



## CAP TIPS #1

### To Improve Public Awareness

## Tips to Promote the 2010 National Crime Victims' Rights Week Theme "Crime Victims' Rights: Fairness. Dignity. Respect."

### Introduction

The very foundation of our Nation's victim assistance movement is based upon the fact that historically, victims were virtually ignored in our systems of justice. When they were engaged in justice processes, it was merely as witnesses to crimes and, too often, they were viewed and treated like pieces of evidence; once their usefulness to a case was over, they were discarded from any further involvement.

Since the inception of the victim assistance field, much has changed to ensure that crime victims and survivors are recognized as integral components of our justice systems and its processes that seek to promote offender accountability and public safety; and as fellow Americans deserving of support and assistance, regardless if they report crimes to law enforcement.

Among the most significant outcomes have been efforts to ensure the fair treatment of victims with dignity and respect.

### Defining "Fairness, Dignity and Respect"

The best place to begin "defining" fairness, dignity and respect is in your state's laws. Most victims' bills of rights include a victim's right "to be treated with fairness, dignity and/or respect" or a variation of these treatment aspects. Some states further clarify the meaning of these three key words; for example, the state of Utah offers the following statutory definitions:

- "Dignity" means treating the crime victim with worthiness, honor, and esteem.
- "Fairness" means treating the crime victims reasonably, even-handedly, and impartially.
- "Respect" means treating the crime victim with regard and value.

You can review your state's laws to determine if any definitions of these three terms currently exist (and if they don't, you may want to follow Utah's example and define *fairness*, *dignity* and *respect* in your state's laws!).

You can visit VictimLaw, sponsored by the National Center for Victims of Crime with support from OVC – which features a compilation of states’ victims’ rights laws – at <http://www.victimlaw.info/victimlaw/>. By using the “term search” feature and identifying “fairness,” “dignity” or “respect” in the search space, you can identify specific statutory language at the Federal, state and tribal levels that incorporate these words.

However, for many people (including crime victims and survivors), the terms *fairness*, *dignity* and *respect* are rather intrinsic – they may mean different things to different people, depending upon their life experiences. This requires important outreach to more clearly define what these terms mean to victims, survivors and those who serve them in your community and state.

### **Who Can Help You Define “Fairness,” “Dignity” and “Respect”?**

The most important outreach to define the 2010 NCVRW theme is to ***crime victims and survivors***. You can contact victims directly in person, over the telephone, by using simple surveys via e-mail or free technology (such as “Survey Monkey”) to seek their input and guidance. The following language can be adapted for this effort:

“2010 National Crime Victims’ Rights Week will be commemorated this year from April 18 to 24. The theme for this week is “Crime Victims’ Rights: Fairness. Dignity. Respect.” In order to effectively promote the theme, it’s important that we are able to define what it means to victims and survivors in our community.

“We hope you can take a moment to answer five simple questions that will help us better define and promote the 2010 NCVRW theme:

1. What does it mean to you as a crime victim/survivor to be treated with *fairness*?
2. What does it mean to you as a crime victim/survivor to be treated with *dignity*?
3. What does it mean to you as a crime victim/survivor to be treated with *respect*?
4. What happens when our society and/or justice systems *fail* to treat crime victims with fairness, dignity and respect?
5. Is there anything you’d like to add from your personal experiences that can contribute to our NCVRW theme development?”

This initial outreach will not only help define the 2010 theme for your community; it’s also an important first step to inform victims about, and engage victims in, your 2010 NCVRW activities.

For the purposes of further defining and promoting the 2010 NCVRW Theme, consider for a moment those beyond crime victims and survivors who can help you define what these terms mean to victims, to justice, and to public safety in *your* community:

- Community- and system-based victim service providers.
- Law enforcement.
- Prosecutors.
- Judges.
- Court officials.
- Probation and parole.
- Institutional corrections.
- Local elected officials (mayors, city council members, county supervisors, etc.).
- State elected officials (Attorneys General, Governor, legislators, etc.).
- Community and civic leaders.

Similarly, these and other key stakeholders can be asked to help define the 2010 NCVRW theme through personal contacts and surveys. For example:

“2010 National Crime Victims’ Rights Week will be commemorated this year from April 18 to 24. The theme for this week is “Crime Victims’ Rights: Fairness. Dignity. Respect.” In order to effectively promote the theme, it’s important that we are able to define what it means to victims/survivors, those who support and serve them, and our community and state.

“We hope you can take a moment to answer three simple questions that will help us better define and promote the 2010 NCVRW theme:

1. What does treating crime victims/survivors with “fairness, dignity and respect” mean to *(type of stakeholder)*?
2. How does fair, dignified and respectful treatment of crime victims/survivors equate to victims’ rights and direct services specific to *(type of stakeholder)*?
3. What are the outcomes when our society and justice systems fail to treat victims/survivors with fairness, dignity and respect?

When conducting your “theme surveys,” it’s important to determine if you want to attribute quotations to their source. If you do, please be sure to document *in writing* that you have permission to directly quote those who help you define the 2010 NCVRW theme, and that your attribution is correct, i.e., the correct spelling of the person’s name, his/her title and affiliation, etc.

### **The OVC Oral History Project**

Another excellent resource is the OVC Online Oral History Project, which interviewed over 60 pioneers of the victim assistance field (including many victims and survivors) to document the history and growth of our field. Comprehensive interviews are available in both video and print formats. The Oral History Project’s “search” function identified three citations for “fairness,” eight citations for “dignity,” and 30 citations for “respect.” You can visit the OVC Oral History Project and review these helpful historical citations at <http://vroh.uakron.edu/index.php> .

### **“Notable Quotables”**

There are many powerful quotations from throughout history that relate to the concepts of fairness, dignity and respect. These can be used in both victim awareness and community outreach during 2010 NCVRW and throughout the year.

The next CAP Tip #2, “*Notable Quotables*,” will feature quotations that address the three terms included in the 2010 NCVRW theme.

### **What Has Made a Difference in the Treatment of Crime Victims and Survivors?**

This is another excellent question that can be posed to theme survey respondents (see above), or considered and discussed by your NCVRW Planning Committee. In determining *what* has made a difference, consider these questions:

1. How has your community/state changed in how it treats and views victims of crime?
2. What key factors have made a difference in the treatment of crime victims and survivors?
3. What more can we do to ensure that *all* victims of crime are treated with fairness, dignity and respect?

At the national level, many powerful forces and initiatives have combined to promote the concept of treating victims and survivors with fairness, dignity and respect. For example:

- The “power of the personal story” – emanating from crime victims and survivors speaking out about their experiences, their perceptions of how they were viewed and treated, and their recommendations to improve the treatment of other victims – has been a driving force in public awareness and education, and the passage or strengthening of countless victims’ rights laws
- Ongoing national leadership from the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice has, since 1983, provided a vision and strategy to promote improved treatment of crime victims nationwide.
- Today, there are over 10,000 community- and system-based victim assistance programs that identify and meet victims’ needs; help them understand and implement their rights; and assist them in the aftermath of criminal victimization.
- Victims’ rights are now clearly defined in over 32,000 statutes (including 33 states’ constitutional amendments) at the local, state, Federal and tribal levels.
- Significant case law resulting from violations of victims’ statutory or constitutional rights – from state to Federal to U.S. Supreme Court decisions

- Important collaborative efforts among crime victims/survivors, victim service providers, and criminal/juvenile/Federal/tribal justice officials have resulted in agency and inter-agency policy development, training and cross-training, and public education that has improved how victims are viewed and treated in America.
- Countless crimes have detrimentally affected individuals, communities and our nation as a whole – from the scourge of interpersonal violence among America’s families, to acts of mass violence committed in our communities, schools and military bases, to the terrorist attacks on our Homeland of 1994 in Oklahoma City and 2001 in New York City and Washington, DC. A strong case can be made that:

**“Everyone in America *is* or *knows* a victim of crime.”**

This highly personal nature of crime and its aftermath makes the rights, needs and concerns of crime victims an important priority for public policy, crime prevention and victim assistance.

**“Fairness, Dignity and Respect”  
for Non-reporting Victims of Crime**

Today, the majority of crimes remain unreported to law enforcement agencies. According to the National Crime Victimization Survey, victims reported 47 percent of violent crimes and 40 percent of property crimes to the police in 2008 (Rand, Michael. [September 2009]. *Criminal Victimization, 2008*. Washington, DC: Bureau of Justice Statistics, U.S. Department of Justice). A rich body of victimology research has found that victims often don’t report crimes because they are fearful; they think that nobody will believe them; and they think they will be blamed.

*ALL* victims and survivors of crime deserve to be treated with fairness, dignity and respect. For victims who do *not* report crimes to law enforcement, and who do *not* participate in justice processes, you can:

- Always respect the personal decisions of victims/survivors related to their victimization, and the victim’s individual autonomy.
- Promote efforts to ensure that non-reporting victims are aware of the variety of services that can help them in the aftermath of criminal victimization, including crisis response; counseling and mental health services; support groups; and personal safety measures, among others.
- Identify unserved and underserved victim populations in your community, and:

- Partner with “gatekeepers” who represent specific populations to promote awareness of victims’ rights and services, and development of and access to services that best meet these victims’ needs.
  - Promote cultural competency in victim outreach and services that identifies and addresses barriers to access, such as fear of law enforcement; language; lack of telephones and/or computers; location of services; and disability access, among others.
  - Work with the news media to promote the availability of victim assistance services from community-based organizations, regardless if a victim/survivor reports the crime.
- Learn from the research, and seek ways to increase crime reporting that recognize victim trauma and fears, as well as their concerns about how they will be viewed and treated if they choose to report.

