

Developing Your Campaign: Partnerships and Strategies



National Crime Victims' Rights Week (NCVRW) is an annual observance to bring communities together and educate the public about victims' rights, protections, and services. It is also about recognizing organizations that have been fighting for victims' rights for decades, forging new partnerships to address current problems, and strengthening existing partnerships.

Collaboration between victim service providers, criminal justice professionals, and other allied professionals has been integral to this movement. In addition, strong partnerships create opportunities to organize events, such as awareness days, educational presentations, and other activities, to honor victims, survivors, their families, and your community.

This section is designed to help you share this message of hope and encouragement with victims and the broader community. The following resources can inform and strengthen your networking and outreach for NCVRW and throughout the year.

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The **National Crime Victims' Service Awards Ceremony**, sponsored by the U.S. Department of Justice and coordinated by the Office for Victims of Crime (OVC), is typically held in April. For more information about this special event, including details about the time and location, please visit www.ovc.ojp.gov/ncvrw.

Have an individual, team, program, or organization you'd like to nominate for an award? Nominations for the 2023 National Crime Victims' Service Awards may open as early as spring 2022. For criteria, applications, and more, visit <https://ovcncvrw.ncjrs.gov/awards/default.html>.

SAMPLE PROCLAMATION

National Crime Victims' Rights Week (NCVRW) ceremonies often include proclamations from public officials—governors, mayors, or county council presidents—to inspire the community, raise awareness of victims' rights, and address unmet needs. Officials may hold public signings of these proclamations and invite sponsoring agencies and the local media to attend. Increase the likelihood that officials will issue a proclamation by providing them with a sample; they will appreciate having an example to guide their own proclamations and public statements. Contact your officials well in advance of NCVRW to invite them to speak at your ceremony or to issue an NCVRW proclamation.

National Crime Victims' Rights Week, April 24–30, 2022

- Whereas the term “victim” is more than just a label and has legal standing and protections that go along with it;
- Whereas crime victims' rights acts passed here in *[state name]* and at the federal level guarantee victims the right to meaningfully participate in the criminal justice process;
- Whereas victim service providers, advocates, law enforcement officers, attorneys, and other allied professionals can help survivors find their justice by enforcing these rights;
- Whereas victim service providers and allied professionals can reach more victims through innovative, trauma-informed programs, such as telehealth services and multidisciplinary teams;
- Whereas victim service providers and allied professionals can increase access to victim services and compensation in areas that have been historically underserved, marginalized, and adversely affected by inequality by implementing culturally responsive services;
- Whereas equity and inclusion are fundamental prerequisites to survivor care, and survivor-led services that provide victims with opportunities to share their experiences are essential blueprints for support;
- Whereas National Crime Victims' Rights Week provides an opportunity to recommit to ensuring that accessible, appropriate, and trauma-informed services are offered to all victims of crime; and
- Whereas *[Your organization]* is hereby dedicated to helping crime survivors find their justice by enforcing victims' rights, expanding access to services, and ensuring equity and inclusion for all.

Now, therefore, I, as *[Governor/County Executive/Mayor, Other Title]* of _____
[City/County/Parish/Tribe/State], do hereby proclaim the week of April 24–30, 2022, as

Crime Victims' Rights Week

reaffirming this *[City/County/Parish/Tribe/State's]* commitment to creating a victim service and criminal justice response that assists all victims of crime during Crime Victims' Rights Week and throughout the year; and expressing our sincere gratitude and appreciation for those community members, victim service providers, and criminal justice professionals who are committed to improving our response to all victims of crime so that they may find relevant assistance, support, justice, and peace.

_____ *[Signature]* _____ *[Date]*

RIGHTS, ACCESS, EQUITY, FOR ALL VICTIMS



RIGHTS, ACCESS, EQUITY, for all victims
Help crime survivors find their justice.

NOTABLE QUOTABLES

A key goal of NCVRW is to inspire and motivate your community to support victims' rights. Your speeches, announcements, and presentations may benefit from including a few powerful quotations to underscore this message of collective support. The quotations compiled here build on the 2022 NCVRW theme. Bear in mind that quotes are most effective when the quoted figure is one of recognized authority. A short descriptive phrase may be necessary to establish that authority (e.g., Civil rights activist DeRay Mckesson said . . .).

Victims' Rights

We must remember that a right lost to one is lost to all.

– William Reece Smith, Jr. (1925–2013)

In giving rights to others which belong to them, we give rights to ourselves and to our country.

– John Fitzgerald Kennedy (1917–1963)

True freedom requires the rule of law and justice, and a judicial system in which the rights of some are not secured by the denial of rights to others.

– Jonathan Sacks (1948–2020)

We are not to simply bandage the wounds of victims beneath the wheels of injustice, we are to drive a spoke into the wheel itself.

– Dietrich Bonhoeffer (1906–1945)

Access to Services

We want to turn victims into survivors—and survivors into thrivers.

– Tarana Burke (1973–)

Making real the promise of equal justice under law was the founding principle of the Department of Justice and is the mission for which it must always stand. There can be no equal justice without equal access to justice. And because we do not yet have equal access to justice in America, the task before us is urgent.

– Merrick B. Garland (1952–)

Justice exists only if it is accessible to all.

– Vanita Gupta (1974–)

What is the American dream? The American dream is one big tent. One big tent. And on that big tent you have four basic promises: equal protection under the law, equal opportunity, equal access, and fair share.

– Rev. Jesse L. Jackson, Sr. (1941–)

Equity and Inclusion for All

Justice that is not rooted in equity, in social welfare, and in community is not justice at all.

– DeRay Mckesson (1985–)

It is not possible to be in favor of justice for some people and not be in favor of justice for all people.

–Martin Luther King, Jr. (1929–1968)

If you are neutral in situations of injustice, you have chosen the side of the oppressor.

–Desmond Tutu



PRESENTATION TIPS

Presentations are unique opportunities to educate your community about victims' rights and services during NCVRW. Civic groups, schools, or businesses may ask you to speak to their members or other audiences about challenges faced by victims and what individuals in the community can do to help. Appeal to your audience by choosing issues that directly affect their local community or by focusing on special services that are available to crime victims in their area.

Getting started on a presentation can be daunting. You may find it helpful to break down the project into smaller tasks, and dive in wherever you're most motivated. Or start by speaking with your colleagues and researching nearby media outlets for local crime trends. You can also check the FBI's Uniform Crime Reporting *Crimes in the United States* reports at www.fbi.gov/services/cjis/ucr to see if your local area is included; or refer to the Statistical Analysis Center map at www.jrsa.org/sac to review any state or local data that may have been published. The Bureau of Justice Statistics' reports, *Criminal Victimization, 2020* and *Services for Crime Victims, 2019*, also provide crime victim data that can inspire the focus of your presentation.

The following presentation tips can help you clarify your goals, tailor your message to your audience, and choose the best approach. This section also includes a PowerPoint template featuring the 2022 NCVRW theme and artwork for you to customize. Before you know it, you'll have crafted an inspiring presentation that will educate and motivate your audience.

Preparing for Your Presentation

Audience

The success of your presentation depends on your ability to engage your audience. When you are invited to speak, find out—

1. **Why have you been asked to speak**, and what is the goal of your presentation?
2. **Who is your audience?**

3. **What do they want or need to know** about crime and victimization? Which issues concern them the most?
4. **How can you help them** be more responsive and better support victims in their community?

