



National Crime Victims' Rights Week  
Community Awareness Projects  
April 6 - 12, 2014

"30 Years: Restoring the Balance of Justice"

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](mailto:annesey@atlantech.net)

## **CAP TIP #7**

### ***To Improve Public Awareness***

#### **Strategies to Engage Criminal and Juvenile Justice Officials and Agencies in Your 2014 National Crime Victims' Rights Week Activities**

##### **Introduction**

Among the most significant partners in promoting crime victims' rights and services and public safety are criminal and juvenile justice agencies. For victims who report crimes, these agencies are on the forefront of ensuring that victims are treated with dignity and respect and afforded their rights under law. They also work together with community partners and victim assistance organizations to promote crime prevention and individual and community safety.

2014 National Crime Victims' Rights Week offers an excellent opportunity to not only *engage* justice agencies, but to *recognize them* for their contributions to crime victims' rights and services. This CAP TIP will help you identify justice agencies in your jurisdiction, and provide suggestions on how to involve and honor them during NCVRW.

##### **Identifying Criminal and Juvenile Justice, Law Enforcement and Correctional Agencies in Your Jurisdiction**

When you consider the range of justice and law enforcement agencies in your jurisdiction, it's important to recognize that they operate at the local, county, state, tribal and Federal levels, and for both *criminal* and *juvenile* justice. This will include (but not be limited to):

Law enforcement:

- Local police
- County sheriffs/jails
- State police
- Federal law enforcement
- Tribal law enforcement

- Campus law enforcement

#### Courts:

- Prosecutors
- Defense counsel/public defenders
- Judges
- Court administrators

#### Corrections:

- Probation agencies
- Institutional corrections agencies
- Paroling authorities
- Attorneys General

While it's likely that you are familiar with such agencies in your jurisdictions, here are some resources to help you "cover all your bases" in your outreach:

- *Law enforcement agencies and officials.* An online directory of city, county, state and Federal law enforcement agencies throughout the United States is available at <http://golawenforcement.com/LawEnforcementAgencies.htm>. The Bureau of Indian Affairs' roster of the leaders of 566 Federally-recognized Tribes is available at <http://www.bia.gov/cs/groups/public/documents/text/idc1-023759.pdf>.
- *Prosecutors.* Over 3000 local prosecuting attorneys' websites can be found at <http://www.eatoncounty.org/departments/prosecuting-attorney/144-departments/prosecuting-attorney/prosecutorinfocom/466-prosecuting-attorney-web-sites>. The U.S. Department of Justice "Find Your U.S. Attorney Office" website provides a searchable U.S. map where you can find your U.S. Attorney at <http://www.justice.gov/usao/districts/>.
- *Attorneys General.* Attorneys General in most states have designated offices for victim services. Contact information for your state Attorney General is available from the National Association of Attorneys General (NAAG) at <http://www.naag.org/current-attorneys-general.php>.
- *Judges and Court Administrators.* The American Judges Association provides links to state courts and some county and municipal courts at <http://aja.ncsc.dni.us/links/index.html#statecourts>.
- *Defense attorneys.* FindLaw provides a list of public defenders organized by state at <http://criminal.findlaw.com/criminal-legal-help/public-defenders-by-state.html>.
- *Probation.* The American Probation and Parole Association (APPA) provides links to state probation associations (which can provide links to county-level probation agencies) at [http://www.appa-net.org/eweb/DynamicPage.aspx?WebCode=VF\\_LinkDirectory](http://www.appa-net.org/eweb/DynamicPage.aspx?WebCode=VF_LinkDirectory).
- *Paroling authorities.* The Association of Paroling Authorities, International (APAI) provides links to state paroling authorities at <http://www.apaintl.org/about/resourcemap.html>.
- *Corrections officials.* The Association of State Correctional Administrators (ASCA) provides contact information for state correctional agencies (by state) at <http://www.asca.net/>. The Council of Juvenile Corrections Administrators (CJCA) publishes a roster of state juvenile corrections agencies at <http://cjca.net/index.php/resources/agency-directory>.