### **For More Information**

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



## **CAP TIPS #2** **To Improve Public Awareness**

### **“Notable Quotables”**

#### **Introduction**

There are many quotations from noted leaders and famous people throughout the world's history that address *fairness*, *dignity*, and *respect*. This shows that these concepts are as old as civilization, and that respected people throughout history have sought to address them.

The guidance provided in CAP TIPS #1, *Tips to Promote the 2010 National Crime Victims' Rights Week Theme*, can help you secure important new quotations from people in your community and state – crime victims/survivors, those who serve them, and community and state leaders – as well as from national leaders in America's victim assistance field (from the OVC Oral History Project).

To augment these efforts, this CAP TIP features inspirational quotations that span 2000 years of the world, and feature a highly diverse group of authors.

#### **How to Use Notable Quotables**

The possibilities are endless!

The quotations that follow can be used in virtually *all* aspects of 2010 NCVRW planning, victim/survivor outreach, and community and public awareness. For example:

- Begin each meeting of your NCVRW Planning Committee by reading one of the quotations.
- If you find one quotation to be particularly inspiring, incorporate it into any theme artwork or include it at the bottom of any letterhead or email message designed specifically for 2010 NCVRW.
- Match a specific inspiring quotation to your target audience (for example, by gender, culture, or profession) and use it to seek their support, or to encourage their participation in your 2010 NCVRW activities.
- Provide sample quotations to people you are seeking as inspirational speakers for your NCVRW events.

- Include a quotation for “fairness,” “dignity” and “respect” in public presentations for NCVRW, and feature them in any audio/visual aids (such as PowerPoint presentations).
- Cite the quotations in any media interviews conducted in conjunction with NCVRW.
- Use quotations from early philosophers and leaders (Cicero, 106 BC – 43 BC; and Aristotle, 384 BC – 322 BC) to emphasize the point that concepts such as “dignity” have been explored and discussed throughout the ages.

### Quotations for “Fairness”

“Though force can protect in emergency, only justice, fairness, consideration and cooperation can finally lead men to the dawn of eternal peace.”

*Dwight D. Eisenhower*

“The world is indeed full of peril, and in it there are many dark places, but still there is much that is fair, and though in all lands love is now mingled with grief, it grows perhaps the greater.”

*J.R.R. Tolkien*

“It is not fair to ask of others what you are unwilling to do yourself.”

*Eleanor Roosevelt*

### Quotations for “Dignity”

“The kind of beauty I want most is the hard-to-get kind that comes from within – strength, courage, dignity.”

*Ruby Dee*

“When the dignity of one person is denied, all of us are denied.”

*Hubert Humphrey*

“What should move us to action is human dignity: the inalienable dignity of the oppressed, but also the dignity of each of us. We lose dignity if we tolerate the intolerable.”

*Dominique de Menil*

“The only kind of dignity which is genuine is that which is not diminished by the indifference of others.”

*Dag Hammarskjold*

“The reward for doing right is mostly an internal phenomenon: self-respect, dignity, integrity, and self-esteem.”

*Dr. Laura Schlessinger*

“Human Dignity has gleamed only now and then and here and there, in lonely splendor, throughout the ages, a hope of the better men, never an achievement of the majority.”  
*James Thurber*

“Where is there dignity unless there is honesty?”  
*Cicero*

“Dignity consists not in possessing honors, but in the consciousness that we deserve them”  
*Aristotle*

“One’s dignity may be assaulted, vandalized and cruelly mocked, but it cannot be taken away unless it is surrendered.”  
*Michael J. Fox*

“There is a healthful hardiness about real dignity that never dreads contact and communion with others, however humble.”  
*Washington Irving*

### Quotations for “Respect”

“We confide in our strength without boasting of it; we respect that of others, without fearing it.”  
*Thomas Jefferson*

“For to be free is not merely to cast off one’s chains, but to live in a way that respects and enhances the freedom of others.”  
*Nelson Mandela*

“Civilization is built on a number of ultimate principles: respect for human life, the punishment of crimes against property and persons, the equality of all good citizens before the law.....or, in a word, justice.”  
*Max Nordau*

“Justice requires that to lawfully constituted Authority, there be given that respect and obedience which is its due; that the laws which are made shall be in wise conformity with the common good; and that, as a matter of conscience, all men shall render obedience to these laws.”  
*Pope Pius XI*

“That you may retain your self-respect, it is better to displease the people who doing what you know is right, than to temporarily please them by doing what you know is wrong.”  
*William J. H. Boetcker*

“Integrity combined with faithfulness is a powerful force and worthy of great respect.”  
*The Real Live Preacher*

“We’ve got to work to save our children, and do it with full respect for the fact that if we do not, no one else is going to do it.”

*Dorothy Height*

“I’m not concerned with your liking or disliking me....All I ask is that you respect me as a human being.”

*Jackie Robinson*

“Respect for the truth comes close to being the basis for all morality.”

*Frank Herbert*

“Leadership is a two-way street, loyalty up and down. Respect for one’s superiors; care for one’s crew.”

*Grace Murray Hopper*

“Live with integrity, respect the rights of other people, and follow your own bliss.”

*Nathaniel Branden*

### **Quotations from Victim Assistance Pioneers OVC Oral History Project**

“Well, just as we need a national standard of victims' rights and services as embodied in an Amendment to the Constitution of the United States, I think we need a national set of standards and training and education and certification. No one, no crime victim in America should be deprived of fair treatment, dignity, compassionate support because of poorly trained service providers or because a prosecutor isn't inclined to create a victim assistance unit or a law enforcement agency is not willing to apply for a grant and to be held accountable for how he or she treats victims.”

*Roberta Roper  
Survivor and Founder  
Maryland Crime Victims Resource Center*

“What really reinforced.....not so much the written impact statement, but the right of victims to come to court and testify. There's a young lady out of Salinas, California, by the name of Cheryl Ward. I spent a lot of time with Cheryl, whose husband was murdered and her daughter raped. And it meant so much to her to be included and to influence and to be heard.....I think it gives dignity and respect and importance to someone to listen to victims and let them be included in the process, whether it turns out the way they want or not, just the fact that somebody respected them enough to consider them, means an awful lot to victims....”

*James Rowland  
Former President of NOVA  
and “Father of the Victim Impact Statement”*

“... the mission is, as I see it, is to ensure that there are victim services within a phone call away for anybody at anytime and that there... that the dignity of the victims will be honored in the justice system and other systems as a matter of right, everywhere and every time.”

*John Stein  
International Organization for Victim Assistance*

“I think it broadened and you've heard from some of the other members (of the Task Force) that they brought their particular areas of expertise whether it was enhanced law enforcement, psychological, community development, corporate involvement,...into recognition that the scope of the problem was more pervasive than anybody had originally anticipated, that there was a complete disenfranchisement, that we had treated victims somewhat like inanimate objects to be present to say their piece and to be removed from the process and that that couldn't continue in our society, that they had to be treated with respect, involvement and certainly with tremendous input for the system to be effective, as well as basically just to give them the rights that they should be in an hour able to obtain.”

*Robert O. Miller  
Former Governor of Nevada,  
Member, 1982 President's Task Force on Victims of Crime*

### ***For More Information***

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



## CAP TIPS #3

### To Improve Public Awareness

## Creating an Effective NCVRW Planning Committee

### Introduction

You are well aware that in order to sponsor successful public awareness and victim outreach activities during NCVRW, a great deal of planning is involved! As such, an *essential element* of preparing for 2010 NCVRW is the creation of a collaborative Planning Committee. Both the membership and management of your Planning Committee are critical to your eventual success this April!

### Who Should Be Involved?

It's important to get the right people at your planning table. In order to accomplish this, consider for a moment the various tasks involved with your NCVRW activities and events, which may include but not be limited to:

- Administration and management.
- Event(s) planning.
- Victim/survivor outreach.
- Dignitary outreach.
- Public outreach.
- Lots of writing!
- Managing creation of artwork.
- Media relations (see Previous *CAP TIPS #1, #6, #11, and #12*)
- Ongoing communications to turn out crowds (see Previous *CAP TIPS #8*)
- Printing.
- Collating.
- Pickup and delivery.
- Placing event posters around town (see Previous *CAP TIPS #8*).
- Event set-up.
- Event coordination on-site.
- Event cleanup.
- Following up with thanks to all involved.

The most important potential Planning Committee members are those who are directly involved with crime victim assistance, and who understand and appreciate the importance of NCVRW, and its efforts to generate public awareness about victims' rights and needs. Other members can be identified based upon the scope and specifics of your planned activities (see *the list above*). These include:

- Crime victims and survivors.

- Community-based victim service providers.
- System-based victim service providers.
- Criminal, juvenile, tribal and Federal justice system officials:
  - Law enforcement.
  - Jails.
  - Prosecutors.
  - Courts and judiciary.
  - Probation.
  - Parole.
  - Institutional corrections.
- State and local elected officials.
- Mental health professionals.
- Community service organizations.
- School administrators.
- Colleges and universities.
- Multi-faith-based communities.
- The news media.
- Public relations or advertising professionals.
- Civic organizations.