Appeal to your audience by choosing issues that directly affect their local community or by focusing on special services that are available to crime victims in their area. For a student audience, think about the different crimes that might affect their lives, such as dating violence, bullying, or gun violence. For healthcare providers, think of crime-related injuries or signs of domestic violence or elder abuse that patients may present with at their clinic or hospital. For the business community, think about crimes that can impact business operations, such as fraud, identity theft, human trafficking, or the intersection of workplace violence with intimate partner violence and stalking. Consider the gaps in services and what your community can do to improve its response to victims. Demonstrate to your audience why crime victims' rights should matter to them.

Message

Determine the overall message of your presentation based on your audience and the topics you've been asked to address. What do you want your audience to take away from the presentation? Decide on your theme before you begin outlining, writing, or preparing. Think about how your theme relates to this year's theme for NCVRW—*Rights, access, equity, for all victims*—as well as the invitation to speak. Choose a presentation title that captures your main idea, and refer to your theme in the beginning, body, and conclusion of your talk.

Presentation Roadmap

Plan how you will organize the overall structure of the presentation. How will you start and end your remarks? Focus your message and weave these ideas into a narrative that is meaningful to your audience.



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1. Opening: Grab your audience's attention.

- Tell a short, compelling story about a crime in your community, emphasizing the victim's experience.
 - o Cite a surprising and impactful statistic.
 - o Ask your audience to guess the facts about a specific crime (e.g., the number of times a particular crime happens annually in the community).
 - o Relate your story or statistics back to your main message (e.g., some crime victim populations face additional barriers to reporting, or nontraditional partners are essential to the crime victims' movement).

2. Body: Build your presentation around three supporting ideas, placed in a logical pattern that leads to a clear conclusion. Your topic will determine your pattern. The following are some typical idea development structures:¹

- **Chronological** (past, present, future)
- **Sequential** (a step-by-step process, e.g., for project rollout)
- **Climactic** (least to most important)
- **Problem/solution** (problem, solution, and benefits)
- **Compare/contrast** (similarities and differences of specific factors)
- **Cause and effect** (causes and results of specific situations)
- **Advantage/disadvantage** (good or bad sides of an issue)

Once you have decided how to structure your presentation, write down supporting ideas and evidence, illustrations, or stories to support your main message.

3. Conclusion: Re-state your theme and main points. Ask the audience to take specific action such as liking your organization's Facebook page, signing up for communications, or donating to a fundraising event or

campaign for victims of a specific crime, such as a mass casualty event.

Method

Regardless of how you share your information (e.g., PowerPoint, poster, webinar, interactive activity), remember to engage your audience by periodically asking them to break into small discussion groups and allowing time for questions throughout the presentation or at the end. Practice your presentation until you feel comfortable. Know how long it takes to deliver and adjust your talking points to meet the time requirements of the presentation. If you choose PowerPoint or another similar software, public-speaking experts suggest the following guidelines for preparing effective slides:

- **Design:** Choose a simple, uncluttered design and solid colors. Use the same design on every slide. Use dark text on light backgrounds.
 - o **Bullets:** Limit yourself to six bullets per slide, and no more than eight words per bullet.
 - o **Font:** Use sans-serif fonts (e.g., Arial, Verdana) for readability. Avoid using all uppercase letters, except for titles, and use italics sparingly.
 - o **Font size:** Use at least 24-point type.
 - o **Graphics, charts, and photos:** Use simple graphics and photos that are visible to the audience. (The 2022 NCVRW theme artwork is available to use, as well as the 2022 NCVRW PowerPoint template.)
- **Animation:** Limit the use of animation and sound effects.
- **Video:** Use video sparingly, and only to support the theme; embed your videos into PowerPoint rather than stream them from the Internet. (See "Theme in Action" for ideas on how to use the 2022 NCVRW Theme Video.)
- **Spelling and grammar:** Use spell-check and proofread your slides several times.
- **Preview:** Preview the presentation in its entirety before delivering.

¹Nancy Duarte, *Resonate: Present Visual Stories That Transform Audiences*, (Hoboken, NJ: John Wiley & Sons, 2010), 129.



Never read your slides verbatim but use them as a guide. As you rehearse, track how long it takes you to go through all the slides, and then edit them accordingly.

Communicating Effectively

Public speaking makes everyone a bit nervous. Practice lessening your anxieties by preparing carefully and concentrating on the audience when you speak. Your goal is to tell a story about a problem and let your audience know how they can help solve it. Remember, you are an expert in what you are presenting. The following suggestions will help your presentation go smoothly:

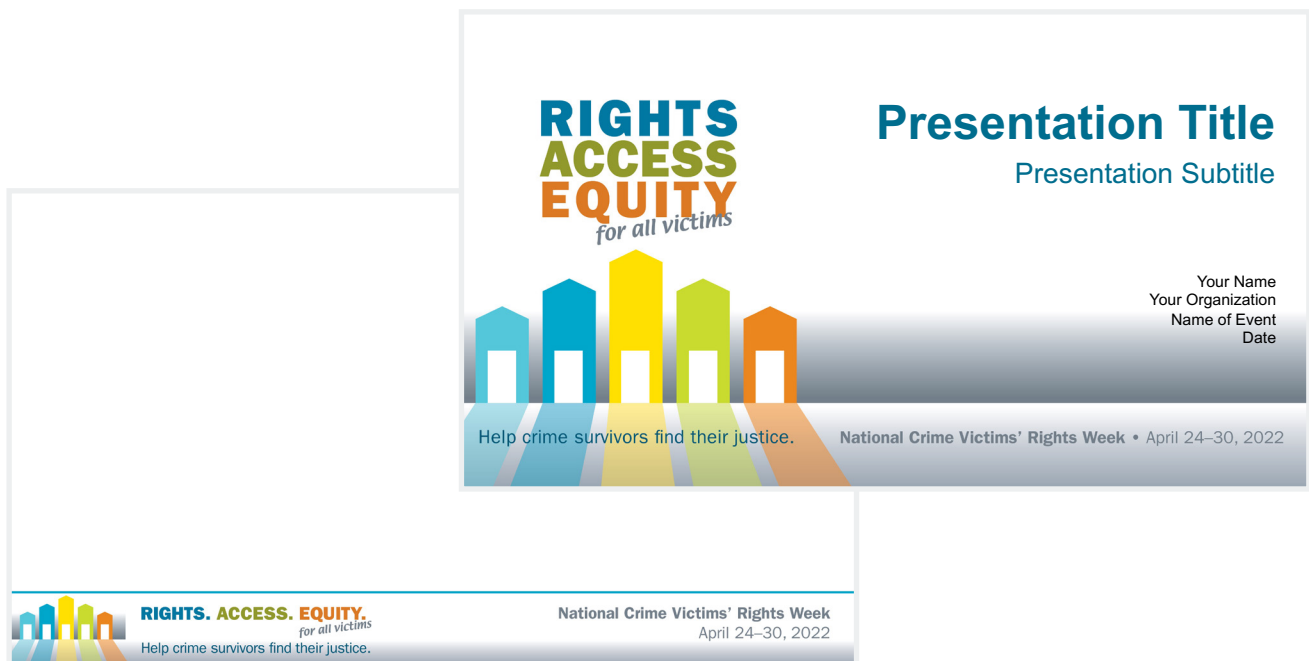
1. Speak in a positive, warm tone.
2. Smile and make eye contact with the audience.
3. Avoid repetitive or distracting physical mannerisms and gestures.
4. Set expectations by telling the audience whether you would like them to ask questions throughout the presentation or at the end. Let them know if they may share details of the presentation on social media.
5. Practice, practice, practice.

