

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 TIPS #1

To Improve Public Awareness

“Be Prepared!”

A “12-Week-Out” Countdown Calendar and Checklist for Success

Introduction

While 2012 National Crime Victims' Rights Week is over three months away, it's a good idea to begin your strategic planning *now*.

This “countdown calendar checklist” is designed to help you think through *all* your potential NCVRW activities, and plan accordingly to ensure that you have enough human, financial and other resources to ensure their success.

This CAP TIP is designed to offer guidance to you *for two categories* of CAP activities:

- Special events.
- Media relations.

While *all* previous CAP TIPS, along with those that will be emailed to you in 2012 by NAVAA, are relevant to your planning, this CAP TIP highlights those that are *most applicable* to your planning activities (see “Relevant CAP TIPS to Review”).¹ This “checklist” provides only an overview of key activities; the previous and upcoming 2012 CAP TIPS offer much more detail for each recommended activity.

The “special events” and “media relations” checklists can be easily adapted to meet your individualized needs in your community or state, and can become your “ongoing reminder” of activities that have been accomplished, and those that require further attention.

¹ All previous CAP TIPS are publicly available at <http://cap.navaa.org/captips.html>. Current 2012 CAP TIPS are distributed only to current NCVRW CAP subgrantees; they are emailed and available online in the “Subgrantees Only” section (<http://cap.navaa.org/subs>).

NAVAA will notify you when the Office for Victims of Crime 2012 NCVRW Resource Guide becomes available, so that you can incorporate its many suggestions and resources into your “countdown calendar checklist for success.”

SPECIAL NOTICE: The information in this CAP TIP is intended as general advice. Do not proceed with those portions of event funded by the NCVRW CAP subgrant until you receive DOJ approval.

Special Events Checklist

Relevant CAP TIPS to Review:

- Creating an Effective NCVRW Planning Committee
- How to Promote the 2012 NCVRW Theme
- Engaging Crime Victims and Survivors in your NCVRW Activities
- Notable Quotables
- Creative Use of NCVRW Theme Colors
- How to Turn Out a Crowd
- Developing Culturally-competent Resources
- NCVRW Activities for Children
- Engaging Criminal and Juvenile Justice Officials and Agencies
- How to Engage and Involve Teens in Your NCVRW Activities
- Sample sign-in sheets

January 2012

During January, it’s a good idea to make sure you develop a comprehensive plan for your CAP activities. This includes:

- Establishing a cross-disciplinary NCVRW Planning Committee and schedule for meetings and key planning activities
- Reviewing your CAP goals and activities with your Planning Committee and volunteers
- Identifying any technical assistance needs you may have that can be addressed by your NAVAA CAP Project Team
- Participating in the February 10, 2012 NAVAA CAP recipients’ webinar to receive an overview of the CAP Program and assistance available from your CAP Project Team

Week of January 29 (12 weeks out)

- Your NCVRW Planning Committee should be established, and include members who can facilitate outreach to *all* potential participants, supporters and funders of your 2012 NCVRW activities. Special efforts should be made to be diverse by gender, culture, geography, profession (including both system- and community-based programs), and sexual orientation, and to include crime victims and survivors.
- Your Planning Committee should be provided with copies of this “countdown calendar/checklist” to review and adapt to your specific 2012 NCVRW activities.
- Sub-committees that address specific responsibilities and duties for NCVRW planning, implementation and evaluation should also be created.

Week of February 5 (11 weeks out)

- The roles and responsibilities of your NCVRW activities should be discussed and delegated to Planning Committee members (and any other volunteers who offer special skills to enhance your events and activities).

- A communications plan and calendar should be established to facilitate ongoing communications among Planning Committee (and eventually, subcommittee) members:
 - In-person meetings (once a month).
 - Teleconferences.
 - Listservs.
 - Email communications.
- Goal(s) and objectives for your NCVRW activities are established that can contribute to the development of performance measures that evaluate “success.”

Week of February 12 (*10 weeks out*)

- A basic budget is developed and approved by your NCVRW Planning Committee (including the use of CAP funds).
- Locations of events are determined with the following support activities:
 - Ensuring that insurance covers all activities/ events.
 - Permits are obtained.
 - People and businesses in the neighborhood are notified about your planned activities.

Week of February 19 (*nine weeks out*)

- Featured speakers/presenters are identified.
- The involvement of crime victims/survivors is clarified with a plan developed for:
 - Outreach.
 - Victims’ roles.
 - Activities to honor victims and survivors.
 - Volunteers to ensure that their participation is a positive experience.

Week of February 12 (*eight weeks out*)

- Potential speakers/presenters are confirmed:
 - Confirmation letters/e-mails.
 - Participation logistics (including travel for out-of-jurisdiction presenters).

Week of February 4 (*seven weeks out*)

- All co-sponsoring agencies and organizations have been provided with NCVRW artwork and a highlight of your special event to publicize to their constituents and communities, such as:
 - Posters.
 - Letter of invitation.
 - Reminder post cards.
 - Language/artwork for “Save the Date” email or snail mail, and listserv dissemination.
 - Artwork and copy for website publicity (such as a web banner).
- Potential participants/supporters rosters are developed:
 - E-mail listing (in a software program such as Microsoft Excel to facilitate effective communications).
 - “Snail mail listings” for direct mail and invitations.

Week of March 11 (*six weeks out*)

- This is your “half-way” point in the NCVRW planning process. During this week, it’s a good idea to sponsor a meeting of your full Planning Committee to conduct a “pulse check.”

- How are we doing?
- What needs to be done in the next six weeks?
- Any loose ends?

Week of March 18 (*five weeks out*)

- **TAKE A BREAK!** You've been working hard for six weeks.....it's a good idea to have a week that is totally FREE of NCVRW planning activities!

Week of March 25 (*four weeks out*)

- The location of special events has been confirmed, and you have a copy of the contract or agreement (*which should be carried on-site to the actual event*). A walk-through has been conducted to:
 - Determine the physical logistics (such as stage, podium or table, seating, resource arena, etc.) and make sure that you have an adequate number of chairs and tables.
 - Finalize any requirements related to hanging things on the walls and/or decorating the stage or venue.
 - Assess and address physical access for persons with disabilities, from transportation and parking to entry into the site.
 - Identify a space or "quiet room" where attendees who may be deeply affected by the proceedings can go to.
 - Determine where bathrooms and adjunct facilities (i.e., storage, kitchen, etc.) are located.
 - Ensure that there is a secure place to hang coats.
- Arrangements are made with event site staff to arrive *at least two hours* (and maybe more) *in advance of the event* to prepare and set up.
- A map to the specific location (with a physical address, directions, and information about public transportation, parking and disability access) is secured in both paper and electronic formats.
- If your location is outdoors, an alternative location has been planned for in case of inclement weather.
- Volunteers to provide security are obtained and confirmed with email and cell phone contact information (local police departments may be a good source for this!).
- Any food or beverage orders have been confirmed (cannot use NCVRW CAP funds).
- Any entertainment has been confirmed (choirs, singers, color guards, etc.).
- Your budget is reviewed to ensure that you are in line with all expenditures.
- An e-mail roster of potential attendees has been developed.
- If you are sponsoring a Resource Arena, potential participants are:
 - Notified and provided with logistical information.
 - Provided with information about the availability of tables, wall space, etc.

- Asked to bring a specified number of brochures, posters, and other victim awareness and public education resources.
 - Provided with information about where to go at the actual event (i.e., to the Resource Arena coordinator/sign-in table).
- For all key activities, volunteers have been secured to plan, implement, and clean-up after the event. A list with names, landline and cell phone numbers, and email addresses has been developed.
 - If any special event giveaways (trinkets) are planned (such as tee-shirts, caps, pens, squeeze balls, etc.), the order has been confirmed, and a volunteer has been assigned to track its arrival. *(Be certain that all NCVRW CAP funded trinkets have been approved before ordering.)*

Week of April 1 (three weeks out)

- A “Save the Date” reminder has been emailed to all potential attendees.
- Interpreters have been secured to facilitate active participation by any Deaf attendees.
- All decorations have been planned and ordered.
- If any awards are being given out:
 - Award recipients have been notified and provided with all information relevant to the special event.
 - Awards have been prepared with the name of the award and recipient.

Week of April 8 (two weeks out)

- An event schedule with *every minute* timed and designated is emailed to all presenters; and a master/mistress of ceremonies is confirmed, with introductory and segue way remarks prepared in advance.
- An email confirmation/reminder is sent to all key participants and contributors with day/date/time/location and any other relevant information:
 - All potential attendees.
 - All participants in any Resource Arena.
 - Speakers and presenters.
 - Volunteers.
- *(Optional)* A photographer and/or videographer are confirmed.
- Plan for volunteers who can be available to assist any attendees – especially crime victims and survivors – who may need extra emotional support during the actual event.

Week of April 15 (one week out)

- Event programs are finalized (and edited!) and printed.
- A final reminder about your special event with map/directions has been emailed to all potential attendees.
- Sign-in sheets have been prepared and copied.
- A “run through” with all key players is hosted, either at your office or at the actual site of the special event, and timed to ensure that you keep with your planned schedule.
- Any audio/visual activities are subjected to a “practice run-through” (such as the NCVRW Theme DVD included in the OVC Resource Guide; PowerPoint presentations; and/or a PowerPoint “welcome slide”).

