

### Commemorative Calendar

In addition to NCVRW, there are many commemorative days, weeks and months that pay tribute to crime victims, and/or highlight important issues relevant to justice and public safety. The commemorative calendar includes the dates of each observance, along with contact information for its primary sponsor. Many of these sponsoring agencies provide public awareness materials for these commemorative observances (similar to this Resource Guide) to help generate greater media and community awareness, and can be contacted for additional information. Victim assistance organizations can collaborate to plan and implement public awareness activities for these commemorations similar to those sponsored for NCVRW, focusing on victim outreach, media relations, and public education.

OVC provides another opportunity to locate crime victim-related events through its newest online tool, the Online Calendar of Events. Using the OVC Online Calendar of Events helps victim service providers and allied professionals stay in touch with all of the latest victim-related conferences, ceremonies, and events across the Nation. With a built-in notification feature, those who sign up can be notified of victim-related events coming to their area. Additionally, the Online Calendar of Events lets victim service providers promote their own events to a national audience. To see what's upcoming or add your organization's event, visit the Online Calendar of Events at <http://ovc.ncjrs.gov/ovccalendar>.

### Notable Quotables

In order to reinforce the 2006 NCVRW theme, this year's Notable Quotables focus on the combined themes of *strength* and *unity*. The thought-provoking Notable Quotables included in this year's Guide can be incorporated throughout speeches, brochures, media activities, and all victim awareness and public education resources and activities sponsored during NCVRW and throughout the year.

### Sample Proclamation

One of the most effective ways to widely promote awareness of NCVRW within the broader community is to seek public proclamations or resolutions from state and local governments (including Governors, Attorneys General, state legislatures, county boards of supervisors, mayors, and city or parish councils) that officially proclaim the week of April 23 – 29, 2006, to be “[State or Local] Crime Victims’ Rights Week.”

The sample proclamation is written in the format that is “standard” for governmental proclamations or resolutions. It highlights the 2006 NCVRW theme and the accomplishments of the victim assistance field, and should be personalized to reflect state and local interests and crime statistics, as well as state and local victims’ rights and services. Victim assistance organizations and coalitions should coordinate efforts to seek proclamations, and request multiple copies that can be “officially” presented to them in conjunction with 2006 NCVRW activities. These proclamations can be framed and displayed in the offices of programs that co-sponsor 2006 NCVRW activities.

### Sample Speech

There are numerous opportunities during NCVRW and other times throughout the year to provide speeches and other public presentations about victims’ rights and needs to crime victims and survivors, criminal and juvenile justice professionals, allied professionals, civic organizations, public policy makers, institutions of higher education and schools, multi-faith entities, and the community-at-large. The sample speech is designed to connect audiences with the pain and isolation that crime victims often endure; offer an overview of the many accomplishments of the victim assistance field that have been achieved through *strength* and *unity*; and challenge them to join in the effort to promote victims’ rights and assist victims and survivors of crime. It should be personalized to reflect local and state issues and concerns, and to educate audiences about victims’ rights and services available in the community and state in which the speech is delivered.



## Maximizing Communication and Awareness (continued)

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Other Resource Guide components that can enhance speeches and other public presentations during NCVRW include:

- “Crime Victims’ Rights in America: A Historical Overview.”
- Notable Quotables.
- Statistical overviews (it is helpful to include crime and victimization statistics relevant to your state and local jurisdiction and to the interests of your specific audience).

### **Building Capacity During National Crime Victims’ Rights Week**

NCVRW is an excellent time to announce efforts to build capacity within and among victim assistance and allied professional organizations to better meet crime victims’ needs and concerns. This year’s Resource Guide features a new component that provides ideas to help organizations and collaborative initiatives in ongoing efforts to build their capacity and strengthen their organizational structures during NCVRW and throughout the year.

### **Tips for Outreach and Collaboration to Promote National Crime Victims’ Rights Week**

The theme for 2006 NCVRW—“Victims’ Rights: Strength in Unity”—offers an excellent foundation upon which to build collaborative initiatives that benefit crime victims and survivors. Many community members and groups and allied professions interact with crime victims on a regular basis, whether they know it or not. This document provides tips and resources to foster ongoing collaborative projects and victim outreach efforts with individuals and groups that can, with a concerted effort, become key partners in ongoing victim assistance efforts.

### **Tips to Promote Victim and Community Awareness**

For the second year, the Resource Guide includes a compilation of activities that were sponsored during 2005 NCVRW by programs and coalitions that received *OVC NCVRW Community Awareness Project* funding. This year’s Guide features some of the creative campaigns and events in 30 different categories of activities that were sponsored by some of the 67 jurisdictions that received OVC funding support in 2005. More information about NCVRW Community Awareness Projects can be found on the OVC Web site at <http://www.ovc.gov/fund/2006NCVRWfund/welcome.html> or requested through Ask OVC at <http://ovc.ncjrs.gov/askovc>.

# 2006 COMMEMORATIVE CALENDAR

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Please mark your calendars for the events listed below, and contact any of the listed telephone numbers or Web sites for additional information.

## JANUARY

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### **CRIME STOPPERS MONTH**

Crime Stoppers International  
800.245.0009  
[www.c-s-i.org](http://www.c-s-i.org)

### **NATIONAL MENTORING MONTH**

MENTOR  
703.224.2200  
[www.mentoring.org](http://www.mentoring.org)

### **NATIONAL STALKING AWARENESS MONTH**

U.S. Department of Justice, Office on Violence  
Against Women  
202.307.6026  
[www.ojp.usdoj.gov/vawo](http://www.ojp.usdoj.gov/vawo)

## APRIL

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### **NATIONAL YOUTH SERVICE DAYS**

**April 21-23, 2006**  
Youth Service America  
202.296.2992  
[www.ysa.org](http://www.ysa.org)

### **NATIONAL CRIME VICTIMS' RIGHTS WEEK**

**April 23-29, 2006**  
U.S. Department of Justice, Office for Victims of Crime  
800.851.3420 (OVC Resource Center)  
[www.ovc.gov](http://www.ovc.gov)

### **NATIONAL CHILD ABUSE PREVENTION MONTH**

Prevent Child Abuse America  
312.663.3520  
[www.preventchildabuse.org](http://www.preventchildabuse.org)

### **NATIONAL SEXUAL ASSAULT AWARENESS MONTH**

National Sexual Violence Resource Center  
717.909.0710  
717.909.0715 (TTY)  
[www.nsvrc.org](http://www.nsvrc.org)

## MAY

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### **NATIONAL LAW DAY**

**May 1, 2006**  
American Bar Association  
312.988.5000  
[www.abanet.org](http://www.abanet.org)

### **NATIONAL CORRECTIONAL OFFICERS WEEK**

**May 7-13, 2006**  
International Association of Correctional Officers  
517.485.3310

### **NATIONAL POLICE WEEK**

**May 14-20, 2006**  
Concerns of Police Survivors, Inc.  
573.346.4911  
[www.nationalcops.org](http://www.nationalcops.org)

### **NATIONAL PEACE OFFICERS MEMORIAL DAY**

**May 15, 2006**  
Concerns of Police Survivors, Inc.  
573.346.4911  
[www.nationalcops.org](http://www.nationalcops.org)

### **NATIONAL MISSING CHILDREN'S DAY**

**May 25, 2006**  
National Center for Missing and Exploited Children  
800.843.5678  
[www.missingkids.org](http://www.missingkids.org)

### **OLDER AMERICANS MONTH**

Administration on Aging, Department of Health and  
Human Services  
[www.aoa.gov](http://www.aoa.gov)

## JULY

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### **NATIONAL PROBATION, PAROLE AND COMMUNITY SUPERVISION WEEK**

**July 16-22, 2006**  
American Probation and Parole Association  
859.244.8203  
[www.appa-net.org](http://www.appa-net.org)

# 2006 Commemorative Calendar (continued)

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## AUGUST

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### **NATIONAL NIGHT OUT**

**August 1, 2006**

National Association of Town Watch  
800.NITE.OUT  
[www.nationaltownwatch.org](http://www.nationaltownwatch.org)

## SEPTEMBER

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### **NATIONAL SUICIDE PREVENTION WEEK**

**September 10-16, 2006**

American Association of Suicidology  
202.237.2280  
[www.suicidology.org](http://www.suicidology.org)

### **NATIONAL DAY OF REMEMBRANCE**

**September 25, 2006**

National Organization of Parents Of  
Murdered Children, Inc.  
888.818.POMC  
[www.pomc.org](http://www.pomc.org)