Prepare the Room

On the day of your presentation, arrive 30 to 45 minutes early to check in with the host, test the equipment, and arrange the room to suit your needs. It may be helpful to ask someone to help you test the volume of your voice. Always have two ways to access your presentation, such as an accessible email account, removable drive, or hardcopy.

Sample PowerPoint Template

Accompanying this section is a sample PowerPoint template featuring the 2022 NCVRW theme and design. Use the template to prepare and customize your own NCVRW PowerPoint presentations. Images of the master title and content slides appear on this page. The PowerPoint file is available for download on the NCVRW website, www.ovc.ojp.gov/ncvrw2022, along with a range of other theme artwork files.



EXTEND YOUR REACH THROUGH PARTNERSHIPS

The power of partnerships launched the crime victims' rights movement and the achievements we celebrate every year. Families of murdered children, survivors of human trafficking, and victims of sexual assault, drunk driving, domestic violence, and other crimes mobilized at the grassroots level joined forces to demand justice for victims of crime. The National Campaign for Victims' Rights, founded by these partners, led to President Ronald Reagan's reforms on behalf of crime victims, his declaration of the first NCVRW, and the creation of the Victims of Crime Act and the Crime Victims Fund, whose anniversary we celebrate during this time. Through our partnerships and community building, we have made history.

NCVRW offers an opportunity to renew and strengthen our partnerships, and to highlight the collaborative approaches that are integral to reaching all populations and connecting all victims with services. Through partnerships, organizations more effectively mobilize their experience, skills, messages, resources, and stakeholders to help plan a powerful NCVRW strategy. Partnerships with other organizations and allied professionals can dramatically boost the impact of your campaign.

Once your organization decides to participate in NCVRW events, identify potential partners within your community. Contact them right away and explore ways to partner for NCVRW. Ask businesses, civic organizations, faith communities, professional associations, and other partners to lend their skills, resources, and staff time to your NCVRW campaign. By joining forces, you will create a memorable campaign in your community and lay the foundation for future partnerships.

Step 1: Decide What You Are Looking for in a Partnership

Partnerships are valuable opportunities to support the professional development of organizations and individuals in your network, as well as to find creative solutions to challenging problems and goals in your community. When building partnerships, consider the following:

- What skills does your organization have that you can share with others?
- What is your area of expertise and who could benefit from learning more about it?
- What expertise or skills is your organization missing?
- Who in your organization can play a leadership role in building this partnership?
- How will this effort contribute to or expand access and equitable services to victims of crime?

Step 2: Identify Potential Partners

It is important to recognize that, in addition to other victim service organizations, every business, sports team, community group, and law enforcement agency has the potential to be a valuable partner in raising awareness about NCVRW or other events. Some partnerships, like multidisciplinary teams, require ongoing interaction and collaboration throughout the year, while others serve as a resource or consultant for one another if they are unsure how to proceed in a particular situation. When building a new partnership, consider what will be helpful for the community, beneficial for the staff involved, and sustainable in the future. Here are a few suggestions on ways to create hope in your community now and in the future:

- **Expand your network.** Partnering with organizations that work with specific communities is an opportunity to learn about other cultures, understand the barriers faced by victims, implement trauma-informed practices, and improve the cultural sensitivity of your organization.
- **Build a multidisciplinary response team.** Multidisciplinary response teams often focus on victims of a particular type of crime, such as victims of sexual assault, victims with disabilities, or victims of child abuse. Team activities can include, but are not limited to, cooperative responses to emergency calls, meetings between partners to discuss recent cases, and joint decisions in the interests of children, older adults, and adults with cognitive disabilities.

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- **Provide education about victims' rights and options.** NCVRW is an opportunity to educate your local community about the rights of crime victims. Hosting an information fair, fundraiser, school assembly, or other community event is a great way to build partnerships, increase the visibility of local victim service providers, and support greater understanding of victims' rights and options following a crime.
- **Raise awareness.** Local community centers and businesses often have space available for hanging posters, collecting donation items, and hosting events. These partnerships are important for developing lasting community engagement.

Step 3: Build Partnerships

Building a partnership takes patience, collaboration, communication, and organization. Each partner must be responsive and engaged in the partnership-building process. In addition, partners should work together to ensure that they all achieve their goals in a way that is victim-centered, culturally sensitive, and trauma-informed. Here are some things to consider:

- **Think about the people you serve:** Consider the services your organization provides to victims, as well as your organization's role and reputation in the community. How can they benefit from this partnership? How can your organization grow and learn as a result of this partnership?
- **Facilitate trust and respect between partners:** Building trust and respect between partners is essential to ensuring the partnership is productive, both partners are invested in the project, and transitions among staff members are smooth. During meetings, facilitate a space in which individuals can ask questions, raise concerns, and share ideas. Communication between each party must be reliable and consistent.

Community Partner Ideas

Allied Professionals

- Law Enforcement Professionals
- Prosecutors
- Institutional and Community Corrections Professionals
- Healthcare Professionals
- Mental Health Professionals

Art and Cultural Organizations, Businesses, and Corporations

- Business and Professional Associations
- Fitness Clubs
- Grocery Stores and Restaurants
- Salons and Spas
- Visitors' and Convention Bureaus

Civic Organizations

Colleges and Universities

Faith Communities

Government Agencies and Officials

- Agencies Serving Older Adults and People With Disabilities
- Community Liaison Offices
- Consumer Protection Agencies
- Libraries
- Public Officials
- Schools

Military Installations

Tribal Authorities

Victim Service Agencies

Workforce Training/Job-Search Centers

Youth-Serving Organizations



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- **Establish clear expectations for the partnership:** Have a candid conversation at the beginning of the partnership about what each partner hopes to gain from the collaboration. Partnerships should be mutually beneficial, with responsibilities clearly delineated and shared among all parties. It is also important at the start of the partnership to define a common vision and a set of goals.
- **Engage in careful management of the partnership:** In many partnerships, designating a leader can support effective communication and help the team stay on schedule. However, this leader is not solely responsible for the outcome of the partnership. Set ground rules and establish protocols. Provide formal and informal communication with the public and the media as appropriate and necessary.

- **Be strategic in implementing and evaluating partnership goals:** Have a strategy for your partnership. Strong and lasting partnerships are built on a foundation of shared values and interests. For each project you work on together, establish a timeline and plan for how you will implement and complete the project. It is also important to discuss how you will evaluate and measure the project's success.

Building partnerships takes time and energy. However, strategic partnerships can have a lasting impact on a community, your organization, and the victims you serve. Use this NCVRW to motivate, strengthen, and launch partnerships in your community.



