



CAP TIPs is a series of periodic messages to assist in the planning and implementation of NCVRW Community Awareness Projects. Please feel free to send your individual questions or requests for assistance to Anne Seymour at annesey@atlantech.net

CAP TIP #7

To Improve Public Awareness

Collaborating with Other Victim-related Commemorations in April/May 2013

Introduction

As always, April is a very busy month for victim advocates and allied professionals! In addition to National Crime Victims' Rights Week (NCVRW), there are four other national commemorations that relate to crime victim and survivor assistance (*see chart below*). This CAP TIP is designed to help you consider ways to promote *all* these observances in conjunction with NCVRW.

This chart features information about the four concurrent commemorations/observances, and includes dates, primary sponsors, and website URLs with resources (please note that other Federal agencies and national organizations may also produce commemoration resources, but the organizations listed below offer the most comprehensive resources).

| Observance | Date(s) | Primary Sponsors | Website and Observance Resources <i>(Websites currently feature resources from the 2012 commemorations)</i> |
|---------------------------------------|----------------|--|---|
| Sexual Assault Awareness Month | April | National Sexual Violence Resource Center | http://www.nsvrc.org/saam/sexual-assault-awareness-month-home |
| National Child Abuse Prevention Month | April | American Humane Association | http://www.americanhumane.org/children/programs/child-abuse-neglect-prevention/child-abuse-prevention-month.html |
| National Child Abuse Prevention Month | April | HHS Admin. for Children & Families | http://www.childwelfare.gov/preventing/preventionmonth/ |
| National Volunteer Week | April 21-27 | HandsOn Network | http://www.handsonnetwork.org/nationalprograms/signatureevents/nvw |
| National Volunteer Week | April 21-27 | Points of Light Institute | http://www.pointsoflight.org/signature-events/national-volunteer-week |
| Law Day | May 1, 2013 | American Bar Assn. | http://www.americanbar.org/groups/public_education/initiatives_awards/law_day_2012.html |

There are five key activities that can help you collaborate on commemorative cross-promotions:

1. Learn about resources used to promote other victim-related commemorations (the sponsors' websites included in the chart above are the key points-of-access for commemorations' resources and kits).
2. Identify potential partners who can cross-promote NCVRW with their respective commemoration(s).
3. Develop collaborative messages that promote both commemorations' themes.
4. Partner on social media outreach:
 - Develop pages for April on social media sites such as Facebook, MySpace and Linked In that highlight activities and resources from two-to-five commemorations described in this CAP TIP.
 - Create videos for uploading to YouTube that address the NCVRW theme ("New Challenges. New Solutions") and a theme/resources from any of the other four observances (see below, "Develop Collaborative Messages).
 - Develop visual resources – using camera-ready artwork from all five 2013 April/May commemorations and photographs of your NCVRW activities – that can be photographed and uploaded to photo-sharing websites such as Flickr (www.flickr.com) and Photobucket (www.photobucket.com).
 - Develop "tweets" for dissemination on Twitter (www.twitter.com), using the sample tweets provided below.

Tips about these four important activities are highlighted below, specific to each of the four commemorations.

In addition, a "fifth activity" is to collaborate on media relations with partners who are promoting allied commemorations. The 2013 NCVRW *Resource Guide* and current and archived CAP TIPs feature myriad resources for effective media relations. Once you review the commemoration resources for the four allied observances (described below), you can work with partners to produce media materials that highlight dual commemorations' themes and activities:

- Proclamation
- Press releases
- Public Service Announcements
- Opinion/editorial columns (especially a column that is authored or co-authored by a sexual assault or child abuse survivor; a volunteer in victim services; and an attorney whose work involves representing victims)

Sexual Assault Awareness Month



The theme of 2013 SAAM is *"IT'S TIME...TO TALK ABOUT IT! Talk early, talk often. Prevent sexual violence."* The 2013 SAAM campaign focuses on "healthy sexuality and child sexual abuse prevention."

Learn About Resources

Each year, the National Sexual Violence Resource Center publishes an online campaign kit, which will be published in January 2013. Resources will be available in English and Spanish, and resource CDs are available upon request. To request a resource CD, you can join NSVRC’s mailing list by contacting resources@nsvrc.org and requesting a CD.

