



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 #3

To Improve Public Awareness

Tips to Promote the 2017 NCVRW Theme

Introduction

As you begin your planning efforts, the resources in this CAP TIP can help you promote the 2017 NCVRW theme, and develop victim/survivor outreach, community and public awareness and training strategies that emphasize “Strength. Resilience. Justice.”

Know Your Crime Statistics

In order to successfully promote the 2017 NCVRW theme, it’s essential to know recent crime statistics – both nationally and in your state.

National Crime Statistics

On January 9, 2017, the FBI released preliminary semiannual crime statistics for 2016:

- All offenses in the violent crime category showed increases when data from the first six months of 2016 were compared with data from the first six months of 2015. The number of aggravated assaults increased 6.5 percent; rapes (based upon the new definition) increased 3.5 percent; and robbery offenses were up 3.2 percent.
- Property crime offenses dropped 0.6 percent; burglaries were down 3.4 percent; and larceny-thefts declined 0.8 percent.
- Motor vehicle thefts increased 6.6 percent.

“FBI Releases Preliminary Semiannual Crime Statistics for 2016”

<http://bit.ly/2k4gJOS>

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 Promote “Strength. Resilience. Justice.” One-page Poster

Sometimes, *simple messages* are the most effective.

A one-page poster that addresses the 2017 NCVRW theme, “Strength. Resilience. Justice,” with five tips under each of the three theme categories is appended to this CAP TIP. Please consider this poster a “starting point” – it can be easily adapted to your organization, community, and your specific 2017 NCVRW activities.

You can use this poster for victim/survivor and public awareness leading up to and during 2017 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 Sunday, March 26 (two weeks before NCVRW), create a Twitter campaign that runs through April 2, which features a daily tweet with one of the poster’s suggestions with the hashtags:
 - #2017NCVRWStrength
 - #2017NCVRWResilience
 - #2017NCVRWJustice
- During the entire month of March prior to NCVRW, ask your Planning Committee members to include *one tip* on how promote “Strength. Resilience. Justice.” 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 2017 CAP activities

Develop a Local Perspective on the 2017 NCVRW Theme

Every state or jurisdiction is unique in terms of its strategies for promoting and enhancing “Strength. Resilience. Justice.”

And the concept of the 2017 NCVRW theme is also unique to every victim-serving profession within a jurisdiction!

As such, it’s important to personalize the 2017 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
- System-based victim services in the criminal, juvenile, Tribal and Federal justice systems:
 - Law enforcement
 - Pre-trial and courts
 - Prosecutors
 - Judiciary
 - Community corrections
 - Institutional corrections
 - Appellate-level agencies
- Juvenile justice agencies and organizations

Mental health

- Public/medical health
- Schools
- 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 2017 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 "worksheet to obtain input on the 2017 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 and survivors of crime. Here's some sample language you can use:

Dear Friends:

National Crime Victims' Rights Week (NCVRW) is scheduled for April 2 – 8, 2017. The theme for this year's commemoration is "**Strength. Resilience. Justice.**"

In order for us to be able to promote this theme during 2017 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 enhance *strength, resilience* and *justice* for crime victims and their communities?

I am enclosing a one-page 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 2017 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 2017 National Crime Victims' Rights Week.

ATTACHMENT: "Work Sheet to Obtain Input on the 2017 NCVRW Theme"

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/Tribal/Federal justice agencies to identify ways their agencies help enhance *strength*, *resilience* and *justice* – for individual victims and the communities they serve, including:
 - Law enforcement
 - Pretrial justice
 - Jails
 - Prosecutors
 - Courts/judiciary
 - Probation
 - Parole
 - Corrections
 - Reentry
 - Appellate level

You can use their responses in your NCVRW-related promotions and special events; and/or host a panel discussion during NCVRW featuring representatives from justice agencies that addresses how their respective work relates to the 2017 theme (see 2016 CAP TIP #10, “Sponsoring a Panel Discussion”).

3. Develop a brief online survey that solicits input on the theme of *strength*, *resilience* and *justice* for crime victims and communities (consider using free survey software such as *Survey Monkey* at www.surveymonkey.com). You can include a “demographic” check list (see “Develop a Local Perspective on the 2017 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 2 – 8, 2017. The theme for this year’s commemoration is “**Strength. Resilience. Justice.**”

It’s important for our *community/state* to be able to define effective strategies that promote and enhance *strength*, *resilience* and *justice* 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 2017 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 attached to this CAP TIP to help develop your online survey, as described below:

Examples of survey topics relevant to “**strength**” include:

- Provide strengths-based resources that promote survivor autonomy and help them understand the range of the impact of crime on them.
- 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.
- Other (*provide space for survey respondents to provide open-ended input*)