### Tips for Engagement

Once you've identified key leaders of your criminal and juvenile justice and law enforcement agencies, here are some suggestions on how to proactively involve and recognize them during 2014 NCVRW:

## Promoting the NCVRW Theme

### *“30 Years: Restoring the Balance of Justice”*

- Reach out to justice and law enforcement agency directors, and let them know that you’d like to include their unique perspectives in your 2014 NCVRW victim and public outreach. You can ask them to provide you with a current photograph and brief three-sentence biography to include in your activities.
- Provide agency directors with the 2014 theme, and ask them to reflect on:
  - “Over the past 30 years, *what has changed within your profession* to improve rights and services for victims and survivors of crime?”
  - “Over the past 30 years, please describe any collaborations or partnerships with victim assistance organizations in our community/jurisdiction that have enhanced victims’ rights and services.”
  - “What still needs to happen to ensure that we ‘restore the balance of justice’ to crime victims in our community/jurisdiction?” (you can use the “What More to Restore...?” poster at the end of this CAP TIP to display their responses to this question).

Consider using their responses, photographs and biographical information in *ALL* your NCVRW activities to demonstrate commitment from law enforcement and justice agencies to promote victims’ rights and services.

- Provide agencies with the victim and public information resources include in the 2014 NCVRW Resource Guide – posters, buttons, bookmarks, statistical overviews, etc. – and ask them to post and provide them at their agencies.
- Ask to include information about 2014 NCVRW, its theme and your agency’s work to assist victims of crime in any newsletters, social media, or other outreach venues sponsored by your jurisdiction’s justice or law enforcement agencies prior to or during NCVRW.

## Traditional Media Outreach

*It’s helpful to identify the Public Information Officer for each justice or law enforcement agency, who can help you coordinate an effective 2014 NCVRW media relations campaign.*

- Invite your justice and law enforcement leaders to partner with you on victim and public awareness during 2014 NCVRW, for example:
  - Co-author an opinion/editorial column in your local newspaper about the importance and value of crime victims’ rights and services.
  - Join you as a guest on any radio or television appearances related to 2014 NCVRW.
  - Refer any reporters with whom you interact to these leaders for comments about 2014 NCVRW or victims’ rights and services in your community.
- Include inspirational and supportive comments from justice and law enforcement officials (see above) in *all* your NCVRW-related media outreach.

## Social Media Outreach

- Conduct proactive outreach via social media to justice and law enforcement agencies to create linkages between/among your organizations prior to 2014 NCVRW.

- Sponsor a photo campaign or blog that highlights “30 things in 30 years” that have improved across the justice spectrum for crime victims and survivors.
- Ask justice and law enforcement agencies to use the “web banner” artwork included in the 2014 NCVRW Resource Guide on their respective websites.
- Consider creating “shared social media sites” specifically for 2014 NCVRW involving your organization and justice/law enforcement agencies.
- Ask agencies to feature you/your organization on any podcast or virtual training program scheduled during or around the week of April 6 – 12, 2014.

### **Location....Location....Location!**

Consider partnering with any justice agencies to host your event at their work site, i.e., policy agency, courthouse, prison, etc. If you sponsor events during the lunch hour, you should have steady traffic to increase your audience (please see “additional ideas” below for strategies to host your event at justice agencies)

### **Offender Accountability**

Get offenders involved! In 2004, the Arizona Department of Corrections sponsored programs focused on victims' issues before and during NCVRW. Inmates participated in a poster contest and the winning poster was copied and displayed at all state prisons. The focus on victims' rights made such an impact on the inmates that they raised over \$18,000 for the non-profit organization Arizona Coalition of Victim Services.

Likewise, juvenile and adult offenders under community supervision can get involved and fulfill community service hours by posting NCVRW posters throughout the community or pinning ribbons to NCVRW ribbon cards (artwork for pin cards is available in the NCVRW Resource Guide). You can coordinate such a project with your jurisdiction’s probation, parole and/or institutional corrections agencies.

