



Justice for VICTIMS Justice for ALL

Justice for Victims. Justice for All.

Introduction

The National Center for Victims of Crime and the Office of Justice Program's Office for Victims of Crime (OVC) at the U.S. Department of Justice are proud to once again bring you the *National Crime Victims' Rights Week Resource Guide*. Full of useful tools to enhance your outreach efforts, the *2008 NCVRW Resource Guide* helps unite public awareness campaigns across the country during this year's National Crime Victims' Rights Week, scheduled for **April 13-19, 2008**.

Since 1981, National Crime Victims' Rights Week has been set aside as a time of national remembrance—a time to build public awareness about challenges crime victims face and to celebrate the hard-won progress in victims' rights and services. We hope you find these materials helpful as you endeavor to advance the goals of National Crime Victims' Rights Week this spring and throughout the year.

2008 NCVRW Theme and Theme Colors

The 2008 NCVRW theme, "Justice for Victims. Justice for All.," echoes the Pledge of Allegiance, recited every day in public schools throughout the United States. The theme underscores the deeply held value of "justice for all" that underpins our system of justice and drives the quest to ensure basic rights for all Americans. It asserts that securing this justice for victims, who still are too often denied basic rights and services, helps ensure justice for all—that a country that recognizes and responds to the significant impact of crime on victims is more fair, equitable, and just to its broader citizenry.

Materials in the *2008 NCVRW Resource Guide* incorporate this year's theme colors of blue violet (Pantone #273C) and olive green (Pantone #575C).

NCVRW Kickoff Events

The U.S. Department of Justice (DOJ) will commence National Crime Victims' Rights Week with the Sixth Annual National Candlelight Observance on Thursday, April 10, 2008, in Washington, DC. DOJ's National Awards Ceremony, which honors individuals and programs for innovations and outstanding achievements, will be held on Friday, April 11, 2008, in Washington, DC. For times, locations, and other event details, visit www.ovc.gov/ncvrw.

NCVRW Planning Tips

Follow these suggestions to enhance your 2008 NCVRW planning and maximize the impact of your efforts:

- Review each section of the Resource Guide before executing any plans. Decide which materials would be most helpful toward achieving your outreach goals.
- Establish an NCVRW Planning Committee to help brainstorm activities and share the workload. Committee members could include crime victims, survivors, victim service providers, or health professionals; leaders of civic organizations, universities, parent-teacher associations, or student organizations; or members of criminal and juvenile justice agencies, ecumenical congregations, local businesses, the service industry, or the news media. Encourage diversity and collaboration with underserved populations.

Resource Guide Overview

- Exchange contact information, including e-mail addresses, to facilitate ongoing communication among committee members.
- Create or update mailing lists for event invitations and other materials.
- Draft a timetable that includes committee meetings, tasks, deadlines, and areas of responsibility.
- Develop a contact sheet of local media outlets to notify when you schedule special events (see “Section 4: Working with the Media”).
- Coordinate planning for 2008 National Crime Victims’ Rights Week with other awareness and prevention campaigns held during April, including National Child Abuse Prevention Month, National Sexual Assault Awareness Month, National Volunteer Week, and National Youth Service Days.

2008 NCVRW Resource Guide Contents

Section 1: Overview of the Resource Guide

Section 2: Maximizing Communication and Awareness

- Commemorative Calendar
- Notable Quotables
- Sample Proclamation
- Sample Speech
- Extend Your Reach through Partnerships
- Ideas for Special Events

Section 3: Camera-Ready Artwork

- 2008 NCVRW Black-and-White Poster (11” x 17”)
- Logos, Buttons, and Magnets
- Bookmarks
- Ribbon Cards
- Name Tags and Table Card
- 2008 NCVRW Letterhead
- Certificate of Appreciation
- Information and Referrals Contact List
- Crime Clock (in English and Spanish)
- Three Public Awareness Posters in English
- Three Public Awareness Posters in Spanish