Previous SAAM campaign materials (which will likely be replicated for 2013 SAAM) include:

- Healthy Sexuality guide, glossary and resource kit
- Daily posts for social networking sites
- List of suggested events
- Sample SAAM proclamation
- Sample media resources

Identify Potential Partners

All victim assistance and justice organizations and agencies that assist victims of sexual assault and rape are important partners for cross-promoting NCVRW and SAAM. In addition, the groups most likely to take a leadership role in SAAM promotion include:

- State sexual assault coalitions – <http://www.nsvrc.org/organizations/state-and-territory-coalitions>
- Rape crisis centers – <http://centers.rainn.org/>

Develop Collaborative Messages

| Challenges to Preventing Sexual Violence | Solutions to Preventing Sexual Violence |
|---|--|
| Lack of a national, public dialogue about sexual violence prevention | Sponsor “Talk Early. Talk Often.” activities that engage survivors, advocates and communities in discussions about sexual violence prevention and response |
| Lack of understanding about the impact of sexual violence on victims | Work with state coalitions and rape crisis centers to disseminate resources about the impact of sexual violence; and sponsor victim impact panels where survivors can share their experiences (the “power of the personal story”) |
| Rape and sexual assault are among the most under-reported crimes in America | Publicize resources about why victims often don’t report rape (a good place to start is RAINN at http://www.rainn.org/get-information/legal-information/reporting-rape) |

Partner on Social Media Outreach

In addition to the social media outreach tips featured in the “Introduction” section of this CAP TIP, here are sample tweets to cross-promote NCVRW and SAAM:

- A solution to prevent sexual violence - talk about healthy sexuality! Join the conversation: <http://www.nsvrc.org/saam/sexual-assault-awareness-month-home>
- Be part of the solution to prevent sexual violence! Visit (*your website*) during National Crime Victims’ Rights Week for more information and to get involved

National Child Abuse Prevention Month



A theme has not yet been published for National Child Abuse Prevention Month (NCAPM). The theme color is **blue**, represented in the ribbon above.

Learn About Resources

The Child Welfare Information Gateway publishes many online resources to help promote NCAPM, and past resources include:

- History of NCAPM
- Sample proclamations
- A resource kit that includes child protection research and theory; six protective factors for working with families; engaging your community; protecting children; and tip sheets for parents and caregivers

The American Humane Association publishes online resources that include:

- Tips for families, friends, neighbors and communities
- Tips poster
- Desktop backgrounds

Identify Potential Partners

In addition to advocates and justice professionals whose work includes preventing and responding to child abuse, there are two important partners in cross-promoting NCVRW and NCAPV:

- Children’s Advocacy Centers (National Children’s Alliance)
<http://www.nationalchildrensalliance.org/index.php?s=24>
- State Adult Protective Services agencies (HHS Child Welfare Information Gateway [CWIG])
<http://www.childwelfare.gov/organizations/stateres.cfm>

Develop Collaborative Messages

| Challenges to Child Abuse Prevention and Response | Solutions to Child Abuse Prevention and Response |
|---|---|
| Lack of individual, community and public awareness about signs of child abuse | Promote awareness of the warning signs of child abuse (the CWIG’s resources offer a good starting point at http://www.childwelfare.gov/pubs/factsheets/signs.cfm) |
| Lack of knowledge about how to report child abuse, and laws related to mandated reporting | Publicize CWIG’s resources for how to report child abuse in every state, and specific state laws on mandated reporters (both are available at http://www.childwelfare.gov/responding/reporting.cfm) |
| Lack of understanding about how healthy sexuality discussions with youth and teens relate to child abuse prevention | Utilize the “healthy sexuality” theme and resources from the SAAM website as a child abuse prevention measure (cross-pollinating three commemorations!) |

Partner on Social Media Outreach

In addition to the social media outreach tips featured in the “Introduction” section of this CAP Tip, here are sample tweets to cross-promote NCVRW and :

- It's Crime Victims' Rights Week & Child Abuse Prevention Month – learn more about child abuse at <http://www.childwelfare.gov/pubs/factsheets/signs.cfm>
- During National Crime Victims' Rights Week, learn about how to report child abuse at <http://www.childwelfare.gov/responding/reporting.cfm>