In addition, please see 2009 *CAP TIPS #5*, “Expanding Your Community Outreach Efforts,” which includes an extensive roster of over 130 entities that can be engaged in planning activities and/or tapped to assist with victim and public outreach and awareness.

### **What Should Your Committee Structure Look Like?**

It’s a good assumption that few people have the time necessary to attend meetings and engage in ongoing communications that are essential to plan for NCVRW activities. Therefore, it’s a good idea to establish a small Steering Committee – less than eight members – who can serve as administrators and coordinators, and possibly as leaders of subcommittees.

Based upon expected planning activities, you can consider creating (at least) the following six subcommittees:

1. Victim/survivor outreach.
2. Public outreach and awareness.
3. Overall communications (in-person, telephone, e-mail and web-based).
4. Special events planning and logistics.
5. Media relations.
6. Volunteer solicitation, management and coordination.

The creation of subcommittees will make communications and the assignment of tasks easier to manage, and will reduce the time commitment required of individuals who volunteer to support your planning activities.

### **Effective Planning and Subcommittee Communications**

An important first step is to create an email distribution list of *all* individuals who are members of your Planning/Steering Committee or any subcommittees that also includes members’ names, titles, agencies, telephone numbers and email addresses. Only the

most essential information that relates to *all* these volunteers should be sent via this email list (so as not to “burn out” people with too many emails!).

Separate email lists should also be created for your Planning/Steering Committee and subcommittees; and each subcommittee leader should be asked to coordinate and facilitate ongoing communications.

It’s a good idea to ask ALL various Committee members to attend *one initial in-person meeting*, where you can:

- Provide an overview of your proposed NCVRW activities and events, along with background information about OVC and your NCVRW Community Awareness Project funding support.
- Collaboratively develop measurable goals that can guide your planning (and evaluation, after NCVRW is over!).
- Develop a list of tasks necessary for success.
- Assign responsibility for various tasks, with clear deadlines and emphasis on group coordination.
- Generate enthusiasm and “buy-in” for your NCVRW activities.

A final in-person meeting during the week of April 12 is also a good idea, in order to make sure that you are fully prepared for 2010 NCVRW.

For the ten-week period in between your initial and final in-person meetings, it’s a good idea to attempt to plan for regularly scheduled conference calls or web-based meetings at least every two weeks (for example, at 9 a.m. every other Friday). You can:

- Ask your Committee members if anyone has the capacity to arrange for multi-person conference calls, and allow them to set-up teleconference meetings.
- Ask your Committee members to register for the free Skype service ([www.skype.com](http://www.skype.com)) that allows you to facilitate multi-person telephone conferences at no cost (however, a computer headset with microphone is required for this type of communication).
- Consider using web-based and audio conference meeting services. Readytalk ([www.readytalk.com](http://www.readytalk.com)) offers reduced rates for non-profit organizations which, along with donated software and other resources are available to eligible nonprofit organizations registered with TechSoup ([www.techsoup.org](http://www.techsoup.org)).

## How to Conduct Effective Meetings

Crime victim advocates spend a considerable amount of time in meetings, as both a sponsor and a participant. Consider for a moment meetings that you look forward to attending, versus meetings that you dread attending. The differences between the two can be summarized in “five Ps:”

1. **P**lanning that creates “buy-in” from participants and ensures that all advance and on-site logistics are adequately addressed.
2. **P**rocess that addresses advance, on-site and follow-on activities, and that ensures that the meeting is conducted in a professional manner.
3. **P**ersonality of a skilled facilitator to adhere to a clearly stated agenda, and engage all participants.
4. **P**articipants who can contribute to achieving the goal of the meeting, and who are willing to assume responsibilities for any follow-on activities.
5. **P**roducts that result from the meeting prepared and disseminated in a timely manner.

Two elements for a successful meeting are to first determine if a meeting is needed; and next to have a clear agenda to guide both participants and the meeting process.

- Don't call a meeting unless there is business that can't be conducted by telephone, email communications, and/or on-line meetings
- Always have a concise meeting agenda that includes a clearly stated “meeting goal:”
  - It is helpful to seek input in advance from meeting participants about the goals and objectives to achieve their “buy-in.” A meeting sponsor can also develop a “draft agenda” for circulation to participants to which they can add agenda items.
  - For a two-hour meeting, limit agenda items to four key issues with specified time limitations on each issue.
    - Determine in advance the meeting participants who are responsible for facilitating or contributing to each key issue, and work with them to prepare their presentation within the time allotted.
    - Key components for the written agenda include:
      - “Header” that includes meeting sponsorship, date, time and location.
      - Welcome and introductions (a participant “icebreaker” is optional).

- Goal(s) of the meeting.
  - “Old Business” (for meetings that are regularly scheduled).
  - Key issues to address or accomplish.
  - “New Business” (if there are any “loose ends”).
  - Clarification of any follow-on assignments or activities with deadlines.
  - Adjourn.
- Send the meeting agenda that includes key topics, persons responsible for presentations and discussions, etc. with logistics (date, the beginning and ending time, location and directions) at least one week in advance of the session. It is also helpful to remind participants to bring their calendars or PDAs for scheduling purposes.

### **On-site Meeting Logistics**

If key logistics are identified and addressed, it will increase the likelihood of a meeting running smoothly.

- Seek to hold your meetings at a central location that is accessible by mass transit, has ample parking, and is disability accessible. Provide information about both to participants in advance of the meeting.
- Set up the meeting room in a manner that is conducive to group discussion, i.e., a round table or horseshoe (*not* theater style).
- Provide signage that clearly directs participants to the meeting location.
- Provide a sign-in sheet that documents who is attending the meeting.
- Arrange for audio/visual equipment, which may include:
  - Tear sheet pads and multiple colored felt pens.
  - Overhead projector or LCD equipment and screen (for any presentation of goals, etc.).
  - Audio or video recording equipment (including adequate number of tapes and batteries).
  - Laptop computers to record notations from the discussion.
- Arrange for specific needs of participants, which may include
  - Accommodations for persons with mobility access needs.
  - Sign language interpreters for participants who are deaf.
  - Interpreters for participants who speak a language other than English.
- Arrange for on-site participant resources, which may include:
  - Any written resources or handouts relevant to the discussion.

- Pads of paper.
- Pens or pencils.
- Name tags.
- Name plates on card stock.
- Boxes of tissues.
- Individual work sheets (if applicable).

### **Key Considerations for Effective Meetings**

*These considerations for on-site meetings can be easily adapted for on-line or teleconference meetings.*

- Never penalize the people who arrive on time to meetings. Start promptly at the time designated on the agenda. End promptly on time as well.
- Keep to the agenda in order to respect participants' time and commitment:
  - Include a "parking lot" for meeting participants on a piece of tear sheet posted on a wall. Provide each participant with "sticky notes" to jot down issues they think about – which may or may not be related to the topic at hand – and post them on the "parking lot." Allow at least 15 minutes at the end of a meeting to address "parking lot" issues, if needed.
- Designate a staff member or volunteer to document the meeting through minutes. It is also helpful to have a "recorder" who documents key issues on tear sheets posted on the walls.
- It is a good idea to have individual work sheets for key issues so that *all* participants can provide their input. This is a good process to engage participants who are less likely to participate verbally, and also to obtain additional data that can address the key issues of the meeting. The facilitator can describe the type of information that is sought; provide a time limit for completing the work sheet; collect the work sheets; and assure participants that their input will be reflected in the meeting's minutes.
- Document proceedings of meetings through minutes that are distributed to participants within one week of the meeting. Either highlight "action items" or include a list at the end of the minutes, with assignments and deadlines for persons who are responsible for each action item and specific deadlines.

### **Conducting the Meeting**

A well-managed meeting always has a designated facilitator or leader. This person should be at the site at least 30 minutes in advance of the meeting to set up the room and welcome participants. Effective meeting facilitation includes:

- Welcome from the sponsor and/or facilitator, and an opportunity for participants to introduce themselves by name and agency affiliation.

- “Housekeeping announcements” (such as where bathrooms are located, information about any reimbursements, etc.)
- If time permits, an “icebreaker” that immediately engages participants. For example:
  - “From the agenda we sent you in advance, I’d like each of you to identify one expectation you have of this meeting.”
  - “From the agenda we sent you in advance, I’d like each of you to identify one challenge to accomplishing our goal.”
- Review of the agenda, with an opportunity for clarification if needed.
- Review of general “ground rules” (which can be posted on a tear sheet on the wall). For example:
  - Everyone’s participation is welcome and encouraged, but nobody is encouraged to over-participate.
  - Please raise your hand when you wish to speak.
  - Please turn your cell phones and pagers to “off” or “vibrate.”
- Facilitation of the agenda that respects time limitations and participants’ contributions (see “Useful Tips for Meeting Facilitators” below).
- Providing time prior to the end of the meeting for summary, clarification and thanking the participants.