### **NATIONAL CAMPUS SAFETY AWARENESS MONTH**

Security On Campus, Inc.  
610.768.9330  
[www.securityoncampus.org](http://www.securityoncampus.org)

### **NATIONAL YOUTH COURT MONTH**

National Youth Court Center  
859.244.8193  
[www.youthcourt.net](http://www.youthcourt.net)

## OCTOBER

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### **WEEK WITHOUT VIOLENCE**

**October 15-21, 2006**

YWCA of the USA  
202.467.0801  
[www.ywca.org](http://www.ywca.org)

### **AMERICA'S SAFE SCHOOLS WEEK**

**October 15-21, 2006**

National School Safety Center  
805.373.9977  
[www.nssc1.org](http://www.nssc1.org)

### **NATIONAL CRIME PREVENTION MONTH**

National Crime Prevention Council  
202.466.6272  
[www.ncpc.org](http://www.ncpc.org)

### **NATIONAL DOMESTIC VIOLENCE AWARENESS MONTH**

National Coalition Against Domestic Violence  
303.839.1852  
[www.ncadv.org](http://www.ncadv.org)

## NOVEMBER

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### **TIE ONE ON FOR SAFETY**

**November - December, 2006**

Mothers Against Drunk Driving  
800.GET.MADD  
[www.madd.org](http://www.madd.org)

## DECEMBER

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### **NATIONAL DRUNK AND DRUGGED DRIVING PREVENTION MONTH**

Mothers Against Drunk Driving  
800.GET.MADD  
[www.madd.org](http://www.madd.org)

### **TIE ONE ON FOR SAFETY**

**November - December, 2006**

Mothers Against Drunk Driving  
800.GET.MADD  
[www.madd.org](http://www.madd.org)

# NOTABLE QUOTABLES

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These quotations reflect the two core elements of the 2006 National Crime Victims' Rights Week theme, "Victims' Rights: Strength in Unity."

## Strength

"The strength of the Constitution lies entirely in the determination of each citizen to defend it. Only if every single citizen feels duty bound to do his share in this defense are the constitutional rights secure."

*Albert Einstein (1879 - 1955)*

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"Then join hand in hand, brave Americans all!  
By uniting we stand, by dividing we fall."

*John Dickinson, The Liberty Song (1768)*

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"Union gives strength."

*Aesop, The Bundle of Sticks (circa 580 B.C.)*

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"Unity makes strength, and, since we must be strong, we must also be one."

*Grand Duke Friedrich von Baden (1826 - 1907)*

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"Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world."

*Harriet Tubman (1820 - 1913)*

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"You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, 'I have lived through this horror. I can take the next thing that comes along.' You must do the thing you think you cannot do."

*Eleanor Roosevelt (1884 - 1962)*

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"A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles."

*Christopher Reeve (1952 - 2004)*

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"Where there is no struggle, there is no strength."

*Oprah Winfrey (1954 - )*

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"The man who is swimming against the stream knows the strength of it."

*Woodrow Wilson (1856 - 1924)*

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"He knows not his own strength that hath not met adversity."

*Ben Jonson (1572 - 1637)*

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

*Mohandas Gandhi (1869 - 1948)*

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"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved."

*Helen Keller (1880 - 1968)*

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"Faith is the strength by which a shattered world shall emerge into the light."

*Helen Keller (1880 - 1968)*

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"Good actions give strength to ourselves and inspire good actions in others."

*Plato (428 B.C. - 348 B.C.)*

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"A true friend knows your weaknesses but shows you your strengths; feels your fears but fortifies your faith; sees your anxieties but frees your spirit; recognizes your disabilities but emphasizes your possibilities."

*William Arthur Ward (1921 - 1997)*

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"The quality of strength lined with tenderness is an unbeatable combination."

*Maya Angelou (1928 - )*

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"The undertaking of a new action brings new strength."

*Evenius (42 B.C. - 13 A.D.)*

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"We are of course a nation of differences. Those differences don't make us weak. They're the source of our strength."

*Jimmy Carter, Speech in New York City (October 21, 1976)*

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## Unity

"Where there is unity there is always victory."

*Publius Syrus (circa 50 B.C.)*

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

*Helen Keller (1880 - 1968)*

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

*Millard Fuller (1941 - )*

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"Without a sense of caring, there can be no sense of community."

*Anthony J. D'Angelo, The College Blue Book (1994)*

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"The community stagnates without the impulse of the individual. The impulse dies away without the sympathy of the community."

*William James (1842 - 1910)*

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# SAMPLE PROCLAMATION

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- Whereas,** victims of crime across America *need* and *deserve* support and assistance to help them cope with the consequences of crime; and
- Whereas,** National Crime Victims' Rights Week—April 23 to 29, 2006—offers us all the opportunity to promote *strength in unity* in helping victims and survivors of crime, and recognizing their rights as victims; and
- Whereas,** victims and survivors of crime can gain strength from the wide range of supportive services offered by over 10,000 community- and justice system-based programs, and the more than 32,000 federal and state statutes that define and protect their rights; and
- Whereas,** America has demonstrated its caring and compassion for victims of crime, from individuals who provide support to a victim in need, to community collaborations that result in comprehensive services for victims of violence against men, women and children, to our entire nation's response to the victims of the terrorist attacks on Oklahoma City and on September 11, 2001; and
- Whereas,** by being united *against* crime and *for* victims' rights and services, we gain strength as individuals, as communities, and as a nation as a whole, and offer strength to victims who seek to recover in the aftermath of crime; and
- Whereas,** we must remain united in our commitment to ensure that all crime victims and survivors are treated with compassion and respect, recognized as key participants within our systems of justice, and afforded services that provide help and hope to them; and
- Whereas,** America has joined together annually each April since 1981 to recognize the needs and rights of crime victims and survivors during National Crime Victims' Rights Week;  
**therefore, be it**
- Resolved,** that (*individual or entity*) proclaims the week of April 23 to 29, 2006, to be (*city/county/parish/state*) Crime Victims' Rights Week, and honors crime victims and those who serve them during this week and throughout the year; **and be it further**
- Resolved,** that we stand united in our commitment to victim justice as individuals, communities and a Nation; **and be it further**
- Resolved,** that a suitably prepared copy of this proclamation be presented to (*your organization*) on (*date*).

# SAMPLE SPEECH

Each and every day in America, 45 people are murdered;<sup>1</sup> 46 people are killed by drunk drivers;<sup>2</sup> 575 women and men are raped;<sup>3</sup> 12,249 people are assaulted;<sup>4</sup> 1,612 women are battered by an intimate partner;<sup>5</sup> 2,482 children are abused or neglected;<sup>6</sup> 3,775 people are stalked;<sup>7</sup> 9,391 homes are burglarized;<sup>8</sup> and over 25,000 people become victims of identify theft.<sup>9</sup>

When you are victimized by crime, *strength* is something that is ripped away from you. You have no control over the criminal act, and often feel helpless in its aftermath. Crime often creates a sense of weakness and loss of power that can only be overcome by the caring and compassion of others.

When you are victimized by crime, you often feel *alone* and *isolated*. The *unity* you may have had in the past—from family members and friends, neighbors and co-workers—is too often shattered by the criminal or delinquent act.

Yet when someone is victimized by crime, there are countless professionals and volunteers who stand ready to help, to offer support, and to provide guidance that can help victims better understand their options and opportunities. In communities large and small, urban and rural, victim advocates, justice and allied professionals, and community volunteers are there to provide *help* and *hope* to crime victims and survivors in America. It doesn't matter if you are a police officer or prosecutor, a doctor or mental health professional, a social worker or teacher, or a businessperson or civic organization volunteer. What *matters* is your ability to recognize the devastating impact of crime on our homes, neighborhoods and schools, and your *willingness* to commit to helping victims of crime in any way you can.

This is National Crime Victims' Rights Week, a time-honored tradition in America where we join together to recognize the devastating impact of crime on victims and communities, and to dedicate ourselves to helping victims and survivors of crime. Just by being here today, you demonstrate this year's theme: "Victims' Rights: Strength in Unity." And through your ongoing concern for crime victims, you demonstrate that America is a compassionate Nation.

The strength of individual victims and survivors has had a powerful impact on how America *views* and *treats* crime victims. By speaking out as individuals hurt by crime and through powerful grass roots groups, crime victims have shared their "power of the personal story" that gives a *name* and *face* to each and every crime. Eleanor Roosevelt spoke directly to these "unsung heroes" when she said:

"You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, 'I have lived through this horror. I can take the next thing that comes along.' You must do the thing you think you cannot do."

