

EVERY
VICTIM
EVERY
TIME

VICTIMS' RIGHTS

National Crime Victims' Rights Week is an annual observance to bring the victim assistance community together to raise public awareness about victims' rights, protections, and services. The **2007 National Crime Victims' Rights Week Resource Guide** provides a wide array of tools and resources to help you maximize your communication and awareness efforts.

This year's theme, "Victims' Rights: Every Victim. Every Time." summons the nation to action on behalf of all victims of crime. The idea that every victim has rights and deserves support can form the core message of speeches, public service announcements, media interviews, and other communication activities in which you become involved.

This section includes the following resources you can use to enhance your outreach and help you inspire, engage, and motivate your community during National Crime Victims' Rights Week and throughout the year.

Commemorative Calendar

The commemorative calendar lists annual events and observances (e.g., National Stalking Awareness Month, National Police Week, or America's Safe Schools Week) that honor victims of crime or law enforcement agencies, focus on specific crimes, or offer opportunities to promote the message of National Crime Victims' Rights Week. The calendar lists the dates of each observance and contact information for the primary sponsor. Many of the sponsoring organizations, which usually have their own outreach materials, could make excellent coalition partners for observing National Crime Victims' Rights Week. By sharing resources and networks with these organizations, local agencies can dramatically expand their reach.

OVC Events Calendar. Another useful tool to aid your planning is the Office for Victims of Crime's *National Calendar of Crime Victim-Related Events* at <http://ovc.ncjrs.gov/ovccalendar>. The continually updated calendar helps victims, victim service providers, allied professionals, and other interested individuals plan, promote, and locate events of interest occurring throughout the United States. You may browse events and add information about your own conference, meeting, training opportunity, or NCVRW event.

Notable Quotables

Notable Quotables lists memorable quotations that explore and amplify the meaning of "Victims' Rights: Every Victim. Every Time." Reaching this goal requires broad vision, commitment, perseverance, and strength. You can use these quotations in your publicity, brochures, speeches, and announcements to promote and observe National Crime Victims' Rights Week.

Sample Proclamation

Public officials—such as city mayors or state governors—can use the sample proclamation to proclaim the week of April 22-28, 2007, to be National Crime Victims' Rights Week in your city or state. Securing an official proclamation for NCVRW is an important step that helps secure government involvement and attract media attention for your area's observance. Contact your mayor's or governor's office at least one month before NCVRW to request the proclamation. Often a public official will hold a public signing of the proclamation and may invite NCVRW sponsors and local media representatives to attend. The proclamation signing is a

MAXIMIZING COMMUNICATION AND AWARENESS

great way to launch your National Crime Victims' Rights Week observance.

Sample Speech

National Crime Victims' Rights Week is an ideal time to speak to large gatherings of people about crime victim issues. You may need a speech for the opening ceremony of NCVRW or for events sponsored by other organizations throughout your community. You can speak at schools, government agencies, or professional organizations. You can contact local groups, such as the Kiwanis or Rotary Clubs, the Chamber of Commerce, the League of Women Voters, or local hospitals and businesses, which are often looking for speakers for their luncheon or dinner events. Such groups can offer you new audiences and avenues to share the message of National Crime Victims' Rights Week. The enclosed sample speech can be tailored to your audience and to the issues facing your community.

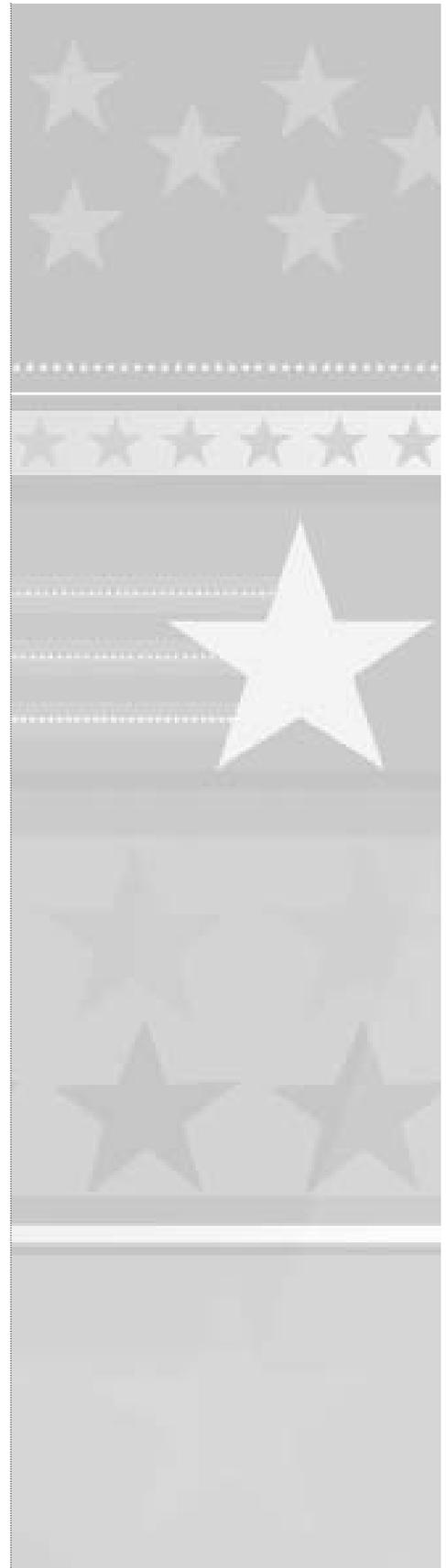
Extend Your Reach through Partnerships

Organizations can dramatically enhance their resources and impact by forming partnerships and coalitions with other like-

minded groups. You can work with allied professionals, businesses and corporations, community organizations, faith communities, public services, and schools to plan and conduct the week's observances. The resources and networks you build to prepare for National Crime Victims' Rights Week will extend your reach and expand your influence throughout the year. This section offers suggestions about groups to seek out as partners and ways to collaborate.

Special Events Ideas

Every year, communities throughout the United States come up with ingenious new ways to observe National Crime Victims' Rights Week. The Office for Victims of Crime supports this inventiveness through its *OVC NCVRW Community Awareness Project* funding. This year's Resource Guide features more than 35 special events ideas, most of which were supported through OVC funding. You can easily adapt these ideas for your own 2007 NCVRW observance. For more ideas about *OVC Community Awareness Projects*, visit the OVC Web site at www.ovc.gov/ncvrw/2006/tips/tips_index.html. ★



2007 COMMEMORATIVE CALENDAR

Many opportunities exist throughout the year to educate the public about the need to support “Every Victim. Every Time.” Use this commemorative calendar to help plan your activities. You may contact the sponsoring organization for more information.