### **Training and Education**

The 2014 NCVRW theme offers many opportunities for education about victims’ rights and services across the juvenile, criminal, tribal and federal justice systems, for example:

- A panel discussion with representatives across the justice spectrum – law enforcement and jails through institutional and community corrections – that identifies victims’ rights, available services, and any “gaps” that can be collaboratively addressed in the future.
- Agency-specific training that provides information about victims’ needs and victim sensitivity (you can check to see if professional training credits can be obtained for such training).
- A “walk through the justice system” with representatives from each agency that examines the junctures at which victims’ core rights are relevant.

### **Recognition**

The sample “certificate of appreciation” include in the NCVRW Resource Guide can be used to honor leaders of law enforcement and justice agencies for their efforts to assist victims. You can promote such recognition by:

- Coordinating with agencies’ public information officers on media outreach.
- Providing awards at your public events sponsored during NCVRW.
- Including a press release and photograph of any awards ceremony on your website, and the website of the agency leader who is being honored.

### **Additional Ideas from Previous CAP Recipients**

Over the past decade, previous CAP recipients have successfully engaged justice and law enforcement agencies and officials in their NCVRW activities. We highly encourage you to visit <http://cap.navaa.org/previous.html> for creative ideas that CAP programs have sponsored since 2004 to generate ideas for 2014 NCVRW.

There are 16 excellent examples of strategies to engage criminal and juvenile justice officials and agencies that were sponsored by 2013 Community Awareness Projects' recipients (additional information about these activities can be found at <http://cap.navaa.org/past/recipients-2013.html>):

1. **Two Rivers Coalition of Victim Advocacy, Glenwood Springs, CO** created 1,200 yard signs representing each of the victims of crime in 2011, which were first displayed on the County Courthouse grounds and were then moved to other locations in the community. The "signs" were silhouettes of children and adults with tears or broken hearts, with multiple victim populations represented by different colored signs.
2. **Colorado Organization for Victim Assistance, Denver, CO** created a short film to be used to raise awareness of the needs and rights of crime victims. Through their existing contacts with crime victims/survivors, they asked four survivors to be interviewed about their experiences and the rights and services offered to crime victims. They posted the film on their YouTube channel, Facebook and Twitter accounts, and the DVDs were disseminated at other NCVRW events attended by COVA staff.
3. **Advocates for Bartow's Children, Inc., Cartersville, GA** partnered with the Cherokee Judicial Circuit Victim-Witness Assistance Program to host a community awareness event in two counties, which included a proclamation signing and a butterfly release at the end of each event. They also placed yard signs, featuring quotations from child victims, at courthouses in each county.
4. **Idaho Coalition Against Sexual & Domestic Violence, Boise, ID** loaded 500 flash drives with NCVRW materials and resources for distribution to victim service providers before NCVRW. They also mailed NCVRW posters to more than 70 of their Coalition members, including law enforcement agencies, prosecutor's offices, health care providers and social justice allies.
5. **Prevail, Inc. of Hamilton County, Noblesville, IN** partnered with local agencies to host a "Criminal Justice 'Odyssey' Open House" for NCVRW. The Open House provided community members with the opportunity to have a guided tour through the criminal justice system. The tour included presentations from law enforcement officers, victim service providers, SANE nurses, prosecutors, and judges. At the end of the tour, participants were able to ask questions and talk with advocates about local services.
6. **Kansas Department of Corrections, Office of Victim Services, Topeka, KS** held two victim impact panels at the Lansing and Topeka Corrections Facilities. They hosted a "Courage Walk" in partnership with the Kansas Organization for Victim Assistance, Shawnee County District Attorney's Office and Shawnee County Sheriff's Office. After the walk, a "Voices for Victims" rally was held. The program included victim speakers and an award for the community member who has made a difference in a victims' life.
7. **Crisis Intervention Center, Prince Frederick, MD** partnered with the Calvert County Sheriff's Office, Calvert County State's Attorney's Office and the Calvert County Health Department to host the Southern Maryland Community Resource Fair called "Cup of Prevention." The Fair was held to raise awareness of victims' rights and improve citizens' reporting of crime, and included presentations on safety and crime. Attendees received "Cup of Prevention" coffee mugs.