### **Useful Tips for Meeting Facilitators**

- In your brief welcoming remarks, attempt to make people feel that you are glad they came, and that their contributions are important.
- Speak slowly and clearly.
- Maintain a positive and friendly demeanor, which is contagious!
- Make the first introduction of yourself (in order to model the type and brevity of the introductions of other participants).
- Provide clear time limits for each agenda item to make the best use of limited time.
- Try to involve all participants in the discussion, and avoid letting any one participant dominate. Comments like, “We haven’t heard from (name) yet on this

- Briefly summarize and provide opportunities for clarification of group discussions following each agenda item.
- Document any “action items” on tear sheets, in the meetings’ minutes, and verbally to participants to clarify individuals’ responsibilities for follow-on activities.
- Discuss plans for any future meetings.
- Thank people for attending, and for their contributions to the meeting’s success. Follow-up with a brief email that offers your gratitude in writing.

### **Follow-on to the Meeting**

It is critical to prepare written minutes as soon as possible for dissemination to participants. Too often, a meeting ends with little or no follow-on, which makes participants wonder “what happened?”, “what are the results?” and “was this meeting worth my time?”

### **For More Information**

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



## CAP TIPS #4

### To Improve Public Awareness

## How to Engage Crime Victims and Survivors in Your NCVRW Activities

### Introduction

The most successful NCVRW activities and events are those that actively engage and involve crime victims and survivors. This year, the NCVRW theme – “Crime Victims’ Rights: Fairness. Dignity. Respect.” – offers a powerful message that is directly relevant to victims’ experiences, and should be an incentive to garner their involvement.

One of the most important goals of victim/survivor outreach is the very tenet of NCVRW. Since 1986, NCVRW has been designated to recognize the plight of crime victims; honor their dignity in the face of tremendous trauma and harm; and pay tribute to their many contributions that have helped define and create the national field of victim assistance. In other words, *the entire focus is on victims/survivors, and those who assist them!*

There are four important strategies to engage crime victims/survivors in your NCVRW planning activities and events:

- Defining their role.
- Outreach.
- Ensuring meaningful participation.
- Important follow-up activities.

### Defining Roles for Crime Victims and Survivors

Your NCVRW Planning Committee should clearly define the various roles that victims can have in both planning and implementation:

#### Planning

Your Planning Committee should include representation from victims and survivors. You may even consider designating a “victim/survivor subcommittee” that can help coordinate victim involvement in your NCVRW activities.

In advance of NCVRW, victims can strengthen your NCVRW planning activities and help develop resources that can be used during NCVRW. You can ask them to:

- Contribute their thoughts and perceptions on what “fairness, dignity and respect” mean to them (see 2010 CAP TIPS #1, *How to Promote the 2010 NCVRW Theme*).
- Define the negative outcomes when victims are *not* treated with fairness, dignity and respect.
- Help document the “power of the personal story” that victims have had in your state and community, which has resulted in:
  - Changes in laws and public policy.
  - Creation of new protocols that identify and meet the needs of victims.
  - Greater public awareness of the plight of the victim.
  - Improved collaboration among victim-serving agencies, both system- and community-based.
- Utilize their personal contacts to seek participation in your NCVRW activities from state and community leaders, such as Governors, Attorneys General, legislators, mayors and other local elected officials, business and civic leaders, etc.
- Identify and document the types of victims’ rights and direct services that result in “fairness, dignity and respect” for victims.
- Help engage other victims and survivors through direct outreach (*see below*).

## **Outreach to Crime Victims and Survivors**

How do you reach crime victims and survivors in order to engage them in your NCVRW activities?

The first important step is to make sure that *all* victim-serving agencies – including system- and community-based victim service providers, and justice and allied professionals – have detailed information about your NCVRW activities well in advance (like right about *now!*). You can ask them specifically to help ensure that their clients are aware of your activities, and invited and encouraged to attend and participate.

The next step is to create *victim/survivor-specific outreach materials*. This can include:

- Palm cards.
- Letters of invitation to your event(s).
- Flyers or posters.
- E-mails and listserv communications.
- Information posted on your website.
- Media outreach (such as public service announcements, letters-to-the-editor, press releases, etc.)

Your message can be very simple, for example:

“The theme of 2010 National Crime Victims’ Rights Week” is “Crime Victims’ Rights: Fairness. Dignity. Respect.” This is an opportunity for our (*jurisdiction*) to recognize the rights and needs of crime victims, and to work together to ensure that they are treated with fairness, dignity and respect.

*(List your specific 2010 NCVRW activities).*

All crime victims and survivors in our (*jurisdiction*) are encouraged to attend (*name of your event*) as honored guests. (*Also list any specific activities that will engage them during the events, such as lighting candles; reading the names of loved ones who have been murdered; receiving a flower, etc.*).

We hope that our entire community – including crime victims and survivors – will join us in recognizing the plight of crime victims, and join together to improve their treatment by our justice systems, and by our community.”

In addition, victims and survivors can be asked to help you identify other victims and survivors to participate in your NCVRW activities. Often, victims have important networks through support groups, volunteer activities, employment, and their social support networks. By providing victims with advance “Save the Date” information about your NCVRW activities – in both paper and electronic formats – you can ask them to help “spread the word” to their families, friends, and colleagues (including other victims/survivors).

## **Ensuring Meaningful Participation**

You want to make sure that, when victims and survivors *do* attend your events, they feel welcome and are glad that they came. Any special recognition you can offer will honor them, create goodwill, and perhaps provide a foundation for ongoing relationships that can benefit both these victims/survivors, and your organization or community and its goals related to crime victim assistance.

A good place to start is to review past “Tips to Promote Victim and Community Awareness” from previous NCVRW CAP Programs. You can go to [http://www.ovc.gov/ncvrw/2006/tips/tips\\_index.html](http://www.ovc.gov/ncvrw/2006/tips/tips_index.html) and <http://cap.navaa.org/previous.html> to get some great ideas on how victims and survivors can be important participants in your activities.

It’s a good idea to have a separate sign-in table or designated space for “Honored Guests – Crime Victims and Survivors” to sign in. Once you identify them, you can:

- Assign special greeters to thank them for coming, make sure they have all relevant event resources, and escort them to their seats.

- Provide them with a flower or button that designates them as an “honored guest.”
- Provide them with any specific information about victim-centered activities for your event (see below).

### **Victim-centered Activities**

There are many activities that can actively engage victims and survivors in your NCVRW events and activities, and honor them – either publicly or privately – through your actions. Some suggestions include:

- Invite a few victims to speak at your event(s), focusing on the 2010 NCVRW theme, and what can be done to improve the treatment of crime victims and survivors (you can also consider inviting three victims to address each of the components of the 2010 NCVRW theme – fairness, dignity and respect).
- Designate special recognition of crime victims (you can use and modify, as needed, the “sample certificates of appreciation” artwork included in the 2010 NCVRW Resource Guide).
- Ensure that your 2010 NCVRW proclamation or resolution (see the 2010 NCVRW Resource Guide for a *sample proclamation*) includes strong recognition of victims and survivors; and ask a dignitary to read the proclamation at your event(s).
- Ask key criminal, juvenile, tribal or Federal justice officials to personally address the NCVRW theme, and what it means to victims, in remarks at your event(s).
- Ask ALL speakers at your event(s) to personally thank the victims and survivors in attendance, and pay special tribute to them in their remarks. Some general themes here include:
  - *Without* crime victims and survivors who are willing to serve as witnesses throughout justice processes, we would *not* have an effective justice system.
  - Literally everyone *is* or *knows* a victim of crime; crime is no longer “something that happens to someone else.”
  - Our homes, neighborhoods, schools, businesses and entire communities are *all* negatively affected by crime and victimization.
- Hang a large poster with the NCVRW theme imprinted on it where victims, survivors and other participants can write down their thoughts that relate to the theme.
- In advance of your event(s), provide victims/survivors with a card imprinted with the 2010 NCVRW theme, and ask them to write down what the theme

- Invite victims and survivors to come forward at your event(s) and:
  - Light candles at the front of the room.
  - Place flowers that they receive when signing in into large, central vases at the front of the room, to create a beautiful bouquet.
  - Cite a sentence about what “fairness, dignity and/or respect” personally mean to them.
  - Bring photos of a loved one who was murdered to display in a prominent place.

It is also important is to make sure that you have trained victim advocates or mental health professionals available at your NCVRW events, to make sure that appropriate support and, if needed, crisis support is available to crime victims and survivors who attend.

### **Important Follow-on Activities**

As noted above, it’s a good idea to have a designated sign-in sheet for crime victims and survivors, which should include a space for both their “snail mail” and email addresses. Sample sign-in sheets are available at the NCVRW CAP Subgrantees’ Web site.

It’s very important to follow-on to all victims who attended and participated in your NCVRW activities. You can:

- Send an email to all who attended, thanking them for their participation and validating that their presence helped emphasize the 2010 NCVRW theme of “Crime Victims’ Rights: Fairness. Dignity. Respect.”
- Solicit staff and volunteers who can write *personal notes* of thanks to them.
- Through your follow-on activities, provide opportunities for victims and survivors to:
  - Access any support or services they may need.
  - Volunteer to assist your organization not only during NCVRW, but year-round.
  - Continue to participate in activities that recognize and honor victims, and allow them to share “the power of *their* personal stories.”

