victims' rights and raise public awareness throughout the country.
- **OVC Gallery**—includes an online collection of multimedia products featuring select posters, promotional materials, and artwork from past NCVRW observances. Visit www.ovc.gov/gallery.



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Upcoming NCVRW Events

- 2018 National Crime Victims' Service Awards, April 13, 2018, in Washington, D.C. Learn more at www.ncvrw.org.
- The National Organization for Victim Assistance is one organization that is hosting a series of events to commemorate NCVRW. Visit www.trynova.org/national-crime-victims-rights-week-2018.
- The OVC National Calendar of Crime Victim Assistance-Related Events features additional NCVRW events from across the nation at ovc.ncjrs.gov/ovccalendar. You can promote your organization's event in OVC's Calendar.



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Access the complete 2018 NCVRW
Resource Guide now to start your
campaign planning!

ovc.gov/ncvrw2018



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Questions and Answers

THANK YOU!

Now we want to hear from you.

Stay Connected with OVC

ovc.gov/connected



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