IDEAS FOR SPECIAL EVENTS

Each year, communities throughout the country develop a variety of creative ways to commemorate NCVRW. From festivals to educational forums, art displays to tree plantings, marches to memorials to media outreach, diverse groups with a variety of experiences, knowledge, and skills create their own traditions to honor, engage, and advocate for victims. In anticipation of NCVRW, your organization has the opportunity to reach out to other local groups and coordinate events that honor crime victims and raise awareness of victims' issues within the community.

To support these efforts, OVC, in conjunction with the National Association of VOCA Assistance Administrators, offers funding assistance through its Community Awareness Projects initiative. Each year, funds are awarded to help communities create their own projects based on criteria including collaboration, innovation, community impact, media involvement, and experience with victims' issues. Over the past 15 years, the NCVRW Community Awareness Project has supported more than 1,100 community projects to raise general public awareness about victims' rights and services. Within many of these communities, "traditional" NCVRW events were enhanced by the collaborative partnerships that were formed during the planning phase of each project.

As you plan your 2022 activities, be inspired by last year's projects and look for ways to honor the history of victim services and create hope for our future initiatives. (See <https://navaa.org/community-awareness-project> and join the NCVRW subscription list to receive information about 2022 funding opportunities.)

Advertising Campaigns

The Alaska Native Justice Center in Anchorage used the Alaska Native Regional Corporation Shareholder Relations Committee, local radio, partner websites, social media, and print fliers to reach Alaska Native adults, elders, and homeless adults and youth in Anchorage and Wasilla.

Contents

- Advertising Campaigns
- Art Displays, Video Screenings, and Cultural Events
- Award and Recognition Ceremonies
- Community Awareness and Engagement Events
- Walks, Runs, and Rallies
- Vigils and Memorial Ceremonies
- Youth and College Engagement

The Southern Arizona Children's Advocacy Center in Tucson created a primetime radio campaign covering three stations. Radio spots directed listeners to an NCVRW web page which featured links to organizations in Pima County that provide critical services to victims of crime, including the Pima County Attorney's Office and the Arizona Attorney General's Office. These organizations also promoted the NCVRW website on their social media.

DNA People's Legal Services in Window Rock, Arizona, worked with the Farmington Police Department and a local domestic violence shelter to produce radio programs in English, Navajo, and Spanish, which aired on two stations, one of which is the premier Navajo-language station for the Navajo Nation. The programs reached tens of thousands of listeners with information about general victims' rights and domestic violence and how to contact Farmington and Navajo Nation resources to access services.

The Victim Assistance Program of the Monterey County District Attorney's Office in California produced public service announcements on local television and radio stations in which representatives from law enforcement, nonprofit agencies, sexual assault and child abuse response teams, and other public officials acknowledged crime victims and survivors, and brought attention to NCVRW, victims' rights, and available services.



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Ruby's Place in Castro Valley, California, produced a bus advertisement and social media campaign to increase the public's general awareness of the rights of victims of all types of crime and how to access local services, including its Trauma Recovery Center. Individuals were also directed to an online resource for crime victims and given information about Ruby's Place and other community partners.

Intervention Inc. of Lakewood, Colorado, partnered with a local institution of higher learning, social media creator, and social media influencer to create a two-part, 30- to 40-second video, which discussed the impact of the Covid-19 crisis on victims experiencing violence and provided information on how to reach out to victim services providers. Platforms included Facebook, Instagram, Twitter, YouTube, WhatsApp, WeChat, TikTok, Reddit, LinkedIn, Snapchat, Pinterest, and Parlor.

The Arc of Aurora in Colorado posted a different informational graphic to their Facebook, Instagram, Twitter, and LinkedIn accounts on each of the first 6 days of NCVRW and ended the week with a video on day 7. This social media campaign provided education about resources for supporting victims with disabilities, including talks, trainings, and tools available through THINK+change.

The Network for Victim Recovery of DC produced awareness and outreach campaigns through radio spots and social media, including an animated video. Postcards containing contact information for assistance were mailed to the city's eight wards.

Washington, D.C.'s Safe Sisters Circle (SSC) conducted in-person and virtual public education campaigns to spread the word about the legal and advocacy services it provides. The campaigns included featured speakers, listening sessions, and radio and social media advertisements. Materials were also distributed to community-based organizations, community centers, libraries, and churches.

The Cottage Sexual Assault Center & Children's Advocacy Center, which serves four counties in Georgia, showcased their hotline and services with billboards where populations are at higher risk of being victims of crime and who also face barriers to receiving services. They also used social media to post videos, showcase survivors' voices, and discuss how they connect with other agencies to better serve all victims of crime.

The Network: Advocating Against Domestic Violence runs Illinois' Statewide Domestic Violence Hotline and is the first responder for tens of thousands of Illinois residents each year. Their outreach campaign featured print and digital ads at social service providers and court offices. They also distributed palm cards with information about supportive services in English, Spanish, Arabic, and Hindi.

The Victim Assistance Unit of Indiana's Fort Wayne Police Department used its funding for mass media advertising on two digital billboards, in local newspapers reaching 30,000 subscribers, and eblasts. The NCVRW theme was also printed on pizza boxes, business invoices, and T-shirts.

Family Crisis Centers partnered with employers across Iowa to distribute face masks to their employees featuring the NCVRW logo and the 1-800 phone/text number for the Iowa Victim Service Call Center. Materials also included information about NCVRW, how employers can support their employees who are victims and survivors of violent crimes, and the services the centers provide.

For All Seasons, Inc., which serves Maryland's Eastern Shore, conducted a marketing campaign that included a billboard on a heavily traveled road and YouTube and Facebook advertising.

Child & Family Services of Saginaw, Michigan, implemented a mass media marketing campaign that included television, billboard, radio, and social media advertising to promote NCVRW and increase awareness of victims' rights and the resources available in the community.

The Crime Victim Services/Juvenile Justice Unit of the Missouri Department of Public Safety used public service announcements to announce NCVRW, honor victims and survivors, and raise awareness of the intricate network of care systems in Missouri for victims of crime and working to improve the criminal justice system.

The Nebraska Commission on Law Enforcement and Criminal Justice ran the NCVRW themes and other marketing information across a rural network of 15 stations as well as a recorded advocate/survivor testimonial. They also placed NCVRW stickers on food baskets and vouchers at the Foodbank for the Heartland and displayed educational materials in mobile pantries and pickup locations.

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United Community Corporation (UCC) in New Jersey reached more than 20,000 members of the public with printed materials, promotional items, and social media and print advertising. They did this, in part, with the food bags distributed through their food pantry distribution program. These materials explained victims' rights, the services the corporation provides, and other resources available. They also used print and online advertising throughout the City of Newark and surrounding Essex County, and social media posts to promote the week.

The North Dakota Department of Corrections and Rehabilitation's Victim Services Program advertised NCVRW with radio commercials and print and online newspaper items that gave the general public contact information for resources. The Victim Services Program Manager also issued daily e-blasts using facts, information, and graphics from the NCVRW Resource Guide to raise awareness throughout the department and county agencies. Public safety employees and staff at city, county, and state agencies and community outreach organizations wore stickers promoting the national theme.

CitiLookout of Springfield, Ohio, used a primetime television commercial and billboard to encourage victims in the Miami Valley, and particularly victims of color, to reach out for assistance and to inform victims that support is available to help them navigate the justice system.