JANUARY

CRIME STOPPERS MONTH

Crime Stoppers International
1-800-245-0009
www.c-s-i.org

NATIONAL MENTORING MONTH

Mentor
703-224-2200
www.mentoring.org

NATIONAL STALKING AWARENESS MONTH

U.S. Department of Justice, Office on Violence Against Women
202-307-6026
www.usdoj.gov/ovw

MARCH

NATIONAL YOUTH VIOLENCE PREVENTION WEEK

March 26-30, 2007

The National Association of Students Against Violence Everywhere (SAVE) and GuidanceChannel.com
1-800-999-6884 ext. 3037
www.violencepreventionweek.org

APRIL

NATIONAL CHILD ABUSE PREVENTION MONTH

Prevent Child Abuse America
312-663-3520
www.preventchildabuse.org

NATIONAL SEXUAL ASSAULT AWARENESS MONTH

National Sexual Violence Resource Center
717-909-0710, 717-909-0715 (TTY)
www.nsvrc.org

NATIONAL YOUTH SERVICE DAYS

April 20-22, 2007
Youth Service America
202-296-2992
www.ysa.org

NATIONAL CRIME VICTIMS' RIGHTS WEEK

April 22-28, 2007
U.S. Department of Justice, Office for Justice Programs, Office for Victims of Crime
1-800-851-3420
www.ovc.gov/ncvrw/welcome.html

MAY

OLDER AMERICANS MONTH

Administration on Aging, Department of Health and Human Services
1-800-877-8339
www.aoa.gov

NATIONAL LAW DAY

May 1, 2007
American Bar Association
312-988-5000
www.abanet.org

NATIONAL CORRECTIONAL OFFICERS WEEK

May 6-12, 2007
International Association of Correctional Officers
517-485-3310
www.aca.org

NATIONAL POLICE WEEK

May 13-19, 2007
Concerns of Police Survivors, Inc.
573-346-4911
www.nationalcops.org

NATIONAL PEACE OFFICERS MEMORIAL DAY

May 15, 2007
Concerns of Police Survivors, Inc.
573-346-4911
www.nationalcops.org

NATIONAL MISSING CHILDREN'S DAY

May 25, 2007
National Center for Missing and Exploited Children
1-800-843-5678
www.missingkids.com

2007 COMMEMORATIVE CALENDAR

JULY

NATIONAL FRAUD AWARENESS WEEK

July 15-20, 2007

Association of Certified Fraud Examiners

1-800-245-3321

www.fraudweek.com

NATIONAL PROBATION, PAROLE, AND COMMUNITY SUPERVISION WEEK

July 15-21, 2007

American Probation and Parole Association

859-244-8203

www.appa-net.org

AUGUST

NATIONAL NIGHT OUT

August 7, 2007

National Association of Town Watch

1-800-NITE-OUT

www.nationaltownwatch.org

SEPTEMBER

NATIONAL CAMPUS SAFETY AWARENESS MONTH

Security On Campus, Inc.

610-768-9330

www.securityoncampus.org

NATIONAL YOUTH COURT MONTH

National Youth Court Center

1-859-244-8193

www.youthcourt.net

NATIONAL SUICIDE PREVENTION WEEK

September 9-15, 2007

American Association of Suicidology

202-237-2280

www.suicidology.org

NATIONAL DAY OF REMEMBRANCE

September 25, 2007

National Organization of Parents Of Murdered Children, Inc.

1-888-818-POMC

www.pomc.org

OCTOBER

NATIONAL CRIME PREVENTION MONTH

National Crime Prevention Council

202-466-6272

www.ncpc.org

NATIONAL DOMESTIC VIOLENCE AWARENESS MONTH

National Coalition Against Domestic Violence

303-839-1852

www.ncadv.org

WEEK WITHOUT VIOLENCE

October 14-20, 2007

YWCA of the USA

202-467-0801

www.kintera.org/htmlcontent.asp?cid=61781

AMERICA'S SAFE SCHOOLS WEEK

October 14-20, 2007

National School Safety Center

805-373-9977

www.nsscl.org

NATIONAL BULLYING PREVENTION AND AWARENESS WEEK

October 22-28, 2007

PACER Center, National Coalition for Parent Involvement in Education, National Education Association, and National PTA.

952-838-9000, 952-838-0190 (TTY)

www.nea.org/schoolsafety/bullying.html

NOVEMBER

MADD, TIE ONE ON FOR SAFETY

Mothers Against Drunk Driving

1-800-GET-MADD

www.madd.org

DECEMBER

NATIONAL DRUNK AND DRUGGED DRIVING PREVENTION MONTH

Mothers Against Drunk Driving

1-800-GET-MADD

www.madd.org

NOTABLE QUOTABLES

“Every Victim. Every Time.” is a call to action to fulfill the promise of victims’ rights for all victims of crime. Reaching this goal will take perseverance, dedication, commitment, vision, and a strong belief in justice for all. The following quotations can inspire us all to continue working to make victims’ rights a reality. These quotations are appropriate for use in speeches, interviews, and other outreach efforts during National Crime Victims’ Rights Week and throughout the year.

“America is too great for small dreams.”

Ronald Reagan (1911 – 2004)

“Injustice anywhere is a threat to justice everywhere. We are caught in an inescapable network of mutuality, tied in a single garment of destiny. Whatever affects one directly, affects all indirectly.”

Martin Luther King, Jr. (1929 – 1968)

“It is from numberless diverse acts of courage and belief that human history is thus shaped. Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, he sends forth a tiny ripple of hope...”

Robert F. Kennedy (1925 – 1968)

“Justice cannot be for one side alone, but must be for both.”

Eleanor Roosevelt (1884 – 1962)

“We must remember that a right lost to one is lost to all.”

William Reece Smith, Jr. (1925 –)

“Great works are performed not by strength but by perseverance.”

Samuel Johnson (1709 – 1784)

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead (1901 – 1978)

“Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no help at all.”

Dale Carnegie (1888 – 1955)

“Perseverance is a great element of success. If you only knock long enough and loud enough at the gate you are sure to wake up somebody.”

Henry Wadsworth Longfellow (1807 – 1882)

“All who have accomplished great things have had a great aim, have fixed their gaze on a goal which was high, one which sometimes seemed impossible.”

Orison Swett Marden (1850 – 1924)

“Only passions, great passions, can elevate the soul to great things.”

Denis Diderot (1713 – 1784)

“We cannot live for ourselves alone. Our lives are connected by a thousand invisible threads, and along these sympathetic fibers, our actions run as causes and return to us as results.”

Herman Melville (1819 – 1891)

NOTABLE QUOTABLES

“A community is democratic only when the humblest and weakest person can enjoy the highest civil, economic, and social rights that the biggest and most powerful possess.”

A. Philip Randolph (1889 – 1979)

“What cannot be achieved in one lifetime will happen when one lifetime is joined to another.”

Rabbi Harold S. Kushner (1935 –)

“The world needs dreamers and the world needs doers. But above all, the world needs dreamers who do.”

Sarah Ban Breathnach (1947 –)

“Enthusiasm is the mother of effort, and without it nothing great was ever achieved.”

Ralph Waldo Emerson (1803 – 1882)

“People become really quite remarkable when they start thinking that they can do things. When they believe in themselves they have the first secret of success.”