- All volunteers are confirmed with their assignments, and an email reminder is sent (see below, *Week of April 10, "Prior to and at the Event – Volunteers"*).
- Arrange in advance to have any (non-NCVRW CAP-funded) leftover food delivered to a shelter or other program in the community that accepts such donations (such as a co-sponsoring domestic violence shelter).
- (*Optional*) For confirmed attendees, name tags are prepared in advance.

Week of April 22 (NCVRW)

- Signage has been prepared to post around and at the event:
 - With arrows pointing to the entrance.
 - With information about disability parking and access.
 - With details about specific sign-in locations (for attendees, volunteers, news media, etc.).
 - Welcome signs (using NCVRW Resource Guide artwork).
- Special event giveaways (such as tee-shirts, caps, squeeze balls, etc.) are nicely displayed.
- A first aid kit has been secured for the actual event.
- A list of emergency numbers is developed for the event (police, ambulance, hospitals, etc.)

Prior to and at the event:

- All decorations have been finalized at least two hours prior to the event.
- You have copies of all relevant contracts and “proof of payment” and emergency contact information for all vendors (i.e., food, sound system, etc.).
- On-site logistics:
 - Tables and chairs are set up for registration; resource arena; attendees; speakers on the stage, etc.
 - An audio/visual check is conducted one hour prior to the event.
 - You have copies of three sign-in sheets available as people enter (for attendees, the news media, and volunteers). Sample sign-in sheets can be downloaded from NCVRW CAP Subgrantees’ website – <http://cap.navaa.org/subs>.
 - Logistical signage is posted.
 - Enough copies of the special event program have been duplicated.
 - A list of emergency numbers is available at the registration desk.
 - Prepared name tags and/or name tags and Sharpie pens are available at the registration desk.
- Volunteers are available (and receive a short briefing one hour in advance of the event) in advance, during and following the event on-site to:
 - Haul boxes and other resources into the site.
 - Set up the room
 - Decorate the room.
 - Facilitate any Resource Arena.
 - Provide security at and around the event site.
 - Meet and greet guests at the front door(s) and provide information and guidance.
 - Staff the welcome/registration table and sign-in sheets.
 - Assist any attendees who may need to visit a quiet space or room and receive comfort and support (have plenty of Kleenexes available!).
 - Coordinate audio/visuals for any presentations.
 - Coordinate distribution of giveaways (tee-shirts, caps, pens, etc.)
 - Coordinate media participation.

- Coordinate welcoming speakers and key participants.
- Break down the event, and clean up afterwards (you'll want to leave the room in good shape so you'll be welcome back in the future!).
- Make arrangements to promptly return any borrowed equipment (audio/visual, laptops and LCD projectors, tables, chairs, etc.)
- Deliver any (non-NCVRW CAP-funded) leftover food to a shelter or other designated organization.

Week of April 29

- Remember to thank all the volunteers, featured speakers and others whose contributions made your event a success!
- Snail-mail "thank you's" are preferable to email. You can use the artwork included in the NCVRW Resource Guide to create a lovely 8 ½" by 11" piece of stationary, with standardized artwork and a thoughtful message, and leave room at the bottom of the page for a personalized one-line note-of-thanks and signatures.
- Plan or conduct a post-event debriefing with all key coordinators. Assess what worked, and what needed improvement, and document your findings for future commemorations of NCVRW.

Media Relations Checklist

Relevant CAP TIPS to Review:

- How to Engage the News Media
- Building a Comprehensive Media List
- Writing an Effective Press Release
- Creating Public Service Announcements
- Sample Media Sign-in Sheet

Week of January 29 (12 weeks out)

- Create a "media and public outreach sub-committee" within your NCVRW Planning Committee.

Week of February 5 (11 weeks out)

- Begin to build your news media list:
 - Broadcast.
 - Print.
 - Web-based.
 - Social networking/media sites.
 - Specialized media (victim assistance and criminal justice organizations/ and agencies' newsletters and websites)

Week of February 12 (10 weeks out)

- *Prioritize* your news media list:
 - Which are the *top five* news media you want to reach?
 - Which are the *top ten* after that?
 - Identify personnel who can be assigned to each news medium and (preferably) a direct contact within each news medium (news director, editor, reporter, columnist, etc.)

Week of February 19 (nine weeks out)

- Develop a plan for social networking/media
 - Facebook.
 - YouTube.
 - MySpace.
 - Twitter.
 - Others.
- Utilize sample brief messages contained in the 2012 OVC Resource Guide for your social media campaign.

Week of February 26 (*eight weeks out*)

- Develop “media pitches” that:
 - Reflect the 2012 NCVRW theme.
 - Provide appropriate spokespersons to deliver your pitches.
 - Reflect your planned activities.
 - Are geared toward the specific type of media (broadcast, print, web-based, and/or social networking/media sites).

Week of March 4 (*seven weeks out*)

- Key media resources are *drafted*:
 - Public service announcements (print, audio, visual, etc.).
 - Press advisories.
 - Press releases.

Week of March 11 (*six weeks out*)

- Key media resources (see “weeks of February 18, February 26 and March 4”) are finalized.

Week of March 18 (*five weeks out*)

- **TAKE A BREAK!** You’ve been working hard for seven weeks.....it’s a good idea to have a week that is totally FREE of NCVRW planning activities!

Week of March 25 (*four weeks out*)

- A volunteer has been assigned to document all media relations activities, i.e., press clippings, tapes of radio and television interviews, printouts of web media publicity, etc.
- Your media directory should be complete and documented in an easy-to-use format.
- Your public service announcements should be written, reviewed and edited, and finalized in the recommended PSA format.
- Any quotations or comments to be included in media relations (such as press releases, opinion/editorial columns, etc.) should be obtained from contributors, with proper attribution noted.
- Guidelines for submitting opinion/editorial columns or radio or television actualities, press releases and public service announcements have been reviewed and followed.

Week of April 1 (*three weeks out*)

- If any special media recognition award is being given out during NCVRW, the recipient and his/her superior are notified about the award, and when it is being presented (see *Sample Certificate of Recognition* in the OVC NCVRW Resource Guide).

- Your public service announcements are mailed to television and radio stations (and if you are providing “on air” talent to read the PSA, arrangements for taping should be finalized with the station).

Week of April 8 (two weeks out)

- Press releases are snail-mailed by Friday, April 12 (or emailed by Monday, April 16).
- Opinion/editorial columns (for newspapers and web media) and actualities (for radio/television) are submitted by mail or electronically (to be received by April 12) with a request to publish during NCVRW (Sunday or Monday is best), and include the author’s credentials and contact information.
- Conduct follow-up telephone calls and/or emails to news media representatives to see if they need any additional information, or have any special needs when covering your event.
- All key media interviews have been scheduled and confirmed (day/date/time/location and who is being interviewed/who is conducting the interview). Arrangements are made to publicize and audiotape/videotape key media interviews.

Week of April 15 (one week out)

- Letters-to-the-editor inviting people to any special events are emailed or snail mailed to local newspapers.

Week of April 22 (NCVRW)

- A media schedule for NCVRW has been developed and disseminated to all key players involved.

For any special events:

- A volunteer has been designated to meet and greet the media; answer any questions they may have; and ensure that key representatives are available for interviews.
- A designated (quiet) area or room has been planned for media interviews, and is equipped with ample electrical outlets and/or a power strip.
- The “Media Sign-in Sheet” has been copied and is available on a clipboard at the welcome/registration desk.
- Any special needs of the media have been identified and addressed.
- If a “media recognition award” is being presented, it is ready at the podium, along with information about the recipient.

Week of April 29

- Follow-on notes or emails are sent to media representatives who attended and/or covered NCVRW activities.
- Where relevant, letters-to-the-editor are sent that thank the news media and community members for supporting 2012 NCVRW and crime victims/survivors.

For More Information

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

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CAP TIPS #2

To Improve Public Awareness

Notable Quotables

Introduction

The 2012 National Crime Victims' Rights Week theme, "Extending the Vision – Reaching Every Victim," provides an opportunity for us to articulate a collective vision for the future of crime victim services and victims' rights. It also emphasizes the importance of ensuring that *any* victim or survivor who needs assistance has access to supportive services in the aftermath of criminal victimization.

There are many quotations from noted leaders and famous people throughout the world's history that address "vision" and "outreach." This CAP Tip features inspirational quotations from 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 2012 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 designed specifically for 2012 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 2012 NCVRW activities.

- Provide sample quotations to people you are seeking as inspirational speakers for your NCVRW events.
- Include a quotation for that incorporates your “vision” for the future in public presentations for NCVRW, and feature them in any audio/visual aids (such as Powerpoint presentations).
- Use the quotations for Twitter feeds or other social media outreach.
- Cite the quotations in any media interviews conducted in conjunction with NCVRW.

Quotations for “Vision”

“The best way to predict the future is to invent it.”