The Cuyahoga County, Ohio, Prosecutor's Office conducted a media campaign featuring 7 days of social media posts, plus 5 days of paid, boosted posts of targeted messages on Facebook and Instagram. Resource materials were passed out at community outreach events hosted by the office.

The Delaware Tribe of Indians Family & Children Services of Bartlesville, Oklahoma, promoted the week and its community resource fair with a billboard campaign, newspaper and radio advertising, and a social media launch.

Lutheran Community Services Northwest's Crime Victim Advocacy Program in Oregon targeted their awareness campaign to different cultural, linguistic, and minority communities through virtual/social media platforms along with transit and billboard advertising to increase public

awareness of rights and services for victims of all types of crimes.

Day One produced a statewide social media campaign using videos and ads to raise Rhode Islanders' knowledge about crime victims, focusing primarily on the prevalence of crimes against children, including information about sexual violence, body safety, consent, mental health, and online safety.

The Webb County, Texas, Sheriff's Office used newspapers and billboards to launch their NCVRW awareness campaign, which included awareness events held throughout the Webb County area where awareness and resource materials were distributed.

The Child First Advocacy Center created a multimedia campaign in which victims shared their experiences with the center and the Rutland County, Vermont, State's Attorney's Office. The campaign also provided resources informing crime victims of the services the center and office provide, and highlighted the advocates, law enforcement officers, prosecutors, and other staff members who provide these services.

New Directions Center—which serves Staunton and Waynesboro and the rural communities of Augusta and Highland Counties in Virginia—used digital billboards and yard signs to communicate agency information, crisis hotline numbers, and NCVRW information. Their website and social media also featured survivors sharing their stories throughout the week, and informational materials were distributed in both English and Spanish.

The Office of the Norfolk Commonwealth Attorney in Virginia ran a media campaign during NCVRW that included television commercials to enhance the general public's awareness of crime victims' rights and promote the services available for all victims of crime. To do this, they partnered with the YWCA-South Hampton Roads and the Norfolk Family Justice Center.

Resolve of Sante Fe, New Mexico, ran a statewide Facebook and Instagram campaign to reach victims of crime at home and educate them about their rights and the resources available to them.



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Art Displays, Video Screenings, and Cultural Events

Victims for Justice in Anchorage livestreamed its traditional NCVRW tree ceremony; hosted a virtual panel on the intersection of municipal, state, and federal victims' rights and resources; and held an event honoring awardees. They also premiered a video on their Facebook and YouTube pages, and those of the Aleutian Pribilof Islands Association, in which 11 victims of crime each read one constitutional victims' right and touched on its meaning to them. The campaign also included targeted outreach through social media (Facebook, Instagram, and YouTube) and radio promotions throughout Alaska.

The San Francisco District Attorney's Office, Victim Services Division aired six 30-second videos in English, Spanish, Cantonese, Mandarin, Tagalog, and Punjabi. Each video discussed Marsy's Law, California's Victims' Bill of Rights Act of 2008; crime victim compensation; and services available through the Victim Services Division of the San Francisco District Attorney's Office.

Florida's Palm Beach County Victims' Rights Coalition brought together several of its partners' events to commemorate NCVRW. The Coalition for Independent Living Options presented an event of live music, art, and poetry by crime survivors with disabilities. The week also featured a victim's testimonial on the impact crime has on both the individual and the community, the Palm Beach County Victim Services & Certified Rape Crisis Center Core of the Year Award, the FBI Agent of the Year Award, the 40th Annual Awards Luncheon featuring a keynote speech by a domestic violence survivor, a garden ceremony to honor all the county's crime victims with victims' personal stories and healing activities, and the State Attorney's Office 9th Annual Walk for Victims' Rights.

The Survivor Resource Center in Danville, Illinois, held a panel discussion led by area law enforcement, the State's Attorney's Office, and crime victim service providers and featuring survivors of crime and displays of their art and poetry. Events were advertised using radio announcements, billboards, bus, and newspaper ads. During NCVRW, radio spots featured law enforcement officers, survivors of crime, and crime victim service organizations informing citizens about crime victims' rights.

La Luz Centro Cultural of Hampton, Iowa, hosted a virtual video series. Each day, a video message with closed captioning in both English and Spanish promoted victims' rights and services. Victims and survivors who responded with shares or feedback about the videos received a gift bag with the NCVRW logo, quotes, and promotional items. The week's final video included a photo montage of religious leaders, prominent community members, and others who have made an impact on the community wearing their NCVRW T-shirts.

Massachusetts' Brockton Police Department's Victim Assistance Program ran one of four videos each day on the department's Facebook page, displayed posters throughout the city, and distributed resource cards and cup holder trash cans for automobiles. They ended the week with a Facebook Live event posted on the pages of several victim-serving agencies.

Ponca Victims Services of the Ponca Tribe of Indians, Oklahoma, held a Missing and Murdered Indigenous Women, Girls, and Persons Memorial Dance/Stand in Solidarity, which included local crime victims sharing their stories, sacred drumming and native songs, and other singing in honor of the lost and stolen. They coordinated the event with the local MMIP of Northern Oklahoma, domestic violence shelter, and District Attorney's Office.

The Baltimore City Office of Equity and Civil Rights partnered with Roberta's House for their week, which ended with a virtual painting event after 3 days of webinars to raise awareness of the rights and services available to victims of crime, with a particular emphasis on reaching the city's underserved and marginalized groups.

Award and Recognition Ceremonies

The Sexual Violence Center in Minneapolis hosted a virtual Agents of Change Awards Ceremony to recognize those individuals and entities that have been champions for the rights of victims of crime, where they held a panel discussion and survivors shared how important it is for crime victims to know their rights. The center ran billboard and bus ads to inform victims of the events and of their rights. Faced with the overwhelming number of individuals facing homelessness in Minnesota, the center also

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distributed bottled water, masks, resource cards, and other items at encampments to ensure that homeless individuals, who are at higher risk for victimization, have information about their rights as victims of crime.

The Vermont Center for Crime Victim Rights streamed its annual awards ceremony honoring victims, survivors, advocates, and allied professionals, where a survivor read the NCVRW Proclamation. The week also included the Bloom Garden Celebration, an event held in the Courage in Bloom Garden in Montpelier.

The Stafford County, Virginia, Sheriff's Office, Commonwealth Attorney, and the Office of Victim Witness Assistance collaborated to produce an NCVRW awards ceremony at which they presented the Molly Gill Award for resilience and courage. They also hosted a weeklong social media campaign of messages, statistics, and crime prevention tips related to victims' rights; resources and links to the Victims' Bill of Rights; and prevention information.

The Family Refuge Center in Lewisburg, West Virginia, held an NCVRW recognition ceremony acknowledging champions of victims' rights, which included a panel of key speakers, a coloring contest for young students, and an essay/poem contest on the history of victims' rights for older students. One winner per grade level per school was chosen for each county. The winning works were displayed at local businesses following an opening ceremony where winners received medals.

Community Awareness and Engagement Events

The Mobile County District Attorney's Office in Alabama created a public awareness campaign that included a community resource fair, billboards, and yard signs distributed throughout the community.

