



## Section 1

# RESOURCE GUIDE OVERVIEW

### New Challenges. New Solutions.

The National Center for Victims of Crime and the Office for Victims of Crime (OVC), Office of Justice Programs, U.S. Department of Justice, are proud to present the 2013 *National Crime Victims' Rights Week Resource Guide*.

Since 1981, National Crime Victims' Rights Week (NCVRW) has challenged the nation to confront and remove barriers to full justice for victims of crime. Each year, communities across the country revisit the history of the victims' rights movement and recommit themselves to advancing the progress already achieved. The 2013 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 your community can help meet *new challenges* and find *new solutions* on the road ahead. You can explore and adapt these resources as you plan your public awareness campaign for **National Crime Victims' Rights Week, April 21 – 27, 2013.**

### 2013 NCVRW Theme and Theme Colors

The 2013 NCVRW theme—**New Challenges. New Solutions.**—reflects the spirit that launched the victims' rights movement, inspired its progress, and renews our field's power to meet new challenges. The colors chosen to symbolize the 2013 theme—midnight blue and orange—are used throughout the 2013 NCVRW *Resource Guide*. (See “Match the Colors!” box for more details.)

### NCVRW Kick-off Event

The U.S. Department of Justice will begin National Crime Victims' Rights Week with the Attorney General's National Crime Victims' Service Awards Ceremony in April 2013. The ceremony, held annually in Washington, DC, 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>.

#### MATCH THE COLORS!

This year's NCVRW theme design conveys the effort and achievement of the victims' rights movement through two main colors—midnight blue and orange (in CMYK builds). For your convenience, we have also included comparable spot colors, RGB values, and hex codes:

##### Midnight Blue:

C=100, M=95, Y=5, K=0  
PMS 275C  
R=38, G=34, B=98  
HTML #262262

##### Orange:

C=0, M=50, Y=100, K=0  
PMS 144C  
R=247, G=148, B=29  
HTML #F7941D

For more information, including accent color values, see “A Printing Primer” in the Section 3, “Resource Guide Artwork,” introduction.

### Available in Spanish!

Many of this year's Resource Guide elements are available online in Spanish. Learn more at [www.ovc.gov/ncvrw2013](http://www.ovc.gov/ncvrw2013).

# Resource Guide Overview

## NCVRW Planning Tips

The following tips will help you enhance your 2013 NCVRW planning and maximize the impact of your efforts:

- Review each section of the Resource Guide before making any plans. Once you have established your outreach goals, you can choose the materials that would be most helpful to achieve them.
- Set up an NCVRW planning committee to set goals and priorities, brainstorm activities, and share the workload. Your committee 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 encourage 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.
- Coordinate planning for 2013 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.

## 2013 NCVRW Resource Guide Contents

### Section 1. Resource Guide Overview

### Section 2. Developing Your Campaign: Partnerships & Strategies

- Commemorative Calendar
- Notable Quotables
- Sample Proclamation
- Presentation Tips (including 2013 NCVRW PowerPoint slide artwork)
- Extend Your Reach through Partnerships
- Ideas for Special Events
- Theme DVD in Action

### Section 3. Resource Guide Artwork — This year in color!

- About the Resource Guide Artwork
- A Printing Primer
- **New!** How to Create Your Own QR Code
- Theme Artwork
  - » 2013 NCVRW Theme Color Palette<sup>†</sup>
  - » 2013 NCVRW 11" x 17" Theme Poster
  - » Bookmarks
  - » Buttons, Logos, and Magnets
  - » Certificate of Appreciation
  - » Letterhead
  - » Name Tags and Table Card
  - » Information and Referrals Contact List
  - » Ribbon Cards
  - » **New!** Web and E-mail Banners<sup>†</sup>
- Public Awareness Posters in English and Spanish

### Section 4. Communicating Your Message: Media Tips & Tools

- Sample News Release
- Public Service Announcement (PSA) Scripts<sup>‡</sup>

<sup>†</sup> Available only on the CD-ROM.

<sup>‡</sup> **New this year!** The DVD includes three ready-to-air television PSAs.

# Resource Guide Overview

- Sample Letter to the Editor
- Sample Opinion-Editorial
- **New!** How to Create a Social Media Campaign
- Sample Social Media Status Updates
- **New!** Advocating for Victims with the Media

## Section 5. Landmarks in Victims' Rights & Services

Crime Victims' Rights in America: An Historical Overview

## Section 6. Statistical Overviews

Statistical Overviews (brief summaries of current crime statistics)—**in a new, reader-friendly format!**

- Assault
- Child, Youth, and Teen Victimization
- Crime Trends
- Disabilities and Crime
- Domestic Violence
- Economic/Financial Crime
- Elder Victimization
- Hate and Bias Crime
- Homicide
- Human Trafficking
- Robbery
- School/Campus Crime and Victimization
- Sexual Violence
- Stalking
- Urban and Rural Crime
- Workplace Violence

## Section 7. Additional Resources

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

## Resource Guide CD-ROM

In addition to the entire collection of 2013 NCVRW Resource Guide artwork, the 2013 NCVRW CD-ROM (enclosed in the hard-copy version of the Resource Guide)

also features PDFs of all Resource Guide contents. You can access the entire guide electronically by inserting the CD-ROM into any equipped computer.

The CD includes NCVRW-related artwork, public awareness posters, and PDFs with fillable form fields. Anyone with a computer and a free copy of Adobe Reader (downloadable at [www.adobe.com](http://www.adobe.com)) may add local contact information to many of the art files. 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:

- **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 or higher.
- **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 websites.
- **PDF files** in **black and white** and **color** that can be opened with Adobe Reader, available for free download at [www.adobe.com](http://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 2013 NCVRW Resource Guide can be also accessed electronically at [www.ovc.gov/ncrvw2013](http://www.ovc.gov/ncrvw2013).

## Resource Guide DVD

This year, the DVD included with the hard-copy version of the Resource Guide features three pre-produced 30-sec-

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ond television public service announcements (PSAs)—powerful tools to build awareness about child sexual abuse, child sex trafficking, and elder financial fraud. The PSAs are ready-to-use; you can ask your local television stations to air them during National Crime Victims' Rights Week.

You will receive the five-minute Theme Video DVD honoring crime victims and victim service professionals in a follow-up mailing in early 2013. The Theme Video can be used 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 the "Theme DVD in Action" sidebar in Section 2, "Developing Your Campaign: Partnerships & Strategies," for ideas on how to use the Theme Video.

## 2013 NCVRW Theme Poster

This year's full-size (22" x 28") poster creatively illustrates the theme, "New Challenges. New Solutions." If you signed up for the NCVRW mailing list, you will automatically receive a 2013 NCVRW Theme Poster and *2013 NCVRW Resource Guide*. Also, by signing up at [https://puborder.ncjrs.gov/Listservs/Subscribe\\_NCVRW.asp](https://puborder.ncjrs.gov/Listservs/Subscribe_NCVRW.asp), you will receive an e-mail notification when the Resource Guide is available to download from the OVC website, as well as details concerning the National Crime Victims' Service Awards. You can download both this year's and previous years' Resource Guides, including the Resource Guide artwork and videos, at [www.ovc.gov/ncvrw](http://www.ovc.gov/ncvrw).

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