### **For More Information**

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



## CAP TIPS #5

### To Improve Public Awareness

## Tips to Produce Promotional and Personalized Imprinted Items for 2010 NCVRW

### Introduction

Many of the 2010 CAP program activities and events that were described in your applications to OVC can be enhanced by the use of promotional items, including decorations and other items that can be inexpensively imprinted with the NCVRW theme and artwork, or messages that are personalized to your agency, community or jurisdiction. Here are some tips for ordering promotional items for your programs and special events.

For most of these items, the cost becomes more inexpensive as the number of items ordered increases. Also, you'll want to check each website for information on shipping (many offer free shipping, and provide specific information about how long items will take to ship).

Listed below is contact information for some vendors that may be able to meet the needs of NCVRW CAP subgrantees for promotional and personalized items; however, *NCVRW CAP is not recommending or endorsing any of these vendors. We are providing this for information purposes only.* You may be able to find other vendors online or in your communities that can also supply these items. Also remember that NCVRW CAP subgrantees must adhere to the financial requirements of the program, including budget variances and modifications. Please contact Project Director Chris Nolan ([chris@navaa.org](mailto:chris@navaa.org)) if you need to modify your approved NCVRW CAP budget.

### Imprinted Promotional Items

#### Promotion Potion

Promotion Potion

[www.promotionpotion.com](http://www.promotionpotion.com)

757-675-5072 (telephone)

877-642-3646 (fax)

[promotionpotion@cox.net](mailto:promotionpotion@cox.net)

They offer imprinted stress balls in the hundreds of shapes, including:

- Statue of Liberty (torch theme).
- Some state shape maps.

- Police car.
- Police bear.

Promotion Potion has a database of over 500,000 items, most of which can be personalized with your message and/or artwork, including:

- Recognition awards.
- Promotional bags.
- Embroidered hats.
- Personalized pens, balls, calendars and flashlights.

### **Just 4 Banners**

[www.just4banners.com](http://www.just4banners.com)

866-548-5353

[sales@just4banners.com](mailto:sales@just4banners.com)

This company offers to create personalized high-quality, digital-printed banners, which are produced on 13-ounce heavy duty vinyl (suitable for indoor or outdoor events).

There is *NO* set-up fee, and they also offer free uploads of your text and/or artwork. You can place your order 24-hours-a-day via fax or their website. Prior to printing your personalized banner, the company will send you design proofs to approve.

The prices vary only upon the size of the banner; for example:

- A 4' by 7' banner is \$56.00.
- A 6' by 10' banner is \$120.00.

This company also offers bumper stickers and mini-stickers – both of which are excellent NCVRW promotional items!

### **Safe Flame Candles for Candlelight Vigils**

[www.safeflamecandles.com](http://www.safeflamecandles.com)

This company offers flame flickering LED candles for \$1.44 each. The “flame” on each candle closely resembles the “torch” in the NCVRW theme artwork.

The candles are \$1.44 each. Shipping costs vary based upon your location, and two-to-three day shipping is available.

### **Balloon Printing**

[www.balloonprinting.com](http://www.balloonprinting.com)

800-628-9995

This company offers imprinted balloons for a reasonable cost. For example, 100 imprinted nine-inch latex balloons are \$75.00; if you want your text/artwork imprinted on both sides, it's \$18.00 more per 100 balloons.

## NCVRW Theme Items

We searched the Internet for inexpensive items that relate to the 2010 NCVRW theme artwork, involving the torch. Here is what we found:

### **Oriental Trading**

[www.orientaltrading.com](http://www.orientaltrading.com)

800-875-8480

Oriental Trading offers many types of inexpensive “giveaway” items for special events and programs; this firm also has a wide selection of inexpensive decorations and candy.

In keeping with the 2010 NCVRW theme artwork (the torch), Oriental Trading offers:

#### **Silver Athletic Torch Prize** (*Medallion on a Lanyard*)

Item number IN-39/1024

(They will personalize these with a brief message for *free*).

One dozen for \$3.99

**“Design Your Own Medals”** (*2 ½” plastic frames into which you can place your own NCVRW artwork to create a button, on a lanyard*)

Two dozen medals are \$9.99/three dozen or more are \$8/99 per dozen.

**SPECIAL TIP:** Oriental Trading offers “free shipping and save \$5.00 on orders of \$49.00 or more” during February; use offer code **“ACFEB10”** when ordering. In March, you can save \$20.00 on orders of \$75.00 or more, by using offer code **“ACMAR10.”**

### **Party Cheap**

[www.partycheap.com](http://www.partycheap.com)

800-224-3143

*FREE shipping for orders over \$50.00*

**Art Tissue Torches** (if you can make a nice base, these are beautiful NCVRW theme centerpieces)

24 inches height

Item # 55667

\$2.36 each

**Torch Cutout** (bright cardboard torches to hang on the wall)

Item # 55666

\$0.55 each

**Jointed Floral Tiki Torch** (*in a literal rainbow of colors, to match the NCVRW theme artwork*)

Four-foot tall, paper stock, imprinted on both sides.

Item # 50468

\$3.32 each

## **Multi-colored Glow Sticks (Can be Personalized)**

### **Happy Glow**

[www.happyglow.com](http://www.happyglow.com)

866-944-5432

This company offers a wide variety of glow sticks in multiple colors at reasonable prices; for example:

- Four inch glow sticks for as low as \$0.21 a piece (before imprinting).
- Six inch glow sticks for as low as \$0.26 a piece (before imprinting).

If you want to imprint a personal message on the glow sticks, there is a \$25.00 set-up fee for graphics and text for orders of 499 or less; for 500 glow sticks or more, there is *NO* set-up fee.

## **Chotskies, ChaChas, Knick-knacks and Giveaways**

### **Dollar Tree**

[www.dollartree.com](http://www.dollartree.com)

877-530-8733

The Dollar Tree has more than 3,500 stores in the 48 contiguous states; you can visit its website and go to “Store Locator” to find the store nearest you. *EVERYTHING* in the store is, you guessed it, \$1.00! You can also order many items in bulk directly from their website.

Some items that may be relevant to your 2010 NCVRW events and activities include:

- Brightly colored paper cups, plates, cutlery, napkins and plastic tablecloths.
- Candles
- Poster boards.
- Clipboards.
- Bulk pens.
- Cleaning supplies.
- Various decorations.

## **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.



## CAP TIPS #6 *To Improve Public Awareness*

### Tips for Sponsoring “Green” Events for NCVRW

#### Introduction

As you plan your 2010 NCVRW activities, it's a great idea to consider in advance how you can make your events and activities “environmentally-friendly.” The idea is to “leave no ‘footprint’ bigger than the one you had” at the beginning of your event. This means giving careful consideration to the overall impact your events will have on the environment and your “carbon imprint,” and seeking ways to ensure that you limit any negative impact on the environment.

Listed in this CAP TIPS is contact information for some online vendors that may be able to meet the needs of NCVRW CAP subgrantees for sponsoring green events for NCVRW. However, *NCVRW CAP is not recommending nor endorsing any of these vendors.* We are providing this for information purposes only. In addition to the listings below, you may be able to find other vendors online or in your communities that can also supply these items. Use Google or other search engines by looking up terms such as “biodegradable balloons,” “biodegradable ribbons,” and “butterfly release events.”

Remember that NCVRW CAP subgrantees must adhere to the financial requirements of the program, including budget variances and modifications. Please contact Project Director Chris Nolan ([chris@navaa.org](mailto:chris@navaa.org)) if you need to modify your approved NCVRW CAP budget.

#### Partnering with Organizations that Promote Green Activities

Organizations that promote eco-friendly policies and “green” approaches to community development and sustaining the environment *seldom* have opportunities to partner with crime victim assistance organizations. NCVRW offers the chance to collaborate with such organizations to ensure that your NCVRW events are environmentally-friendly, and may provide future opportunities for collaboration on activities that protect victims *and* protect the environment. For example, consider holding your event in cooperation with or at a local park, zoo, or botanical garden. You should contact these organizations in advance of your NCVRW events and activities, and seek their advice on how to promote “green” events.

A good place to start in identifying environmental organizations in your community is Envirolink (<http://www.envirolink.org/categories.html?catid=5>), which lists hundreds of non-profit environmental organizations in a variety of categories.

Some long-established and well-respected environmental groups that have many chapters with which to collaborate include (but are not limited to):

- Sierra Club (<http://www.sierraclub.org/>).
- National Audubon Society (<http://www.audubon.org/>).
- Green America (<http://www.greenamericatoday.org/>).

### Quick Tips for Sponsoring “Green” Events

- Promote your environmental efforts as a marketing tool for your overall NCVRW activities, emphasizing any partnerships you may have established with environmental organizations (*see above*).
- Reduce paper communications by using electronic communications whenever possible, for example, promoting your NCVRW activities via:
  - Email.
  - Listservs.
  - Websites.
  - Teleconferences and webinars.
  - Podcasts.
  - Social networking websites.
  - SMS/texting.
  - Fully-electronic media relations (via email).
- When you *must* print materials for victim and public outreach, use recycled materials; and for communications and written resources for your Planning Committee members and other key stakeholders, commit to double-sided printing.
- Consider holding your event at a venue that has a clearly-established “green” policy, and include this in your publicity.
- Consider selecting an event site that is accessible by public transportation to reduce your overall “carbon imprint.”
- Carefully plan your event with consideration to expected number of participants, duration and number of rooms to ensure the minimal use of resources.
- Practice good waste management that focuses on:
  - Reduction of waste
  - Recycling of waste where it cannot be reduced or reused.
  - If possible, buy products made from recycled materials (such as paper, cups and plates, plastic utensils, etc.).