Steve Jobs

“Every moment is a golden one for him who has the vision to recognize it as such.”

Henry Miller

“A new vision of development is emerging. Development is becoming a people-centered process, whose ultimate goal must be the improvement of the human condition.”

Boutros Boutros-Ghali

“True originality consists not in a new manner, but in a new vision.”

Edith Wharton

“The bravest are surely those who have the clearest vision of what is before them, glory and danger alike, and yet notwithstanding, go out to meet it.”

Thucydides

“Vision – it reaches beyond the thing that *is*, into the conception of what can be. Imagination gives you the picture. Vision gives you the impulse to make the picture your own.”

Robert Collier

“Give us clear vision that we may know where to stand and what to stand for, because unless we stand for something, we shall fall for anything.”

Peter Marshall (U.S. Senate Chaplain, April 18, 1947)

“I dream, I test my dreams against my beliefs. I dare to take risks, and I execute my vision to make those dreams come true.”

Walt Disney

“The difference between visionaries and dreamers is that visionaries make the dreams come true.”

Walter R. Mueller

“You are not here merely to make a living. You are here in order to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand.”

Woodrow Wilson

“The leader has to be practical and a realist, yet must talk the language of the visionary and the idealist.”

Eric Hoffer

“One never notices what has been done; one can only see what remains to be done.”

Marie Curie

“What we do today, right now, will have an accumulated effect on all our tomorrows.”

Alexandra Stoddard

“There is no light at the end of tunnel vision.”

Anne Seymour

“The many of us who attain what we may and forget those who help us along the line, we've got to remember that there are so many others to pull along the way. The farther they go, the further we all go.”

[Jackie Robinson](#), *Baseball Has Done It*, 1964

“Our lives begin to end the day we are silent about things that matter.”

Martin Luther King

“Usually a person has more faith in their fear than faith in their future. “

[Doug Firebaugh](#)

“When all else is lost, the future still remains.”

[Christian Nevell Bovee](#)

“Let your hopes, not your hurts, shape your future.”

[Robert H. Schuller](#)

When planning for a year, plant corn. When planning for a decade, plant trees. When planning for life, train and educate people.

[Chinese Proverb](#)

“Planning is bringing the future into the present so that you can do something about it now. “

[Alan Lakein](#)

“Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending.”

Author Unknown

“I don't know what your destiny will be, but one thing I know: The only ones among you who will be truly happy are those who have sought and found how to serve.”

Albert Schweitzer

“The journey is the reward.”

Steve Jobs

Quotations for “Reaching”

“The innocent victims of crime have frequently been overlooked by our criminal justice system, and their pleas for justice have gone unheeded and their wounds – personal, emotional and financial – have gone attended. So I’m signing today an Executive Order establishing the President’s Task Force on Victims of Crime.”

“In proclaiming Crime Victims’ Week, I stated that our commitment to criminal justice goes far deeper than our desire to punish the guilty or to deter those considering a lawless course. Our laws represent the collective moral voice of a free society – a voice that articulates our shared beliefs about the roles of civilized behavior. Both the observance of Crime Victims’ Week and the creation of this Task Force are entirely consistent with principles that lie at the heart of our nation’s belief in freedom under law.”

“Our concern for crime victims rests on far more than simple recognition that it could happen to any of us. It’s also rooted in the realization that regardless of who is victimized or the extent to which any one of us may personally be threatened, all of us have an interest in seeing that justice is done not only to the criminal, but also for those who suffer the consequences of his crime.”

President Ronald Reagan

April 23, 1982

On signing Executive Order 12360, establishing the President’s Task Force on Victims of Crime

“Any ordinary favor we do for someone or any compassionate reaching out may seem to be going nowhere at first, but may be planting a seed we can’t see right now. Sometimes we need to just do the best we can, and then trust in an unfolding we can’t design or ordain.”

Sharon Salzberg

“If we have the opportunity to be generous with our hearts, we have no idea of the depth and breadth of love’s reach.”

Margaret Cho

“Now if you feel that you can’t go on, because all of your hope is gone.

And your life is filled with much confusion, until happiness is just an illusion.

And your world around is crumbling down.....reach out for me.”

The Four Tops, Lyrics to “Reach Out, I’ll Be There”

“Success is to be measured not so much by the position that one has reached in life, as by the obstacles which he has overcome.”

Booker T. Washington

“The reason most people never reach their goals is that they don’t define them, or ever seriously consider them as believable or achievable. Winners can tell you where they are going, what they plan to do along the way, and who will be sharing the adventure with them.”

Denis Watley

“Aim at the sun, and you may not reach it; but your arrow will fly far higher than if aimed at an object on a level with yourself.”

Joel Hawes

For More Information

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CAP TIPS #3

To Improve Public Awareness

Promoting the 2012 National Crime Victims' Rights Week Theme

Introduction

Since National Crime Victims' Rights Week was first proclaimed by President Ronald Reagan in 1981, there has been a specific, unifying theme each year to promote a national message about the importance of victims' rights and services. The 2012 NCVRW theme – "Extending the Vision: Reaching Every Victim" – provides us with a dual opportunity to articulate a long-term *vision* for our field and for helping crime victims and survivors; and to consider what it will take, individually and collectively, for us to *reach every victim* who is in need of support or services.

National Promotion of the 2012 NCVRW Theme

At the national level, here are three important resources that can contribute to your promotion of the 2012 NCVRW theme:

- The 2012 NCVRW Resource Guide addresses the theme throughout its content, including guidelines for maximizing communications and awareness; working with the media; and camera-ready artwork. It's important to review this year's NCVRW Resource Guide for ideas about how to promote the theme, and to generate your own concepts of theme promotion. By now, you should have received a copy of the Resource Guide in the mail. It is also available online at <http://ovc.ncjrs.gov/ncvrw2012/index.html>.
- The 2012 NCVRW Theme DVD addresses *all* aspects of this year's theme, with an important emphasis on underserved victim/survivor populations. You can view the theme DVD at <http://ovc.ncjrs.gov/ncvrw2012/index.html>, or access it from the CD included in the 2012 Resource Guide that was mailed to you. You can use the Theme DVD as a powerful introduction to all your 2012 NCVRW public awareness events.

- OVC's *Vision 21* initiative (<http://ovc.ncjrs.gov/vision21/>) is expanding the vision and impact of the crime victim services field by designing a philosophical and strategic framework to define the role of the field in our Nation's response to crime and move our field forward in the future. *Vision 21* focuses on four key areas:
 - Role of the crime victims' field
 - Building capacity
 - Enduring challenges
 - Emerging challenges

Your CAP Project and jurisdiction can contribute to this national effort by encouraging your clients, constituents and stakeholders to "share their vision for the future of crime victim services" in any of the four aforementioned categories by visiting <http://ovc.ncjrs.gov/vision21/share.asp>. Here is sample language for *Vision 21* email outreach to survivors, victim advocates and allied professionals:

"The U.S. Department of Justice Office for Victims of Crime is seeking input from our field about your vision for crime victims' and survivors' rights and services. There are four specific categories for input:

- Role of the crime victims' field
- Building capacity
- Enduring challenges
- Emerging challenges

You can join an important national effort to 'create a vision that reaches every victim' by visiting <http://ovc.ncjrs.gov/vision21/share.asp>, and sharing your personal vision for our field."

Promotion of the Theme in *Your* Jurisdiction

It's a good idea to engage your clients and constituents in developing messages that are meaningful and relevant to *your* jurisdiction in promoting the 2012 NCVRW theme. The more that you can personalize the 2012 theme to your community, the more effective it will be in resonating with your community's key issues and concerns about crime and victimization.

At the end of this CAP TIP, there is a "form" that solicits input relevant to the 2012 NCVRW theme. You can post this on your website or email it to relevant parties, and ask them to contribute to your CAP project's efforts. The individual and cumulative responses can be:

- Used in your media and public awareness outreach efforts, including press releases and public service announcements.
- Printed on posters entitled "Extending the Vision" and "Reaching Every Victim" that you can display at public awareness events.
- Provided in educational/awareness packages for community and state leaders.
- Included in daily "tweets" via www.twitter.com to promote the 2012 NCVRW theme.

In addition, 2012 CAP TIPs # 2, "Notable Quotables," features quotations about "vision" and "outreach" that can be easily incorporated into your NCVRW activities.

“Extending the Vision”

The OVC Oral History Project interviewed over 60 pioneers of our Nation’s victim assistance field, who offered both historical and visionary perspectives on crime victims’ rights and services. The final question in each of the interviews asked about each pioneer’s “vision for the future of our field.” *All of the answers* to this question are relevant to this year’s NCVRW theme, and can be utilized to promote it. To access the OVC Oral History Project, visit <http://vroh.uakron.edu/index.php>.