Section 4: Working with the Media

- Sample News Release
- Sample Public Service Announcements
- Sample Opinion/Editorial Columns

Section 5: Landmarks in Victims’ Rights and Services

Crime Victims’ Rights in America: An Historical Overview

Section 6: Statistical Overviews and Resources

- Statistical Overviews (one-page summaries of the most current crime statistics)
 - > Overview of Crime Victimization in the United States
 - > Campus Crime
 - > Child Victimization
 - > Cost of Crime and Victimization
 - > Disabilities and Victimization
 - > Domestic Violence/Intimate Partner Victimization
 - > Drunk and Drugged Driving
 - > Elder Victimization
 - > Hate and Bias Crime Victimization
 - > Homicide
 - > Human Trafficking
 - > Identity Theft and Financial Crime
 - > Internet Victimization
 - > Mental Health Consequences of Crime
 - > School Crime and Victimization
 - > Sexual Violence
 - > Stalking
 - > Substance Abuse and Crime Victimization
 - > Teen Victimization
 - > Terrorism
 - > Workplace Violence
- Accessing Information: OVC Resource Center and Other Services
- NCVRW Resource Guide Partners
- Resource Guide Evaluation Form

CD-ROM of the 2008 NCVRW Resource Guide

The enclosed CD-ROM (inserted into folder pocket) features all camera-ready artwork included in the *2008 NCVRW Resource Guide*. The CD will allow you to incorporate the artwork into other materials you may develop and to add local contact information in the spaces provided.

New! For the first time, this year's CD-ROM contains digital color images in readily accessible formats. This exciting development enables anyone with a computer and a color printer to print the 2008 theme products in color with ease.

The camera-ready artwork is provided in three formats:

1. QuarkXpress® 6.0 files, including the fonts and images required to correctly open and print the artwork. To view these files, the user must have QuarkXPress for MacIntosh, version 6.0 or higher.

2. JPEG files available in both **black and white** and **color**. These individual images may be placed in graphics programs, in various word processing programs, and on Web sites.

3. PDF files in black and white and color that can be opened with Adobe Acrobat Reader, available for free download at www.adobe.com/products/acrobat/readstep2.html. A full copy of Adobe Acrobat is needed to add text to the PDF artwork. Full copies may be purchased at www.adobe.com/products/acrobat.

These three formats can help simplify replication of Resource Guide materials and make it easier to incorporate this year's artwork into any digital or hard-copy piece, including event flyers, slideshow presentations, television broadcasts, public service announcements, and print advertisements.

The entire contents of the *2008 NCVRW Resource Guide* can be accessed in electronic format at www.ovc.gov/ncvrw/2008/welcome.html.

Introductory Theme DVD

The 5-minute introductory theme DVD (inserted into pocket folder) is a wonderful public awareness tool and a tribute to crime victims and the advocates and public servants who work with them. Use the DVD to open ceremonies and luncheons, kick off your public awareness and education events, or inspire local media to cover NCVRW events and topics. **New!** This year's DVD also includes a 30-second television public service announcement, ready to air on local channels, with room for your contact information.

2008 NCVRW Theme Poster

This year's full-size (22" x 28") poster, declaring the 2008 NCVRW theme, "Justice for Victims. Justice for All.," invokes a sense of community and commitment with its dignified design and provides an elegant backdrop to any 2008 NCVRW event. This year's artwork features individual and group

"pledge" images that inspire and serve as a powerful reminder that until we achieve *justice for victims*, we cannot attain *justice for all*. Proudly display this poster in your agency or office, at local community centers, or in any public gathering space.

If you automatically received this Resource Guide in the mail, you will also receive one copy of the theme poster in a separate mailing tube. A limited number of additional copies of the poster can be purchased for a small shipping fee by visiting the OVC Resource Center at www.ncjrs.gov, clicking on the Publications/Products tab, and requesting Order Number PS000019. Other NCVRW resources are available online at www.ovc.gov/ncvrw. ■

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