Norman Vincent Peale (1898 – 1993)

“How wonderful it is that nobody need wait a single moment before starting to improve the world.”

Anne Frank (1929 – 1945)

“I have learned that 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 while trying to succeed.”

Booker T. Washington (1856 – 1915)

“In giving rights to others which belong to them, we give rights to ourselves and to our country.”

John Fitzgerald Kennedy (1917 – 1963)

“Surely a tired woman on her way to work at six in the morning on a subway deserves the right to get there safely. Everyone who changes his or her life because of crime has been denied a basic civil right.”

George H. W. Bush (1924 –)

“Equal laws, protecting equal rights, are found, as they ought to be presumed, the best guarantee of loyalty and love of country.”

James Madison (1751 – 1836)

“You can only protect your liberties in this world by protecting the other man's freedom. You can only be free if I am free.”

Clarence Darrow (1857 – 1938)

“It is a kingly act to assist the fallen.”

Mother Teresa (1910 – 1997)

SAMPLE PROCLAMATION

National Crime Victims' Rights Week April 22-28, 2007

- Whereas,** as a nation devoted to liberty and justice for all, America must increase its efforts to protect, restore, and expand crime victims' rights and services so that they apply to **every victim, every time**; and
- Whereas,** 23 million Americans are victims of crime each year, and of those, 5.2 million are victims of violent crime; and
- Whereas,** all victims of crime deserve respect, resources, restoration, and justice; and
- Whereas,** all fifty states, the District of Columbia, and the federal government grant crime victims certain legal rights; and
- Whereas,** National Crime Victims' Rights Week—April 22 – 28, 2007—offers us all the opportunity to recommit ourselves to ensuring that every victim is afforded his or her legal rights and treated as a crucial participant in our criminal justice system; and
- Whereas,** as we carry crime victims' rights into 2007 and beyond, we must strive to create a nation where the legal rights of victims are honored and individuals are accountable for their treatment of victims; and
- Whereas,** despite significant progress in providing rights and services to crime victims over the past two decades, large segments of our population, including crime victims with disabilities, victims with mental illness, victims who are immigrants, victims who are teenagers, victims who are elderly, and victims in rural areas, are still underserved; and
- Whereas,** (*Your Organization*) is joining forces with victim service programs, criminal justice officials, and concerned citizens throughout (*Your City/County/Parish/State/Tribe*) and America to raise awareness of victims' rights and observe National Crime Victims' Rights Week;

Now, therefore, I, _____, as (*Governor/County Executive/Mayor, etc.*) of _____, do hereby proclaim the week of April 22-28, 2007, as

National Crime Victims' Rights Week

And reaffirm this (*City/County/Parish/State/Tribe's*) commitment to respect and enforce victims' rights and address their needs during *Crime Victims' Rights Week* and throughout the year; and

Express our appreciation for those victims and crime survivors who have turned personal tragedy into a motivating force to improve our response to victims of crime and build a more just community.

_____ (signature)

_____ (date)

SAMPLE SPEECH

National Crime Victims' Rights Week *We Must Serve EVERY VICTIM. EVERY TIME.*

In 1982, Stephanie Roper, a Maryland college student, disappeared after her car broke down while she was on her way home after visiting a friend. Two men abducted her, raped and tortured her for hours, and then brutally murdered her. It was nine days before her parents knew what had happened to her. The men were eventually arrested and tried. But Stephanie's parents, Vince and Roberta Roper, were barred from the courtroom because their presence, the judge decided, would be emotional, irrelevant, and probable cause for an appeal. The Ropers were excluded from the trial of their daughter's murderers.

In the more than 20 years since the Roper tragedy, victims' rights have progressed significantly. Every state has passed victims' rights laws. Victims have the right to attend and be heard at specific criminal justice proceedings. They have the right to be notified of their own rights, of available services, and of the status of the offender. They have the right to receive an order of restitution and apply for compensation. In 2004, Congress passed the Scott Campbell, Stephanie Roper, Wendy Preston, Louarna Gillis, and Nila Lynn Crime Victims' Rights Act. This Act gives victims of violent crime the right to be present at federal criminal justice public proceedings, the right to be notified at critical points in the justice process, and the legal standing to have those rights enforced. Part of the sweeping Justice for All Act of 2004, this new federal law powerfully strengthens victims' rights.

Despite such progress, there is still much work to do. Only a fraction of crime victims actually participate in the criminal justice system. Victims' rights vary from state to state. These rights are not always enforced, and services aren't always available to meet all victims' needs. And populations with special vulnerabilities—the elderly, trafficking victims, children, teens, persons with disabilities, and victims from racial and ethnic minorities—often are underserved and overlooked.

This week, 2007 National Crime Victims' Rights Week, we celebrate our nation's progress for victims of crime and pledge to serve "every victim, every time." To pursue that ideal, we must reflect on the work that remains to be done:

We must reach underserved victims. Millions of crimes go unreported every year. In 2005, 53 percent of violent crimes and a staggering 65 percent of property crimes were never brought to the attention of law enforcement.¹ More than 50 percent of sexual assaults and an estimated 92 percent of elder abuse incidents go unreported.² Teenagers are twice as likely as adults to be victimized, but tend not to report crime and have the fewest resources to recover from their victimization.³ Behind all these numbers are victims—individuals in our communities—who often need help they never receive.

The reasons victims do not report crimes against them are as varied as the crimes. Sexual assault

victims may be ashamed of the crime and may fear what they may have to go through in court. Elders may be dependent on their abusers, and teens may fear that adults won't believe them. Domestic violence victims may fear being revictimized. We must find out how to reach these underserved victims, encourage them to come forward, help them navigate the criminal justice system, and provide them with the services they need to recover from their crimes.

We must keep victims safe. One reason victims avoid the criminal justice system is that victims often do not believe that the criminal justice system can keep them safe. Victims of serious domestic violence who are abused after reporting an incident of violence, for example, may not report subsequent incidents.⁴ Protective orders should be issued and enforced after the first incident of violence, and victims should have immediate access to victim services.

Another reason victims feel unsafe is the vexing problem of witness intimidation. In 2002, a Baltimore family of seven, whose mother had often reported neighborhood drug dealers, died in a fire set to retaliate for her cooperation with the police. A recent CBS News investigation showed that witness intimidation affects or derails up to 30 percent of all cases involving shootings in major U.S. cities including Boston, Detroit, Philadelphia, and Los Angeles. In homicide cases, that number jumps to 90 percent.⁵ Responding effectively to intimidation, though difficult, is crucial to increase victim safety. Helpful

approaches may include carefully assessing the risk of intimidation, establishing multi-agency partnerships (e.g., between police and prosecutors) to protect victims, and strengthening ties between the police and the community.