“Reaching Every Victim”

From a national perspective, there are many resources that identify the needs of crime victims and survivors, including those that are “unmet” by current service delivery:

- The “2010 National Domestic Violence Counts” survey found that on September 15, 2010, 70,648 victims were served nationwide, and nearly 38,000 domestic violence victims found refuge in emergency shelters or transitional housing provided by local domestic violence programs. Unfortunately, the same census discovered 9,541 requests for services were unmet because of lack of funding and staff. You can access a copy of the 2010 survey findings – which features state-specific data – from the National Network to End Domestic Violence at <http://www.nnedv.org/resources/census/2010-report.html>.
- In 2011, the Online Hotline sponsored by the Rape, Abuse and Incest National Network (RAINN) had a record year, serving more than 31,000 victims. You can find out more about RAINN’s services as <http://www.rainn.org/news-room/rainn-2011>.
- Mothers Against Drunk Driving serves a victim or survivor of drunk driving every nine minutes (see MADD website fact sheet at <http://www.madd.org/statistics/>).
- In 2011, approximately 4,000 agencies and organizations depended on funding from the Victims of Crime Act (VOCA) (National Association of VOCA Assistance Administrators, www.navaa.org).
- Close to \$500 million annually is paid to and on behalf of more than 200,000 people suffering criminal injury, including victims of family violence, child abuse, rape, assault and drunk driving, as well as families of murder victims. (National Association of Crime Victim Compensation Boards, www.navaa.org).
- An overview of Federal funding over the past four years through the Violence Against Women Act (VAWA) and Family Violence Prevention and Services Act (FVPSA) is available from the National Network to End Domestic Violence at <http://www.nnedv.org/docs/Policy/FY12AppropsChart.pdf>.

- “Use of Victim Service Agencies by Victims of Serious Violent Crime, 1993 – 2009” found that about nine percent of serious violent crime victims received “direct assistance from a victim service agency.” You can access a copy of the press release, full report and data spreadsheets from the Bureau of Justice Statistics at <http://bjs.ojp.usdoj.gov/index.cfm?ty=pbdetail&iid=2432>.

It’s also helpful to identify ways to “reach every victim” in your jurisdiction. You can contact your state’s victim assistance agencies for information and statistics that can help promote the 2012 NCVRW theme:

- State VOCA (Victims of Crime Act) Administrators: <http://www.navaa.org/statedirectory.html>
- State Victim Compensation Administrators: <http://nacvcb.kma.net/index.asp?sid=6>
- State VAWA (Violence Against Women Act) Administrators: <http://www.ovw.usdoj.gov/stop-contactlist.htm>

For More Information

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

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CAP TIPS #4

To Improve Public Awareness

Creating a Social Media Campaign

Social media comprise an important component of an overall National Crime Victims' Rights Week (NCVRW) media relations strategy. Virtually *everyone* in America today has access to the Internet, either with personal computers or through free online access provided by libraries, schools, universities and community-based organizations. A well-planned social media campaign can help you promote your 2012 NCVRW activities and, once you are comfortable with the medium, potentially an ongoing comprehensive social media strategy.

This CAP Tip is essentially “the tip of the iceberg” in providing information and guidance about social media sites and strategies. As such, there are numerous URL links to other valuable resources we've identified that can help you plan and implement a highly effective social media campaign.

The following topics are addressed in this CAP Tip:

- Defining “social media”
- Social media facts
- General guidelines for developing a social media strategy
- Social media management
- A summary of popular social media sites and categories

Upcoming CAP Tips will provide you with:

- *CAP Tip #5*: Tips for engaging in social media through six popular venues
- *CAP Tip #6*: An overview of the “perils” of social media

Defining “Social Media”

It's fitting to offer a definition of “social media” that comes from one of the most popular social media websites, Wikipedia (http://en.wikipedia.org/wiki/Main_Page), which describes social media as:

“Social media include web-based and mobile technologies used to turn communication into interactive dialogue.....Social media are media for social interaction as a super-set beyond social communication. Enabled by ubiquitously accessible and scalable communication techniques, social media have substantially changed the way organizations, communities and individuals communicate.”

Social Media Facts

- Forty-six percent of Internet users worldwide interact with social media on a *daily* basis (*TNS*)
- In the US, there are 149 million active Facebook users, and 70 percent log in once a day (*Ogilvy & Buddy Media*)
- Seventeen percent of U.S. online consumers have a Twitter account, and 48 percent check their account at least once a day (*Exact Target*)
- As of June 2011, there are 200 million “tweets” sent via Twitter each day (*Twitter*)
- YouTube has 490 million users worldwide (*YouTube*).

General Guidelines for Developing a Social Media Strategy

Victim service providers are very busy people, so the very thought of developing a social media strategy may be overwhelming! While the information and resources in these CAP Tips can help you with your overall implementation, here are 12 general guidelines to get you started:

1. Visit other crime victim-related social media sites online before you begin to develop your own (several are included in *CAP Tip #5*, coming your way soon!). You’ll get lots of great ideas for design, content and format!
2. Determine the key audience(s) you want to reach with your messages. While it’s easy to say, “We want to reach *everyone*,” it’s smarter to focus on specific audiences in order to help you choose your social media venues and fine-tune your messages. For example, target audiences may include:
 - Populations that are specific and diverse by culture, ethnicity, age, gender, geography and sexual orientation
 - Crime victims and survivors
 - Traditionally-underserved victim populations (which may be different for each CAP recipient)
 - Justice and law enforcement professionals
 - Victim service providers
 - Families
 - Teenagers
 - Potential volunteers

3. Once you've determined your key audience(s), you can tap into various social media venues that are most effective in reaching them (see Wikipedia's list of social networking sites below).
4. Carefully consider the many uses for social media, and establish *clear goals* for what you hope to accomplish. This will help guide your overall social media strategy. For example, your social media goals may be to:
 - Expand outreach to crime victims and survivors (including traditionally underserved populations)
 - Increase your community awareness and public education
 - Enhance collaboration with allied agencies and organizations that also assist victims of crime
 - Build a "brand" for your organization and its efforts to assist victims
 - Expand your development and fundraising efforts
 - Solicit volunteers
5. Make sure your settings or profile allow only an approved, designated person to post to social media sites (you don't want to be responsible for any offensive content that others might be able to post without such controls).
6. Have a plan to continually update your content. The most effective social media campaigns provide updates and "news others can use" on a regular basis (which, for some social media sites like Twitter, can be several times a day!), and are selective in the content that is posted.
7. Start with the most popular social media websites (four are highlighted in *CAP Tip #4*), which have a huge user base to tap into with your efforts.
8. Pay great attention to your "key words" – the words and phrases that people type into internet search engines. Of course, the name of your organization or agency is an important key word, and here are others to consider:
 - Crime victims
 - Crime survivors
 - Crime victim assistance
 - Victims' rights
 - Victim services
 - "Public safety" and/or "community safety"
 - Crime prevention
 - 2012 National Crime Victims' Rights Week
9. Avoid controversial topics at all costs! Prior to posting any content, consider if it would be offensive to or possibly misconstrued by end users. If the answer is "yes," your decision to post should be "no."
10. Innovative graphics can spice up your social media presence, and help you "brand" your organization and/or initiative. For 2012 NCVRW, the artwork and logo included in OVC's Resource Guide are essential to your social media efforts, and easy to plug into your various venues.

11. Your content does *not* have to all be original. Some of the best victim-related social media venues are those that offer URL links to additional resources, including written information, videos and allied programs.
12. It's a good idea to add your organization's name and contact information (address, telephone number, web URL and email address) to sites such as Mapquest, Google Maps, and other websites that can help people find you beyond the World Wide Web. This will help people find you online (and then find you physically with the contact information you provide) much more easily.

Social Media Management: Keeping It *Current!*

In the private sector, many businesses have full-time staff whose *only* job is social media management. Since this is not a realistic goal for most victim assistance organizations, you may have to be creative in managing both *content* and *process*.

It's critical to have one staff member or volunteer who oversees *content* for the various sites to which you are posting information. "Quality control" is essential in developing and managing your messaging and branding. This doesn't mean that other people can't contribute content – a wide variety of contributors is important and should be encouraged! It simply establishes a central portal for review, editing and approval.

The *process(es)* for keeping your social media outreach current and up-to-date can be very time consuming. Despite many available tools to help get you started in social media site development, simply establishing a social media site presence can take hours and even days of work. Similarly, the process of regularly updating your information is a "time hog."

As part of assuring an ongoing process for keeping your social media information timely and current, you can consider:

- Soliciting volunteers who can perform this function (it's easy for volunteers to receive information from your "central portal staff member" via email in the privacy of their own homes or offices and then post it online).
- Developing a year-round intern program that seeks college/university interns who exclusively focus on social media, or do so as a collateral duty of their internships.
- Partnering with a technology club or organization (from a high school, college/university, or within your community) that can take your year-round social media initiative on as a collaborative, pro bono project.

Social Networking Sites

There are literally thousands of social networking sites. Wikipedia offers information about the most popular social networking sites, including a brief description, number of registered users and a URL link at http://en.wikipedia.org/wiki/List_of_social_networking_websites.