National Volunteer Recognition Week
April 21-27, 2013



Although the 2013 National Volunteer Recognition Week (NVRW) has not yet been announced, the dates are the same as NCVRW making cross-promotions *very important and ultimately helpful to your program!*

Learn About Resources

The Points of Light Institute publishes a NVRW Resource Guide that includes:

- Marketing and communications resources
- General planning timeline
- Sample proclamation and request letter
- Volunteer registration and sample waiver
- Volunteer evaluation survey
- Camera-ready artwork

The HandsOn Network publishes a NVRW Resource Guide on “how to recognize volunteers and equip organizations with the valuable tools for successful NVRW events.”

Identify Potential Partners

While there are countless organizations and coalitions whose work involves voluntarism, a good place to begin seeking partners is:

- Volunteer Action Centers (HandsOn Network) - <http://www.handsonnetwork.org/actioncenters/map>
- United Way affiliates - <http://apps.unitedway.org/myuw/>

Develop Collaborative Messages

| Challenges to Voluntarism in Victim Services | Solutions to Voluntarism in Victim Services |
|---|---|
| People are not always aware of the devastating impact of crime on victims | Use the content of CAP TIP 4 to promote awareness of victim impact |
| Volunteers in victim services are not always recognized for their important efforts | Use the “sample award certificate” included in OVC’s NCVRW Resource Guide and sponsor a ceremony to recognize volunteers in conjunction with NVRW |
| Lack of partnerships between victim assistance programs/agencies and volunteer agencies | Proactively seek volunteers from the United Way and Volunteer Action Network (see web URLs above), and from colleges and universities (including internships) |

Partner on Social Media Outreach

In addition to the social media outreach tips featured in the “Introduction” section of this CAP TIP, here are sample tweets to cross-promote NCVRW and NVRW:

- This is National Crime Victims’ Rights Week & National Volunteer Recognition Week. Volunteer for crime victims at (*your website*)
- Volunteers for victims, please share your stories this week during National Crime Victims’ Rights Week and Volunteer Recognition Week at (*your website*)
(include a section on your website for volunteer submissions about their personal experiences helping crime victims)

Law Day 2013



The theme for Law Day 2013 – scheduled for May 1, 2013 – is “Realizing the Theme: Equality for All.” The 2013 theme artwork is featured above.

Learn About Resources

The American Bar Association publishes many online resources to promote Law Day that include:

- Resource guide with planning tips, traditional and social media tips, and sample proclamation
- Resources for the general public
- Downloadable camera-ready artwork
- Law Day classroom resources for teachers and students

Identify Potential Partners

Most state and local bar associations work diligently to promote National Law Day each year to encourage greater understanding of law and legal systems:

- State and local bar associations (American Bar Association)
http://www.americanbar.org/groups/bar_services/resources/state_local_bar_associations.html

Develop Collaborative Messages

| Challenges to “Equality for All” – Including Victims | Solutions to “Equality for All” – Including Victims |
|--|---|
| Victims will never have equal rights until the U.S. Constitution is amended to include victims’ rights! | Visit the National Victims’ Constitutional Amendment Project’s website (http://nvcap.org/) to learn more about current efforts to amend the U.S. Constitution; and encourage your community members during NCVRW and on Law Day to sign the online NVCAP petition in support of the amendment |
| Victims, survivors and advocates are not always aware of the scope of victims’ state statutory and constitutional rights | Use the resources of VictimLaw (https://www.victimlaw.org/) to promote greater understanding of victims’ rights by state, topic, term, and/or citations |
| Victims, survivors and advocates are not always aware of civil remedies to help enforce their rights under law | Learn about and promote the resources of the National Crime Victims Law Institute (http://law.lclark.edu/centers/national_crime_victim_law_institute/) that include legal advocacy, training, education and public policy |

Partner on Social Media Outreach

In addition to the social media outreach tips featured in the “Introduction” section of this CAP Tip, here are sample tweets to cross-promote NCVRW and :

- On May 1st – Law Day – support equality for crime victims & survivors; sign the petition at <http://www.nvcap.org/>
- On Law Day, “equality for all” includes crime victims and survivors! Visit (*your website*) for info about victims’ rights & services