The Crime Victims Assistance Association of Arkansas, in Little Rock, provided public awareness events virtually throughout the state about crime victims' rights and the services available for victims of all types of crime. They also posted four billboards across the state and held radio interviews for public awareness and to promote

their events. Events included interpreter services for deaf and hard of hearing individuals, interpreters for other languages, and closed captioning.

The campaign by the Northridge Hospital Foundation in California used their partner organizations to distribute items such as reusable grocery bags and silicone wristbands featuring contact information for local victim service providers, along with brochures and fact sheets for all types of crime.

The Delaware Victims' Rights Task Force commemorated NCVRW with three 1-hour webinars on how to access victim services in each of the state's counties. Events included a video of the Governor reading the NCVRW proclamation with Delaware's prominent figures, online videos of victim impact statements, and a virtual advocacy day. The task force promoted the campaign through their Facebook page.

Project HELP Inc. in Naples, Florida, conducted a butterfly release in honor of crime victims and survivors and held an event to raise awareness of victims' rights and services, where it distributed NCVRW awareness materials and information about the services that it and its partners provide.

The City of Cape Coral, Florida, hosted an outdoor information and outreach fair at a city park with the local victim advocates, which featured a resource den in a semi-private area with bilingual advocates to answer questions and provide guidance, a special kids' event using teen volunteers, and an open microphone and empowerment board that victims used to share their stories.

The Hawaii Crime Victim Compensation Commission ran a virtual victim wish billboard all week where victims/survivors, advocates, and supporters could post a wish for a victim/survivor they know. The campaign also included a candlelight vigil, governor's proclamation, and web page, brown bag sessions, resource posters, and bus placards.

At its activities, Advocates Against Family Violence in Caldwell, Idaho, had mayors of area towns join their speaker event to read the Idaho Victims' Bill of Rights. They also enlisted local victim service providers and prosecutor offices to help transport victims to the events. Events were advertised through local newspapers, radio stations, Facebook, and bus bench ads.



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The Marion County Prosecutor's Office in Indiana hosted a series of 1-hour outdoor "Stop-by" events at neighborhood organizations to reach a diverse economic, racial, ethnic, and age demographic in need of services. Participants simply had to pull into the parking lot to pick up their tote bag of information.

Season's Center for Behavioral Health in Spencer, Iowa, held two drive-through events during NCVRW. Each showcased a variety of survivor stories and crime statistics on large, weatherproof signs in victim-informed, trauma-sensitive language. At the end of the drive-through, attendees lit candles in honor of victims and left messages of encouragement on a sign that was shared on social media, with victim-serving agencies, and other avenues for reaching victims and their families. Each vehicle received a bag with information on the local, state, and national services available for victims of crime. In addition, the Center hosted a Driven by Hope Social Media Campaign throughout the week. It used social media and posters at libraries, community bulletin boards, and schools to advertise the events.

Community Advocates for Family and Youth streamed a video conference to coincide with a report about the state of victims' rights in Prince George's County, Maryland, revealing how different types of crimes have grown and how the needs of crime victims have changed since the onset of Covid-19. These include a growing need for mental health services, safe shelter, food assistance, and other resources to assist crime victims.

Minnesota's Dakota County Attorney's Office hosted an NCVRW keynote speaker at its monthly breakfast to kick off the week, which included certificates of appreciation for Crime Prevention Specialists and others who serve crime victims. Attendees received a CD/jump drive with the NCVRW materials, and public service announcements about victims' rights were broadcast on five local cable television stations and in high schools. Various in-person and virtual presentations were held throughout the week. Resources were made available at schools, city halls, libraries, licensing centers, courthouses, county service centers, and community partners and placed on each agency's website.

St. Louis Circuit Attorney's Victim Services hosted a virtual resource fair—partnering with organizations such as the St. Louis Metropolitan Police Department, Crime Victim Center, International Institute, Annie's Hope—the Center for Grieving Kids, and more—to provide information about crime victim services. The event opened with a video of victim testimonials discussing how access to services has helped them overcome their victimization. Participants were able to attend the presentations and Q&As of their choice.

Women Aware Inc. in New Jersey hosted a bilingual, virtual community outreach webinar with their client services team and representatives from the Middlesex County Prosecutor's Office, Central Jersey Legal Services, and local law enforcement, who answered questions about victims' rights, where to get help, and crime victim compensation. The presentation also ran on Women Aware's YouTube channel and their partners' websites and social media channels following the event.

The Korean American Family Service Center hosted a virtual workshop to educate the Korean American community in New York and New Jersey about crime victims' rights and promote their 24-hour bilingual emergency hotline. The event included a professional translator. The center also conducted a week-long campaign through local Korean print media and over two local Korean radio stations.

Bronx Independent Living Services conducted a virtual campaign with motivational speakers, success stories of crime and abuse survivors, a resource fair and fashion show, peer-to-peer discussions, and an awards ceremony. The agency also offered a series of workshops 1 month prior to NCVRW. Events were widely publicized through print and non-print advertising, media interviews, public service announcements through English- and Spanish-speaking news outlets, fliers circulated throughout the Bronx, web and social media postings, and community organizations.

Destined to Win Ministries of North Carolina held a Facebook Live event with a keynote speaker and used print media to advertise it and to raise awareness of crime victims' rights. Resource materials were also distributed.



The Columbus, Ohio, CARE Coalition held trauma-informed storytelling workshops, open to anyone in the community who has experienced trauma, been a victim, or knows a victim of crime. Then, CARE aired several select stories in a PSA during NCVRW using various media platforms, such as Facebook, billboards, radio, and citywide emails. CARE also linked workshop participants with local agencies and services, as needed for long-term mental health support. The workshop was videotaped (with the participants' consent) and played during the annual CARE Coalition Remembrance Vigil for families who have experienced a violent loss.

Neighborhood Legal Services Association in Pittsburg conducted a multichannel community awareness campaign to build general knowledge about key civil legal issues faced by victims of crime, Legal Wellness Checkups, and resources available to assist crime victims. The project included podcasts about topics such as legal protection from abuse, sexual violence, or intimidation; child custody; and safety at school to increase awareness and prevent/respond to sexual assault, stalking, and interpersonal violence in higher education.

YWCA Hanover Safe Home, Pennsylvania, held an Internet-based speaker series to educate all victims of crime throughout NCVRW.

Puerto Rico Health Justice of the San Juan Bautista School of Medicine used a local shopping mall for their awareness event, where they distributed promotional items with resource and contact information.

You Have the Power...Know How to Use It Inc., based in Nashville, Tennessee, hosted a crime survivors' roundtable and a virtual statewide victims' rights summit for the public and, in particular, for people struggling with the aftermath of a crime, either recent or in the distant past.

The YWCA of Knoxville and the Tennessee Valley promoted general public awareness of NCVRW and crime victims' rights through a media campaign and a community partner appreciation breakfast both to commemorate and encourage the work of Anderson County agencies. Both activities promoted services available for victims of crime.

Aid to Victims of Domestic Abuse of Houston hosted a crime victims' rights forum and used social media to air a short video on the free legal representation they provide, their counseling services, and the rights of victims. They also distributed the video to law enforcement.

The City of Seguin, Texas, Police Department commemorated crime victims and NCVRW with radio public service announcements, a proclamation signing, and resource information distributed to the community.

