



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 #11

To Improve Public Awareness

NCVRW CAP Information for Public Awareness and Media Outreach

Introduction

Several NCVRW CAP recipients have asked about how to describe the NCVRW Community Awareness Projects, its sponsorship and project details in their public awareness and media relations materials. This CAP TIP provides information you can use in in four categories of your outreach efforts:

1. Sponsorship of and history of the NCVRW CAP program
2. Information about 2017 NCVRW CAP recipients
3. Suggested language for media relations
4. Guidance for use of the NCVRW CAP disclaimer

1. Sponsorship of and History of the National Crime Victims' Rights Week Community Awareness Projects (CAP) Program

For the past 11 years, the National Crime Victims' Rights Week (NCVRW) CAP program has been managed by the National Association of VOCA Assistance Administrators (NAVAA) through a cooperative agreement with the U.S. Department of Justice Office for Victims of Crime. Funding for the program comes from the Crime Victims Fund (the Fund), which was established by the Victims of Crime Act (VOCA) of 1984. The Fund is financed by fines, special assessments and other penalties paid by convicted federal offenders, not from tax dollars. These funds are collected by U.S. Attorneys' Offices, federal U.S. Courts and the Federal Bureau of Prisons. A good idea is to recognize these Offices in your outreach efforts.

Additional information about VOCA and the Crime Victims Fund is available on the NAVAA website (www.navaa.org) including a VOCA Briefing Background document available at http://www.navaa.org/budget/17/VOCA_Background%202017.pdf.

The basic goal of Community Awareness Projects is to promote public awareness of crime victims' rights and services for victims of all types of crime, in conjunction with the annual observance of National Crime Victims' Rights Week in April.

Since 2006, the NCVRW CAP program has supported over 950 community projects to raise general public awareness about rights and services available to crime victims and survivors. Within many of these communities, “traditional” NCVRW events have been enhanced by the collaborative partnerships that were formed during the planning phase of each CAP project.

2. Information About 2017 CAP Recipients

For the 2017 CAP project, 221 applications were received from all 50 states, D.C. and U.S. Territories, and 82 projects – including YOURS – were funded.

2017 CAP sub-grantees include programs that are community- and system-based at the local, state, tribal and federal levels; and that create partnerships that can enhance victim awareness and public education about victims’ rights and services during NCVRW and throughout the year.

A directory of NCVRW CAP projects, including project descriptions, is available in the Subgrantees’ Only area of the NCVRW CAP website.

3. Suggested Language for Media Relations

Here are some brief statements you can use (or adapt for use) in promoting CAP support of your NCVRW activities:

“For over a decade, the National Crime Victims’ Rights Week Community Awareness Project has had a powerful impact on ensuring that people and communities are aware of the many resources available to assist victims and survivors of all types of crime, including our (organization/agency). (Briefly describe your victim/survivor services).”

“Our organization is one of 82 Community Awareness Project programs that were funded for 2017, out of 221 applications that were received by NAVAA.”

“We are honored to be a 2017 Community Awareness Project supported by the U.S. Department of Justice Office for Victims of Crime, and to be able to partner with many people and organizations who are committed to assisting crime victims and survivors, and raising community awareness about victims’ needs and how we can join together to meet those needs.”

“We are confident that the victim and public awareness that we are generating during 2017 National Crime Victims’ Rights Week will continue in our community throughout the year.”

“The Community Awareness Project support will help ensure that victims’ rights and services are not only observed annually during National Crime Victims’ Rights Week, but practiced daily in our (community/state).”

Here is language you can use in a press release announcing your CAP activities and special events:

By increasing the general public’s awareness of crime victims’ and survivors’ rights and available resources, (*your organization*) is providing a critical public service to the community. According

to Steve Derene, Executive Director of the National Association of VOCA Assistance Administrators which administers the National Crime Victims' Rights Week Community Awareness Project, "It is critically important that crime survivors in (*your city/county*) know that help and hope are available to them." "With support from the Community Awareness Project sponsored by the U.S. Justice Department Office for Victims of Crime, (*your organization*) is educating victims, survivors and the general public about victims' rights and supportive services that can help them in the aftermath of crime," Derene said.

4. **Guidance for Use of the NCVRW CAP Disclaimer**

The disclaimer should be used on all appropriate materials funded by the NCVRW CAP program. The disclaimer is as follows:

This project is supported by a National Crime Victims' Rights Week Community Awareness Project subgrant awarded by the National Association of VOCA Assistance Administrators under a Victims of Crime Act (VOCA) grant from the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice.

Some examples of where this disclaimer should be used are:

- Billboards
- Posters
- Brochures
- Event programs
- Display boards
- TV public service announcements and advertisements
- Newspaper advertisements
- Websites

The disclaimer does not have to be imprinted on items that are too small or impractical, such as pens, stress balls, cups, name tags or name plates, t-shirts, event flash drives, or other items where the disclaimer simply doesn't fit.

For More Information

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