How can police keep witnesses safe? They can protect witness anonymity, reduce the likelihood of contact between witnesses and offenders, transport witnesses to and from work and school as needed, keep witnesses and defendants separated at the courthouse, and relocate witnesses when their lives are endangered.⁶ Police can also help victims access services. When victim assistance programs are available, witnesses are more willing to report crimes and cooperate with prosecutors. These witnesses also offer more effective testimony.⁷

All victims should have access to help in preparing a safety plan—a strategy to increase the safety of anyone at risk for future victimization. Victims should determine, for example, how and when to leave their homes, how to travel to and from work, how to enlist friends and family, what community resources are available, and whether to consider a protection order. Particularly for victims of stalking and domestic violence, such plans can prevent crimes and save lives.

We must enforce victims' rights. Victims' rights are meaningless unless they are enforced. Jurisdictions must take steps to ensure compliance with the law. States and cities should strive to ensure that victims know their rights and to document failures to honor these rights. In some states, the attorney general's

SAMPLE SPEECH

staff includes a victims' rights enforcement officer who conducts agency performance audits, receives and responds to complaints and allegations of violations, identifies gaps in victims' rights services, and recommends resolutions to complaints. Under the Crime Victims' Rights Act, victims of federal crimes may seek a writ of mandamus to ensure that the government honors their rights. Whatever approach is chosen, jurisdictions must enforce victims' rights, and victims must have recourse when they fail to do so.

Victims' Rights: Every Victim. Every Time.

The path to serving all victims is long and challenging. Yet by reaching out to underserved victims, striving to keep victims safe, and vigorously enforcing victims' rights, we honor the promise of National Crime Victims' Rights Week. By moving steadily toward ever-stronger victims' rights, we seek to serve every victim, every time. ★

¹ Shannan M. Catalano, "Criminal Victimization, 2005," (Washington, DC: Bureau of Justice Statistics, 2006), 10, www.ojp.usdoj.gov/bjs/pub/pdf/cv05.pdf (accessed October 12, 2006).

² RAINN, "Statistics," www.rainn.org/statistics/index.html (accessed October 11, 2006); "Fact Sheet: Elder Abuse Prevalence and Incidence," (Washington, DC: National Center on Elder Abuse, 2005).

³ National Crime Prevention Council and National Center for Victims of Crime, *Reaching and Serving Teen Victims*, (Washington, DC: National Crime Prevention Council and National Center for Victims of Crime, 2005), 1-3.

⁴ G.T. Hotaling and E.S. Buzawa, "Victim Satisfaction with the Criminal Justice System," (Washington, DC: National Institute of Justice), National Institute of Justice, www.ojp.usdoj.gov/nij/journals/253/victim.html (accessed October 10, 2006).

⁵ CBS News, "A Conspiracy of Silence," April 27, 2006, www.cbsnews.com/stories/2006/04/27/cbsnews_investigates/printable1555769.shtml (accessed October 10, 2006).

⁶ K. Dedel, *Witness Intimidation, Problem-Oriented Guides for Police, Problem-Specific Guides Series No. 42*, (Washington, DC: U.S. Department of Justice, Office of Community Oriented Policing Services, 2006).

⁷ U.S. Department of Justice, Office for Victims of Crime, "Law Enforcement's Promising Practices in the Treatment of Crime Victims: A Report to Promote the Development and Expansion of Victim-Oriented Policies and Practices in Law Enforcement Agencies," (Washington, DC: GPO, 1997), 17-25.

EXTEND YOUR REACH THROUGH PARTNERSHIPS

National Crime Victims' Rights Week offers a unique opportunity to extend your reach through partnerships with allied professionals, businesses and corporations, civic organizations, faith communities, public services, and public officials. You can also collaborate with the sponsors of other victim-related observances held throughout the year. (See Commemorative Calendar earlier in this section.)

Reaching *every victim, every time* means reaching beyond your usual circle of partners to expand the scope and impact of your outreach and public awareness activities. So, why not seek several new partners to join you in your observance of National Crime Victims' Rights Week this year? Outlined below are suggestions on potential partners and specific ideas for events and activities that can have a lasting impact in your community.

Allied Professionals

Allied professionals—those in the criminal justice, healthcare, and

social services systems—are ideally suited to collaborate with you on outreach and education activities during National Crime Victims' Rights Week. Not only do these professionals regularly come into contact with victims of crime, they also are often very familiar with victims' issues and appreciate the importance of educating the public about victims' rights, needs, and services. You may already be collaborating with many of the following professionals in a multidisciplinary response to victims. Use National Crime Victims' Rights Week to build on those relationships.

Law Enforcement Professionals, Prosecutors, and Corrections and Probation Officers. Criminal justice professionals can play a key role in outreach activities, such as legal education forums, courthouse tours, open houses, and ceremonial observances. If your city has a "business watch" coalition (a partnership between businesses and law enforcement to protect businesses against crime), you can mobilize the participants and the communications network to promote National Crime Vic-

tims' Rights Week. You can also use your law enforcement agency's outreach materials for National Crime Victims' Rights Week. Prosecutors and police officers can participate in speakers' bureaus and educate the public about how community policing and community prosecution can help protect victims and enhance community safety.

Mental Health Professionals.

Crime often results in lasting psychological trauma, significantly damaging a victim's quality of life. You can provide information to mental health professionals about victims' rights, victim compensation, safety planning, and other services to share with their patients. You can set up a local anti-violence coalition of counselors, psychologists, teachers, and parents to address violence against children in your community. (For ideas, see the American Psychological Association's Act Against Violence program at www.actagainstviolence.com.) The coalition could be announced and promoted during National Crime Victims' Rights Week.

Healthcare Professionals. Crime and violence are serious public health issues. Victim service providers can partner with local medical associations and professionals on public service announcements and outreach materials that promote violence awareness among healthcare professionals. (For ideas, see the American Medical Society Council on Violence and Abuse at www.ama-assn.org/ama/pub/

U.S. Postal Service—A Powerful Partner

For the second year in a row, the U.S. Postal Inspection Service (USPIS) in partnership with the Office for Victims of Crime (OVC), a component of the Office of Justice Programs, U.S. Department of Justice, has devised a public awareness campaign to help raise awareness of crime victims' rights and services that targets customers frequenting post offices around the nation during the month of April 2007. Posters highlighting NCVRW will be displayed in major post offices throughout the country.

EXTEND YOUR REACH THROUGH PARTNERSHIPS

category/3248.html.) Hospitals can also host forums, display banners and art work, and encourage their business partners and civic patrons to support National Crime Victims' Rights Week.

Businesses and Corporations

National Crime Victims' Rights Week offers businesses a great opportunity to gain positive public recognition by contributing to the community. Businesses also have a strong interest in preventing crime and helping victims gain needed services to prevent further victimization. You, in turn, can help businesses promote National Crime Victims' Rights Week by providing posters, brochures, fact sheets, and other outreach tools for their customers. Partnerships with businesses might include the following:

Chamber of Commerce. Meet with leaders of your Chamber of Commerce and any other local business coalitions, and explain the theme, "Victims' Rights: Every Victim. Every Time." Point out that businesses are not only community leaders but also are frequently victimized by criminals. Send speakers to Chamber events, and request the Chamber's help in developing messages and displaying outreach materials for National Crime Victims' Rights Week. If you plan an awards ceremony, present an award to a local business that has implemented a special program on behalf of crime victims.

