



Crime Victims' Rights: Fairness. Dignity. Respect

The National Center for Victims of Crime and the Office for Victims of Crime (OVC), Office of Justice Programs, within the U.S. Department of Justice, are

proud to present the *2010 National Crime Victims' Rights Week Resource Guide*.

Since 1981, National Crime Victims' Rights Week (NCVRW) has challenged the nation to reflect on victims and their families, the professionals who serve them, and on the struggle for *fairness, dignity, and respect* for victims of crime. Every year, we celebrate decades of hard-earned progress and renew our commitment to ensuring that all victims have the rights and services they need to recover from crime.

The *2010 NCVRW Resource Guide* includes a wide array of user-friendly outreach tools, current statistics on victimization, information on the history of victims' rights in the United States, and tips on how to involve your community in promoting the *fairness, dignity, and respect* crime victims deserve. You can explore and adapt these resources as you plan your public awareness campaign for **National Crime Victims' Rights Week, April 18–24, 2010**.

2010 NCVRW Theme and Theme Colors

The 2010 NCVRW theme—"Crime Victims' Rights: Fairness. Dignity. Respect."—recalls the ideals that inspired the victims' rights movement and the laws, services, and awareness we seek to build and promote. These basic human rights, particularly crucial in times of crisis, resonate with victims, service providers, and all the visionaries who helped make these ideals a reality. The theme colors chosen to project these ideals—yellow, orange, red, blue, and black—are used throughout *2010 NCVRW Resource Guide* (see "New This Year!" box for more details).

New This Year!

This year, for the first time, the NCVRW theme colors are presented as full-color (CMYK, or cyan, magenta, yellow, and black) builds, allowing more consistency in four-color printing. Theme color values are as follows:

Yellow: C=0, M=10, Y=100, K=0

Orange: C=0, M=50, Y=100, K=0

Red: C=0, M=96, Y=90, K=2

Blue: C=100, M=42, Y=0, K=0

Black: C=0, M=0, Y=0, K=100 (*to be converted to rich black for professional printing*)

For your convenience, comparable spot colors and RGB values include:

Yellow: PMS 109C; R=255, G=251, B=0

Orange: PMS 138C; R=247, G=148, B=29

Red: PMS 1795C; R=232, G=44, B=46

Blue: PMS 3005UC; R=0, G=123, B=195

Black: PMS Black; R=3, G=0, B=0

For more information, see "A Printing Primer" in the Section 3: Resource Guide Artwork introduction.

NCVRW Kick-off Events

The U.S. Department of Justice (DOJ) will begin National Crime Victims' Rights Week with the Eighth Annual National Candlelight Observance on Thursday, April 15, 2010, in Washington, DC. The Attorney General's National Crime Victims' Service Awards Ceremony, which honors individuals and programs for innovations and outstanding achievements, will be held on Friday, April 16, 2010, in Washington, DC. For times, locations, and other event details, visit www.ovc.gov/ncvrw#scheduleevents.

Resource Guide Overview

NCVRW Planning Tips

You can enhance your 2010 NCVRW planning and maximize the impact of your efforts by using the following suggestions:

- Review each section of the Resource Guide before executing any plans. Decide which materials would be most helpful toward achieving your outreach goals.
- Set up an NCVRW Planning Committee to set goals and priorities, help brainstorm activities, and share the workload. Committee members might 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, faith communities, local businesses, the service industry, or the news media. Encourage diversity and collaboration with underserved populations.
- 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 2: Working with the Media”).
- Coordinate planning for 2010 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.

FAQs

Wondering how to find a speaker for your event, whether you can reproduce Resource Guide contents, or how to order more copies of the Resource Guide?

Review “Frequently Asked Questions” featured in your *2010 NCVRW Resource Guide*.

2010 NCVRW Resource Guide Contents

Section 1: Resource Guide Overview

Section 2: Maximizing Communication and Awareness

- Commemorative Calendar
- Quotable Quotes
- Sample Proclamation
- Sample Speech
- Extend Your Reach through Partnerships
- Ideas for Special Events

Section 3: Resource Guide Artwork

- 2010 NCVRW Theme Poster (11” x 17” in color and black and white)
- Logos, Buttons, and Magnets
- Bookmarks
- Ribbon Cards
- Name Tags and Table Cards
- 2010 NCVRW Letterhead
- Certificate of Appreciation
- Information and Referrals Contact List
- Three Public Awareness Posters in English
- Three Public Awareness Posters in Spanish

Section 4: Working with the Media

- Media Tips and Strategies
- Sample News Release
- Sample Public Service Announcements
- How to Write an Op-ed
- Sample Opinion-Editorial Column

Section 5: Landmarks in Victims’ Rights and Services

Crime Victims’ Rights in America: An Historical Overview

Section 6: Statistical Overviews

- 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
- › **New!** Youth Exposure to Violence

New! Section 7: Additional Resources

- Online Resources
- NCVRW Resource Guide Partners
- OVC Online Gallery

CD-ROM of the 2010 NCVRW Resource Guide

New this year! In addition to the entire 2010 NCVRW Resource Guide artwork, this year's CD-ROM (enclosed in the hard-copy version of the Resource Guide) also features PDFs of all Resource Guide contents. Interested in the latest statistics? Looking for an appropriate quotation? Want to know more about working with the media? Insert the CD-ROM into any equipped computer and access the entire guide electronically.

As always, the CD also contains this year's theme poster, other NCVRW-related artwork, and black-and-white public awareness posters, and includes PDFs with fillable form fields. Anyone with a computer and a free copy of Adobe Reader (downloadable at www.adobe.com) can add local contact information to many of the art files. Once again, the PDFs (as well as JPEG images) will be available in both black and white and color. (See "Section 3: Resource Guide Artwork" for more information about this feature.)

The artwork is provided in three formats:

1. **Adobe InDesign** layout pages, including the fonts and images required to correctly open and print the artwork. To view these files, the user must have Adobe InDesign CS or higher. (For best results, use InDesign CS3.)
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 Reader, available for free download at www.adobe.com.

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 fliers, slideshow presentations, television broadcasts, public service announcements, and print advertisements. (For more information on the artwork in this year's Resource Guide, please refer to "Section 3: Resource Guide Artwork" on the CD-ROM.)

The entire contents of the 2010 NCVRW Resource Guide can be accessed electronically at www.ovc.gov/ncvrw2010.

Theme Video

The six-minute theme video (featured on the DVD included with the hard-copy version of the Resource Guide) is a powerful public awareness tool and a tribute to crime victims and the advocates and public servants who work with them. You can use the theme video to open ceremonies and luncheons, kick off your public awareness and education events, or motivate local media to cover NCVRW events and topics. 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 "tag" line. And, **new this year**, is a broadcast-ready 30-second radio public service announcement and a 15-second audio clip of the Miranda Rights that you can use with the radio public service announcements provided in "Section 4: Working with the Media."

2010 NCVRW Theme Poster

This year's full-size (22" x 28") poster elegantly celebrates the theme, "**Crime Victims' Rights: Fairness. Dignity. Respect.**" 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 NCVRW poster and Resource Guide can be purchased for a small shipping fee by visiting the OVC Resource Center at www.ncjrs.gov. (Click on the Publications/Products tab, and search for Order Number PS00021 for the theme poster and NCJ228418 for the Resource Guide.) You can also download both this year's and previous years' Resource Guides, including the Resource Guide artwork and theme videos, at www.ovc.gov/ncvrw.

Resource Guide Overview

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