One of the advantages of social networking sites is their focus on target audiences. For example, the Wikipedia roster features sites that are specific to:

- Audiences that are diverse by culture, gender and age
- Mental health issues and support groups
- The LGBTQ community
- Teens
- Students
- Social justice issues

For NCVRW (and throughout the year), there are social media sites that can help you promote both specific events and the good work of your organization. For example:

- Meetup (www.meetup.com) allows you to “start” an event (simply by posting information about the event and its logistics) and/or “find” an event (by topic of interest, city and/or zip code).
- Social Vibe (www.socialvibe.com) connects users to charitable organizations and causes, which can increase your volunteer base and even donations.

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.

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CAP TIPS #5

To Improve Public Awareness

Tips for Engaging in Social Media through Six Popular Venues

Introduction

This is the second in a three-part series of CAP TIPS designed to help you plan and implement a social media strategy for 2012 National Crime Victims' Rights Week (and hopefully throughout the year!). Prior to reviewing this CAP TIPS, you'll want to read the "introduction to social media" included in *CAP TIPS #4*, which included:

- Defining "social media"
- Social media facts
- General guidelines for developing a social media strategy
- Social media management
- A summary of popular social media sites and categories

This CAP TIPS provides an overview of six popular social media venues and how you can use them in the most efficient and effective manner; an excellent example of one state victim assistance program's web presence that features a variety of social media venues; and a URL link to download NCVRW web banners from the Office for Victims of Crime, U.S. Department of Justice.

An important aspect of the social media venues highlighted in this CAP TIPS is that they appeal to *all types of end users* and their "adult learning" preferences:

- Aural learners (podcasts)
- Visual learners (blogs, Twitter and Flickr)
- Kinesthetic learners (Facebook and YouTube)

If you are able to create a social media presence that encompasses *all* these strategies, you'll greatly increase your ability to get your message out in ways that are preferred by *all* types of end users.

Social Media Site Categories

There are many social media and social networking venues to consider in developing a comprehensive campaign or strategy. Blogging Well (<http://onbloggingwell.com/23-types-of-social-media-sites/>) provides a list of 23 types of social media, which includes URL links, brief descriptions and an example of each.

Resources and Tips for Six Social Media Venues

For the purposes of expanding victim/survivor outreach and public awareness in conjunction with 2012 NCVRW, there are six specific social media venues that are addressed in this CAP TIPS, which include those that are most popular *and* easy to engage in:

1. Weblogs
2. Podcasts
3. Facebook
4. YouTube
5. Twitter
6. Flickr

The beauty of these six venues is that *they are all free to use*, and fairly simple to develop a presence on. With many victim assistance organizations experiencing budget cutbacks, it's great to have social media tools that require only time and a little bit of tech savvy! In addition, all six strategies can be easily integrated with and accessed by URL links within your organization's existing website.

This list is by no means exclusive, and does not in any way denote an endorsement of these sites or social media strategies. It is designed to help you quickly implement or expand your existing social media campaign for 2012 NCVRW, and begin to develop a comprehensive social media strategy that can help promote your organization or agency throughout the year.

Blogs

According to Blogger (www.blogger.com), a "weblog" or "blog" is:

"...a personal diary. A daily pulpit. A collaborative space. A political soapbox. A breaking-news outlet. A collection of links." Your own private thoughts. Memos to the world.

Your blog is whatever you want it to be. There are millions of them, in all shapes and sizes, and there are no real rules.

In simple terms, a blog is a website where you can write stuff on an ongoing basis. New stuff shows up at the top, so your visitors can read what's new. Then they can comment on it or link to it or email you. Or not...."

You can create a blog on your own website or domain (some web hosts provide free blogging software, such as Google at www.blogger.com). You can also consider paying for a blogging

service (the online “Top Ten Reviews” provides comparisons and reviews of blogging services at <http://blog-services-review.toptenreviews.com/>).

Blogs are easily customizable with many options for designs and graphics. Many blogs end up looking exactly like websites, with helpful information and resources and links to other social media sites.

Some examples of crime victim-related blogs include the:

- The U.S. Department of Justice *Justice Blog* (which features an announcement about 2011 NCVRW): <http://blogs.usdoj.gov/blog/archives/1299>
- Texas’ *Crime Victims First* blog: <http://www.crimevictimsfirst.org/>
- *Crime News and Victim Support* blog: <http://crimevictimlaw.wordpress.com/>

Podcasts

A podcast is a form of digital media that puts out information in either an audio or video format to audiences including subscribers, an organization’s members or visitors to a website that hosts podcasts. They are a rapidly growing form of social media because podcasts are inexpensive and simple to produce; allow sponsors to create broadcast-quality productions; and provide the opportunity to reach a wide range of audiences.

For basic audio podcasting, equipment needs include a microphone, a computer and an audio-editing program; and for basic video podcasting, add a video camera or web camera. There are many free audio recording/editing software packages that can improve the overall quality of your podcasts (for example, see <http://audacity.sourceforge.net/>).

In addition, many criminal justice agencies have podcasting capabilities within their media relations departments. It’s a good idea to contact your local agencies, and ask if they’d be willing to host a podcast in conjunction with 2012 NCVRW that can help promote your CAP activities (an example is a 2009 podcast hosted during NCVRW by the District of Columbia Court Services and Offender Supervision Agency [CSOSA], featuring three victim advocates talking about NCVRW and victims’ rights and services; you can access this podcast at <http://media.csosa.gov/podcast/audio/2009/04/victim-services-national-crime-victims-rights-week-dc-public-safety/>).

“Eight Rules of Effective Podcasting” (<http://www.mcelhearn.com/2011/07/26/kirks-eight-rules-of-effective-podcasting/>) offer important tips for making the most of your podcast, including:

1. Have something to say.
2. Be prepared.
3. Be short and simple.
4. Be clear.
5. Be yourself.
6. Be unique.
7. Provide detailed program notes.
8. Don’t stick in music to fill time.

A good example of educational podcasts is the Centers for Disease Control, which produces many podcasts that can be easily downloaded from its website (www.cdc.gov). For example, CDC

podcasts on sexual violence and teen dating violence can be downloaded at <http://www2c.cdc.gov/podcasts/browse.asp>, and are helpful to review prior to creating your own podcast.

Facebook

In the US today, there are 149 million active Facebook users, and 70 percent log in once a day (*Ogilvy & Buddy Media*). A proactive Facebook presence should be at the apex of any social media campaign.

Many 2012 CAP programs already have Facebook pages, so these tips are designed to help you expand your presence and outreach through this important venue. For programs that may be new to Facebook, it's important to visit the online Facebook Help Center at <http://www.facebook.com/help/>, which includes basic information about how to use Facebook; problem-solving; and a "safety center" with information for parents, teens and law enforcement.

Another good place to start is "Facebook Best Practices for Nonprofit Organizations" published by DIOSA Communications at <http://www.diosacommunications.com/facebookbestpractices.htm>.

Among the 32 excellent tips include:

- Use of your logo as your page picture (or for 2012 NCVRW, the national logo available in the OVC Resource Guide that can be adapted to our organization).
- Ask questions to spark conversation and activity on your page.
- Add a "like box" to your website or blog.
- Add tabs for other social media (such as YouTube, Twitter and Flickr).
- Every once in a while, create a poll to engage your followers.
- Ask your "Likers" to "Suggest to Friends" on a monthly basis (this will help increase your Facebook fans and audience).

Tech Soup has also published "Using Facebook for Your Nonprofit," including "A Beginner's Guide to Facebook" and "Promote Your Cause on Facebook in Six Easy Steps," which can both be accessed at <http://www.techsoup.org/community/facebook/index.cfm>.

For 2012 NCVRW, consider the following ten tips and ideas to enhance your Facebook presence:

1. Create a special group or event (related to any special events you are sponsoring), and ask your staff, colleagues and friends to encourage their peers to join the group.
2. Sponsor fun competitions for your staff and volunteers that encourage them to "poke" as many friends and colleagues as they can with information about your NCVRW activities; and get others to "like" the information and resources you post to publicize your special events and activities.
3. Identify journalists in your community who cover crime and victimization, and locate their Facebook page. When they publish something interesting, click their "Like Box" and leave a positive message. It will also leave a reminder about your organization and the good work you do.

4. Use the NCVRW artwork and graphics included in OVC's Resource Guide to add colorful graphics to your Facebook page.
5. Sponsor a contest for high school students that encourages them to depict this year's theme – "Extending the Vision: Reaching Every Victim" – on their own Facebook pages.
6. Use Facebook's free "poll" application (available at http://www.facebook.com/dialog/oauth?client_id=20678178440&redirect_uri=http%3A%2F%2Fopinionpolls.welive.tv%2Fpolls_v2%2Ftoken.php&state=98c140582b14fcb4736a01925f36efa2) to create polls for your Facebook friends (you can ask simple questions linking to the 2012 NCVRW theme such as "how can we reach more victims with important services?" or "what is *your* vision for victim services?").
7. Similarly, you can develop and post a survey on your Facebook wall – using free survey software such as Survey Monkey (www.surveymonkey.com) – and encourage people to "take the survey." Then, publish cumulative results on your Facebook page, and publicize survey findings during NCVRW.
8. Include a link to "Keeping Your Child Safe on Facebook" (published by Supervise and Protect at <http://www.superviseandprotect.com/News/IntheNews/tabid/382/ArticleId/32/Keeping-Your-Child-Safe-on-Facebook.aspx>) on your Facebook page or wall.
9. Use some of the 30 "status updates for social media" included in OVC's NCVRW Resource Guide during April to promote the NCVRW theme and your special events and activities; or develop your own daily status updates.
10. Begin building links to your other social media venues – such as YouTube, Twitter and Flickr – leading up to 2012 NCVRW to "kick off" an ongoing, comprehensive social media campaign!