Transportation Services. Crime

often takes place on buses, in taxis, and on commuter trains. Partner with public and private transportation services on an outreach campaign. You might even use a transportation worker as a spokesperson in a National Crime Victims' Rights Week public service announcement. Ask bus, taxi, and commuter train companies to display National Crime Victims' Rights Week banners and signs on their vehicles.

Visitors' and Convention Bureaus.

Few businesses have a greater stake in crime reduction than visitors' and convention bureaus, which need a safe environment to attract visitors to their communities. Provide safety tips for crime prevention and palm cards for victim assistance that visitors and convention bureaus can use throughout the year. Give your bureau a list of resources, such as the National Crime Prevention Council Web site, www.ncpc.org, the National Center for Victims of Crime Web site, www.ncvc.org, and the Office for Victims of Crime Web site, <http://ovc.ncjrs.gov/findvictimservices>, which have resources businesses can use to help travelers prevent and cope with the aftermath of crime.

Community Organizations

More than 65 million Americans volunteer in their communities every year through a multitude of civic groups and clubs. Organizers of National Crime Victims' Rights Week can work with parent-

teacher organizations, veterans' organizations, Boys' and Girls' Clubs, Neighborhood Watch Groups, the Kiwanis and Rotary Clubs, museum advisory boards, photography clubs, art councils, quilting groups, and even gardening clubs to promote the week. Art, gardening, and craft groups can participate in contests and produce visually compelling displays to feature at ceremonies and week-long exhibits. Most of these groups have listservs and mailing lists that can be used to recruit members and supporters in activities and to promote events.

Neighborhood Watch. Contact the Neighborhood Watch coordinators and the police community representatives in your area and plan an event to address an issue that your community is concerned about (e.g., Neighborhood Watch march against home vandalism).

Youth Organizations. Work with Boys' and Girls' Clubs, YMCAs, and parent-teacher organizations on an art contest or one-act plays to dramatize how bullying hurts all kids—both bullies and the kids they target. Showcase the exhibit or play at the main National Crime Victims' Rights Week event.

Faith Communities

Churches, synagogues, and other houses of worship are sources of solace for victims. These houses of worship may also have social action committees whose mission is to help improve the lives of their fellow community members.

EXTEND YOUR REACH THROUGH PARTNERSHIPS

Churches, dioceses, and interfaith councils have sophisticated outreach systems that can involve thousands of people in observing National Crime Victims' Rights Week. Involve faith communities through:

Victim Memorials. Work with local religious leaders to plan and conduct a memorial observance to begin National Crime Victims' Rights Week observances. Ask them to send a clergy member to speak at the event and perhaps to suggest a community member to be honored for work in helping local victims of crime.

Religious Coalitions to Reduce Teen Violence. Violence against young people affects religious communities, particularly in neighborhoods with high levels of crime. Work with your city's religious coalition to feature or honor a religious community (and some of their teens) who have found ways to reduce violence against young people.

Public Services

Many city and county governments offer resources and facilities to share with National Crime Victims' Rights Week organizers. County libraries, regional centers, victim service agencies, minority liaison agencies, agencies for youth and older people, and county and state commissions for women have access to a broad range of constituencies and are eager to work on projects that help the people they serve.

Senior Centers. Work with your city's senior centers and area agency on aging, your county commission on aging, and your county or state consumer protection agency to organize a campaign to teach seniors how to protect themselves from scams and what to do if they have been victimized. Distribute materials during National Crime Victims' Rights Week.

Minority Liaisons. If your city mayor or county executive has staff liaisons to minority communities, enlist their help in identifying the most important issues for those communities and in planning an activity for National Crime Victims' Rights Week. Ask for their help to involve church or community organizations from those groups to distribute materials.

Public Libraries. Public libraries can display posters, distribute brochures, and host National Crime Victims' Rights Week book nights or community meetings about crime issues important to their communities.

Schools

Organizers can work with school systems to reach children, parents, and their social networks in a number of ways. Schools can disseminate educational material, hold contests and assemblies with special speakers, and contribute their facilities for events. This year, why not make the students your partners? Inviting students to hold

their own National Crime Victims' Rights Week event can energize an entire school community. Visit the National Center for Victims of Crime's Teen Victim Project Web page, www.ncvc.org/tvp, for ideas on how to enlist teen leaders to plan their own activities.

Teen Media Campaign. Work with your local high school's student council and media education department to arrange for students to plan and conduct their own National Crime Victims' Rights Week campaign—complete with events and media outreach. Include teens on your organizing team and have them take leading roles in your opening ceremony.

Youth Volunteers. Many school systems require students to fulfill community service requirements. Line up student volunteer opportunities for your National Crime Victims' Rights Week activities, and work with schools to involve students in planning and conducting the week's events.

A Final Point on Partnerships

The support of elected leaders can play a crucial role in many of these partnerships. Involve public officials in any way possible—as speakers, masters of ceremony, spokespeople on public service announcements, and as resources for expanding your partnerships. Seek their advice and their endorsement for all your efforts. ★

SPECIAL EVENTS IDEAS

Throughout the year, communities across the nation organize special events and design resourceful tools to raise awareness of crime victims' rights and services. Each year, the Office for Victims of Crime (OVC) competitively selects jurisdictions throughout the United States to receive partial funding for public awareness events and activities during National Crime Victims' Rights Week through its Community Awareness Project initiative. OVC selects applicants based on proposed

collaboration, innovation, community impact, media involvement, and experience with victims' issues. In 2006, OVC partnered with the National Association of VOCA Assistance Administrators (NAVAA) to administer this initiative. NAVAA is uniquely positioned to have direct access to victim service providers in the field and has been invaluable in their outreach efforts to their constituency. This partnership has greatly enhanced the awareness of this funding opportunity for local

programs around the nation, as demonstrated by a significant increase in requests for funding this year under this initiative.

The following pages (*see overview box below*) include a wide range of creative ideas—many from past OVC-funded Community Awareness Projects—that communities have used to observe NCVRW. You can easily adapt these ideas to your community to reflect this year's theme; "Victims' Rights: Every Victim. Every Time."