The Greater Austin Crime Commission hosted several virtual NCVRW events, including a screening of a documentary, a survivor speaker, and an online youth presentation regarding mindfulness and meditation practices.

Austin's SAFE Alliance used social media and transportation advertising to promote its NCVRW digital-event-a-day campaign to raise awareness of crime victims' rights and to provide information to multiple community groups across its service area.

The National Center for Missing and Exploited Children, headquartered in Alexandria, Virginia, hosted a community outreach table at Washington Nationals Stadium over 4 days and distributed resources to their community partners in the District of Columbia to raise awareness of the rights and services available for victims of crime.

The Menominee County, Wisconsin, Human Services Family Advocacy Center observed NCVRW with presentations, resource packets, educational materials, and a tote bag containing a T-shirt and mask with the NCVRW logo. Posters and resource folders were also distributed at meal sites, schools, daycare centers, and the library; Tribal police departments, health clinics, and social services; The College of the Menominee Nation; County Sheriff's Department and veterans office; grocery stores; and gas stations.

FORGE Inc. of Wisconsin hosted a T-shirt design competition for NCVRW and used the first-place winner's art to print T-shirts using the NCVRW theme and colors. The shirts were given to individuals who agreed to be "FORGE Ambassadors" and distribute FORGE materials at appropriate venues.



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The Lake County State's Attorney's Office held a virtual outreach campaign that included an inspirational speaker and a virtual Victims' Rights Scavenger Hunt with NCVRW journals listing the rights of crime victims, inspirational thoughts, and empowering exercises. Media kits about NCVRW were distributed to local radio stations and news sources. Registered attendees received an NCVRW participation box that included items for the virtual event and information about the State's Attorney's Office and its Victim/Witness Division.

Holly's House of Evansville, Indiana, held multiple survivor celebrations and an opening ceremony for a healing garden for victims of all types of crime. In-person, socially distanced, and virtual activities included a social media campaign that featured a Facebook event page for collaborators; videos highlighting victims, survivors and families sharing their personal experiences with victimization; and a Facebook Video Awareness Campaign that included Facebook Lives and a Facebook Daily Live Q&A event.

The Redwood County Attorney's Office in Minnesota held a formal presentation that included a panel of advocates who discussed crime-related systems, crime victimization, and crime victims' rights. The events were promoted with radio and newspaper ads, and local communities received brochures about the rights of crime victims in Minnesota in English, Hmong, and Spanish.

Walks, Runs, and Rallies

The Knik Tribe of Alaska held a virtual 5K run and media campaign to encourage the community to reach out to those in need. It featured local victims speaking out against violence and about what their rights mean to them and an overview of the Tribe's programs for victims of crime.

The Alameda County District Attorney's Office in California conducted a 5K Walk/Run both in person and virtually. Each participant had a week to complete and log their 5K and take a picture of themselves with their promotional items, and a media campaign showcased them all. The campaign targeted the community at large through the county's schools, hospitals, businesses, and recreation centers.

PeaceWorks Inc., of Conifer, Colorado, sponsored a Get Up, Stand Up, Run for Your Rights 5K Trail Run/Walk to raise awareness of the rights and services available to victims of crime. Literature about victims' rights was distributed, including a victims' rights pocket card and a brochure detailing victims' rights specific to Colorado's residents. The event was promoted through mass media advertising.

The City of Miami Beach held its first virtual 5K event to engage the community in NCVRW, as well as to support, celebrate, and empower victims of crime. Participants posted their own pictures from the event on the city's social media sites, and the first 300 registrants received T-shirts. The city promoted the week with a targeted advertising campaign on Facebook, Twitter, and Instagram.

Justice and Hope for Crime Victims hosted an award presentation, a remembrance and honor segment for victims and survivors, and two public speaking events that included guest speakers and victim testimonies for a targeted audience encompassing nine counties in Kentucky. Public officials, law enforcement personnel, and representatives from community partners, local domestic violence shelters, child advocacy centers, and sexual assault and rape crisis centers all attended.

The City of Mesquite, Nevada, held a Victims' Rights Blacklight Glow Walk/Run and a Lunch and Learn session at the senior center, which focused on prevention and types of victimization, and what to do and who to contact if you become a victim of crime. A proclamation was read during the City Council meeting and posted for the public to view. The city also hosted training at the Mesquite Police Department focusing on how the department and victim advocates can work together, the referral process, and how best to assist traumatized victims. Events, victims' rights, and crime statistics were communicated through banners in high-traffic areas, on the city's website and Facebook pages, in newspapers, and in the newsletters of recreation and senior centers.

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Vigils and Memorial Ceremonies

The Casa Grande Public Safety Foundation in Arizona hosted a virtual proclamation, candlelight vigil, and victims' rights training session. They also conducted a screen campaign on televisions in local businesses and published newspaper, television, and radio ads. Materials about victims' rights were disseminated to schools, Head Start programs, child development centers, food banks, the Salvation Army, domestic violence service providers, and behavioral health agencies in Pinal County.

The Riverside County District Attorney's Office hosted a virtual memorial event for crime victims and their families, recognizing victims of crime who lost their lives, acknowledging survivors, and bringing awareness about victims' rights to the public. This included education about Marsy's Law, California's Victims' Bill of Rights Act of 2008; other victims' rights education, the impact of trauma, coping skills, and grief healing practices.

The Kentucky Office of the Attorney General ended its NCVRW with a memorial service for victims, which featured a victim/survivor guest speaker and the release of lanterns carrying messages of hope, survival, and remembrance. The office also joined with the Attorney General's Survivors Council to host a Victims' Rights Awareness Day in downtown Frankfort, the state capital. The week began with an awareness march and resource fair, which included information tables where partner service providers explained their services, answered questions, and passed out information about their programs.

The Keweenaw Bay Indian Community Transitional Home in Michigan collaborated with the Baraga County Shelter Home, local police, the Tribal Court, Dial Help, and the health department on a month-long NCVRW community awareness campaign, which included billboards; newsletter, radio, and movie theater ads; promotional items; and a candlelight vigil.

The Prosecuting Attorneys Association of Michigan held the state's Crime Victims' Rights Week Candlelight Vigil using an online video conferencing platform. They promoted the event via the public website and social media. The

week also included awards for those who support victims' rights; an opportunity for victims to express their messages of love, loss, and support; and messages from state leaders—all livestreamed throughout the state.

LGBT Detroit conducted a "Know Your Rights" social media campaign; a round table of community leaders discussing victims' rights, a candlelight vigil, and singing and dancing for healing held in the historic LGBT Palmer Park; and an in-person community gathering. Social media efforts included a 30-second commercial and infographics marketed to the organization's 7,000-plus followers and boosted to 4,300 others.

Our House in Greenville, Mississippi, hosted a virtual candlelight ceremony to honor survivors, which was recorded and posted on social media platforms. They advertised the week with banners displayed at grocery stores and banks, and distributed postcards at hospitals, law enforcement departments, schools, and doctors' offices in five rural counties in the Mississippi Delta.

The Arc of New Jersey kicked off its NCVRW activities with a virtual vigil, where it announced its One Door web page devoted to answering questions, increasing awareness about victimization and people with disabilities, and providing referral information and education about victims' rights and the services available to them. The page includes an online newsroom full of data and information for breaking and ongoing news stories and general awareness information about the needs of victims with disabilities.