Resources for Victim/Survivor-related Commemorations in April/May 2013

| AGENCY | TOLL-FREE/REGULAR NUMBER AND TTY/TDD | HOURS OF OPERATION (WHERE AVAILABLE) | WEBSITE URL |
|--|--------------------------------------|---|--|
| National Crime Victims’ Rights Week April 21 – 27, 2013 | | | |
| Office for Victims of Crime, U.S. Department of Justice | | | www.ovc.gov |
| American Domestic Violence Crisis Line (Americans victimized abroad) | 866-USWOMEN | 24/7/365 | www.866uswomen.org |
| Battered Women’s Justice Project | 800-903-0111 | Monday – Friday 10:30 am – 6:30 pm EST | www.bwjp.org |
| Identity Theft Hotline, Federal Trade Commission | 877-ID-THEFT TTY 866-653-4261 | 24/7/365 | www.ftc.gov/bcp/edu/microsites/idtheft/ |
| Mothers Against Drunk Driving | 877-MADD-HELP | 24/7/365 | www.madd.org |
| National Center for Victims of Crime | N/A | N/A | www.ncvc.org |
| National Crime Prevention Council | 202-466-6272 | Monday – Friday 8:00 am – 4:30 pm EST | www.ncpc.org |
| National Domestic Violence Hotline | 800-799-7233 TTY 800-787-3224 | 24/7/365 | www.thehotline.org |
| National Human Trafficking Hotline | 888-373-7888 | 24/7/365 | www.polarisproject.org/ |
| National Organization for Victim Assistance | 800-879-6682 | Monday – Friday 9:00 am – 5:00 pm EST | www.trynova.org |
| National Organization of Parents Of Murdered Children, Inc. | 888-818-POMC | Monday – Friday 8:00 am – 5:00 pm EST | www.pomc.com |
| National Resource Center on Domestic Violence | 800-537-2238 TTY 800-553-2508 | Monday – Friday 8:00 am – 5:00 pm EST | www.nrcdv.org |
| National Volunteer Recognition Week April 21 – 27, 2013 | | | |
| HandsOn Network | 404-979-2900 | | www.handsonnetwork.org |
| Points of Light Institute | 404-979-2900 | | www.pointsoflight.org |
| United Way | 703-836-7112 | | www.unitedway.org |

| Sexual Assault Awareness Month April 2013 | | | |
|--|------------------------------------|---|--|
| Office on Violence Against Women, U.S. Department of Justice | | | www.ovw.usdoj.gov/ |
| National Sexual Violence Resource Center | 877-739-3895 TTY 717-909-0715 | Monday, Thursday, Friday 9:00 am – 5:00 pm EST Tuesday and Wednesday 9:00 am – 8:00 pm EST | www.nsvrc.org |
| National Teen Dating Abuse Helpline | 866-331-9474 TTY 866-331-8453 | 24/7/365 | www.loveisrespect.org |
| Rape, Abuse & Incest National Network | 800-656-4673 | 24/7/365 | www.rainn.org |
| National Child Abuse Prevention Month April 2013 | | | |
| Child Welfare Information Gateway, HHS | | | www.childwelfare.gov |
| Childhelp USA National Child Abuse Hotline | 800-4-A-CHILD TDD 800-2-A-CHILD | 24/7/365 | www.childhelp.org |
| National Center for Missing and Exploited Children | 800-843-5678 TDD 800-826-7653 | 24/7/365 | www.missingkids.com |
| National Children's Alliance | 800-239-9950 | Monday – Friday 9:00 am – 5:00 pm EST | www.nationalchildrensalliance.org/ |
| Resource Center on DV: Child Protection and Custody | 800-527-3223 | Monday – Friday 11:00 am – 8:00 pm EST | www.nnedv.org/resources/nationalorgs/59-national-organizations/5-rcdvcpc.html |
| Law Day May 1, 2013 | | | |
| American Bar Association | 800-285-2221 | Monday-Friday 7:30 am – 5pm CST | www.americanbar.org |

For More Information

Please contact National Crime Victims' Rights Week Community Awareness Project Consultant Anne Seymour via email at anneseey@atlantech.net; or by telephone at 202.547.1732.