



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 #2

To Improve Public Awareness

Previous CAP TIPS 2007 – 2016

Introduction

Since the U.S. Department of Justice Office for Victims of Crime initiated the National Crime Victims' Rights Week (NCVRW) Community Awareness Project (CAP) in 2007, 90 CAP TIPS have been developed "To Improve Public Awareness" of the activities sponsored by CAP participants. Each year, CAP participants provide input into CAP TIPS that would be most helpful to their efforts to promote NCVRW; in addition, there are several CAP TIPS that are updated and published annually to reflect each year's NCVRW theme.

Evaluation findings from previous years' CAP programs identified the need to help CAP participants learn more about the archival CAP TIPS, and how they can help their planning, outreach and education activities. It will be *extremely helpful* for you to review previous CAP TIPS to determine if any of them are relevant or helpful to your efforts in 2017 to promote NCVRW.

This CAP TIP is designed to make it easy for you to identify and easily access CAP TIPS published over the past decade that can augment your efforts this year.

Generally, CAP TIPS fall into five categories:

1. **Planning and Promotion**, including ideas to develop an effective plan with a clear timeline and resources to promote NCVRW and its theme
2. **Partnerships**, including resources to promote collaboration among victim assistance organizations, justice agencies and allied professionals to promote NCVRW
3. **Traditional and Social Media Outreach**, including practical tools and sample documents to publicize NCVRW activities through print, broadcast, and social media venues
4. **Special Events and Populations**, including myriad resources that help make your special NCVRW events exciting and educational, and strategies to include and educate distinct populations who are affected by crime or involved in crime victim assistance

5. **Educational Resources**, including information that features the latest statistics and promising practices in the fields of victim assistance and criminal, juvenile, Tribal and civil justice

Below are matrices that organize previous CAP TIPS into these five categories with the following information:

- Year the CAP TIP was published
- CAP TIP number that year
- Title of CAP TIP
- Brief description of CAP TIP

All 90 previous CAP TIPS can be accessed at

<http://cap.navaa.org/captips.html>

In addition to the previous CAP TIPS, five CAP TIPS in development are included in these five matrices.

1. Planning and Promotion

YEAR	#	TITLE	BRIEF DESCRIPTION OF CAP TIP
2017	1	Countdown Calendar	Eleven-week calendar with a detailed checklists and activities related to special events and traditional/social media outreach
2017	3	Tips to Promote the NCVRW Theme	Strategies and creative ideas centered on “Strength. Resilience. Justice”
2017	5	Notable Quotables	Quotations organized by the 2017 NCVRW theme into categories reflecting <i>service, trust and hope</i>
2017	6	Sample Proclamation	Sample language for an official NCVRW proclamation/resolution with guidelines to seek support from state and local elected officials
2010	3	Creating an Effective NCVRW Planning Committee	Tips that highlight the roles and responsibilities of a Planning Committee, and how to recruit Committee members
2009	5	Expanding your Community Outreach Efforts	Guidelines for improving community outreach and collaboration, including a list of 150 potential partners to help promote NCVRW
2009	6	“Post It”	Tips for locations to post promotional resources (posters, brochures, etc.) about your NCVRW activities, and how to identify and secure potential volunteers to help with this activity

2. Partnerships

YEAR	#	TITLE	BRIEF DESCRIPTION OF CAP TIP
2016	7	Corrections & NCVRW	Time-honored activities that adult and juvenile corrections agencies have sponsored in past years to commemorate NCVRW in partnership with victim assistance organizations, including offering free services such as printing and assisting with mailers

YEAR	#	TITLE	BRIEF DESCRIPTION OF CAP TIP
2015	11	Engaging Multi-Faith Communities	Tips to involve multi-faith communities in promoting NCVRW and assisting victims and survivors throughout the year
2014	7	Engaging Criminal and Juvenile Justice Officials	Strategies to collaborate with and seek co-sponsorship of NCVRW activities from criminal and juvenile justice agencies
2014	11	Engaging Local and State Leaders	Tips to seek support and leadership from elected and civic officials to promote NCVRW
2010	4	Engaging Crime Victims and Survivors in NCVRW Activities	Guidelines that describe the importance and value of crime victim/survivor involvement and how to proactively engage them in supporting NCVRW activities
2009	2	Sponsoring a Student Poster/Essay Contest	Strategies to partner with local schools to sponsor a student poster/essay contest based upon the NCVRW theme
2009	3	Working with Schools, Colleges and Universities	Tips for engaging institutions of and students in higher education in NCVRW activities and throughout the year
2007	8	How to Turn Out a Crowd	Guidelines to increase attendance at your NCVRW activities