When we join together, *WE* can help victims "do the thing they think they cannot do."

The strength of a proud and prosperous Nation dedicated to helping crime victims has been evident many times over—from the neighbors' and co-workers' support of one victim in need of help; to the outpouring of support to the victims and survivors of the bombing of the Murrah Federal Building over a decade ago; to the surge of compassion that was shown to the victims of the terrorist attacks of September 11, 2001; and to the efforts in 2005 to help victim assistance programs that were devastated by Hurricanes Katrina, Rita and Wilma, and to help hurricane survivors who endured multiple traumas from the hurricanes and from being victimized by crime.

In the childhood fable, "Bundle of Sticks," Aesop observed a simple fact: "Unity gives strength." In victim assistance, *strength* and *unity* often intersect at what could be called a "two-way street." While crime victims benefit from the assistance we offer, we also benefit from listening to, and learning from, them.

Consider for a moment what victims and survivors have to offer us. They help us understand, *firsthand*, about the powerful and devastating impact that crime has on individuals, and our communities. They give a *face* to crime in America. They show us that one's individual *strength* can be multiplied—many times over—by the simple kindness of others.

Crime victims and survivors gain strength from the understanding and assistance they receive from family, friends, neighbors and co-workers who offer greatly needed support. Our *unity* that surrounds the impact of victimization confronts not only crime and criminal offenders, but also the victims who need, survive and thrive on our compassion and willingness to help them in their time of need.

The *hopelessness* that many victims feel can only be addressed by the *helpfulness* of people like *you*. If you think *you* can't make a difference, just talk to any crime victim who will tell you about *one person* who did just that—a friend, a neighbor, a co-worker, a neighborhood businessperson, a health professional, or a fellow faith community member, among others. Your caring and

## Sample Speech (continued)

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concern are the keys to victim assistance. Your compassion *does* make a difference.

A Nation that prides itself on, and is known for, its strength can only be truly *strong* when its citizens who most need help are served. A Nation that proclaims its commitment to unity in its very name—the *United States* of America—must commit its energies to stand together *against* crime and *for* victims.

So today, during the annual observance of National Crime Victims' Rights Week, let us as one and as many, re-commit our energies to put *unity* back into the *community* of people in America who will stand with victims, who will help them recover in the aftermath of crime, and who will speak out in unison for crime victims' rights and services today and in the future.

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<sup>1</sup> Federal Bureau of Investigation. October 2004. *Crime in the United States, 2003*. Washington, DC: U.S. Department of Justice.

<sup>2</sup> National Highway Traffic Safety Administration. August 2005. *2004 Traffic Safety Annual Assessment-Early Results*. Washington, DC: U.S. Department of Transportation.

<sup>3</sup> Catalano, Shannan M. September 2005. *Criminal Victimization, 2004*. Washington, DC: U.S. Department of Justice, Bureau of Justice Statistics.

<sup>4</sup> Ibid.

<sup>5</sup> Rennison, Callie. February 2003. *Intimate Partner Violence, 1993-2001*. Washington, DC: U.S. Department of Justice, Bureau of Justice Statistics.

<sup>6</sup> Children's Bureau. Administration for Children and Families. 2005. *Child Maltreatment 2003*. Washington, DC: U.S. Department of Health and Human Services.

<sup>7</sup> Tjaden, Patricia and Nancy Theonnes. April 1998. *Stalking in America: Findings from the National Violence Against Women Survey*. Washington, DC: U.S. Department of Justice, National Institute of Justice.

<sup>8</sup> See note 3 above.

<sup>9</sup> Council of Better Business Bureaus, Inc. January 2005. *New Research Shows That Identity Theft Is More Prevalent Offline with Paper than Online*. Arlington, VA: Council of Better Business Bureaus, Inc.



# BUILDING CAPACITY DURING NATIONAL CRIME VICTIMS' RIGHTS WEEK

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In addition to generating victim and public awareness during 2006 NCVRW, this week can also be used to announce efforts that *build capacity* within and among victim assistance and allied professional organizations. This will let both crime victims and community members know that victim-serving agencies and individuals are visionary, professional, and responsive to crime victims' needs and concerns.

- “Kick off” efforts to create a jurisdictional strategic plan (state, county, local, etc.) to coordinate and enhance crime victims’ rights and services. A strategic plan will help you formulate a collective vision and mission, along with goals, measurable objectives and specific activities to achieve your vision and mission. You can announce efforts to develop a strategic plan during 2006 NCVRW, and then plan to publicly present the plan during 2007 NCVRW. The OVC Strategic Planning Toolkit is an excellent resource to help you create a comprehensive strategic plan for your community. It can be accessed online at: <http://www.ovcttac.org/taResources/stratplan.cfm>.
- Announce the creation of a community-wide “Victim Advisory Council” (VAC). A VAC consists of crime victims and survivors—diverse by type of crime, gender, age, culture and geography—who can provide ongoing guidance to improve victims’ rights and services. General roles for VACs include the following:
  - Help identify the most important needs of crime victims.
  - Make recommendations for program development and implementation to enhance victim assistance efforts.
  - Help develop public policy and legislative initiatives to strengthen victims’ constitutional and statutory rights.
  - Help create or refine agency or inter-agency policies and protocols that guide the implementation of victims’ rights and services.
  - Contribute to expanded victim outreach and community awareness activities.
- Launch a series of focus groups (or group field interviews) to help define or refine a collaborative, community approach to addressing the rights and needs of crime victims in your jurisdiction. “Victims’ Rights and Services: A Focus on the Future” can seek input from various constituencies about their perceptions of victims and their needs; how the specific group can help meet the needs of victims; and develop opportunities for community-wide collaboration. Core constituencies can include crime victims and survivors; justice professionals; inter-faith community members; medical and mental health professionals; business and civic leaders; and/or members of the community. An excellent resource—“Focus Groups: An Important Component for Strategic Planning”—is available at the National Association of VOCA Administrators Web site at: <http://www.navaa.org/members/documents/voca/states/WA%20RFQ%20Document%20Final.doc>.
- Create and publicly announce a “Community Wish List” of resources that are needed to help crime victims. There is a wide range of support you can seek from the entire community, or specific communities (such as inter-faith, civic, or business groups), including funding support, furniture, office supplies, food, clothing, etc. You can also provide an “annual calendar” of special events for which you need volunteers. Set specific goals to achieve for your “Community Wish List” and, when your goal is achieved, announce your success in the local media.
- Prior to 2006 NCVRW, seek volunteers from victims and survivors, victim service providers, justice professionals, and allied professionals to join a community-wide Speakers Bureau. The goal of a Speakers Bureau is to provide qualified, engaging speakers and trainers who can address crime victims’ needs, services and rights and engage the involvement of the community. Potential audiences include: civic groups; business organizations; inter-faith communities; neighborhood watch programs; schools, colleges and universities; and local, regional and state public policy makers. If possible, create a Web site (or page within an existing Web site) that highlights speakers and topics.

## Building Capacity During National Crime Victims' Rights Week (continued)

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- Collaborate with your local adult and juvenile probation department or state department of corrections to identify possible community service projects that can be undertaken—with close supervision—by offenders who have community service obligations. Some examples include stuffing un-addressed envelopes for your NCVRW activities; securing commemorative ribbons to pin cards (sample artwork for pin cards is included in this Resource Guide); and attending victim impact panels held during NCVRW. A handbook that highlights past community service projects conducted in conjunction with NCVRW is available from Justice Solutions at: [http://www.justicesolutions.org/art\\_pub.htm#institutional](http://www.justicesolutions.org/art_pub.htm#institutional).
- Many high school students are required to fulfill community service hours in order to graduate. You can work with your local school board to co-sponsor high-impact, yet easy-to-implement victim awareness activities geared specifically to adolescents and young adults. Consider activities that the students *themselves* can help plan and implement, such as:
  - Conducting a school assembly about teen dating violence.
  - Working with local MADD or other anti-drunk driving groups to sponsor a “victim impact panel” for a school assembly that includes victims and survivors of drunk driving crashes and, if possible, an adult who was convicted as a teenager of drunk driving.
  - Sponsoring an educational forum with juvenile justice officials that highlights the impact of juvenile crime on your community, and explains the juvenile justice process (including the rights of youthful offenders *and* their victims).

- April is also National Volunteer Recognition Week. This offers a wonderful opportunity to create an ongoing “Volunteer for Victims: Strength in Unity” program to engage a wide range of community constituents in efforts to help crime victims.

