



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 #3**

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

#### ***Tips to Promote the 2016 NCVRW Theme***

##### **Introduction**

The 2016 NCVRW Resource Guide published by the Office for Victims of Crime, U.S. Department of Justice (OVC) features tips to promote the 2016 theme. As you begin your planning efforts, the resources in this CAP TIP can help you promote the 2016 NCVRW theme, and develop victim/survivor outreach, community and public awareness and training strategies that can emphasize “serving victims,” “building trust,” and “restoring hope.”

##### **Know Your Crime Statistics**

In order to successfully promote the 2016 NCVRW theme, it’s essential to know recent crime statistics – both nationally and in your state.

##### **National Crime Statistics**

The Bureau of Justice Statistics (BJS) published “Criminal Victimization, 2014” in August 2015; here are some of the important highlights from 2014:

- No significant change occurred in the rate of violent crime from 2013 (23.2 victimizations per 1000) to 2014 (20.1 victimizations per 1000).
- No significant change was found in the percentage of violent crime reported to police from 2013 to 2014 (46 percent).
- The rate of property crime decreased from 131.4 victimizations per 1000 households in 2013 to 118.1 victimizations per 1000 households in 2014.
- In 2014, 1.1 percent of all persons age 12 or older (three million persons) experienced at least one violent victimization.

- In 2014, eight percent of all households (10.4 million households) experienced one or more property victimizations.

BJS, "Criminal Victimization, 2014"

<http://www.bjs.gov/index.cfm?ty=pbdetail&iid=5366>

### **State Crime Statistics**

It's a good idea to know crime statistics that are specific to your state, and even to your community. You can access the FBI's Uniform Crime Statistics by state (including violent and property crimes) at <http://www.ucrdatatool.gov/Search/Crime/State/StatebyState.cfm>; Your local law enforcement agencies should be able to provide you with statistics for your jurisdiction, and the "My Local Crime" website offers crime statistics by specific address and zip code at <http://www.mylocalcrime.com/>.

## **How to Serve Victims, Build Trust and Restore Hope** ***One-page Poster***

Sometimes, *simple messages* are the most effective.

Following this CAP TIP is a one-page poster that addresses "serving victims," "building trust," and "restoring hope," with five tips under each of the three theme categories. Please consider this poster a "starting point" – it can be easily adapted to your organization, community and/or state.

You can use this poster for victim/survivor and public awareness leading up to and during 2016 NCVRW in several ways:

- Print the poster in its entirety for wide dissemination in your jurisdiction (and include contact information for your organization at the bottom of each poster).
- Beginning on April 2, create a Twitter campaign that runs through April 16, which features a daily tweet with one of the poster's suggestions with the hashtags:
  - #2016NCVRWServingVictims
  - #2016NCVRWBuildingTrust
  - #2016NCVRWRestoringHope
- During the entire month of April, ask your Planning Committee to include *one tip* on how to serve victims/build trust/restore hope on the bottom of their daily emails
- Use these "nuggets" to create your own theme-related messages that are specific to your organization, state and/or NCVRW 2016 CAP activities

### **Develop a Local Perspective on the 2016 NCVRW Theme**

*Every state or jurisdiction is unique in terms of its strategies for "serving victims," "building trust," and "restoring hope."*

*And the concept of the 2016 NCVRW theme is also unique to every victim-serving profession within a jurisdiction!*

As such, it's important to personalize the 2016 NCVRW theme to *your* state or community. Consider for a moment the range of agencies, organizations, individuals and professionals who assist victims of crime; for example:

- Crime victims and survivors
- Community-based victim assistance organizations
- Social service organizations
- Law enforcement
- Pre-trial and courts
- Prosecutors
- Community corrections
- Institutional corrections
- Appellate-level agencies
- Juvenile justice agencies and organizations
- Mental health
- Public/medical health
- Schools
- Social services
- Colleges/universities
- Civic organizations
- Multi-faith communities
- Department of Defense
- Organizations that assist traditionally-underserved populations
- Private sector/businesses
- Others

It's a good idea to conduct proactive outreach to these important constituents, and engage them in "defining the 2016 NCVRW theme" in a manner that personalizes it to your jurisdiction.

**Here are three recommended approaches:**

1. Conduct direct outreach to crime victims and survivors that solicits their input, *based upon their personal experiences*.