Examples of survey topics relevant to “**resilience**” include:

- Recognize through our actions and words that every VICTIM is unique; every CASE is unique; and every CRIME is unique.
- Assess survivors’ needs and provide services in the immediate-, short- and long-term aftermath of criminal victimization.
- Offer support groups that promote self-help for survivors.
- Respect the victim’s autonomy and decision-making.
- Offer all victims VOICES and CHOICES.
- Other (*provide space for survey respondents to provide open-ended input*)

Examples of survey topics relevant to “**justice**” include:

- Build partnerships with allied victim assistance and criminal & juvenile justice agencies to provide seamless services.
- Ask each victim, “What does JUSTICE mean to you?” – and then work to help him or her achieve it.
- Work to ensure that victims are aware of their rights, and that they receive assistance to enforce them.
- Assist ALL victims, whether or not they report the crime.
- Honor victims and survivors in ALL we do – in our work, in our community, and in our systems of justice.
- Other (*provide space for survey respondents to provide open-ended input*)

Partner with Local and State Leaders

When community and state leaders make NCVRW a priority for their constituents, your victim/survivor outreach and public awareness activities greatly benefit! Consider for a moment the types of leaders you can proactively engage in your NCVRW activities:

- Governor
- Lieutenant Governor
- Attorney General
 - Attorney General victim assistance programs (existing in most states)
- State legislators (i.e., Senate, Representatives, Assembly, etc.)
- County/Parish Board of Supervisors
- City Mayor
- City Council
- District/neighborhood commissions or other entities (many of which include a focus on community safety)
- Neighborhood watch groups

Your leaders tend to have very busy schedules, so it’s important to reach out to them *NOW* to seek their support and/or recognize their efforts that support crime victims in a number of ways:

- Prepare a proclamation to recognize 2017 NCVRW (a sample proclamation will be included in an upcoming February CAP TIP)
- Wear commemorative ribbons during all days of 2017 NCVRW
- Include a website link to your organization/agency and other websites that assist victims and survivors during NCVRW

- Speak out about and promote victims’ statutory and constitutional rights in your state during NCVRW (a great resource that summarizes each state’s laws is www.victimlaw.org)
- Publicly receive a certificate of appreciation for bring a “Champion of Victims’ Rights” in your state or community (artwork for this certificate will be featured in an upcoming 2017 CAP TIP)

Additional ideas are available from the previous CAP TIP, “Engaging Local and State Leaders” (2014, CAP TIP #11) at <http://cap.navaa.org/captips.html>.

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:

- 68 percent of all U.S. adults use Facebook, and 76 percent visit the site daily
 - 28 percent of all U.S. adults use Instagram
 - 21 percent of all U.S. adults use Twitter
- <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 with Teens" (Fall 2015) which identified the following percentages of teens who say different social networks are "most important" to them:

SOCIAL MEDIA	% OF TEENS WHO SAY IT IS THEIR "MOST IMPORTANT" SOCIAL NETWORK
Instagram	33%
Twitter	20%
Snapchat	19%
Facebook	15%

"Taking Stock with Teens" – <http://www.piperjaffray.com/3col.aspx?id=3631>

Promote the 2017 NCVRW Theme with Youth and Schools

Youth and schools are wonderful partners in promoting 2017 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, child abuse and neglect, sexual assault and intimate partner violence.

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

- Resource fairs
- Carnival games
- Online town hall
- Creative and visual arts
- Rock painting
- Art contests and shows
- Student poster/essay contests
- Balloon releases
- Music festivals
- Scavenger hunts

You can review the summary of all 2017 CAP applications at **XX** for more creative ideas about how to engage youth and schools.

This year's Program includes an upcoming CAP TIP (#4) that features guidelines and creative artwork and activities that engage children specific to the 2017 theme – with some available in English and Spanish. 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>.

Increasingly, schools are using restorative justice practices in schools to resolve conflicts, assist victims and promote accountability of students who harm others. “We Are Teachers” is an excellent resource to learn more about school-based restorative justice and view a video that shows restorative justice in practice: <https://www.weareteachers.com/restorative-justice-a-different-approach-to-discipline/>.