- Use recyclable or biodegradable products when possible.
- If you are making posters, use water-based pens and paints and recycled paper.
- Recycle your:
  - Plastic nametag holders.
  - Paper nametags.
  - Publicity and awareness posters.
  - Paper plates and cups.
  - Plastic cutlery.
  - Any other paper resources provided to participants.
- Provide bins for recycling paper and plastic products at your events.
- If you are hosting a training program, provide participants resources on a USB flash drive (versus paper copies).
- For any leftover food or refreshments:
  - Arrange in advance to provide any leftover food to a local domestic violence shelter or homeless shelter.
  - Compost food scraps.

## Balloon Lifts

Several NCVRW CAP recipients are sponsoring balloon lifts in their communities to generate victim/survivors and public awareness during 2010 NCVRW. It's important to note that *balloon releases are considered by many to be harmful to the environment*. However, here are some ways you can make balloon lifts more environmentally-friendly:

A good place to begin is by visiting [BalloonRelease.com](http://www.balloonrelease.com). This site provides an excellent overview of balloon releases and tips for making them "green," including an important tip for making sure that your balloons are *biodegradable* (<http://www.balloonrelease.com/faqs.htm>).

One source for biodegradable balloons at a reasonable cost is Greenopolis (<http://greenopolis.com/marketplace/products/100-biodegradable-helium-quality-latex-balloon>).

If you plan on attaching ribbons to balloons, make sure that they, too, are fully biodegradable, such as those offered by Sweet Organics and Naturals. They have inexpensive cotton ribbons (such as "Organic Twist: Nature's Gift Accessory" that is beautiful hand-twisted and naturally-dyed paper ribbon, available in multiple colors) (<http://sweetorganicsandnaturals.com/natural-ribbon.html>).

If you are looking for *high-impact alternatives* to outdoor balloon releases, please consider the following:

- Plant a tree or a garden to honor victims and survivors.
- Blow bubbles; you can purchase individual bubbles at any Dollar Tree store ([www.dollartree.com](http://www.dollartree.com)) or at Oriental Trading ([www.orientaltrading.com](http://www.orientaltrading.com)) (see CAP TIPS #5, *Tips to Produce Promotional and Personalized Imprinted Items for 2010 NCVRW*).
- Drop non-helium-filled balloons from a tall building (this is a great activity to engage children!).
- Release balloons *inside* a building, such as a gymnasium, courthouse or faith institution.
- Release butterflies in lieu of balloons.

A wonderful alternative to a balloon release event is a butterfly release. Amazing Butterflies (<http://www.amazingbutterflies.com/>; 800-808-6276) offers release butterflies that are shipped overnight in cardstock boxes (if you visit the website, click on the link for “Live Butterfly Release Brochure” for more information). However, butterflies are *not* inexpensive; ordered in bulk, they are \$65.00 a dozen. Yet they can contribute to a truly eco-friendly NCVRW event!

### **For More Information**

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



## CAP TIPS #7

### To Improve Public Awareness

## Tips to Create 2010 NCVRW "Awareness Ribbons"

### Introduction

We have received several inquiries about how and where to order "awareness ribbons" for 2010 NCVRW.

Awareness ribbons are intended to be affixed to people's lapels, and can be a simple looped ribbon with a two-inch stickpin, or attached to an embossed pin or button (that can be created using the NCVRW Resource Guide artwork).

Awareness ribbons are a great way to promote NCVRW. Depending upon your planned activities, you can disseminate awareness ribbons:

- Throughout your entire community, in baskets or boxes that feature the NCVRW artwork, logo and theme at high-traffic destinations, such as libraries, schools, or stores.
- At designated agencies that assist and serve victims, such as:
  - Law enforcement agencies.
  - Courts, prosecutors, probation, parole and correctional agencies' offices.
  - System- and community-based victim assistance organizations.
  - Any allied professional organizations.
- At your special events and activities planned for NCVRW.

### Ordering Pre-fabricated Awareness Ribbons

There are *many companies* that you can access via the Web that provide inexpensive awareness ribbons in a variety of colors, that are pre-formed in a loop with a center weld. The contact information for the companies below is for information purposes only; NCVRW CAP is not recommending or endorsing either company. In addition to the listings below, you may be able to find other vendors online or in your communities that can also supply these items. Use Google or other search engines to look up "awareness ribbons."

## **Ribbon Factory**

[http://www.ribbonfactory.com/html/awareness\\_ribbons.html](http://www.ribbonfactory.com/html/awareness_ribbons.html)

866-827-6431 (toll-free telephone number)

This company offers ribbons in 3/8" satin and grosgrain, with sealed edges in a variety of colors. Prices vary depending on the order; 250 pieces with a safety pin or sticky tape cost \$20.00 (plus shipping and handling), with discounts offered for bulk purchases.

## **Trophies 2 Go**

<http://www.trophies2go.com/awareness-ribbons>

877-926-4700 (toll-free telephone number)

[info@trophies2go.com](mailto:info@trophies2go.com) (E-mail)

This company offers a variety of similar ribbons in 50-pack quantities for \$25.00 (plus shipping and handling).

## **Making Your Own Ribbons**

You can also save money by making your own ribbons. Any craft store in your community will have 3/8" ribbon in multiple colors for a reasonable price, and two-inch stickpins to affix them to the ribbon card (artwork for ribbon cards is included in OVC's 2010 NCVRW Resource Guide). You can also ask for a discount (or donation) by describing how the ribbon will be used for your NCVRW activities.

If you choose to make your own ribbons, consider these options for cutting the ribbons and affixing them to the ribbon cards:

- Host a fun evening for volunteers – with pizza and sodas – to prepare your ribbons.
- Collaborate with your adult or juvenile probation or parole agencies to encourage offenders who have community service obligations to cut ribbons and affix them to the cards. The agencies can arrange for a number of offenders to show up for a designated number of hours; you can also offer to conduct a "victim awareness program" before or during the ribbon session so that they understand how their efforts are creating awareness about victims' rights and needs. (For many years, adult and juvenile offenders in the Washington, DC Metropolitan area have created thousands of ribbon pin cards that are distributed by the U.S. Department of Justice, and at OVC's National Prelude Events each year).
- Collaborate with sheltered workshops in your community to obtain support from their developmentally-disabled clients to cut ribbons and affix them to pin cards (it's a good idea to also offer to provide supervision).

If you choose to assemble your ribbons, you should consider creating at least three "stations" for your volunteers or workforce to make the process more efficient:

1. Cutting the ribbons at your pre-determined length, at a cross-angle on both ends.

2. Looping the ribbons, and affixing them to ribbon pin cards with either a stick pin, or onto embossed pins that you create with NCVRW Resource Guide artwork.
3. Quality control.

### **For More Information**

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



## CAP TIPS #8

### To Improve Public Awareness

## Crime Victim/Survivor and Community Awareness/Outreach in Rural Communities

### Introduction

There are more than 50 million people who live in rural, remote and frontier jurisdictions in America. There are unique challenges to providing crime victim/survivor assistance, and promoting community awareness about victims' rights and needs in rural jurisdictions, which include:

- Limitations in the availability of victim services.
- Limitations in crime victims' ability to access services.
- Geographical challenges (serving victims across a large region).
- Fewer media outlets to promote victim and public awareness.
- Providing victim services that respect their *confidentiality* and *autonomy* in seeking services in communities where many people know each other.

However, rural/remote/frontier communities have unique benefits in that they are often close-knit, and have long-standing traditions of "helping our neighbors."

This CAP TIP is designed to help you:

- "Frame the issue" of rural crime and victimization.
- Identify national and state resources that can provide information and opportunities for collaboration to promote 2010 NCVRW.
- Build partnerships with allied professionals in rural communities.
- Obtain practical tips for victim/survivor and community outreach to promote 2010 NCVRW in rural/remote/frontier jurisdictions.
- Promote successful media relations to publicize your NCVRW events, as well as victims' rights and services.

### Framing the Issue: Obtaining Rural Crime Statistics

It may be helpful for rural jurisdictions to be able to describe the scope and range of crimes that occur in rural communities. The most recent national data available from

the U.S. Department of Justice that compare rural victimization with that of urban and suburban jurisdictions is:

- “Urban, Suburban, and Rural Victimization,” Bureau of Justice Statistics, National Crime Victimization Survey, 2000.  
<http://bjs.ojp.usdoj.gov/content/pub/pdf/usrv98.pdf>

However, state and local data are even more relevant in “personalizing” crime and victimization in rural/remote/frontier communities *within your state*. For state-specific rural crime and victimization statistics, check with your state’s Statistical Analysis Center (SAC). You can find your state’s SAC website by going to the Justice Research and Statistics Association at <http://www.jrsa.org/> and click on the “State SACs” map of the United States on the homepage. By clicking on your state, you will access your state’s crime statistics website, which may include resources such as:

- Statistics specific to rural jurisdictions within a state.
- Data comparing rural crime and victimization with crime in urban and suburban jurisdictions.
- Publications that focus on rural crime and victimization.