The "Work Sheet to Obtain Input on the 2016 NCVRW Theme" (*included at the end of this CAP TIP*) can be adapted to conduct direct outreach to crime victims and survivors. You can ask victim advocates and allied professionals involved with your Planning Committee to email or "snail mail" survivors to seek their opinions about effective strategies related to the NCVRW theme, based upon their personal experiences as victims of crime. Here's some sample language you can use:

"Dear Friends:

National Crime Victims' Rights Week (NCVRW) is scheduled for April 10 – 16, 2016. The theme for this year's commemoration is "**Serving Victims. Building Trust. Restoring Hope.**"

In order for us to be able to promote this theme during 2016 NCVRW, it's important for us to hear first-hand from crime victims and survivors. Based upon your personal experiences, what do you think are *effective strategies* for victim assistance, criminal justice and allied professionals that help *serve victims; build trust; and restore hope*?

I am enclosing a work sheet where you can answer these three important questions. We'd like to use the responses we receive from crime victims and survivors to help articulate the 2016 theme in a way that personalizes it to *your experiences* and to

*our community*. Your responses are confidential, and you will not be identified in any way as the source of the response.

Please return this form to me by (*means of return*) no later than (*day/date/year*). I appreciate your consideration of this important request, and thank you in advance for contributing to our promotion of 2016 National Crime Victims' Rights Week.

You can ask a volunteer or intern to compile the responses you receive into a centralized database for use in promoting NCVRW.

2. Using the same work sheet, ask allied criminal/juvenile justice agencies to identify ways their agencies "serve victims," "build trust," and "restore hope" – for individual victims and the communities they serve, including:
  - Law enforcement
  - Pretrial justice
  - Jails
  - Prosecutors
  - Courts/judiciary
  - Probation
  - Parole
  - Corrections
  - Reentry

You can use their responses in your NCVRW-related promotions and special events; and/or host a panel discussion during NVCRW featuring representatives from justice agencies that addresses how their respective work relates to the 2016 theme.

3. Develop a brief online survey that solicits input on the theme of "Serving Victims. Building Trust. Restoring Hope" (consider using free survey software such as *Survey Monkey* at [www.surveymonkey.com](http://www.surveymonkey.com)). You can include a "demographic" check list (see "Develop a Local Perspective on the 2016 NCVRW Theme," above) about the profession of respondents, and provide a brief overview of why you are soliciting input and information about submitting the survey, for example:

"National Crime Victims' Rights Week (NCVRW) is scheduled for April 10 – 16, 2016. The theme for this year's commemoration is "Serving Victims. Building Trust. Restoring Hope."

It's important for our *community/state* to be able to define effective strategies that "serve victims," "build trust," and "restore hope" for individual crime victims/survivors and communities as a whole. We'd like you to take a few minutes to complete our online survey that will help us personalize the 2016 NCVRW theme to our *community/state*.

Please complete and return this survey by (*at least one month in advance of NCVRW*) so we can ensure that your input is included in our NCVRW victim/survivor outreach and public awareness activities."

You can use the one-page poster at the end of this CAP TIP to help develop your online survey, as described below:

Examples of survey topics relevant to **“serving victims”** include:

- Ensure that services are accessible and available to victims, regardless of the type of crime or where they reside
- Meet victims at the space and place where *THEY* are
- Provide comprehensive services that are victim-centered and trauma-informed
- Offer victim/survivor services that are culturally-competent
- Provide quality assistance to reporting *and* non-reporting victims
- Other (*provide space for survey respondents to provide open-ended input*)

Examples of survey topics relevant to **“building trust”** include:

- Respect the victim’s autonomy and decision-making.
- Never blame or shame victims and survivors.
- Explain the full range of relevant victims’ rights and services.
- Offer all victims *VOICES* and *CHOICES*.
- Respect and promote the victim’s right to privacy.
- Other (*provide space for survey respondents to provide open-ended input*)

Examples of survey topics relevant to **“restoring hope”** include:

- Provide strengths-based resources that help victims understand the range of the impact of crime on them
- Offer support groups that promote self-help for survivors
- Provide services in the immediate-, short- and long-term aftermath of criminal victimization
- Build partnerships with allied victim assistance and criminal justice agencies to provide seamless services
- Honor victims and survivors in ALL we do in our community...
- Other (*provide space for survey respondents to provide open-ended input*)

## **Promote the Theme through Online Communities and Social Media**

Social media offer one of the most cost-effective and easy ways to engage a wide range of communities. Messages can be targeted to end users that reflect their age, gender, ethnicity, geography, dis/ability, and sexual orientation; and different social media venues also can be used for reaching specific types of audiences.