National Crime Victims' Rights Week Special Events

- Art Exhibits
- Banner Campaigns
- "Body in Motion" Performance
- Book Signing
- Candlelight Vigils/Observances
- Clothesline Projects
- Commemorative Quilts
- Community Days
- Crime Victims' Rights Community Calendar
- Empty Shoes Display
- Film Festivals
- Grocery Bag Campaigns
- Information "Expos"
- Lip Sync "Idol" Benefit
- Media Outreach
- Memorial Wreath Blessing
- Passport to Justice Fair
- People's Law Forum
- Photographic Wall of Remembrance
- Signs: Billboard, Poster, and Lawn Sign Campaigns
- Theater "Infomercials"
- Toolkits
- Training Events
- Take Back the Night Rallies
- Tree Plantings
- Tribes United in Victim Awareness
- Walk or Run for National Crime Victims' Rights Week

Youth Events

- Art, Poster, Poetry, and Essay Contests
- Community Breakfast
- Outreach to Schools
- Pinwheels for Prevention
- Public Information Campaigns
- Teen Dating Violence Forum
- Youth Summit
- Zoo Day

Population-Specific Campaigns

- Outreach to Elderly
- Outreach to Minorities
- Outreach to Victims with Disabilities

Art Exhibits

Art can be a powerful medium for evoking deeper understanding and appreciation of crime victim issues. Organize an art exhibit by inviting local artists, school art programs, victims of crime, or advocates to submit art that represents this year's theme. Last year in Madison, Wisconsin, the Wisconsin Department of Justice collaborated with a local university art department, a crime victims' council, and a law enforcement organization to create a sculpture titled "UNITY" (reflecting the 2006 theme, "Strength in Unity") which was constructed from the metal of guns turned in by residents during a community gun buy-back. A key feature of the sculpture is a West African "chain link" symbol that stands for unity, responsibility, and interdependence. The sculpture was unveiled at a public ceremony during National Crime Victims' Rights Week; attendees could sign up to "host" the sculpture at their own organization. The sculpture is to be installed in the lobby of the Wisconsin Department of Justice Building.

In 2005 in New Brunswick, New Jersey, Rutgers University sponsored a victim/survivor art exhibit, "Healing the Wounded Heart," at the Campus Art Gallery to promote healing and to raise awareness. Survivors created their own wooden "hearts," which became part of the next exhibit.

Banner Campaigns

Banners can reach many people with a simple but provocative message in a variety of public venues, including shopping malls, college campuses, store fronts, hospitals, and office buildings. In Holland, Michigan, the Center for Women in Transition collaborated with a community alliance of prosecutors, probation officers, law enforcement, therapists, judges, educators, and other officials on a National Crime Victims' Rights Week awareness campaign that focused on victims of violence. The campaign consisted of 10 street banners in English and Spanish, placed in a local shopping area. The banners' message was "There is help for ALL crime victims. There is no place for violence in our community." Campaign advertising included a banner featuring crisis hotline phone numbers, buttons, bookmarks, fliers, newsletters, and public service announcements on local television and radio.

"Body in Motion" Performance

Unless they have actually been victimized, many people have trouble understanding what it is like to be a victim of crime. In 2006, Pennsylvania State University's Misciagna Family Center for Performing Arts in Altoona presented "Body in Motion," a powerful drama based on Howard Zehr's *Transcending: Reflection of Crime Victims*, a book of photographs and essays drawn from interviews with crime victims throughout the

country. The event was sponsored by the Blair County Juvenile Probation Office, in conjunction with Penn State Altoona's criminal justice program, the women's studies program, and the Division of Education, Human Development, and Social Sciences.

Book Signing

In San Antonio, Texas, the Rape Crisis Center for Children and Adults sponsored a book signing and reading titled "The Intent of the Heart" at a bookstore. The event also featured art work, poetry, and writings that portray the journey to healing and fight for survival.

Candlelight Vigils/Observances

National Crime Victims' Rights Week begins with an inspiring Candlelight Observance in Washington, DC. You can host your own vigil at a convenient public site, such as your city hall, courthouse, town hall, or the state capitol building. Some communities honor those victims who have lost their lives to crime. Others honor victim service providers or law enforcement officers who have made significant contributions to victims. You can boost interest and involvement by featuring local choirs, plays by local children, or lighted displays by local artists. Be sure to send photos to your community newspaper; better yet, encourage the media to cover your event.

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Clothesline Projects

Clothesline projects, launched in the 1990s to dramatize violence against women, can make strong statements against all types of crime. To prepare the display, victims decorate T-shirts expressing how they have been affected by crime. The T-shirts hang on display on clotheslines in public areas. Last year in Blue Ridge, Georgia, the North Georgia Mountain Crisis Network, Inc., held a clothesline project in connection with its National Crime Victims' Rights Week celebration that included a workshop on domestic violence, a balloon release in honor of victims, and an advertising campaign.

Commemorative Quilts

Quilts represent a rich tradition in American history. Early settlers made quilts to express their patriotism and beliefs, celebrate the westward movement of American settlers, and commemorate the history of a young nation. You can create a commemorative quilt to honor crime victims in your community. Invite staff members, volunteers, schools, students, and crime victims and their families to decorate a patch. Local businesses often donate supplies. In 2006, the story of victims and victims' rights was conveyed through the image of a quilt in the National Crime Victims' Rights Week theme DVD. A collage of photographs, documents, and news clippings faded in and out on patches of a

quilt projected on the screen—showcasing the stories of victims of crime. If your community creates a quilt, arrange with participating organizations to “host” the quilt for a month and display it in a prominent location. By sharing the quilt with community participants, you can showcase victims' rights all year long.

Community Days

Community Days bring together a wide range of community organizations to raise awareness about victims of crime. In Van Nuys, California, University Corporation, Valley Trauma Center, California State University, and the deputy district attorney of Los Angeles County held a two-day National Crime Victims' Rights Week event to educate the community on resources available to crime victims. The event included an educational display, in English and Spanish, and a play about one woman's journey toward healing.

Crime Victims' Rights Community Calendar

You can create a calendar to advertise victim services in your community. In Allen County, Indiana, National Crime Victims' Rights Week organizers created and distributed the Crime Victims' Rights Community Calendar, with inserts about community service providers, local and nationwide crime victimization, statistical information on violence and crime victims' rights, and contact

information for all community victim service providers, as well as national toll-free victim assistance telephone numbers. Each community service provider had the opportunity to submit special events for the calendar.

Empty Shoes Display

In Collins County, Texas, the victim assistance unit of the county district attorney's office presented a display of empty shoes—tiny baby shoes, bulky work boots, worn tennis shoes, and flip flops of all sizes and colors—on the lawn of the county courthouse during the National Crime Victims' Rights Week kickoff ceremonies. Each pair of shoes represented one victim of crime who “walked through” the county criminal justice system and was helped by the Victim Assistance Unit during the previous year.

Film Festivals

You can work with your local theater to present films that focus on the impact of crime. In Mariposa, California, National Crime Victims' Rights Week organizers partnered with Six Street Cinemas to feature nightly films about victimization. After each film, a program sponsor led a discussion about the film and its meaning for victims and communities. The festival was advertised through the local newspaper and community listservs.

Grocery Bag Campaigns

In Sacramento, California, My Sister's House collaborated with local community organizations to advertise their service for domestic violence victims on grocery bags in local Asian markets. Campaign organizers translated the grocery bag advertisements into Korean, Chinese, Hmong, Tagalog (Filipino), and Indian languages, and then distributed the grocery bags and literature on domestic violence to the markets for National Crime Victims' Rights Week. The campaign also used television, newspaper, and the Web to publicize the campaign.