For each constituent group, start with *one* goal or activity that can be fulfilled within *one* year (“the one thing you can do”). You can work collaboratively with organizations and coalitions that represent various opportunities for volunteerism in your community, and identify one *strength in unity* initiative specific to the target audience, including:

- Criminal and juvenile justice officials.
- Mental health professionals.
- Medical professionals.
- Dental professionals.
- Emergency responders.
- Day care providers.
- Beauticians.
- Postal workers.
- Schools and colleges.
- Inter-faith communities.
- Civic organizations.
- Meals on Wheels programs.
- Neighborhood Watch programs.
- Small business community.
- Corporations.
- Foundations.
- The news media.
- Any others whose work or volunteer efforts can contribute to victim assistance efforts.

# TIPS FOR OUTREACH AND COLLABORATION TO PROMOTE NATIONAL CRIME VICTIMS' RIGHTS WEEK

In order to truly promote *strength in unity*, professionals and volunteers who assist crime victims must look beyond traditional sources for collaboration and support. It is helpful to consider whom victims might come into contact with on a daily basis—literally *anyone* can provide basic information and support to victims and survivors and, with the help of victim advocates, referrals to services that can help them cope with the aftermath of crime. The concept of “No Wrong Doors”—initiated by the Denver Victim Services 2000 project with support from OVC—highlights the fact that *everyone* with whom a crime victim interacts is a potential source of victim assistance information, referrals and/or support.

These tips are designed to provide ideas for collaborating with many constituencies who can provide *strength in unity* to victims of crime and those who serve them. Many of the suggestions have been successfully implemented by victim assistance organizations in the past. This document should be considered a “starting point” for engaging allied professionals and volunteers in efforts to promote crime victim assistance and community safety.

One example of OVC’s collaborative efforts is their partnership with the U.S. Postal Service and the U.S. Postal Inspection Service. There are approximately 32,000 post offices throughout the United States whose lobbies are visited by 7 million customers per day. During the month of April, 2006, through a partnership among the Office for Victims of Crime, the U.S. Postal Service and the U.S. Postal Inspection Service, the lobbies will display an 18” by 24” poster highlighting crime victims’ rights and services in support of the 2006 National Crime Victims’ Rights Week theme *Victims’ Rights: Strength in Unity*. In addition, post office customers will find counter displays which will highlight how to “Get Help or Help Out” and how to request a free, short DVD highlighting victims’ rights and services. Contact [www.usps.com/postalinspectors](http://www.usps.com/postalinspectors) to locate your nearest Postal Inspector to find out ways that you can partner with them in support of crime victims’ rights and services.

The URLs included in these “tips” are for reference only. The contents of these Web sites are not endorsed by the U.S. Department of Justice, Office for Victims of Crime, or Justice Solutions.

## **Business Community**

*Most businesses have regular contact with victims of crime, whether they know it or not. Businesses can be encouraged to join in an ongoing collaborative initiative with victim assistance and justice organizations that promotes the strength in unity of businesses joining together to become more aware of victimization issues, and the many services in your community and state that can assist victims. A sub-theme of “Know Before You Need To”—which is reflected in one of the camera-ready posters in this Resource Guide—can help business owners and employees learn basic techniques for what to say to someone who is victimized, and how to provide them with appropriate referrals for assistance.*

- Plan a meeting with the leadership of your local Chamber of Commerce or other entity that represents the businesses of your jurisdiction. Emphasize the themes noted above, and discuss simple ways to partner on victim awareness efforts. You can offer to write an article for their newsletter or Web site; provide basic victim assistance and referral information (such as brochures or palm cards) that combines their logo with those of local victim assistance programs, as well as the 2006 NCVRW artwork; and/or give a presentation at a regularly scheduled meeting or luncheon. Contact information for local Chambers of Commerce can be accessed by state and city at [www.2chambers.com](http://www.2chambers.com).
- Collaborate with your state or local Visitors and Convention Bureau to promote safety for people who visit your community. There is a mutual interest in working together to prevent the victimization of visitors and tourists and, in the event that crime occurs, being able to provide victims with quality assistance and support in *your* community and *their* own community. Your state victim compensation program is a critical partner in cases involving violent crimes to help victims understand how to apply for compensation. Contact information for state and local Visitors and Convention Bureaus can be accessed at [www.2chambers.com](http://www.2chambers.com).

## Tips for Outreach and Collaboration (continued)

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- A number of resources are available to support a “travelers’ safety” campaign with your Visitors and Convention Bureau, many of which can be tailored to specific jurisdictions and types of crime:
  - The Transportation Security Administration within the U.S. Department of Homeland Security features safety trips for travelers—including air, rail, passenger vessels, highway and mass transit—on its Web site at [www.tsa.gov](http://www.tsa.gov).
  - The National Crime Prevention Council has many camera-ready resources that address a wide range of travel safety issues—including vacation and business travel—that can be accessed at [www.ncpc.org](http://www.ncpc.org).
  - Information about all state victim compensation programs can be easily accessed through the National Association of Crime Victim Compensation Boards at [www.nacvcb.org](http://www.nacvcb.org).
  - The Office for Victims of Crime Online Directory of Victim Services—which can easily identify victim assistance programs that can help victimized travelers when they return home—can be accessed at <http://ovc.ncjrs.org/findvictimservices/>.
- NCVRW Planning Committees can work with salon professionals in your community—including hair stylists, barbers, estheticians, and nail technicians—to promote greater awareness of signs of victimization, and community resources to which victimized clients can be referred. A model program, “Cut It Out,” is a good example of a collaborative partnership with salons that educates salon professionals about domestic violence, and offers free posters for display in salon businesses, and safety cards that can be made available to salon clients. Information about “Cut It Out” can be accessed at [www.cutitout.org](http://www.cutitout.org).
- According to a 2000 National Restaurant Association survey, an average of one out of five meals consumed by Americans (4.2 meals per week) is prepared in a commercial setting. Restaurants can be important partners to generate awareness about victims’ rights and services. You can partner with local restaurants—individually or through a local association, where relevant—and use the camera-ready artwork, statistics, and themes included in the Resource Guide to create informational placemats and table tents for placement on restaurant tables and at take-out counters during NCVRW. Similar victim awareness information can be included with food that is delivered to people’s homes.
- Gymnasiums and fitness centers are natural allies to promote the theme of *strength in unity*. Victim service providers can partner with fitness professionals through promotions that provide victim assistance information to members, and sponsor fitness “competitions” (such as races, weightlifting competitions and special for-fee classes) with the proceeds benefiting victim assistance organizations.
- Art galleries can be important partners in sponsoring art shows, poetry readings, and other audio/visual depictions of the impact of violence and victimization during NCVRW.
- Victim service providers can create community-specific bookmarks—using the camera-ready artwork included in this Resource Guide—for distribution by local bookstores during NCVRW.
- Any businesses in your community can show support for victims’ rights simply by displaying posters or informational resources (such as bookmarks or commemorative pin cards) at their establishments during NCVRW.

### **Civic Community**

*According to the most recent survey conducted by the Chronicle of Philanthropy in 1999, an estimated 109 million people—or about 56 percent of all American adults—volunteered some of their time within the past year. Civic organizations are a great resource for volunteers, and for providing support for special projects to improve victim assistance programs and services.*

- Your NCVRW Planning Committee can create a list of key civic organizations in your jurisdiction. A simple way to compile a civic organization roster is to enter “(name of city) civic organizations” into any Internet search engine, which will provide names and contact information for civic organizations.
- Coordinate efforts to provide outreach to civic organizations during and around NCVRW. General

## Tips for Outreach and Collaboration (continued)

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themes include: *strength in unity* with an emphasis on how members of different civic groups can offer strength to victims through support and volunteering; and “Know Before You Need To,” which offers members basic information about what to say to someone who is hurt by crime, and how to make appropriate referrals for support. Outreach efforts include speeches, articles for Web sites and newsletters, and the creation of a special “NCVROW Message” from the organization’s leaders for its members.

- Neighborhood Watch Programs (NWP) are excellent partners for all NCVROW activities. Your NCVROW Planning Committee can coordinate with NWPs in your community to sponsor one night during NCVROW where all participants show *strength in unity* by keeping their porch lights on; co-sponsor neighborhood block parties with local law enforcement and NWPs that highlight crime prevention, neighborhood safety and victim assistance; and create listservs to provide ongoing alerts to neighbors about crime, victimization, and personal and neighborhood safety tips.
- Create a “wish list” of goods and volunteer services needed by victim assistance programs in your community that can be provided to civic organizations and their members. You can “kick-off” a “Wish List Drive” during 2006 NCVROW that challenges civic organizations to reach a specific goal for giving.