A report entitled “The Top Demographic Trends for Every Major Social Network” published by Business Intelligence in February 2015 offers important insights into usage of social media across the U.S. population. Some key highlights include:

- Pinterest has tremendous reach among women; among U.S. female internet users, 42 percent reported being on Pinterest
- Instagram has become the most important and most-used social network for U.S. teens
- LinkedIn enjoys high adoption among highly educated and high-income users.
- Messaging apps also have become more broadly popular but still skew young

<http://www.businessinsider.com/2015-social-network-demographic-trends-2015-2>

Additional information about social media trends are included in the “Social Networking Fact Sheet” published by the Pew Research Center, which can be accessed at <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>. Digital journalist Leah Betancourt offers ten tips for increasing user engagement with *all types of online communities and social media*:

1. Make it easy to participate.
2. Be a leader.
3. Interact with the community.
4. Welcome newbies
5. Identify and nurture power users.
6. Showcase and cross-promote user-generated content.
7. Reward contributors.
8. Be timely about posting user-generated content.
9. Allow profile creation (personal profile information, preferences and even user-generated content statistics).
10. Engage with popular existing communities (such as Twitter, Facebook and YouTube)

Betancourt’s excellent full article can be accessed at <http://mashable.com/2009/12/16/community-engagement/>

### **Social Media and Teenagers**

The many CAP recipients who included teen and youth outreach in their applications can benefit from the findings of Piper Jaffray’s twice-yearly teen survey, “Taking Stock of Teens,” (Fall 2015) which identified the following percentages of teens who say different social networks are “most important” to them:

<b>SOCIAL MEDIA</b>	<b>% OF TEENS WHO SAY IT IS THEIR “MOST IMPORTANT” SOCIAL NETWORK</b>
Instagram	33%
Twitter	20%
Snapchat	19%
Facebook	15%

*“Taking Stock of Teens”* – <http://www.piperjaffray.com/3col.aspx?id=3631>

### **Promote the 2016 NCVRW Theme with Youth and Schools**

Youth and schools are important partners in promoting 2016 NCVRW. Important general messages include victim awareness, crime/violence prevention, and resources available for assistance; and specific messages that reflect youth problems with victimization such as bullying, harassment, sexual assault and intimate partner violence.

CAP applications demonstrate a wide variety of activities geared toward youth and schools, including:

- Resource fairs
- Carnival games
- Online town hall
- Art slam
- Art contests and shows
- Student poster/essay contests
- Balloon releases
- Music festivals
- Scavenger hunts

A forthcoming CAP TIP will feature guidelines and creative artwork and activities that engage children. In addition, previous CAP TIPs relevant to teenagers and children (available online at <http://cap.navaa.org/captips.html>) include:

- Cybercrime and Cyberbullying (2015, CAP TIP #10)
- Sponsoring a Student Poster/Essay Contest (2009, CAP TIP #2)
- How to Engage and Involve Teens in your NCVRW Activities (2008, CAP TIP #2)

Another good online resource sponsored by Edutopia is “Building Community Partnerships with Schools,” which includes a “Resource Roundup” of additional information and ideas. You can access this at <http://www.edutopia.org/article/community-business-partnerships-resources>.

### **Promoting 2016 NCVRW Theme Strategies that *Work***

There is currently a critical emphasis on “evidence-based practices” (EBPs) in crime victim assistance and justice practices. A good definition of “evidence-based practice” from EHow ([www.ehow.com](http://www.ehow.com)) is:

“Evidence-based practice refers to the use of research and scientific studies as a base for determining the best practices in a field. The movement began in the 1990s with a focus on the medical profession. It has since crossed the line to other professions.....The basic premise of the movement is to provide transparency and to assure the public that techniques and procedures will provide the best possible interventions or treatments.”

In your jurisdiction, it’s a good idea to identify any victim assistance practices that are EBPs and promote their efficacy as strategies that can help “serve victims,” “build trust,” and “restore hope.” You can visit the USDOJ Crime Solutions website ([www.crimesolutions.gov](http://www.crimesolutions.gov)) that provides overviews of program effectiveness in a number of justice-related areas – including victim services – and rates program modalities from being “effective,” to “promising” to “no effects.”

### **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.

## WORK SHEET TO OBTAIN INPUT ON THE 2016 NCVRW THEME

From your unique personal and/or professional perspective, please identify *two effective strategies* for “serving victims,” “building trust,” and “restoring hope.”

### SERVING VICTIMS



1.

2.

### BUILDING TRUST



1.

2.