8. **Suffolk County District Attorney's Office, Boston, MA** promoted its theme "Rise Above the Silence. Be a Voice for Justice" through ads on Boston's buses and subways. They placed ads in English and Spanish in high crime areas, and advertised their efforts through local television and radio stations. They also held a kick-off event at one of the busiest bus stations. The district attorney spoke and law enforcement officials and community leaders were in attendance and assisted in passing out tote bags and information to the crowd. The kick-off event took place a week after the Boston Marathon bombings and drew hundreds of commuters.
9. **VictimNet, Independence, MO** held a community awareness event downtown during lunchtime that included speeches by local dignitaries and a crime victim/survivor, as well an award given to a local prosecutor in recognition of her work prosecuting a local teacher who had abused students. Twenty-five local victim service agencies staffed information booths. Prior to the event, they held an art contest for local youth. The posters were displayed at the event and the winners were announced. The event concluded with a memorial walk.
10. **City of Farmington Police Department Victim Assistance Program, Farmington, NM** launched a county-wide media campaign featuring three digital billboards and posters, in English and Spanish, to promote NCVRW and local services. The digital ads ran a total of 8,000 times during the week. Fifty NCVRW themed posters were printed and distributed in high-traffic businesses and community centers.
11. **Enlace Comunitario, Albuquerque, NM** partnered with criminal justice agencies, the state compensation program, and community organizations to host a bilingual Town Hall meeting, which included speakers from government and community agencies, and victims and survivors. The theme of the event was upholding victims' rights. A resource area was set-up up where 15 local service providers disseminated information about their services.
12. **The New York Crime Victims' Task Force, Sarasota Springs, NY** partnered with the New York State Office of Victims Services, local district attorney and crime victim and sexual assault center to sponsor the Annual Brick Dedication Ceremony. Bricks inscribed with crime victims' names were placed along a walkway. Attendees received bracelets, pens, hand sanitizer, lip balm, programs and resource directories, and flowers were given to victims and survivors.
13. **Oregon Department of Justice Crime Victims' Services Division, Salem, OR** hosted a crime victims' rights commemoration. The program included a keynote address by the Clackamas County District Attorney's Victim/Witness Program Director who responded to the shooting at a local mall. They partnered with the National Crime Victim Law Institute to host a presentation on online safety/privacy issues. Promotional materials were distributed at various events and to 36 county district attorney's offices and non-profit agencies. The offices and agencies also received NCVRW posters in English and Spanish.
14. **South Carolina Department of Probation, Parole and Pardon Services, Columbia, SC** held a statewide community awareness campaign with a specific focus on reaching rural communities. They developed a brochure listing various services and state and national assistance numbers that were disseminated to rural communities throughout the state to churches, grocery stores and fast food venues. They hosted a Community Awareness Exhibition simultaneously from their main office and three offices around the state. The four locations were connected live for the speaker portion of the program. Department staff discussed the probation, parole and pardon processes, including processing restitution payments. Department staff and local victim service providers were on hand in each location to provide additional information on local services.

15. **Fairfax County Police Department, Victim Services Section, Fairfax, VA** partnered with government and community agencies to host a 5K Walk that was held late in the day and concluded with a candlelight ceremony. The program included a keynote speaker and resources disseminated by 16 local agencies. Upon registering to walk, participants received a walk bit that they could decorate in honor of a loved one or in support of crime victims.
16. **Wisconsin Department of Justice, Office of Crime Victim Services, Madison, WI** placed pinwheels representing child victims in 55 counties throughout the state. Counties received a yard sign describing the project, 100 pinwheels, 200 bookmarks, and eight posters. They printed and distributed NCVRW posters, with specific focus on crimes committed against children, to law enforcement agencies, crime victim advocacy agencies and county district attorneys' offices.

#### **For More Information**

Please contact National Crime Victims' Rights Week Community Awareness Project Consultant Anne Seymour via email at [annesey@atlantech.net](mailto:annesey@atlantech.net); or by telephone at 202.547.1732 (office) or 202.487.7329 (cell).



*30 years* restoring the balance of justice

WHAT MORE TO RESTORE.....  
THE BALANCE OF JUSTICE?.....



*(INSERT A QUOTATION AND/OR PHOTOGRAPH  
FROM A JUSTICE AGENCY*