YouTube

YouTube is a phenomenally successful social media site that, as of May 2011, had three billion views per day, with 48 hours of video uploaded per minute (Search Engine Watch, 2011). It provides victim assistance organizations with a free, simple and even fun strategy to promote their mission and goals, programs and services, as evidenced by the more than 17,000 YouTube videos identified through the search words "crime victims" on YouTube's website.

At www.youtube.com, you can easily create a YouTube account (to access videos), subscription (to specific channels or topics), or channel (to have a personal venue for all your videos).

All you need to create YouTube videos is a video camera and a USB port on your computer for uploading. If you want to enhance the quality of your video uploads, PCmag.com (www.pcmag.com) offers valuable guidelines, including tips for encoding to upload higher-quality videos, at <http://www.pcmag.com/article2/0,2817,2330990,00.asp>. As mentioned above in the "Podcasts" section of this CAP TIPS, some justice agencies in your jurisdiction may have professional filming equipment to help you produce broadcast-quality videos for YouTube.

There are many ways YouTube can be used to promote your 2012 NCVRW activities – before, during and after they occur. In the past, YouTube NCVRW-related videos have featured award ceremonies;

survivors speaking out; legislators, other elected officials, and justice officials talking about victims' rights; photo montages; speeches; public service announcements; and film footage from special events sponsored during NCVRWs. You can visit www.youtube.com, and type "National Crime Victims' Rights Week" in the "search" function for nearly 500 examples of NCVRW-related postings. One great example is from February 13, 2012 – a YouTube video featuring U.S. Senator Roger Wicker (R-MS) introducing SJR 374, a Senate resolution honoring 2012 NCVRW (which passed by unanimous consent) – which can be viewed at <http://www.youtube.com/watch?v=aDWPrHe2SOY>.

Special attention should be paid to your written description of any YouTube video you post that highlights the content of the video. It's your best opportunity to get viewers to click on the "play" button to view the video, so use language and descriptors that would make you, *yourself*, want to watch it!

Twitter

The description of Twitter from www.twitter.com (*slightly* edited) is as follows:

"Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting. Simply find the accounts you find most compelling and follow the conversations. At the heart of Twitter are small bursts of information called [Tweets](#). Each Tweet is 140 characters long, but don't let the small size fool you—you can discover a lot in a little space. You can see photos, videos and conversations directly in Tweets to get the whole story at a glance, and all in one place. You can browse categories....and select those in which you are interested."

Top Six Twitter Tips and Tutorials for Beginners

Six important "Twitter Tips and Tutorials" are available from twitertips.org (<http://twitertips.org/top-6-twitter-tips-and-tutorials-for-beginners.html>) and include:

1. Twenty Twitter directories
2. How to get the most out of Twitter search
3. Ten tips to get more Twitter followers
4. Top seven photo-sharing tools for Twitter
5. Optimizing your Twitter bio to get more followers
6. General Twitter tips for starters

Some general tips about tweeting in conjunction with 2012 NCVRW include:

- The more people you follow on Twitter, the more opportunities you have to increase your own number of Twitter followers. You can easily identify crime victim-related Tweeters to follow, and expand your own "Twitterverse" by such linkages.
- Make sure your Twitter profile includes a photo or graphic that depicts your agency or organization, and a comprehensive, concise two-to-three sentence about who you are, and what you do (i.e., a strong mission statement) and, during 2012 NCVRW, a description of the national theme *and* your specific CAP activities.

- For your NCVRW activities, you can also use the artwork and logo included in OVC’s NCVRW Resource Guide.
- Include URL links to your organization’s or agency’s website.
- It is actually fine (and with the 140-character limit, often *necessary!*) to use abbreviations, i.e., “&” instead of “and.”
- Include additional URL links to stories, articles, photos and videos that promote your 2012 NCVRW activities. You can shorten URLs by using free services, such as www.tinyurl.com, www.bitly.com or www.is.gd.
- Create a Twitter party or linkup (see www.twitter.com for details) that is specific to 2012 NCVRW and your victim outreach and public awareness activities.
- Provide scheduled Tweets during 2012 NCVRW. Sample Tweets are included in OVC’s NCVRW Resource Guide.

You can sign up to “Twitter Tips” to receive regular updates and advice at from Twitter itself at http://twitter.com/#!/twitter_tips.

Flickr

Flickr is an online community that hosts photos and videos. In June 2011, Yahoo reported that Flickr had a total of 51 million registered members and 80 million unique visitors.

While people can view Flickr content without creating an account, registration is required to upload content to the Flickr community. Your registration also allows you to create a “profile page” about your organization or activity. An online tour of Flickr can be accessed at Flickr tour <http://www.flickr.com/tour/#section=welcome>

You can use Flickr to promote your agency or organization, as well as specific events and activities you are planning for 2012 NCVRW. It’s simple to post a photo of the 2012 NCVRW theme poster (or other visuals) and/or the 2012 NCVRW Theme Video included in the OVC Resource Guide (visit <http://www.flickr.com/photos/sheenachi/4607687792/> for a 2010 NCVRW sample), and feature information to accompany your photo or video such as:

2012 National Crime Victims’ Rights Week

April 22 – 28, 2012

“Extending the Vision: Reaching Every Victim”

During National Crime Victims’ Rights Week, *(name of organization)* is sponsoring *(describe event/activity and provide logistical information)*.

Join us in sharing a vision where *every* crime victim and survivor has access to supportive services, and understands his or her rights under law!

A Comprehensive Social Media Strategy

One of the finest examples of a comprehensive social media strategy and web presence is that developed by the California Crime Victim Compensation Program (CCVC) (<http://victimcompensation.ca.gov/>). Its agency website (see the icons at the top left of the home page) integrates *all* the social media venues featured in this CAP TIPS and more, including:

- Facebook
- Twitter
- Flickr
- A blog
- LinkedIn

In addition, CCVC has its very own YouTube channel, to which they have posted videos about its program; testimonials from clients; training videos; and public service announcements. You can view the CCVC YouTube channel at <http://www.youtube.com/user/CaliforniaVCP?ob=0>.

If your agency or organization is interested in creating a truly comprehensive social media strategy, the CVCC Program is the agency to emulate! Once you've established a broad social media campaign, follow CVCC's example and provide links on your organization's website. You can also add social media icons/links in a footer or signature at the bottom of each email you and your staff send out to keep people apprised of your ongoing social media activities.

Link Your NCVRW Initiatives to National Efforts!

OVC's CAP initiative is part of a much larger national effort to promote 2012 NCVRW. You can visit <http://ovc.ncjrs.gov/ncvrw2012/webbanners.html>, which offers three NCVRW web advertisements that link to OVC's Resource Guide; and three web banners that link to the OVC web page for 2012 NCVRW. By including these banners on your website, you become part of our truly nationwide effort for "Enhancing the Vision: Reaching Every Victim."

For More Information

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

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CAP TIPS #6

To Improve Public Awareness

The Perils of Social Media

Introduction

Victim assistance professionals are highly aware of the importance of privacy and confidentiality, as both are key tenets of crime victim services. While the world of social media opens up many opportunities for increasing victim/survivor outreach and public awareness, it also is fraught with challenges in maintaining privacy and promoting internet safety.

This is the third CAP TIPS in a series about social media. CAP TIPS 4 addressed "Creating a Social Media Campaign" and CAP TIPS 5 included "Tips for Engaging in Social Media through Six Popular Venues." In reading these previous CAP TIPS, you will learn about:

- Defining "social media"
- Social media facts
- General guidelines for developing a social media strategy
- Social media management
- A summary of popular social media sites and categories
- Resources and tips for six social media categories

This CAP TIPS highlights cyber-crime prevention and safety, and considerations for online privacy and internet safety.

Social Media and Cyber-crime Prevention

Cyber-criminals constantly prowl the internet for victims, and social media sites are often their favorite destinations. Any information posted on such sites can expose users to malicious and even criminal activities. However, there are many safeguards you can enact to increase your security when using social media.

In creating a social media strategy, here are some really basic tips to promote privacy and safety:

- Take time to actually read the "privacy policy" on social networking sites. If you feel it lacks security protection, don't use the site.

- Most social networking sites offer “privacy settings” that can limit who has access to the information you post. Educate yourself about these settings and use them!
- Invest in security software for your computer(s), smartphones and any other devices that access the internet; keep it updated; and conduct regular scans.
- Make sure that you back up your computer files on a regular basis, in the event that you become the victim of malware or hacking.
- Make your personal passwords as complicated as possible.
- Do *not* use the same password for all your online accounts (if *one* account is hacked, it can potentially expose other accounts to danger), and maintain a list of your different passwords in a safe place.
- Develop a social media policy for your organization and provide training to your staff to ensure that it is followed (many sample social media policies for nonprofit and governmental organizations can be accessed from Social Media Governance at <http://socialmediagovernance.com/policies.php#axzz1oddedQRw>).