### RESTORING HOPE

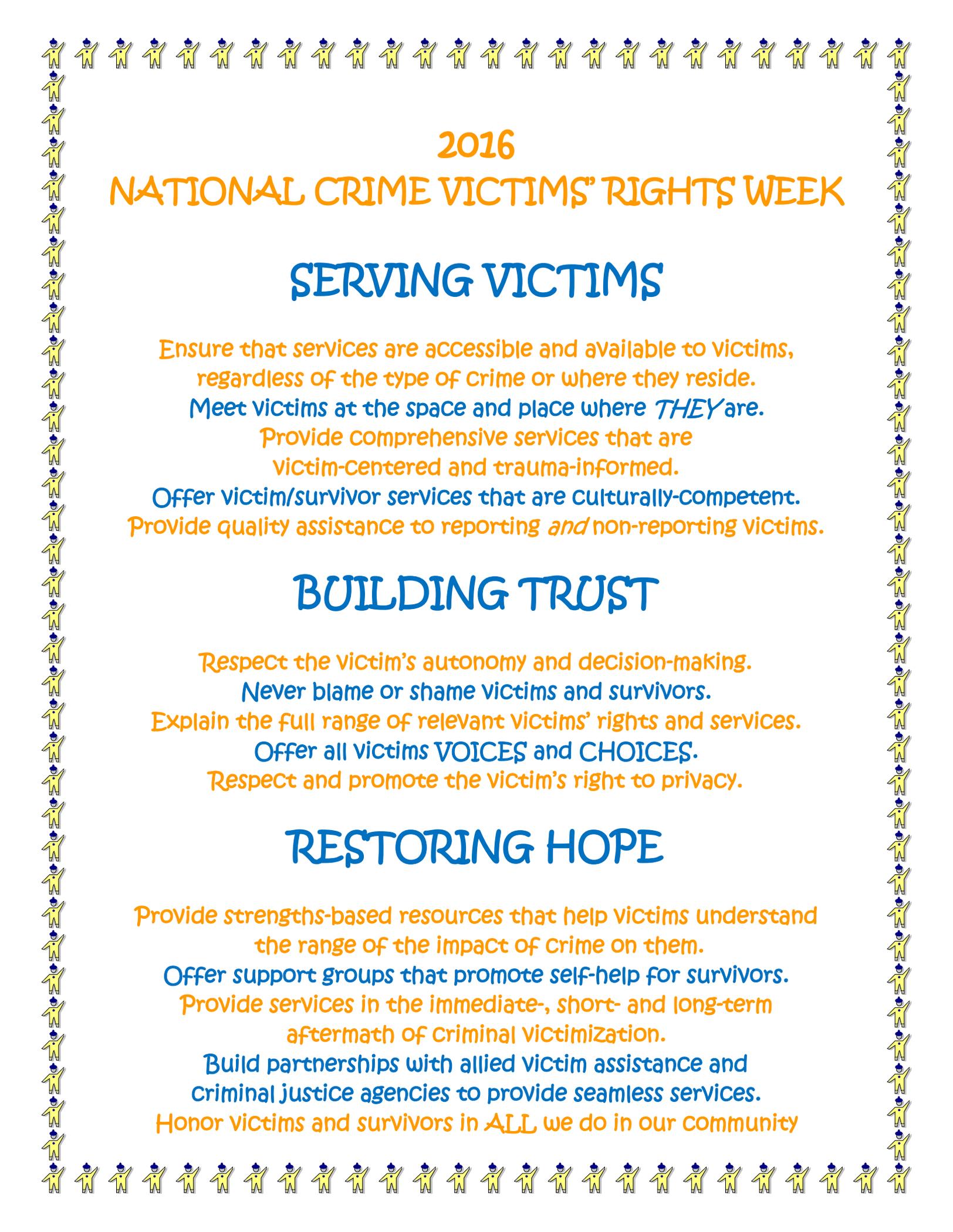


1.

2.

PLEASE RETURN THIS WORKSHEET BY

TO:



2016

# NATIONAL CRIME VICTIMS' RIGHTS WEEK

## SERVING VICTIMS

Ensure that services are accessible and available to victims, regardless of the type of crime or where they reside.

Meet victims at the space and place where *THEY* are.

Provide comprehensive services that are victim-centered and trauma-informed.

Offer victim/survivor services that are culturally-competent.

Provide quality assistance to reporting *and* non-reporting victims.

## BUILDING TRUST

Respect the victim's autonomy and decision-making.

Never blame or shame victims and survivors.

Explain the full range of relevant victims' rights and services.

Offer all victims **VOICES** and **CHOICES**.

Respect and promote the victim's right to privacy.

## RESTORING HOPE

Provide strengths-based resources that help victims understand the range of the impact of crime on them.

Offer support groups that promote self-help for survivors.

Provide services in the immediate-, short- and long-term aftermath of criminal victimization.

Build partnerships with allied victim assistance and criminal justice agencies to provide seamless services.

Honor victims and survivors in **ALL** we do in our community