Information "Expos"

You can choose a spot with heavy walking traffic, such as a shopping mall or university student union, to hold an informational fair or "expo" on victims' rights, needs, and services. In Savannah, Georgia, the Memorial Health University Medical Foundation, Inc., and the City of Savannah kicked off National Crime Victims' Rights Week with an informational fair that included a *"Kid Track DNA Child Safety Program."* In Pulatka, Florida, the Putnam County Sheriff's expo featured information booths run by local agencies, a program that offered victims an opportunity to speak out, and printed information in both English and Spanish.

Lip Sync "Idol" Benefit

To "give a voice" for victims of crime, the Hampton Victim Assistance Program in Hampton Roads, Virginia, held the "Hampton Roads Idol" contest. "Contestants" paid a fee to lip sync songs recorded by their favorite artists. The highly popular event, featuring local officials performing songs by James Brown, Tina Turner, the Blues Brothers, and other celebrities, produced uproarious laughter and raised funds for the Center for Sexual Assault Survivors.

Media Outreach

Local newspapers and radio and television stations have the potential to reach a large audience with information about the impact of crime on victims. In Modesto, California, the Modesto Police Department collaborated with the District Attorney's Victim Witness program and the Carole Sund/Carrington Memorial Reward Foundation to conduct media outreach with victims and victim service providers in English and Spanish. Media interviews were scheduled as part of a comprehensive National Crime Victims' Rights Week campaign that included posters at local businesses, yard signs, and a Take Back the Night victims' rights event where awards were presented to victim service providers.

Memorial Wreath Blessing

In Bexar County, Texas, National Crime Victims' Rights Week

ceremonies began at a local cathedral with a service dedicated to victims of crime and the blessing of wreaths presented in their honor. After the ceremony, public officials, crime victims, victim service organization representatives, and community members marched to the Bexar County Justice Center, where they laid the memorial wreaths, lit a candle, and observed a moment of silence to honor all victims of crime in the county.

Passport to Justice Fair

In Rice County, Minnesota, National Crime Victims' Rights Week began with a "passport to justice" information fair at the county courthouse and the Veteran Services Administration. Both venues were set up with individual learning stations for "travelers" to visit. At each location, participants gained information about victim services through quizzes and games. At each stop, participants' passports were stamped and they received a prize, which included the community crisis hotline number or a list of community victim assistance resources. County law enforcement agencies presented crime prevention exhibits and offered prizes; the county community corrections agency had a booth about victims' roles in the criminal justice system; and courtroom tours were conducted.

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People's Law Forum

In Tyler, Texas, National Crime Victims' Rights Week organizers held a People's Law Forum to share information on many legal topics, such as victim compensation and changes in legislation that affect victims. The forum was part of a campaign that included publishing information about National Crime Victims' Rights Week events in local newspapers and airing public service announcements about victims' rights and services on local radio and television stations.

Photographic Wall of Remembrance

Images of real victims can powerfully convey the profound, and sometimes lasting, impact of crime. In Nevada City, Nevada, the Nevada County Victim/Witness Assistance Center and local government and nonprofit agencies conducted a range of activities focusing on the plight of victims of crime. Visual elements of this campaign featured "Silent Witness" silhouettes of victims of crime and a wall of remembrance bearing the photos of murder victims.

Signs: Billboard, Poster, and Lawn Sign Campaigns

Signs—in all shapes and designs—are low-tech, high-impact public awareness tools. Last year, the Rape Response/Shoals Crisis Center in Florence, Alabama, collaborated with other local

victim service organizations on a billboard campaign featuring the 2006 National Crime Victims' Rights Week theme, information about a candlelight vigil, and names and numbers of local crime victim service agencies. Organizers also used the billboard design on invitation postcards for the candlelight vigil. In Modesto, California, the Modesto Police Department, a local victim service agency, and the Carole Sund/Carrington Memorial Reward Foundation created and distributed posters for display in the windows of area businesses, as well as lawn signs (in English and Spanish) for local homes.

In Springfield, Missouri, the Victim Center's posters included tear-off sheets with the phone number of a local crisis hotline for victims of crime. The posters were placed in bathroom stalls in local restaurants, bars, and hospitals during National Crime Victims' Rights Week and the rest of the year.

Theater "Infomercials"

Campaign organizers can partner with local theaters to promote National Crime Victims' Rights Week events and build public awareness. In Kenai, Alaska, theaters played infomercials (three slides with a brief audiotaped narrative) advertising local victims' services. Theatergoers received brochures and informational bookmarks with their tickets during the 10 weeks that the

infomercials ran. In Mariposa, California, organizers purchased theater ad space to promote awareness about victims' rights and to publicize phone numbers of service agencies.

Toolkits

Information toolkits can provide an assortment of material to a wide audience. Toolkits may include fact sheets, brochures, and contact information about local victim services. In Portland, Oregon, Portland State University collaborated with the Brain Injury Association of Oregon and nine centers to produce the "Disability-Awareness & Crime Victims' Rights Toolkit," distributed at forums during National Crime Victims' Rights Week.

Training Events

National Crime Victims' Rights Week is the perfect time to hold training on victims' rights and services. In Denver, Colorado, the Victim Assistance Unit of the Denver Police Department and local victim service providers held a training workshop on the new Colorado Victim Rights Amendment. The training focused on the rights of victims in Colorado, and trainers distributed printed materials about the new amendment and local services available to crime victims.

In Blue Ridge, Georgia, the North Georgia Mountain Crisis Network, Inc., and other victim

service organizations, law enforcement, court personnel, businesses, and churches held a workshop on workplace violence. The workshop offered information on stalking, domestic violence, and available services, and organizers held a balloon release in honor of victims.

In San Antonio, Texas, the San Antonio Women's Bar Association sponsored a free seminar, with continuing legal education credit, on domestic violence for judges and attorneys.

Take Back the Night Rallies

You can help your community fight back against crime by holding a victims' rights rally. In Montgomery, Alabama, the Lighthouse Counseling Center, Inc., along with other local victim service organizations, held a National Crime Victims' Rights Week "Take Back the Night" rally on the steps of the state capitol. The rally included speakers on many types of crime and experts with information about local resources.

Tree Plantings

In Northumberland, Pennsylvania, the Child Advocacy Center of Central Susquehanna Valley and local victim witness coordinators and district attorneys in four counties sponsored "Crime Victim Awareness Tree Plantings" at each county's courthouse.

Tribes United in Victim Awareness

In Fallon, Nevada, six tribes (Fallon Paiute-Shoshone Tribe, Walker River Paiute Tribe, Yerington Paiute Tribe, Yomba Shoshone Tribe, McDermitt Paiute Tribe, Pyramid Lake Paiute Tribe), the Nevada Statewide Native American Coalition, and victim services program staff conducted the "Tribes United in Victim Awareness" march. The tribes walked 20 miles from their homes and met at a central point. When they met, the tribes signed a memorandum of understanding to combat child abuse, domestic violence, and elder abuse. The tribes then held a joint celebration and distributed items, such as T-shirts that promoted awareness of victims' rights and services. Organizers promoted the event through fliers, brochures, T-shirts, a local radio station, and several area newspapers.