### Schools

*Many past NCVROW victim awareness and youth education initiatives have involved critical partnerships with schools (please see “Tips to Promote Victim and Community Awareness” included in this Resource Guide). NCVROW Planning Committees should seek early support for school-related outreach projects with local school boards and parent-teacher associations.*

- The National Parent-Teacher Association has provided significant leadership that addresses school violence and victimization. Local PTAs are excellent partners to promote similar efforts in your community. A number of free resources and toolkits that address safety and violence prevention in schools is available at [www.pta.org](http://www.pta.org).
- Efforts to prevent child abuse and promote child

safety can be coordinated with schools. Several excellent publications that address topics such as “helping your child to be successful at school” and “10 ways to prevent child abuse” are available from Prevent Child Abuse America at [www.preventchildabuse.org](http://www.preventchildabuse.org).

- By focusing on bullying in schools during NCVROW, victim assistance organizations can promote greater awareness of the effects of intimidation and harassment, as well as its linkages to further violence and victimization. Many student-friendly resources—including stories, cartoons, and games—and resources for adults (available in English and Spanish) are available from Stop Bullying Now! at [www.antibullying.net](http://www.antibullying.net).

### Higher Education

*Many colleges and universities collaborate with victim service providers during NCVROW to co-sponsor annual events that memorialize a student who was murdered, or that focus on key issues relevant to higher education, such as acquaintance rape or alcohol-related crimes, including drunk driving.*

- College-sponsored radio stations are an excellent venue to promote awareness of victimization issues, rights and services. Victim service providers can collaborate with college radio stations on programming that highlights the NCVROW theme, “Victims’ Rights: Strength in Unity”; challenges students to call in with requests for songs that emphasize this theme (i.e., “Come Together” by the Beatles or “We Are Family” by Sly and the Family Stone, etc.) with donated prizes for the “best requested songs that reflect the theme”; and incorporates brief public service messages between songs that highlight victimization issues, and victims’ rights and services that are relevant to college students.
- Since April is also National Sexual Assault Awareness Month, NCVROW is an excellent time to promote awareness and prevention of acquaintance rape on college campuses. Public service messages can be developed for both young men and women. Local rape crisis centers and college/university student organizations that address safety, justice and women’s issues can help develop effective student awareness programs.

## Tips for Outreach and Collaboration (continued)

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- Specific campus organizations—such as athletes, Pan-Hellenic organizations, music groups, or service groups—can be actively engaged as volunteers to spearhead or support NCVRW activities on campus and throughout the community.

### Multi-faith Communities

*Victims and survivors of crime often turn first to their faith community for support and assistance. By partnering with faith institutions and their members—including churches, synagogues, temples and mosques—victim service organizations can create or enhance a highly effective “front line for victims of crime.”*

- Many communities have Inter-faith Councils or Committees that promote ongoing collaboration among different faith communities. Your NCVRW Planning Committee should determine if such a group exists in your jurisdiction, and seek collaborative support through this critical venue.
- The Faith and Service Technical Education Network, an initiative of Pew Charitable Trusts, offers networking opportunities and informational resources to equip faith-based practitioners, private philanthropists, and public administrators seeking to collaborate effectively to renew urban communities. Its Web site features a wide variety of resources and toolkits that can enhance capacity and build partnerships between victim assistance and faith-based programs, and can be accessed at [www.fastennetwork.org](http://www.fastennetwork.org).
- Victim assistance organizations and coalitions can partner with different faith institutions in your community to promote an “adopt-a-victim service organization” program, in which an entire congregation provides *ongoing support* through volunteering, donations, and provision of goods and services that enhance crime victim services offered by a single organization or agency.
- Faith community leaders can be encouraged to deliver a sermon or speech to “kick off” National Crime Victims’ Rights Week on Sunday, April 23rd. Many components of this Resource Guide can help them develop a powerful message for their congregation that focuses on *strength in unity* in identifying and addressing the needs of crime victims.

- Many faith communities sponsor Web sites, listservs, newsletters and bulletins, and other venues for informing and educating their members. NCVRW Planning Committees can provide critical information and public awareness visuals for faith institutions, using the many components of the 2006 NCVRW Resource Guide.

### Health Services

*Health professionals—including physicians, dentists, emergency room professionals and mental health professionals—are critical partners in the early detection, assessment and treatment of crime victims.*

- The American Medical Association (AMA) has provided a significant vision for medical professionals in the early detection of victimization, prevention strategies, and victim information and referral strategies. Victim service providers can partner with their local medical association or individual physicians to use the many guidelines and resources that are available from the AMA at [www.ama-assn.org](http://www.ama-assn.org).
- OVC has published an excellent OVC Bulletin entitled “Family Violence: An Intervention Model for Dental Professionals.” Victim advocates can use this OVC Bulletin to educate dentists in their community about domestic violence, and/or provide copies of the Bulletin or links to the OVC Web site for downloading at <http://www.ojp.usdoj.gov/ovc/publications/bulletins/dentalproviders/welcome.html>.
- Victim assistance organizations and state victim compensation programs can join with health professionals to ensure that *all* victims of violence receive information about victim compensation, and resources to help them apply for benefits. A concerted community-wide effort during NCVRW can result in the increased availability of posters, brochures, and palm cards that contain information about victim compensation in medical offices, clinics, emergency rooms, mobile health units, and other venues that provide medical services to members of your community.

## Tips for Outreach and Collaboration (continued)

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### Public Services

*Since most people access public services on a regular basis, they are an excellent venue for providing information about victims' rights and services.*

- Public libraries are important partners that can co-sponsor NCVRW public outreach and education efforts. Libraries can feature a special book collection related to crime and victimization; co-sponsor “victim speak outs” that feature crime victims talking about their personal experiences or public readings by authors of books about victimization; and provide bookmarks to all patrons at the checkout desks (using the camera-ready artwork included in this Resource Guide).
- The artwork contained in this Resource Guide can be used to create posters for public transportation venues, including buses, subways, and commuter trains.
- Victim advocates can collaborate with public service agencies, including agencies that provide water, electricity, sanitation and other services, to include brief public service messages about victim assistance programs and referral resources in their monthly billings.

### Public Policy Makers

*Municipal, county and state public policy makers have a significant impact on policy implementation relevant to crime victims' rights and funding that supports victim services. Since NCVRW occurs during legislative sessions and regularly-scheduled meetings of city councils and boards of supervisors, it is an excellent opportunity to educate public policy makers and promote collaborative initiatives that address victims' rights, public safety and crime prevention.*

- Your NCVRW Planning Committee can sponsor a “Policy Leaders Education Day” where constituents representing all categories of victimization visit their elected local officials and/or representatives to discuss policy issues of concern. Resource packages can be prepared that use the NCVRW Resource Guide artwork and contents, and reflect the theme of “Victims' Rights: Strength in Unity.”
- Victim assistance and allied justice agencies can sponsor a collaborative policy briefing for policy leaders and/or their staff. Consider including an information fair with booths from all collaborating members in conjunction with the briefing.
- NCVRW partners can co-sponsor a public awareness event and invite the media to attend at the city hall, courthouse, state capitol, or another appropriate venue with public policy makers; for example:
  - Create a display representing all crime victims, such as markers on a lawn, shoes, hand prints, etc.
  - Encircle the building with victims and their supporters holding hands.
  - Hold a candlelight observance that uses the NCVRW Resource Guide theme artwork to promote *strength in unity*.
  - Present petitions or letters written by crime victims and their supporters.
- Victim advocates and allied professionals can establish recognition awards for public policy makers whose efforts contribute to improved victims' rights and services. You can use the camera-ready artwork included in this Resource Guide to create “certificates of appreciation” that can be framed and presented in a public venue with the media invited to attend.