The Federal Trade Commission’s On Guard Online (which ironically was hacked in January 2012 and is temporarily shut down), identifies at least two types of cyber-hacking of which computer users should be aware:

Malware includes viruses and spyware that get installed on your computer, phone or mobile device without your consent. These programs can cause your device to crash and can be used to monitor and control your online activity. Criminals use malware to steal personal information, send spam and commit fraud. To reduce the risk of malware, the FTC recommends:

- Keep your security software updated.
- Don’t click on any links or open any attachments in emails unless you know who sent it and what it is. (Hint: if you hover your mouse cursor over the link you will be able to see the url.)
- Download and install software only from websites you know and trust.
- Minimize unauthorized downloads by having a high security setting on your browser.
- Use a pop-up blocker.
- Regularly back up your data.

Phishing is when internet fraudsters impersonate a business to trick you into giving out your personal information. The best way to avoid phishing is to *never* reply to email, text or pop-up messages (or links imbedded within them) that ask for your personal or financial information. You can forward phishing (“unsolicited commercial email”) to spam@uce.gov .

Online Privacy

In the wake of Google’s new privacy policy that merges any personal information you provide when you use any Google service, TIME Magazine published “5 Ways to Control Your Exposure Online,” which include:

1. Disable automatic login
2. Opt out of ads based on interests and demographics
3. Use an anonymizing tool
4. Enable private browsing mode
5. Turn to resources other than Google

You can access the full TIME article at:

http://techland.time.com/2012/03/01/googles-new-privacy-policy-six-tips-for-minimizing-your-online-exposure/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+time%2Fnation+%28TIME%3A+Top+Nation+Stories%29

Internet Safety

Significant increases in reports of cyber-crimes over the past decade – including cyber-stalking, cyber-bullying and identity theft – have resulted in an important focus on internet safety. An important component of any social media initiative is creating an *online crime prevention and victim awareness strategy*. In addition to enhancing your social media strategy, the following resources are helpful to educate victims and the public about online safety and cyber-crime prevention.

An excellent resource to start with is the National Network to End Domestic Violence (NNEDV) Technology Safety Project, which features over 20 tip sheets “to help victims and agencies respond effectively to the many ways that technology impacts victims of domestic violence, sexual violence and stalking. NNEDV’s tip sheet on “Online Privacy and Safety” is a “must read” for anyone concerned about online safety. You can access the NNEDV Technology Safety Project at <http://www.nnedv.org/resources/safetynetdocs.html>.

The Federal Trade Commission’s On Guard Online program has extensive information and resources about identity theft, social networking safety, and computer security, available at <http://onguardonline.gov/>.

There are many online resources that address internet safety for families and children, including prevention, privacy and reporting tips. Here are four helpful resources:

- National Center of Missing and Exploited Children “NetSMART” program for family and child internet safety, and Cyber Tipline for reporting online child sexual exploitation
www.ncmec.org
- FBI “A Parent’s Guide to Internet Safety”
<http://www.fbi.gov/stats-services/publications/parent-guide/parent-guide>
- SafeKids.com
<http://www.safekids.com/>
- Kids Health, sponsored by the Nemours Foundation
http://kidshealth.org/parent/positive/family/net_safety.html

The More You Know....

In efforts to become more social media-savvy, “the more you know” about social media and how it works, the better off you will be. We’ve identified two excellent “glossaries of terms” that will help you “speak the language of social media:”

- IBM Social Media Glossary of Terms
https://www-304.ibm.com/partnerworld/wps/servlet/ContentHandler/swg_com_sfw_social_media_glossary_terms#C
- The Social Media Guide Glossary of Terms
http://thesocialmediaguide.com/social_media/social-media-glossary

In addition, Social Media Marketing for Dummies by Jan Zimmerman and Doug Sahlin is a comprehensive reference book for planning and implementing a social media campaign. Every type of social media addressed in the three CAP Tips and much more are included in this book.

For More Information

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

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CAP TIPS #7

To Improve Public Awareness

Creating Effective Public Service Announcements

Introduction

A public service announcement (PSA) is a brief message aired on radio, television stations, movie theaters or the Web that can provide information to the public (including crime victims and survivors) about 2012 National Crime Victims' Rights Week (NCVRW), and the needs and rights of, and services available to, crime victims and survivors.

The Federal Communications Commission (FCC) requires that in order to receive or renew a broadcast license, broadcast stations must donate a certain amount of airtime "for which no charge is made," usually to nonprofit organizations and other community groups. PSAs can air at any time period during which a station broadcasts to the public (including in the middle of the night!). In addition, opportunities for web-based PSAs range from posting PSAs on an agency's website or through online venues such as YouTube, Facebook or Flickr (see 2012 CAP TIPS #5, "Tips for Engaging in Social Media through Six Popular Venues").

PSAs are a great way to publicize special NCVRW events in your community or state, and introduce or enhance crime victim awareness to the broadcast media and their viewers and listeners. A strong PSA can result in actual news coverage of your NCVRW activities, and increased attendance at special events.

Planning for PSAs

It helps to assemble a "PSA team" to plan, develop and deliver your PSAs. Team members can:

- Coordinate PSA efforts within a jurisdiction so stations are *not* inundated with requests (remember, it's important to focus on *your main 2012 NCVRW events and messages!*)
- Research the PSA submission requirements of different radio and television stations (for both broadcast and web-based PSAs), and compile a simple database with this information (this will require both on-line research and likely telephone calls to the stations).

- Consider targeting broadcast stations that can enhance your outreach to a broad spectrum of victims and survivors – college and university radio and television stations, local cable programs, and stations whose audiences include people of color, older people, teens, etc.
- Seek consensus on the most important message(s) and information for your PSAs.
- Write, edit and finalize the PSAs to fit the message and time limits.
- Read the PSAs out loud to each other – several times – to make sure the message is *clear, delivered succinctly and contains all relevant information.*

Broadcast Public Service Announcements

“Broadcast PSAs” refer to television and radio. Your PSAs’ format may vary, depending upon the submission guidelines of different radio or television stations. You can contact the public service director (also called “community affairs director”) or visit a station’s website to determine:

- General submission requirements.
- To whom the PSA should be submitted (it helps to get *a specific name, title and email or snail-mail address*).
- Preferred length in words or amount of time.
- Suggested format (*see below*).
- The station’s preferences and guidelines related to written copy, or providing an audiotape or broadcast-quality DVD.
- *When* the station needs the PSA copy (advance time required prior to its actual airing – usually *at least two weeks*).
- When to expect the PSA to air once the station receives it.
- For television PSAs, it’s very important to make sure that your PSAs are closed-captioned for people who are Deaf or hearing-impaired.

Broadcast stations usually prefer PSA broadcasting with the following approaches:

- Broadcast-quality DVD/video or audiotape that matches the station’s time requirements (usually 15 or 30 seconds).
- The provided script is read by the station’s on-air “talent” on either radio or television.
- A representative of your organization or coalition delivers the PSA message on-air.
- A local well-known person, i.e., Mayor, local celebrity or sports figure, etc., reads the PSA script.

In general, it’s a good idea to submit your PSA *at least two weeks* prior to when you want it to air; and to be *very specific* about when you want it to begin and end on air.

PSAs are usually written in 15, 30, or 60 second formats (the one-minute format can also be used as a “radio or television actuality,” which features the spot being read on the radio or television by a person from the organization or entity sponsoring its content, or by the station’s on-air talent). Brevity is very important; in general:

- A 15-second PSA has no more than 40 words.
- A 30-second PSA has no more than 80 words.
- A 60-second PSA or actuality has not more than 150 words.

Two sample PSAs that matches each of these recommended time-frames are included at the end of this CAP TIPS.

Format for Submission

The format below is generally acceptable to most broadcast stations:

(YOUR LETTERHEAD)

2012 National Crime Victims' Rights Week

THEME: "Extending the Vision: Reaching Every Victim"

CONTACT: (Name, Title, Area Code/Telephone Number and Email Address)

START: (Either "IMMEDIATELY" or specific start date)

STOP: (specific end date, i.e. April 28, 2012)

(PSA CONTENT PRINTED DOUBLE-SPACED)

PSA Content

Broadcast stations receive many requests to air PSAs and have a limited amount of time in which to do so. It helps to follow the "5 Ws" in determining the content of a PSA – "who, what, when, where and why?" – to organize your public service message.