Walk or Run for National Crime Victims' Rights Week

You can sponsor a run/walk event to raise funds and awareness for local victims of crime. In Amite, Louisiana, Triparish Victims Assistance Program, a local sheriff's office, and victim service organizations held a "Victims' Rights Run/Walk" to kick off National Crime Victims' Rights Week. Organizers also created memorial walls for local homicide victims in the Tangipahoa Parish Library in Amite, the Livingston Parish Courthouse in Livingston, and the

St. Helena Parish Courthouse in Greensburg. They also held a memorial ceremony to honor and remember homicide victims.

You can also link your event to a 5K walk/run held by another organization. The City of Goodyear, Arizona, with local police and probation departments, held a Strength in Unity Fair after a 5K run/walk sponsored by another agency. The city's event included workshops, self-defense classes, and information. Organizers also collected cell phones, clothing, and canned goods for victims.

Youth Events

Art, Poster, Poetry, and Essay Contests

In Prestonburg, Kentucky, the National Crime Victims' Rights Week campaign of Floyd County Commonwealth's Attorney's Office and local law enforcement, a bank, and other local organizations included a "Kids Have the Right to Be Safe" poster and essay contest for fifth and sixth grade children, as well as an educational day with information about local victim services.

In Bakersfield, California, the Kern County Hispanic Commission on Alcohol and Drug Abuse Services, Inc., collaborated with local victim service organizations and other agencies on a National Crime Victims' Rights Week campaign that included a county-wide poster contest in the schools, radio and television

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public service announcements in English and Spanish, and posters and fliers in English and Spanish that were distributed to local businesses. Also in Mariposa, California, hosting agencies asked local school youth to create any image of their choosing.

Community Breakfast

In Fargo, North Dakota, the Rape and Abuse Crisis Center of Fargo-Moorhead collaborated with local law enforcement and schools to host a “Kids Are Our Business” breakfast, a community event to focus on child abuse. The event partners broadcast an antiviolence television public service announcement about youth victims on two local cable stations. They also developed and distributed promotional items that emphasized the importance of not blaming victims and listed available services.

Outreach to Schools

In Humboldt, Iowa, partners led by the Domestic Violence/Sexual Assault Outreach Center invited the county’s high school students and their parents to attend an all-day Community Connections Conference at the county’s senior high school. The conference addressed violence, bullying, dating violence, and drugs, among other topics. Students were divided into groups of 50 and spent the day hearing presentations on victim impact panels, drug-related crimes, consequences for those who commit crimes, bullying and harassment, and dating violence.

Pinwheels for Prevention

In Stark County, Ohio, the Children Service Division of the Stark County Department of Family Services piloted the “Pinwheels for Prevention Campaign,” planting 2,675 pinwheels in front of courthouses, playgrounds, libraries, and parks. The pinwheels represented the number of reported child abuse and neglect cases throughout the county during the past year.

Public Information Campaigns

In Bowling Green, Ohio, Behavioral Connections, which provides crisis intervention for victims of sexual assault and domestic violence, and other victim service organizations presented a public awareness campaign on the impact of crime on children. They used local radio, television, and newspapers to educate the public about the needs of child crime victims and the services that are available for them and their families. In Idabel, Oklahoma, Southeast Oklahoma Victims Advocacy Board and its partners developed GRACE: Getting Responsible About Child Endangerment, a manual and resource guide on abuse and neglect, the rights of children, and available services.

Teen Dating Violence Forum

In Franklin County, Ohio, youth-serving agencies and the schools held a “Community Conversation about Teen Dating Violence” at the Boys & Girls Clubs, sponsored by the Ohio Coalition for Battered Women, Boys & Girls Clubs, and Jewish Family Services.

Youth Summit

In Newport News, Virginia, the Office of Human Affairs, Inc., collaborated with victim service organizations to hold a series of National Crime Victims’ Rights Week events that included a youth summit, a youth rally, and a crime victims’ forum and reception. Organizers advertised the events with fliers, brochures, newspaper advertisements, and radio public service announcements.

Zoo Day

In Little Rock, Arkansas, the Arkansas Court-Appointed Special Advocates Association collaborated with other victim service providers to present the “CASA Zoo Day” to raise awareness of victims’ rights and services. The event, held at the local zoo, presented banner displays and information booths with materials on a range of topics, such as how victims of crime can access services. Organizers used banners and billboards to advertise the event and available services.

Population-Specific Campaigns

Outreach to Elderly

In Lexington, Kentucky, the Nursing Home Ombudsman Agency and the local council on elder abuse conducted a National Crime Victims’ Rights Week awareness campaign on elder abuse. The campaign designed and distributed cards for first responders and magnets describing signs of abuse and listing available services.

Organizers used billboards, newsletters, magnets, pharmacy bags, television show appearances, and radio public service announcements. In Savannah, Georgia, partners led by the Memorial Health University Medical Foundation, Inc., and the city of Savannah presented a National Crime Victims' Rights Week kickoff where brochures about elder abuse were distributed. Organizers also arranged to have a local utility company send these brochures to all their customers with their water bills.

In Las Cruces, New Mexico, the Third Judicial District Attorney's office, local law enforcement, victim service providers, and other organizations presented "Elderly Crime Victims' Rights Day," focused on fraud against seniors, at local nursing homes.

Outreach to Minorities

In Cambridge, Massachusetts, the Alliance of Portuguese Speakers collaborated with local Brazilian, Portuguese, and Cape Verdean media to conduct a one-week National Crime Victims' Rights Week campaign in Brazilian Portuguese and the Cape Verdean-Creole language. The campaign included a community awareness event with victim speakers and a discussion about domestic violence, as well as outreach through posters, a news release, advertisements in local newspapers, and public service announcements.

In Houston, Texas, RAPHA Ministries collaborated with the Immigrants Community Violence

Coalition, area churches, and other organizations to conduct a National Crime Victims' Rights Week public awareness campaign on immigrants' rights. The campaign addressed barriers faced by immigrants, as well as available services. They held a community workshop, prepared an online resources directory, distributed information on victims' rights, and advertised available services through immigrant community newspapers and Web sites.

Grocery bag ads with outreach information printed in various languages (including Korean, Chinese, Hmong, Tagalog, and Indian) were distributed at local ethnic markets in Sacramento, California. Such ads can be particularly helpful in informing immigrants about victims' rights and services. A similar campaign in Blaine, Minnesota, distributed bookmarks with information on victim services in English, Russian, and Spanish.

Outreach to Victims with Disabilities

In Portland, Oregon, Portland State University, the Brain Injury Association of Oregon, and nine centers that provide services to people with disabilities assembled "Disability Awareness and Crime Victims' Rights Toolkits" that included videos, guidebooks, posters, and other resources for victims, especially victims with disabilities. They also hosted forums and distributed toolkit materials on a range of crime-related topics. ★





