

EXTENDING THE VISION: REACHING EVERY VICTIM

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 *2012 National Crime Victims' Rights Week Resource Guide*.

Since 1981, National Crime Victims' Rights Week (NCVRW) has challenged the nation to extend its vision of crime victims' rights and services to reach every victim of crime. Each year, communities across the country celebrate decades of hard-earned progress in securing the rights, resources and protections that crime victims need to rebuild their lives. The *2012 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 *extending the vision* of crime victims' rights and services to *reach every victim*. You can explore and adapt these resources as you plan your public awareness campaign for **National Crime Victims' Rights Week, April 22 – 28, 2012**.

2012 NCVRW THEME AND THEME COLORS

The 2012 NCVRW theme—“**Extending the Vision: Reaching Every Victim**”—calls us to revisit, revive, and expand the vision that inspired the crime victims' movement and the progress we celebrate each year. It captures the spirit, insight, and resolve needed to chart a course for reaching all victims of crime. The theme colors chosen to symbolize these important concepts—shades of blue, generous white space, and black—are used throughout the *2012 NCVRW Resource Guide* (see “Match the Colors!” box for more details).

Match the Colors!

This year's NCVRW theme design conveys a range of depth and dimension using merely two spot colors—deep blue (PMS 541C) and black—and a generous amount of white space. For your convenience, we have also included comparable CMYK colors, RGB values, and hex codes:

Blue:

PMS 541C
C=100, M=58, Y=9, K=42
R=19, G=71, B=125
HTML #13477D

Black:

PMS Black
C=0, M=0, Y=0, K=100
R=3, G=0, B=0
HTML #000000

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

NCVRW KICK-OFF EVENT

The U.S. Department of Justice (DOJ) will begin National Crime Victims' Rights Week with the Attorney General's National Crime Victims' Service Awards Ceremony on Friday, April 20, 2012. Held annually in Washington, DC, the ceremony honors individuals and programs for innovations and outstanding achievements. For more information about this event, including the time and location, please 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/ncvrw2012.

NCVRW PLANNING TIPS

You can enhance your 2012 NCVRW planning and maximize the impact of your efforts by using the following suggestions:

RESOURCE GUIDE OVERVIEW

- ♦ 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 under-

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 2012 NCVRW Resource Guide.

served 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 2012 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.

2012 NCVRW RESOURCE GUIDE CONTENTS

Section 1: Resource Guide Overview

Section 2: Maximizing Communication and Awareness

- ♦ Commemorative Calendar
- ♦ Notable Quotables
- ♦ Sample Proclamation
- ♦ **New!** Presentation Tips (including PowerPoint slide artwork)
- ♦ Extend Your Reach through Partnerships
- ♦ Ideas for Special Events

Section 3: Resource Guide Artwork

- ♦ 2012 NCVRW variant Theme Poster (11” x 17” in color and black and white)
- ♦ Logos, Buttons, and Magnets
- ♦ Bookmarks
- ♦ Ribbon Cards
- ♦ Name Tags and Table Card
- ♦ 2012 NCVRW Letterhead
- ♦ Certificate of Appreciation
- ♦ Information and Referrals Contact List
- ♦ Public Awareness Posters in English and Spanish—***Returning this year in black and white AND color!***

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
- ♦ 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 2012 NCVRW Resource Guide

In addition to the entire collection of *2012 NCVRW Resource Guide* artwork, the 2012 NCVRW CD-ROM (enclosed in the hard-copy version of the Resource Guide) also features PDFs of all Resource Guide contents. Need an NCVRW-themed PowerPoint design? (*New this year!*) Interested in the latest statistics? Looking for an appropriate quotation? 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, users must have Adobe InDesign CS5.5.

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 *2012 NCVRW Resource Guide* can be accessed electronically at www.ovc.gov/ncvrw2012.

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. Check out "Section 2: Maximizing Communication and Awareness" to see how one community maximized the impact of the NCVRW theme video.

2012 NCVRW Theme Poster

This year's full-size (22" x 28") poster creatively illustrates the theme, "Extending the Vision: Reaching Every Victim." If you signed up for the NCVRW mailing list, you will automatically receive a 2012 NCVRW Theme Poster and 2012 NCVRW Resource Guide. In addition, by signing up at https://puborder.ncjrs.gov/Listservs/Subscribe_NCVRW.asp, you will also receive an e-mail notification when the Resource Guide is available to download from the OVC Web site as well as details concerning 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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