Promoting the 2017 NCVRW Theme with Strategies that *Work*

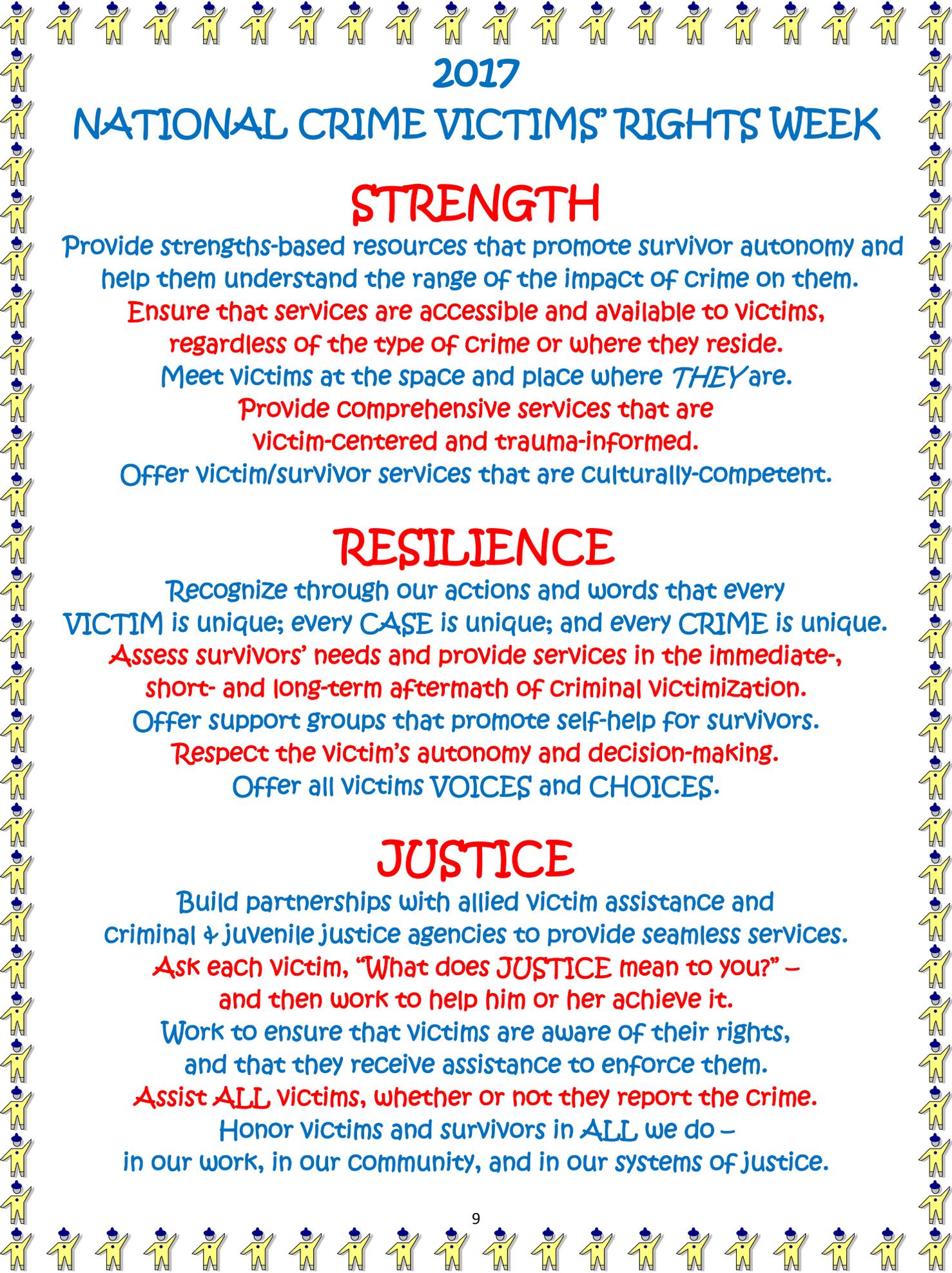
There is currently a critical emphasis on “evidence-based practices” (EBPs) in crime victim assistance and justice practices. A good definition of “evidence-based practice” from EHow (www.ehow.com) is:

“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 promote strength, resilience and justice for victims and communities. You can visit the USDOJ Crime Solutions website (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 annese@atlantech.net; or by telephone at 202.547.1732.



2017

NATIONAL CRIME VICTIMS' RIGHTS WEEK

STRENGTH

Provide strengths-based resources that promote survivor autonomy and help them understand the range of the impact of crime on them.

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.

RESILIENCE

Recognize through our actions and words that every VICTIM is unique; every CASE is unique; and every CRIME is unique.

Assess survivors' needs and provide services in the immediate-, short- and long-term aftermath of criminal victimization.

Offer support groups that promote self-help for survivors.

Respect the victim's autonomy and decision-making.

Offer all victims VOICES and CHOICES.

JUSTICE

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

Ask each victim, "What does JUSTICE mean to you?" – and then work to help him or her achieve it.

Work to ensure that victims are aware of their rights, and that they receive assistance to enforce them.

Assist ALL victims, whether or not they report the crime.

Honor victims and survivors in ALL we do – in our work, in our community, and in our systems of justice.