## **National Resources Specific to Rural Victim Assistance, Crime Prevention and Public Safety**

There are a number of helpful publications and resources that can help you define the scope and prevalence of rural crime and victimization, and promote strategies that best serve victims and survivors:

### **General Victim and Community Safety Issues**

“Victim Services in Rural Law Enforcement”

Office for Victims of Crime

<http://www.ojp.usdoj.gov/ovc/publications/infores/RuralVictimServices/welcome.html>

“Rural Victim Assistance”

Office for Victims of Crime

[http://www.ojp.usdoj.gov/ovc/publications/infores/rural\\_victim\\_assistance/page1.html](http://www.ojp.usdoj.gov/ovc/publications/infores/rural_victim_assistance/page1.html)

National Victim Assistance Academy chapter, “Rural Victims”

[http://www.ojp.usdoj.gov/ovc/assist/nvaa2002/chapter22\\_6.html](http://www.ojp.usdoj.gov/ovc/assist/nvaa2002/chapter22_6.html)

“Violence and Rural Teens”

South Carolina Rural Health Research Center

[http://www.vawnet.org/category/Documents.php?docid=1511&category\\_id=601](http://www.vawnet.org/category/Documents.php?docid=1511&category_id=601)

“Don’t Let Your Guard Down Just Because You Live in the Country!”

National Crime Prevention Council Brochure

<http://www.ncpc.org/resources/files/pdf/neighborhood-safety/rural.pdf>

## **Violence Against Women**

“Getting the Word Out: Domestic Violence Awareness in Rural Communities”  
West Virginia Coalition Against Domestic Violence

[http://www.vawnet.org/category/Documents.php?docid=963&category\\_id=256](http://www.vawnet.org/category/Documents.php?docid=963&category_id=256)

“Unspoken Crimes: Sexual Assault in Rural America”

National Sexual Violence Resource Center

<http://www.nsvrc.org/publications/nsvrc-publications/unspoken-crimes-sexual-assault-rural-america>

“Building the Rhythm of Change: Developing Leadership and Improving Services within the Battered Rural Immigrant Women’s Community”

Family Violence Prevention Fund

<http://endabuse.org/userfiles/file/ImmigrantWomen/Building%20the%20Rhythm%20of%20Change.pdf>

“Sexual Assault in Rural Communities”

National Online VAW Resource Center

[http://www.vawnet.org/category/Documents.php?docid=419&category\\_id=492](http://www.vawnet.org/category/Documents.php?docid=419&category_id=492)

“Responding to Sexual Assault in Rural Communities”

(from Australia)

[http://www.aifs.gov.au/acssa/pubs/briefing/acssa\\_briefing3.pdf](http://www.aifs.gov.au/acssa/pubs/briefing/acssa_briefing3.pdf)

## **Building Partnerships for Victim and Community Outreach**

At the national level, there are at least seven great resources that focus specifically on rural issues:

- Rural Assistance Center  
(includes URL links to organizations that have a “broad interest in rural health and human services”)  
<http://www.raconline.org/experts/group.php>
- Rural Crime and Justice Center  
<http://warp6.cs.misu.nodak.edu/rcjc/index.shtml>
- National Center for Rural Law Enforcement  
<http://www.cji.edu/ncrle.html>
- National Association for Rural Mental Health  
<http://www.narmh.org/>

- The National Grange  
(The National Grange has members in 37 states and D.C.; find a local chapter to by going to: <http://www.nationalgrange.org/about/states.htm>. The National Grange’s “*Blueprint for Rural America*” recognizes the need to support programs that protect the rights of crime victims in rural areas. <http://www.nationalgrange.org/legislation/blueprint.htm#point9>.)  
<http://www.nationalgrange.org/>
- Center for Rural Affairs  
<http://www.cfra.org/>
- National Rural Development Partnership  
(Non-partisan forum for issues related to rural communities)  
<http://www.rurdev.usda.gov/nrdp/>

If you look at these web sites, they can provide you with good ideas about various professions that specialize in providing services within rural communities.

### **Practical Tips for Victim/Survivor and Community Outreach**

The most important tip is to identify physical places and spaces where people gather as a community on a regular basis. This can include places such as:

- Schools.
- Community colleges.
- Community centers.
- Libraries.
- Coffee shops and restaurants.
- The general store.
- Recreation centers and gyms.
- Book stores and other shops.
- Beauty salons and barber shops.
- Senior centers.

Once you identify key places where people meet, you can visit the proprietors or staff, and ask them to display NCVRW posters and outreach resources (personalized with your program’s information), along with information about your NCVRW events and activities. You can also personalize your resources to the place, such as providing bookmarks to libraries and book stores, or information about domestic violence to beauty salons.

Many rural communities have “mobile units” that bring services directly to people’s homes, such as mobile health units, bookmobiles, and Meals on Wheels. If you work in advance with such programs’ sponsors, you can ask them to include your NCVRW and victim awareness materials in the resources and service information they provide to their clients.

Multi-faith communities are often anchors of rural communities. Previous CAP TIPS #4, “*Engaging Multi-faith Communities*” has lots of tips on how to engage multi-faith

communities in your NCVRW activities. A future CAP TIPS will provide congregation leaders with the “Sermon Ideas” and which you can use to ask them to highlight victim assistance services and themes in their sermons and Sunday School classes on April 18, 2010.

It’s also important to know that the Office for Victims of Crime is again partnering with the U.S. Postal Service. Every post office in the United States will have the NCVRW theme poster prominently displayed, with a brochure display containing information about victims’ rights and services. You can ask your Postmaster if you can stand by the display during high-traffic periods (often during the lunch hour), and answer any questions people may have and provide them with information about your NCVRW activities.

Finally, your community may have many rural routes and roads where homes are few and far between. You can consider ordering lawn signs, and have volunteers visit homes to ask the occupants to post your lawn sign in the weeks leading up to and during NCVRW. If you enter “lawn signs” into Google or other internet search engine, you’ll find many companies that offer double-sided lawn signs with the wire holders for as little as \$1.00 each (with extra bargains, such as “no set up fee for artwork” and “free shipping”). This is a great way to conduct individual outreach and provide colorful visual depictions of the NCVRW theme and contact information for your program.

## **Successful Media Relations**

It can be a lot of fun to seek media coverage of your program and NCVRW activities in rural communities! Media outlets tend to be smaller, which eliminates the layers of bureaucracy that are often evident in larger media outlets (the reporter may also be the headline writer and editor). These outlets are often hungry for materials and are more likely to run your press releases, letters to the editor, or op-ed pieces.

Consider the messages you want to convey around NCVRW, for example:

- Any increases in specific types of crimes that may have affected your jurisdiction.
- The scarcity of victim services, and the need for volunteers to provide victim assistance.
- Any partnerships you’ve created with law enforcement and allied justice agencies that improve victim assistance services.

Some great media outlets for your outreach efforts include:

- Daily, weekly and free giveaway newspapers, shoppers and classified advertising publications (such as the “Pennysaver”).
- Community forum newsletters (both paper-based and on-line).
- Radio shows:
  - You can call in to respond to an on-air subject, and add information about your NCVRW activities.

- You can ask to be a guest on any talk shows.
- You can seek to place public service announcements on programming that has a built-in audience (for example, the daily farm report).

Also consider asking your local media outlets to “co-host” your events and, for radio and television stations, provide them with the opportunity to “broadcast live” from your NCVRW special events.

### **For More Information**

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



## CAP TIPS #9

### To Improve Public Awareness

## How to Promote Outreach to Elder Populations

### Introduction

According to the *65 Years and Older Population 2000 Census Brief*, 35 million people 65 years of age and older were counted in the United States, representing a 12 percent increase from 1990 (<http://www.census.gov/prod/2001pubs/c2kbr01-10.pdf>). Although the number of people 65 years and older increased between 1990 and 2000, their proportion of the total population dropped from 12.6 percent in 1990 to 12.4 percent in 2000.

As America's elder population rises, the awareness about potential risks for victimization must also increase. Our elders too often fall prey to property crimes, violent crimes, and fraud (among other types of victimization), and can benefit from outreach targeted to their specific needs.

2010 NCVRW offers a great opportunity to generate public awareness about crimes against elder populations, crime prevention strategies, and elder protection. It also provides victim assistance organizations the chance to partner with local, state and national organizations that are dedicated to elder protection and safety – many of whom have excellent resources that can be tapped for elder outreach and awareness during NCVRW.

In addition, May is "Older Americans Month;" the theme for 2010 is "Age Strong! Live Strong." The U.S. Department of Health and Human Services Administration on Aging (AoA) offers free resources to promote Older Americans Month at [http://www.aoa.gov/AoARoot/Press\\_Room/Observances/oam/oam.aspx](http://www.aoa.gov/AoARoot/Press_Room/Observances/oam/oam.aspx). Any partnerships established for NCVRW can also be tapped to help promote Older Americans Month in May.