Here are some important tips to help you consider your PSAs' content:

- Determine *the most important thing* you want to communicate, and do so right up front:
 - This is usually the key fact(s) about any event or issue, but also *why people should care about it*.
 - Consider including a question to draw people's interest and engage them.
 - Compel people to listen by relating to *their lives* – most people are or know someone who is a victim of crime; are concerned about crime and victimization; and/or care about their own safety and that of their family.
- Keep your message *positive*.
- Give people something simple to do – show up, volunteer, make a call or send an email, or contact your organization for information about how they can help. A simple "call to action" is a great way to begin or end a PSA.
- Mention the name of your organization *at least once*. It's okay to abbreviate the full name ("the Center") or use an acronym once the full name has been cited.
- Use short sentences.
- Use short action verbs (avoid passive verbs that end in "ing").
- Avoid jargon and big words that the average viewer or listener won't understand.
- Keep your telephone number and web URL as simple as possible. For strictly local PSAs, an area code is not necessary. For web URLs, it's not necessary to include the "[www.](#)"
- End with "call, click or come on in" to indicate that end-users can contact you by telephone, email or a personal visit.

It's also important to include a cover letter with your PSA request that:

- Provides a brief overview of 2012 NCVRW and its theme.
- Provides an overview of your organization and its services.
- Makes a strong pitch about why your PSA is important to victims, and to individual and public safety.

Follow-on

Once 2012 NCVRW is over, it's a good idea to write a brief thank-you note to *all stations* that aired your PSAs. You can note the success of your events that was made possible, in part, by the station's help with broadcasting the PSAs; and thank them for promoting a public service message that educates the public about rights and service for crime victims and survivors, and informs victims about how to get help.

Community Calendars

Most broadcast stations feature online "community calendars," where you can post information about special events that is then included on the station's website (for example, see WINC FM of Winchester, VA at <http://www.winc.fm/pages/6853736.php>). Most "community calendars" require you to register as a "member" to take advantage of this public awareness opportunity, and it's a good idea to do this so you can promote your public awareness activities throughout the year.

Web-based PSAs

All organizations and agencies engaged in your 2012 NCVRW planning activities can post print, audio and video PSAs on their websites. You don't have to worry about "broadcast quality" requirements – you just need to make sure that *your message is clear and your visuals are powerful*.

An excellent example to consider is available from the American Heart Association, which sponsors a comprehensive PSA campaign that features video, audio, print, outdoor (billboard) and web PSAs *all on one web page*. You can visit

http://www.heart.org/HEARTORG/News/PublicServiceAnnouncements/Public-Service-Announcements_UCM_312002_SubHomePage.jsp to gain ideas about how to implement this unique approach to PSAs.

YouTube is also a great venue to broadcast your video public service announcements. Unlike other electronic venues, "broadcast quality" footage is not required. All you need is a powerful message, interesting visuals, a DVD camcorder to record your PSA, and a computer to upload it to YouTube.

You can visit YouTube at <http://www.youtube.com/> and, in the web site's search engine, type "*public service announcements, crime victims*." Nearly 150 examples are available for you to view and get ideas for your own YouTube PSAs. Radio interviews can also be uploaded to YouTube. Once you post a PSA on YouTube, make sure to publicize it through URL links to the PSA via email, Facebook and other outreach venues.

Other Ideas for Free Publicity for Your NCVRW Activities

- Respond to any published news article about crime and victimization with a "letter to the editor" that comments on the article, and ends with an invitation to your community to join your NCVRW activities.

- Respond to online news articles about crime and victimization in the “Comments” section that follows with information about your NCVRW activities.
- Tune into talk radio programs and don’t hesitate to call in to respond to any discussions that are *remotely related* to crime and victimization! You can join the discussion, and end with briefly asking people to visit your website for “more information about our NCVRW activities.”
- Make a pitch to get onto public affairs programs sponsored by broadcast stations. Such programming is often repeated across various hours and days, and provides excellent opportunities to “get the word out.” The Wisconsin Broadcasters Association has published “Getting Your Message on Air,” which features great tips for getting on public affairs programs at http://ftpcontent.worldnow.com/wqow/public_files/PSA_Guidebook.pdf.

Sample Public Service Announcements

Here are two sample PSAs that you can easily adapt to your community, and your special events planned for 2012 NCVRW:

:15 second

Our “vision” for crime victims is that *all* survivors understand their rights under law and have access to supportive services. Please join us during 2012 National Crime Victims’ Rights Week on (*day/date*) at (*time*) at (*location*) to help promote our vision for victims’ rights and services. For more information, please visit (*web URL*).

:30 seconds

This is National Crime Victims’ Rights Week, a time where crime survivors and those who assist them join together with a shared vision to “reach *every* victim.” Victims of crime in (*your jurisdiction*) have many rights under law, and services to help them cope in the aftermath of crime.

Please join us during National Crime Victims’ Rights Week to learn about victims’ rights and services, and how YOU can join us in ensuring that *all* victims who need help receive supportive services. (*Provide specific information about your event*). For more information, please visit (*web URL*).

Office for Victims of Crime

Resources for Public Service Announcements

In the OVC 2012 National Crime Victims’ Rights Week Resource Guide “Working with the Media” section, there is copy for three PSAs in 15-, 30- and 60-second formats. You can download these sample PSAs at <http://ovc.ncjrs.gov/ncvrw2012/index.html>

In the past, the Office for Victims of Crime has produced video PSAs for NCVRW and general public awareness. You can visit <http://www.ovc.gov/library/psas.html> for examples of video PSAs available in both English and Spanish.

For More Information

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

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C A P T I P S #8

To Improve Public Awareness

National Information and Referral Resources for Crime Victim/Survivor Assistance

Introduction

Our ongoing communications with Community Awareness Project recipients found that many of your CAP efforts involve generating greater awareness among victims about supportive services that can assist them. This is an important component of the 2012 NCVRW theme of "Reaching Every Victim," as well as the overall goal of the CAP program.

At the national level, there are 18 organizations and agencies that provide toll-free information and referral services to crime victims and, in some cases, crisis intervention assistance. On the following page is a roster (updated in March 2012) that features:

- The national agency or organization
- Toll-free number and, where relevant, TTY/TDD numbers and Spanish-language services
- Hours of operation (this is a ***unique feature*** of this chart, and is helpful to know for certain when victims' calls are directly answered)
- Website URL

To promote victim outreach and public awareness, you can:

- Reduce the size of the print to fit on one page, and use it as an informational resource to disseminate at your NCVRW activities
- Include relevant national resources' contact information in your print public service advertisements
- Feature this roster prominently on your website for easy access by victims and the public

For More Information

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

**National Information and Referral Resources
for Crime Victim/Survivor Assistance**

AGENCY	TOLL-FREE NUMBER AND TTY/TDD	HOURS OF OPERATION	WEBSITE URL
American Domestic Violence Crisis Line (for American citizens victimized abroad)	866-USWOMEN	24/7/365	www.866uswomen.org
Battered Women's Justice Project	800-903-0111	Monday – Friday 10:30 am – 6:30 pm EST	www.bwjp.org
Childhelp USA National Child Abuse Hotline	800-4-A-CHILD TDD 800-2-A-CHILD	24/7/365	www.childhelp.org
Identity Theft Hotline, Federal Trade Commission	877-ID-THEFT TTY 866-653-4261	24/7/365	www.ftc.gov/bcp/edu/microsites/idtheft/
Mothers Against Drunk Driving	877-MADD-HELP	24/7/365	www.madd.org
National Center for Missing and Exploited Children	800-843-5678 TDD 800-826-7653	24/7/365	www.missingkids.com
National Center for Victims of Crime	N/A	N/A	www.ncvc.org
National Children's Alliance	800-239-9950	Monday – Friday 9:00 am – 5:00 pm EST	www.nationalchildrensalliance.org/
National Crime Prevention Council	202-466-6272	Monday – Friday 8:00 am – 4:30 pm EST	www.ncpc.org
National Domestic Violence Hotline	800-799-7233 TTY Hotline 800-787-3224	24/7/365	www.thehotline.org
National Human Trafficking Hotline	888-373-7888	24/7/365	www.polarisproject.org/
National Organization for Victim Assistance	800-879-6682	Monday – Friday 9:00 am – 5:00 pm EST	www.trynova.org
National Organization of Parents Of Murdered Children, Inc.	888-818-POMC	Monday – Friday 8:00 am – 5:00 pm EST	www.pomc.com

National Resource Center on Domestic Violence	800-537-2238 TTY Hotline 800-553-2508	Monday – Friday 8:00 am – 5:00 pm EST	www.nrcdv.org
National Sexual Violence Resource Center	877-739-3895 TTY 717-909-0715	Monday, Thursday, Friday 9:00 am – 5:00 pm EST Tuesday and Wednesday 9:00 am – 8:00 pm EST	www.nsvrc.org
National Teen Dating Abuse Helpline	866-331-9474 TTY 866-331-8453	24/7/365	www.loveisrespect.org
Rape, Abuse & Incest National Network	800-656-4673	24/7/365	www.rainn.org
Resource Center on DV: Child Protection and Custody	800-527-3223	Monday – Friday 11:00 am – 8:00 pm EST	www.nnedv.org/resources/nationalorgs/59-national-organizations/5-rcdvcpc.html
Substance Abuse and Mental Health Services Administration	800-729-6686 TDD Hotline 800-487-4889 Español 877-767-8432 Treatment Referral Line: 800-662-4357 Suicide Prevention Hotline: 800-273-8255	24/7/365	www.samhsa.gov/