



RESOURCE GUIDE OVERVIEW

SECTION I

RESHAPING THE FUTURE, HONORING THE PAST

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 *2011 National Crime Victims' Rights Week Resource Guide*.

Since its inception in 1981, National Crime Victims' Rights Week (NCVRW) has challenged the nation to reshape the future of crime victims by seeking rights, resources, and protections needed to rebuild their lives. Every year, we also honor the past by celebrating decades of hard-earned progress and renewing our commitment to overcome the harm caused by crime. The *2011 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 concrete, practical ideas on how to involve your community in *reshaping the future and honoring the past* on behalf of all crime victims. You can explore and adapt these resources as you plan your public awareness campaign for **National Crime Victims' Rights Week, April 10–16, 2011**.

2011 NCVRW THEME AND THEME COLORS

The 2011 NCVRW theme—“**Reshaping the Future, Honoring the Past**”—applauds the power of victims and the victims' rights movement to change the course of history and transform lives. By asserting rights and mobilizing resources that did not exist 30 years ago, victims can hope to reshape their destinies by overcoming the impact of crime. The theme honors both victims, underscoring the nation's duty to respect and support their efforts to reclaim their lives, and advocates who fought for victims' rights and services. It recalls past crimes—such as the catastrophic September 11 attacks 10 years ago—that we commemorate even as we move forward. The theme colors chosen to symbolize these important concepts—teal, yellow, and black—are used throughout the *2011 NCVRW Resource Guide* (see “Match the Colors!” box for more details).

Match the Colors!

Once again, 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:

Teal: C=100, M=8, Y=35, K=35

Yellow: C=0, M=12, Y=100, 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:

Teal: PMS 3155C; R=0, G=166, B=125

Yellow: PMS 109C; R=255, G=218, B=0

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 Annual National Candlelight Observance on Thursday, April 7, 2011, 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 8, 2011, in Washington, DC. For times, locations, and other event details, visit <http://ovc.ncjrs.gov/ncvrw/events.html>.

AVAILABLE IN SPANISH!

Many of this year's Resource Guide elements are available online in Spanish. Learn more at www.ovc.gov/ncvrw2011.

NCVRW PLANNING TIPS

You can enhance your 2011 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

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 *2011 NCVRW Resource Guide*.

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 4: Working with the Media”).
- Coordinate planning for 2011 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 Day.

2011 NCVRW RESOURCE GUIDE CONTENTS

Section 1: Resource Guide Overview

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: Resource Guide Artwork

- 2011 NCVRW Theme Poster (11” x 17” in color and black and white)
- Logos, Buttons, and Magnets
- Bookmarks
- Ribbon Cards
- Name Tags and Table Card
- 2011 NCVRW Letterhead
- Certificate of Appreciation
- Information and Referrals Contact List
- Public Awareness Posters in English and Spanish—
New! Now in color and black and white

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
- *New!* Social Media Status Updates

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
- Youth Exposure to Violence

Section 7: Additional Resources

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

CD-ROM of the 2011 NCVRW Resource Guide

Returning this year! In addition to the entire *2011 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 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) are 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 Illustrator images required to correctly open and print the artwork. To view these files, the user must have Adobe InDesign CS5.
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 *2011 NCVRW Resource Guide* can be accessed electronically at www.ovc.gov/ncvrw2011.

Theme Video

The five-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.

2011 NCVRW Theme Poster

This year's full-size (22" x 28") poster elegantly celebrates the theme, "Reshaping the Future, Honoring the Past." If you signed up for the NCVRW mailing list, you will automatically receive a 2011 NCVRW Theme Poster and 2011 NCVRW Resource Guide. In addition, by signing up at https://puborder.ncjrs.gov/Listservs/Subscribe_NCVRW.asp, you will also receive the following: e-mail notification when the Resource Guide is available to download from the OVC Web site, details concerning NCVRW prelude events, and information about the National Crime Victims' Service Awards. 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.

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