3. Traditional and Social Media Outreach

YEAR	#	TITLE	BRIEF DESCRIPTION OF CAP TIP
2016	9	Using Social Media	Creative ideas to make the most of social media outreach, including specific tips for different social media platforms
2014	8	Creating Effective Public Service Announcements	Guidelines for writing, editing and submitting PSAs to print and broadcast media venues
2013	12	Effective Billboard Campaigns	Tips for designing and ordering billboards, and determining the most effective high-traffic locations
2012	4	Creating a Social Media Campaign	Strategies to design a comprehensive campaign that describes various social media sites and ways to promote victim awareness activities during NCVRW and throughout the year
2012	5	Tips for Engaging in Social Media	A “primer” in social media and how to use various venues to promote NCVRW, victims’ rights and crime victim/survivor services
2012	6	The Perils of Social Media	Resources to raise awareness of the potential dangers of social media, especially for children and teenagers
2008	4	How to Engage the News Media	Strategies to develop a proactive campaign to engage print and broadcast news media in promoting NCVRW and CAP activities
2007	1	Building a Comprehensive Media List	Tips and resources to identify traditional media outlets in your state and community
2007	7	Writing an Effective Press Release	Specific guidelines on how to write and submit a press release that promotes NCVRW activities and your

YEAR	#	TITLE	BRIEF DESCRIPTION OF CAP TIP
			special events and activities

4. Special Events and Populations

YEAR	#	TITLE	BRIEF DESCRIPTION OF CAP TIP
2017	4	NCVRW Activities for Children	Activities with instructions and artwork that reflect the NCVRW theme, including coloring pages, mazes, puzzles and more....
2016	10	Sponsoring a Panel Discussion	Guidelines to ensure that any panel discussion involving subject matter experts, crime victims, survivors, victim advocates and justice/allied professionals runs smoothly and achieves its goals
2015	6	Sponsoring "Green" Events	Tips to make your special events environmentally-friendly and reduce your carbon imprint
2015	8	Human Trafficking	Statistics, promising practices and resources related to victims/survivors of human trafficking
2013	14	Volunteer Recognition	Tips to recognize and honor the efforts of volunteers who assist crime victims/survivors and the organizations that assist them
2011	4	Using Volunteers	Guidelines to recruit volunteers to support your NCVRW activities and specific volunteer activities related to NCVRW special events
2010	7	Awareness Ribbons	Tips for ordering or making your own NCVRW awareness ribbons
2010	8	Rural Awareness Activities	Resources for and organizations with whom to partner to promote NCVRW in rural jurisdictions
2010	9	How to Promote Outreach to Elder Populations	Information about elder abuse and crimes against the elderly and tips to promote awareness to elderly populations during NCVRW and throughout the year
2008	2	How to Engage and Involve Teens in your NCVRW Activities	Tips to involve teenagers, schools and teen programs in NCVRW and ideas for creative activities to engage them

5. Educational Resources

YEAR	#	TITLE	BRIEF DESCRIPTION OF CAP TIP
2015	7	Ten Core Victims' Rights	Detailed description of the basic rights of crime victims, with a one-page poster listing ten core rights
2015	9	Crime Data	How and where to find national, state and local data and statistics about crime and victimization
2015	10	Cybercrime and Cyber-bullying	Resources to promote awareness and prevention of these online crimes
2013	4	The Impact of Crime on Victims and Communities	Overview of the five major impacts of crime on victims (including a visual matrix) and how crime affects communities
2013	11	The Role of Victim Advocates	Overview of the roles and responsibilities of both community- and system-based crime victim advocates

YEAR	#	TITLE	BRIEF DESCRIPTION OF CAP TIP
2009	4	Developing Culturally-Competent Resources	Tips to ensure that your victim awareness and outreach resources are culturally-competent during NCVRW and throughout the year

For More Information

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