# TIPS TO PROMOTE VICTIM AND COMMUNITY AWARENESS

## **Creative 2005 National Crime Victims' Rights Week Victim and Community Awareness Activities**

*Each year, local jurisdictions throughout the United States celebrate National Crime Victims' Rights Week (NCVRW) by hosting public events to help raise awareness about victims' rights and services. In 2005, the Office for Victims of Crime (OVC) competitively selected 67 jurisdictions to receive financial support for partial reimbursement of expenses to promote awareness among victims and community members about victims' rights and services during NCVRW. Applicants were selected based upon how they planned to collaborate with a variety of agencies and service providers to host public events, and/or partner with the news media to educate the public about the rights and services available to all types of crime victims.*

*Examples of some of the activities and events supported, in part, by OVC are highlighted below. These creative initiatives can be easily adapted to different jurisdictions, as well as to the 2006 NCVRW theme, "Victims' Rights: Strength in Unity." More detailed information about each of these NCVRW projects is available from OVC by visiting <http://www.ovc.ncjrs.org/askovc>.*

### **Grocery Cart Placards / Grocery Bag Inserts**

In Roanoke, Virginia, the Family Violence Coordinating Council's NCVRW project goal was to give domestic violence victims an uncomplicated, safe and non-threatening method of obtaining information about available victim services. It was determined that the "Are You Afraid?" public service information would reach the largest heterogeneous population at a grocery store. The area's dominant grocery chain was identified and four stores were chosen for the campaign. Grocery cart placards were developed and printed listing five victim assistance resources, and were then placed on all grocery carts in the four stores. The intent was that even a short stay in the store would allow a victim the opportunity to memorize at least one of the five resources listed on the cart placard. The Council has received feedback that many victims have called the listed victim service programs after seeing the grocery cart placards.

In Grant County, Indiana, 5,000 half-sheet flyers were printed and disseminated to shoppers in the bags of

five different grocery stores throughout the county during NCVRW. One side of the flyer told how to get help from different community-based victim service providers, and included names, contact information, and the county's 24-hour crisis hotline number. A listing of Indiana crime victims' rights was featured on the other side of the flyer.

### **Movie Theater Infomercials**

In Kenai, Alaska, education infomercials were played during intermission at the local movie theater. Three slides with three-second sound bites advertised local victim services. The infomercials played for 10 weeks starting during NCVRW, and reached an estimated 3,000 individuals per week. All moviegoers received a victim services brochure and an informational bookmark with their admission ticket during that time period.

In Mariposa, California, theater ad space was purchased to highlight California victims' rights and provide telephone numbers for local victim service agencies. The theater ad space was purchased for one year (April 2005 – March 2006) on two cinema screens to run for five movies per day on each screen.

### **Lawn Signs**

In St. Landry and Evangeline Parishes, Louisiana, 50 lawn signs featuring the dates of NCVRW and a message urging viewers to "Decide What You Can Do to End Sexual Violence!" were distributed in neighborhoods throughout both parishes to build awareness of the month's activities and events. Numerous calls were received requesting additional signs for posting on home lawns.

In Allen County, Indiana, 50 lawn signs announcing the NCVRW Fair were placed throughout a neighborhood identified as the highest crime area in Fort Wayne. The lawn signs encouraged attendance and participation in the event, and had high visibility throughout the neighborhood. The Fair resulted in 20 displays, and 60 professionals and 250 community members in attendance.

### **"Turn the Lights On" Project**

In Dutchess County, New York, the Crime Victims Assistance Program of Family Services, Inc., coordinated with the New York State Bridge Authority to turn the lights blue on the Mid-Hudson River Bridge in



## Tips to Promote Victim and Community Awareness (continued)

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recognition of NCVRW and National Sexual Assault Awareness Month. A media campaign accompanied the project to inform the community of the event and its meaning.

### **Ribbon Projects**

In Grant County, Indiana, a father/daughter team of concerned community members created seven enormous ribbons of various colors depicting the different types of crime victimization. These ribbons were placed in windows of businesses around the county courthouse. The idea was to draw attention to the courthouse in the days leading up to the NCVRW Rally. In addition, 14 large bows of the same colors were placed on the lamp posts surrounding the courthouse. During the rally, 12-inch ribbons of the same color, which had been cut by college student volunteers, were handed out to all participants to tie on their car antennas in support of crime victims during NCVRW.

In Boise, Idaho, the Idaho Child Abuse Prevention Coalition distributed 34,000 blue ribbons during NCVRW by person-to-person distribution to community members, and in creative placements such as paycheck envelopes, community meetings and conferences, and ticket counters at local movie theatres.

### **Digital Storytelling Event**

In Denver, Colorado, a collaboration of victim service organizations organized the Digital Storytelling Community Screening Project, which used a communication method that integrated aspects of creative writing, oral history, art, and narrative therapy, and used digital media to help victims tell about their experiences in short digital videos. The project provided diverse survivors of crime, violence, and oppression with an opportunity to tell their personal stories. Each short digital production took about three days to create and included the victims' voices, pictures, video clips and, in some cases, a soundtrack of their choice.

During NCVRW, a free screening of the digital stories was conducted for the public at a Denver café that donated its space for the event. The screening began with an introduction to the NCVRW collaborative partners and the Digital Storytelling process. Then the eight digital stories were screened. A question and answer session followed with the eight victim/survivor

storytellers and the audience. The screening was also accompanied by other forms of expression, such as poetry exhibited on display boards and books showcasing survivors' stories. Information from several victim service organizations was also available. As a result of extensive pre-event marketing, there were 150 guests in attendance.

### **Film Festival**

In Mariposa, California, every Thursday night during the month of April, the local NCVRW collaboration of victim service organizations partnered with the Sixth Street Cinemas to feature a film about victimization. Before each film, the 2005 NCVRW theme-DVD was shown, and the importance of NCVRW in raising awareness about all crimes and victim assistance was discussed. After each film, a program sponsor led a discussion with the audience about the film and its subject matter. The film festival was advertised through local newspapers and community e-mail listservs.

### **“Passport to Justice” Fair**

In Rice County, Minnesota, an information fair was held as the kick-off event on the Friday evening prior to NCVRW with 200 people in attendance. The theme was a “Passport to Justice.” The first floor of the courthouse and the Veteran Services auditorium were used as locations for the attendee “travelers” to visit. The exhibits were set up by local victim service organizations and agencies to share information about their services through quizzes and games. After stopping at each exhibit, participants' passports were stamped and they received a prize. Each prize included the community crisis hotline number or a listing of community victim assistance resources. County law enforcement agencies had crime prevention exhibits and also offered prizes. The County Community Corrections agency had a booth about victims' roles in the criminal justice system. There was a sign-up location for courtroom tours during the fair. At the conclusion of the fair, a victim survivor presented her story from the steps of the courthouse. At the close of her speech, a neighboring church rang its bell 25 times in recognition of the 25th anniversary of NCVRW. As participants left the courthouse lawn, each person was given a pack of flower seeds with the message: “We are planting the seeds of justice.”

## Tips to Promote Victim and Community Awareness (continued)

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### **Masquerade Ball**

In South Lake Tahoe, California, collaborating agencies hosted a Masquerade Ball to honor victims of crime and to educate the community about local services available for crime victims. The event was held on the Tahoe Queen, a paddleboat that was docked on Lake Tahoe, to allow attendees with children the freedom to come and go, as necessary. All attendees were required to wear a mask to symbolize the “many masks” worn by victims of crime. Local victims donated time to design and decorate masks, so that some masks were available to attendees who were not able to bring one. There were educational displays around the ballroom throughout the event. Toward the end of the evening, representatives from collaborating local agencies gave short presentations regarding services available to crime victims. The evening culminated with a ceremonial unmasking, through which all attendees demonstrated their support of crime victims, their recognition of the issues affecting victims, and their dedication to spreading awareness of available resources to crime victims in the community as they removed their masks. A comprehensive public awareness campaign through newspapers, radio stations, and e-mail flyers resulted in an attendance of about 100 community members at the Masquerade Ball.

### **“Feature a Speaker” Event**

In Dutchess County, New York, the Crime Victims Assistance Program partnered with the Office of Assemblyman Patrick Manning to co-host “NCVRW: An Evening with Angela Shelton.” Angela Shelton is a model, comic book hero, film maker, and an incest survivor. She traveled across the United States meeting other women who were also named Angela Shelton in an effort to survey women in America. What she wasn’t prepared to learn was that, like herself, 24 out of the 40 Angela Sheltons she met had been victims of violence. In response to her experiences, she created a documentary, “Searching for Angela Shelton.” At the event, she shared her personal story and screened her film. Through the presentation, over 125 community members recognized that whether you know it or not, you probably know someone who is a victim of violence. Following the film, all guests were invited to a reception where educational materials and local resources were available.

### **Community Forums**

In Boone County, Missouri, the University of Missouri School of Social Work hosted three brown bag lunches during NCVRW. The lunches were held in a central location on the University campus, and each focused on a different aspect of victimization with a speaker who made a short presentation and then led a discussion of the topic.