### Identifying Organizations that Serve Elderly

The best place to begin identifying organizations that provide services to the elderly – including many related to elder protection – is your State or Area Agency on Aging. The AoA sponsors a web page through which you can readily identify the agency for your state and, in many cases, your specific jurisdiction. This database can be accessed at:

[http://www.aoa.gov/AoARoot/AoA\\_Programs/OAA/How\\_To\\_Find/Agencies/find\\_agencies.aspx](http://www.aoa.gov/AoARoot/AoA_Programs/OAA/How_To_Find/Agencies/find_agencies.aspx).

The National Committee for the Prevention of Elder Abuse sponsors a web page that includes URL links to over one dozen national organizations with an interest in issues related to public safety and victimization. This website also includes links to a wide variety of publications about elder protection. You can access this website at: <http://www.preventelderabuse.org/additional/organizations.html>.

Similarly, the Office for Victims of Crime lists organizations that provide services for victims of:

- Elder abuse: <http://www.ovc.gov/help/ea.htm> .
- Fraud and identity theft: <http://www.ovc.gov/help/it.htm>.

The National Association of Triads (NATI) provides resources and technical assistance to hundreds of Triad programs nationwide. Triads are comprised of a partnership of three organizations – law enforcement, senior citizens and community groups. The sole purpose of Triad is “to promote senior safety and to reduce the fear of crime that seniors often experience.” NATI’s website offers excellent resources about elder safety, and includes a roster of hundreds of Triad programs nationwide. It can be accessed at: <http://www.nationaltriad.org/index.htm>.

## **Finding Resources about Elders and Elder Protection**

There are many excellent online resources that offer statistics about America’s elder population, along with information specific to crime prevention, victim assistance and elder protection. For example:

- The U.S. Census Bureau’s “American Fact Finder” features a wide range of demographic data about our Nation’s elder population, including data by individual states. These resources can be accessed at: [http://factfinder.census.gov/servlet/ACSSAFFPeople?\\_submenuId=people\\_3&\\_sse=on](http://factfinder.census.gov/servlet/ACSSAFFPeople?_submenuId=people_3&_sse=on)
- The National Criminal Justice Reference Service (NCJRS) has many publications related to “elder protection,” including over 100 full text publications; 500 abstracts; and over 200 Federal justice websites. You can access these resources at: <http://www.ncjrs.gov/App/Search/SearchResults.aspx?txtKeywordSearch=elder+protection&fromSearch=1>.
- NCJRS also features resources addressing elder fraud, including 33 full text publications; over 300 abstracts; and 158 Federal justice websites. You can access these resources at: <http://www.ncjrs.gov/App/Search/SearchResults.aspx?txtKeywordSearch=elder+fraud&fromSearch=1>.

In addition, you can contact your state's or jurisdiction's Agency on Aging (see above) for information and resources that are available at your state and local levels.

## **Tips for Elder Outreach and Awareness**

Once you have reached out to organizations that serve elders in your community, you can brainstorm ideas to promote elder protection during NCVRW, Older Americans Month and throughout the year. You can also promote this unique and important partnership through your local news media.

Some tips to consider for elder outreach include:

- Coordinate with your jurisdiction's Triad Program or local law enforcement agencies to offer home safety checks for elders.
- Develop a list of sites that elders may frequent, and ask the proprietors to display NCVRW information – including the theme poster, bookmarks and buttons – along with any specific resources you identify or create related to elder protection. For example:
  - Senior centers.
  - Nursing home facilities.
  - Veterans' homes and agencies.
  - Post offices (all of which will already be displaying NCVRW resources nationwide).
  - Multi-faith communities.
  - Food banks.
  - Beauty salons and barber shops.
  - Banks and credit unions.
  - Public transportation.
  - Community Action Agencies.
  - Medical professionals (including physicians and dentists).
  - Adult day service centers.
  - Emergency home response provider agencies.
  - Foster grandparent programs.
  - Any elder support groups.
  - Long-term care ombudsman agencies.
  - Service Corps of Retired Executives (SCORE)
- Seek opportunities to conduct training sessions or give short speeches about elder protection, crime prevention and safety at the sites noted above during NCVRW.
- Work with your jurisdiction's elder abuse provider agencies to coordinate expanded elder outreach during NCVRW and Older Americans Month.

- Ask your local libraries to sponsor a display during NCVRW about elder protection issues, and provide free bookmarks to their elder patrons.
- Seek collaborative opportunities with banks and credit unions to promote elder awareness about fraud through public awareness displays and presentations to their clients.
- Seek opportunities to partner with organizations that assist traditionally-underserved elders, including elders with disabilities; elders with Limited English Proficiency (LEP); and GLBT elders, among others.
- Using the elder protection resources you've identified or created, seek media opportunities to expand your outreach efforts and address elder protection issues through:
  - Appearances on local television or radio talk shows.
  - Development of public service announcements that target elder populations and elder protection.
  - Submitting an opinion/editorial column to your local newspapers about elder protection to generate greater awareness of crimes against the elderly, including elder abuse and fraud.
- You can also partner with senior centers and nursing homes to tap volunteers who can support your NCVRW activities, such as stuffing envelopes or assembling ribbon pin cards. You can use the sample "certificate of appreciation" included in the 2010 NCVRW Resource Guide to recognize any volunteers.

### **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.



## **CAP TIPS #10** ***To Improve Public Awareness***

### **Sermon Ideas for Multi-Faith Clergy Members**

#### **Introduction**

The 2010 National Crime Victims' Rights Week (NCVRW) theme – “Crime Victims' Rights: Fairness. Dignity. Respect.” – opens numerous opportunities for clergy of faiths that engage in congregational worship to highlight NCVRW in a sermon to “kick off” NCVRW. We are very grateful to national victim advocate Janice Harris Lord and her husband, the Reverend Richard Lord, who developed the sermon outlines below to promote the 2010 NCVRW theme to multi-faith communities.

The three themes of 2010 NCVRW – fairness, dignity, and respect – are highlighted with references to various faith's scriptures. In addition, this CAP TIP includes guidance for leaders of the seven major faith communities in the United States:

1. Judaism.
2. Christianity.
3. Islam.
4. Buddhism.
5. Bahai.
6. Jainism.
7. Sikhism.

You can provide the relevant references included in this CAP TIP to leaders of your state's or community's multi-faith communities, and encourage them to address the 2010 NCVRW theme to their congregations on Sunday, April 18<sup>th</sup>.

Previous CAP TIP # 4, “Engaging Multi-faith Communities” offers additional suggestions for outreach to multi-faith communities that can enhance your NCVRW public awareness and related activities.

#### **Theme I: Fairness through Journey**

**Scripture: Surah 94, “The Expanding,” The Qur'an**

“In the name of God, Most Gracious, Most Merciful,

Have we not expanded thee thy breast, and removed from thee thy burden, the burden that weighed down thy back? Did we not raise high the esteem in which thou art held?

So, truly, with hardship comes ease, so truly, with hardship comes ease.

Therefore, when thou art free from thine immediate task, still labour and to thy Lord turn all thy attention.

### **Sermon Outline:**

- Introduction: Unwarranted suffering and mourning requires hard emotional labor. The weight of unfairness cries out for explanation, but there is none.
- A supportive community allows the unburdening of turmoil as the sufferer tells the story of what happened again and again.
- Over time, the shared wisdom of those who walked similar paths and survived enhances the esteem and hope of the sufferer.
- Reaching out to the One God restores the resiliency of the human spirit.

### **Theme II: Dignity through Blessing**

**Scripture: Matthew 5:4**

“Blessed are those who mourn.”

### **Sermon Outline:**

- Introduction: Who would dare to suggest to a person in mourning that may be blessed? Jesus did.
- It can be a blessing to be challenged to receive rather than to give.
- It can be a blessing to be challenged by the fragile nature of life, recognizing it as a gift, not a possession.
- It can be a blessing to be challenged by the need for a deeper faith or recognition of the Presence of God in the midst of darkness.

### **Theme III: Respect through Presence**

**Scripture: Job 2:11-13**

“Now when Job’s three friends heard of all this evil that had come upon Him, they came each from his own place, Eliphaz the Temanite, Bildad the Shuhite, and Zopah the Naamanthite. They made an appointment together to come to condole with him and comfort him. And when they saw him from afar, they raised their voices and wept; and they rent their robes and sprinkled dust upon their heads toward heaven. And they sat with him on the ground seven days and seven nights, and no one spoke a word to him, for they saw that his suffering was very great.

## Sermon Outline:

- Introduction: Name crimes that have been suffered by persons within the congregation, using their names only with their permission
- Job's friends came to him. They did not wait for him to invite them.
- Job's friends expressed their sorrow in culturally-appropriate symbolic acts. The symbolic acts speak more loudly than words.
- When there is nothing to be said, the friends are silent and respectful. Words do not comfort as much as presence.

## The World's Major Religions All Emphasize Fairness, Dignity and Respect in Human Relationships

**Judaism:** "What is hateful to you, do not do to your neighbor. That is the entire Torah. The rest is commentary. Go and learn."

**Christianity:** "Do unto others as you would have them do unto you."

**Islam:** "No one is a believer until you desire for another that which you desire for yourself."

**Buddhism:** "Hurt not others in ways that you yourself would find hurtful."

**Bahai:** "Blessed are those who prefer others before themselves."

**Jainism:** "In happiness and suffering, in joy and in grief, regard all creatures as you would your own self."

**Sikhism:** "Be not estranged from one another for God dwells in every heart."

## For More Information

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