### **Community Days**

In Winston-Salem, North Carolina, NCVRW Community Day was held on a middle school campus in a Weed and Seed neighborhood with approximately 360 community members in attendance. Partners in the area’s Weed and Seed neighborhoods created and distributed flyers to churches, businesses, recreation centers, apartments, housing units, schools, and at community events to raise awareness several weeks prior to the event, and ads were placed in the local newspaper. The collaborative partners planned a full day of varied activities that attracted entire families and culminated with a Candlelight Vigil to remember and honor crime victims. The Winston-Salem State University football players were present as volunteers to play football with the children and help them play on an inflatable slide. Three middle school students were recognized at the event for their leadership role in their communities by showing other young people that issues can be resolved without turning to violence. Each award winner was presented with a certificate and a \$25 gift card. Resource materials, in both English and Spanish, were provided at the event to foster greater awareness and understanding of crime victims’ rights and services.

In Chelan and Douglas Counties, Washington, collaborating agencies held a “Pig Out in the Park” event during NCVRW. The event was held in a large park adjacent to the courthouse. The event featured a barbeque where law enforcement and fire officials cooked hamburgers and hot dogs for guests. Thirty-five nonprofit victim service programs staffed booths, while first responder vehicles gave tours to attendees. Local victim survivors spoke about their experiences from a centralized stage, where the local high school jazz band and other talents also provided entertainment. Approximately 3,000 people were in attendance from the two counties. The event was covered by local English and Spanish media, with over 60 PSAs aired

## Tips to Promote Victim and Community Awareness (continued)

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prior to the event, as well as live coverage during the event. Local newspapers published pre- and post-event articles, as well as an article 30 days after the event to re-emphasize the local services and resources available for crime victims. Individual invitations were sent to community professionals and officials. Posters advertising the event were distributed by the high school honor society.

Boone County, Missouri, held a NCVRW kick-off event at the Bass Pro Shop parking lot, which was selected because the store was celebrating its “grand opening.” The community awareness event focused on crime victims’ rights and crimes against children. Local fire trucks and law enforcement cars were available for exploration, and officers were present to provide information. Members from the Safe Kids Coalition presented informational material. Students from the University of Missouri School of Social Work offered free face painting, balloons, and candy for the children, while other students talked to parents and distributed brochures with local resources and information about victim services. The event was covered by local media, before and during the event.

### **Art Exhibits / Contests**

In New Brunswick, New Jersey, Rutgers University sponsored a victim survivor art exhibit, “Healing the Wounded Heart” at the Campus Art Gallery during NCVRW. The exhibit had two main functions: to facilitate healing and to raise awareness. The first night of the exhibit, a gallery opening was held. In order to provide a space for survivors of crime to express themselves, time was provided during two days of the exhibit for survivors to create their own hearts. Supplies for the hearts, including wooden hearts and various art supplies, were provided. Ten new hearts were created and will be added to the next exhibit.

In Mariposa, California, collaborating agencies hosted a NCVRW Youth Art Contest. Flyers were distributed throughout the local schools, asking youth to participate in creating images, through any medium they chose, of non-violence or victims’ rights. The winner was a clay creation by a 10-year-old girl. The prize was an award certificate and a gift certificate for art supplies.

### **Poetry Contest**

In Allen County, Indiana, collaborative partners sponsored a poetry contest that was open to the public. The theme of the contest was “Overcoming Adversity,” with special emphasis on remembering victims, being a survivor, and knowing one’s rights. The poems were evaluated by 14 Purdue University-Fort Wayne seniors, all of whom were educated in the area of family violence, using a systematic evaluation tool to analyze each poem. Because of the sensitive nature of the topic of the poems, the last names of the top winners of this competition were not made public. At the Community Awareness and Education Fair, plaques were presented to those who ranked highest in the contest. All 43 poems submitted to the competition were posted on the local victims’ rights Web page. The top six poems were printed in the “Crime Victims’ Rights Community Calendar.”

### **Crime Victims’ Rights Community Calendar**

In Allen County, Indiana, the “Crime Victims’ Rights Community Calendar” was created by collaborative partners and distributed during NCVRW. There were 1,300 calendars printed for free distribution. Each calendar contained inserts about community service providers; crime victimization locally and nationally; statistical information regarding violence, with a special emphasis on crime victims’ rights; and contact information for all community victim service providers, as well as national toll-free victim assistance telephone numbers. Each community service provider was given the opportunity to submit special events to be highlighted on the calendar.

### **Hosting Runs / Walks**

During NCVRW, the Victim Services Coalition of Central Florida hosted a 5K Run/Walk, “Put Your Foot Down Against Violence.” Over 400 people of all ages, backgrounds, ethnicities, and careers joined in the celebration. At the start and finish of the route, runners and walkers were greeted by a full display of the Clothesline Project (with over 500 tee-shirts from five different agencies). Service providers from 17 victim service agencies hosted booths to distribute literature and answer questions about victim services in the local community. Water bottles imprinted with the names and phone numbers of all member agencies of the Victim Services Coalition of Central Florida were distributed

## Tips to Promote Victim and Community Awareness (continued)

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during the event. Magnets that were paid for by a donation from a corporate sponsor were designed and produced with the NCVRW logo and local hotline numbers, and were distributed to all participants and spectators at the event, in addition to the 200+ attendees at the Annual Recognition Breakfast. The event was advertised extensively through newspaper ads, radio ads, the use of e-mail databases, and 100 color posters distributed by the Coalition partners. Event information and contact numbers were also posted on numerous Web sites, including running, fitness, and participating victim service agencies' sites.

### **Motorcycle Run**

In Sutter County, California, the collaborative partners kicked-off NCVRW with a celebratory Motorcycle Run sponsored by the Sutter Deputy Sheriffs' Association, with an estimated 30 motorcyclists and their partners participating. A raffle was held for gift certificates donated by a local motorcycle accessory business. Family entertainment and refreshments were provided, and victim resource information packages in English, Spanish and Punjabi (which are the three prominent languages in the area) were handed out to those in attendance. Spanish and Punjabi interpreters were available for participants who needed translation services. An estimated 90 people attended the event. Flyers were disseminated by deputies while on calls for service to local businesses, schools, and citizens. Flyers were also provided to seven pizza companies that distributed flyers with any pizza purchased or delivered.

### **Geocache / Community Scavenger Hunt**

In Sutter County, California, the "Anchoring Our Community" collaboration closed NCVRW with a geocache/community scavenger hunt. Geocaching is a form of scavenger hunts done with GPS equipment and coordinates. (The word "geocaching" broken out is GEO for geography, and CACHING for the process of hiding a cache. A cache in computer terms is information usually stored in memory to make it faster to retrieve, but the term is also used in hiking/camping as a hiding place for concealing and preserving provisions. Geocaching has become a popular outdoor activity. See [www.geocaching.com](http://www.geocaching.com) for more information.) The Deputy Sheriffs' Association sponsored the event and helped facilitate the geocaching groups. Refreshments were served to the 75 people in attendance, and donated

prizes were given away as part of the event, including a GPS system, bicycles, DVD players, cameras, toys, and educational materials. Volunteers from the local Hispanic and East Indian communities assisted with the event. The school district distributed flyers in English, Spanish, and Punjabi. Information was also sent home in the weekly school district mailing to parents/guardians of the students.

### **Blood Drive**

In Mariposa, California, the collaborative NCVRW sponsors hosted a blood drive on the front lawn of the courthouse. During the event, a partial Clothesline Project was displayed. Tables were set up with informational materials, and individuals were available to answer questions about crime victims' rights and various services in the community. There were 200 community members in attendance, with 60 participants offering to donate blood.

### **Denim Day**

To recognize NCVRW and National Sexual Assault Awareness Month, the Mariposa, California, collaborating partners hosted a Denim Day. Over 600 buttons were distributed to individuals who wanted to participate in Denim Day, which is an internationally-observed event that was started in 1999 in response to an Italian Supreme Court decision that blamed a young woman's sexual assault on the tight blue jeans she wore when she was attacked. Although the opinion was later overturned, it took an international outcry for this to happen, thus giving rise to Denim Day. The local event, which encouraged participants to wear denim on the designated day, was advertised in the media and by distribution of flyers and buttons.

### **Diaper-Changing Table Campaign**

In Boise, Idaho, the Idaho Child Abuse Prevention Coalition developed a special waterproof label for diaper changing tables in public restrooms. The labels provided information about child abuse and listed the contact information for local service agencies and organizations. There were 1,000 labels distributed, along with informational materials about child abuse and available services.

## Tips to Promote Victim and Community Awareness (continued)

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### **Bookmark Project**

In Grant County, Indiana, the NCVRW coalition printed 12,000 bookmarks with the NCVRW logo and the local 24-hour crisis hotline phone number. These bookmarks were distributed to all public and school libraries in the county and disseminated during NCVRW to all community members who used the library.

### **Outreach to School Students**

In Humboldt, Iowa, the collaborative partners, led by the Domestic Violence/Sexual Assault Outreach Center, held an all-day Community Connections Conference at the county's senior high school, and invited the whole student body of 425 students and their parents to attend. The conference addressed violence, bullying, dating violence, and drugs, among other topics. Previously, there had been difficulty getting permission from the school administration to provide educational programs regarding violence or victim services, but with NCVRW and the broad multidisciplinary coalition of agencies planning this event, permission was easily obtained. The entire student body began the day in the auditorium where a local rock band played for 15 minutes and a dramatic 30-minute presentation about sexually-motivated crimes was provided. Students then were divided into groups of 50, with each group rotating to different locations in the school to hear presenters on seven topics, including a victim impact panel, drug-related crimes, consequences for those who commit crimes, bullying and harassment, and dating violence. Simple snacks were available in all of the sessions. Students also had the opportunity to take rape whistles with contact information for crisis assistance, and drink testers for acquaintance rape drug testing. The local library made a brochure advertising materials they had available that supported the event topics. These brochures were sent home to parents with a letter that asked for feedback. Many letters were returned with comments from parents who said they were shocked that their teenager had so much to say about the event. All parents' responses were very positive.

In Boise, Idaho, the NCVRW coalition asked local elementary school children to draw pictures and write statements about what they thought children's rights should be. The pictures and statements were then displayed at the local human rights memorial at the end of NCVRW. The event received excellent news coverage.

In De Queen, Arkansas, the NCVRW partners made a total of 26 presentations in the county's public schools that focused on the topic of bullying. Blue and silver ribbons with "Cherish the Child" printed on them were given to each student. Nearly 600 students were reached through this public awareness project.

### **Victim-serving Justice Agency Recognition**

In Mariposa, California, 100 certificates of appreciation were given to many of the local criminal justice agency professionals, including the Sheriff's Department, the Victim Witness Program, the District Attorney's Office, the Domestic Violence Response Team, and the Probation Department to thank them for the job they do on behalf of victims. In addition to certificates, a cake was presented to the Sheriff's Department at a departmental training program with "National Crime Victims' Rights Week—Thanks for all you do for victims of crime!" imprinted on the frosting. A photo was taken and featured in the local newspaper.

### **Inter-faith Collaborations**

In Santa Fe, New Mexico, a town hall forum was held during NCVRW for faith-based communities and the community-at-large with 10 different faiths represented. A national expert on faith-based and community response facilitated a training program and conversation to generate ideas about improving faith-based communities' responses to crime victims. The participants requested more information and future opportunities to strategize further on the response to victims of crime.

In Arlington, Texas, the Daughters of Abraham, a group of women of three diverse faiths—Judaism, Christianity, and Islam—collaborated with other faith-based organizations and 22 local victim service agencies to conduct a media campaign to promote NCVRW, with an emphasis on issues related to bias-related crimes. The media campaign placed ads and/or feature stories in area newspapers every day of NCVRW, providing information to more than 650,000 households covered by the circulation of the publications. Featured stories were also placed in the *America Muslim Family Magazine* and the *Texas Jewish Post* during NCVRW.

## Tips to Promote Victim and Community Awareness (continued)

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### Other Newspaper Campaigns

Many of the OVC NCVRW Community Awareness Project jurisdictions implemented newspaper campaigns to promote events and share information through feature stories and advertisements about local crime victims' needs and services. In Marion, Indiana, banner ads with the Grant County 24-hour crisis hotline phone number appeared in the local newspaper on four days during NCVRW. In addition, the banner ad was placed on the newspaper's publication that is distributed weekly to households that do not subscribe to the newspaper, and was also displayed on its Web site for 30 days beginning during NCVRW.

### Web Site Development

In Allen County, Indiana, the NCVRW collaborative partners developed a Web page to enhance knowledge about crime victimization and crime victims' rights (<http://users.ipfw.edu/hollandd/crimerights>). The Web page provided general information about victim services available in the community. Also, PowerPoint presentations were created about verbal abuse, domestic violence, child abuse, and crime victims' rights. The Web page and PowerPoint presentations were showcased at the county's Community Awareness and Educational Fair. The PowerPoint presentations were made available for download by the public from the Web page.

Several of the OVC NCVRW Community Awareness Project grantees used their existing Web page(s) to build awareness of NCVRW or to promote specific events for the week. The Daughters of Abraham Web site in Arlington, Texas, was enhanced to include information about its NCVRW public awareness campaign, an invitation to participate in its NCVRW Awards Ceremony, and pictures and biographies of the award winners, as well as photos and video clips of highlights from the campaign's NCVRW press conference. A number of the 67 OVC-supported projects also used community and agency databases and listserves for e-mail distribution of NCVRW information, flyers, invitations, and promotion of events through the Internet.

### NCVRS Billboards

Several of the OVC NCVRW Community Awareness Project jurisdictions used billboards to build community awareness during NCVRW. In St. Landry and Evangeline Parishes, Louisiana, billboard space was secured for the entire month of April. This advertising prompted several viewers to call the listed 24-hour crisis line and request services after viewing the billboards. In Grant County, Indiana, two billboards depicting the local 24-hour crisis line and local toll-free assistance numbers were posted in prominent traffic areas on either side of the city of Marion for 30 days.

### Poster Campaigns

Several of the OVC NCVRW Community Awareness Project jurisdictions used posters to build community awareness and promote NCVRW events. In Dutchess County, New York, the Crime Victims Assistance Program created and distributed posters to educate victims about community resources and inform them that they are not alone in their fight for justice. The posters also were aimed to improve the education and reduce the isolation of first responders to victims of violence. A series of four posters were created—each one specific to the arena in which it was to be displayed. Posters were created for distribution to hospitals and medical offices depicting a nurse providing support to a victimized patient. Posters created for distribution to criminal justice agencies portrayed a law enforcement officer providing support to a victim. The final two posters were more general, portraying a victim being supported and listened to by an advocate for distribution to faith-based organizations, businesses, and schools. The posters provided the local 24-hour crisis line number. Almost 1,200 posters were distributed throughout the community: 100 to businesses; 80 to criminal justice agencies; 330 to faith-based organizations; 460 to hospitals and medical offices; and 225 to the education system in Dutchess County.

The Daughters of Abraham in Arlington, Texas, had 1,000 full-color posters of its campaign's newspaper ads printed with the heading, "Have You Become a Victim of Crime? These Programs Can Help You" and a listing of the 22 participating community victim service agencies in Tarrant County. The posters were placed in areas throughout the county where victims are most likely to see them, including college campuses.

## Tips to Promote Victim and Community Awareness (continued)

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### **Broadcast Public Service Campaigns**

Most of the *OVC NCVRW Community Awareness Project* grantees used local radio stations to promote NCVRW activities and build awareness of crime victims' rights and needs. In South Lake Tahoe, California, 60-second public service messages were recorded and broadcast on two local radio stations for a total of 56 times throughout NCVRW; half were paid advertisements, and the other half were donated by the radio station. The Grant County, Indiana, collaborative NCVRW project approached a local popular radio station to feature various community members who work with crime victims on its weekday "Good Morning, Grant County" program each morning during NCVRW. Community leaders also taped 30-second PSAs concerning crime, how to get help, and how to learn about crime victims' rights that aired on five different local radio stations during the week. Similar to other OVC-supported NCVRW projects, the Grant County collaborative project arranged for a live remote radio broadcast of its Courthouse Rally during NCVRW.

Several of the *OVC NCVRW Community Awareness Project* jurisdictions used television to augment their NCVRW public awareness campaigns. In Dutchess County, New York, a press conference was held with strong participation from local television stations. Victims and service providers were made available for interviews. The Rutgers University, New Brunswick, New Jersey, project arranged for a staff member to be interviewed during NCVRW for the campus television station on a show that highlights events and news around campus. In Grant County, Indiana, a 30-second PSA depicting crime in Grant County during 2004, as well as how to learn about victims' rights and how to get help, was produced and disseminated on local cable television, airing 263 times during NCVRW.