The WWITS Mentoring Program in Camden, New Jersey, held a candlelight vigil and a Survivors Speak Forum, where victims of crime shared their victimization stories with translators on hand for those not fluent in English. They used a digital billboard, vinyl banners, tote bags, and other venues to promote these events. They also placed door knockers promoting the events at every home and business in the city.

The Manhattan District Attorney's Office held a crime victims' vigil with victims' testimonies and a candlelight remembrance of all victims of homicide, cosponsored by the Downstate Coalition for Crime Victims, the New York



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State Attorney General's Office, and the Bronx District Attorney's Office. Downstate Coalition members honored those who have lost their lives from acts of violence, those who have been harmed and survived, and victim advocates and programs that provide critical services to survivors.

The New York Crime Victims Assistance Task Force hosted a candlelight vigil in Saratoga County and held a similar event in Warren County, in conjunction with the Warren and Washington Victim Assistance Programs, child advocacy centers, domestic violence, and sexual assault support agencies. Ceremonies included a Driving While Impaired Memorial to honor those who have lost their lives to impaired drivers; a remembrance held at the Homicide Victims' Rose Garden; the Albany County remembrance of crime victims; and several Take Back the Night rallies across the region, which included speakers, music, informational tables, and marches.

Stillwater Domestic Violence Services held a candlelight vigil at the Payne County Courthouse in Stillwater, Oklahoma, which featured a speaker and an exhibit of victims' silhouettes.

The National Homicide Justice Alliance, headquartered in Philadelphia, Pennsylvania, conducted a final dedication of its memorial garden, where survivors told their stories of victimization. The alliance promoted their event using social media and print advertising.

YWCA Northcentral Pennsylvania held a community gathering in Williamsport's Brandon Park, where they set up silhouettes of crime victims. They also posted signs in the city and its surrounding rural communities to inform underserved populations of NCVRW and of their rights should they become victims of crime.

South Carolina's Orangeburg Department of Public Safety honored crime victims with a 4-night candlelight vigil and displayed ribbons on the city's police vehicles in memory of victims throughout NCVRW. They ended the week with a virtual resource fair. They increased the community's awareness of crime victims' rights and NCVRW with both a print and a digital billboard and yard signs featuring crime victim statistics.

We Are Their Voices, of Summerville, South Carolina, honored victims and paid their respects to survivors and victims of all crimes with a candlelight vigil/walk. The event increased community awareness regarding victims' rights and available services with speakers, informational brochures, and banners. It also helped to build the community's trust in law enforcement officers, victims' rights advocates, and community representatives who provide services and assistance to victims.

The Utah Office for Victims of Crime used social media advertising and yard signs to announce various NCVRW events, which included a candlelight vigil and resource fair, a recorded podcast, an art event, a town hall, and a film showing and panel discussion.

Youth and College Engagement

The Men Can Stop Rape project in Washington, D.C., distributed branded merchandise on the city's eight college campuses to raise awareness about victim services. Their outreach campaign targeted all victims of crime, but also focused on connecting college students and the surrounding campus population to crime victim services.

The Chattahoochee Judicial Circuit Victim-Witness Assistance Program in Georgia collaborated with local law enforcement and first responders to host Safety Days at 17 high schools in 6 counties, where attendees received a resource bag containing face masks and other NCVRW-themed materials highlighting local and national resources available to victims of all crime types. Events were preceded by a mass advertising campaign beginning in March that included posters throughout the city's public transportation network, radio and television announcements, and daily updates to their social media sites.

Iowa's NIAD Center for Human Development promoted NCVRW with a coloring contest and a media awareness campaign. Participants received backpacks filled with NCVRW items, information from community partners, and a blend of simply fun activities and crime prevention information.

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Hands of Hope Resource Center in Minnesota targeted schools and students in their public awareness campaign, which featured public events, presentations, and radio and billboard advertisements to raise awareness of crime victims' rights and the services available to them.

Lewis County Opportunities Inc. of Lowville, New York, held a scavenger hunt for adults and children, in addition to a support walk, candlelight vigil, tribute to volunteers who serve victims, a mayor's proclamation, and resource fair. Events were promoted through posters, radio, television, and social media.

The YWCA of Wheeling, West Virginia, hosted a virtual trivia game for all age groups centered around crime victims, where to find support, and available services. Attendees

received tote bags with informational materials, T-shirts, and personal safety alarms.

University of Nevada, Reno, Police Services held a virtual 5K Walk/Run and a candlelight vigil to enhance awareness of rights and services for victims, with a social media campaign leading up to and during the events that included posts by participants wearing their NCVRW T-shirts.

The Los Alamos Police Department in New Mexico issued a proclamation and held a community walk for which children created their own banners and signs. The walk ended at the children's resource fair, where the public learned about victims' rights and services. Children received survivor backpacks containing a blanket, facemask, water bottle, and T-shirt.



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Theme Video in Action

Last year, Community Awareness Projects found various uses for the NCVRW Theme Video in their outreach efforts. As you plan your 2022 NCVRW campaigns, you might find some of the following suggestions helpful.

Planning

- Brainstorm with your planning team and partners on how to build your NCVRW campaign message and how to best use the Theme Video in your outreach.
- Show the Theme Video to your staff to prepare them for NCVRW activities.
- Use the Theme Video to train and build awareness among your volunteers and interns as well as to educate local students about your organization's role in building a strong and resilient community and creating innovative solutions in the future.

Web Outreach

- Embed the Theme Video in your organization's website.
- Post a link on your site to the Theme Video on the [OVC website](#) or [OVC YouTube channel](#).
- Link to the Theme Video in your social media outreach.
- Include the 1-minute Theme Video clip at the beginning of a locally produced NCVRW public service announcement for your website or presentations.

Ceremonies and Events

- Show the Theme Video at the beginning of your community's candlelight ceremony.
- Open your NCVRW kickoff ceremony with the Theme Video, and ask your speakers to focus their comments on the key video messages—*Rights, access, equity, for all victims*.
- Project the Theme Video on a large screen to run in a loop before and after your NCVRW events.

Presentations

- Using the 1-minute Theme Video clip as a starting point, create a customized video that includes personal accounts by local victims and survivors. Offer the video to local advocates or educators for presentations in schools and neighborhoods to demonstrate the impact of crime.
- Present the Theme Video at an educational open house or informational meeting. The Theme Video is available for viewing or download at www.ovc.ojp.gov/ncvrw2022.



COMMEMORATIVE CALENDAR

Throughout the year, communities gather to hold events that honor and support victims. These events are an important step toward raising awareness of victims' rights. Build on your NCVRW outreach throughout the year by highlighting relevant awareness events in your community.

The following calendar cites organizations that provide resources to support commemorative activities, but they are not always the sole sponsor of the awareness events. Use the commemorative calendar to think strategically about how you and your partners can support awareness events. Whether for one day or an entire month, these public recognitions are powerful tools for honoring the work of those in the victim services field and raising awareness.

OVC publishes a continually updated [list of national, state, and local victim-related events](#). Browse this free tool periodically to learn about additional awareness events as dates are finalized and see what communities across the country are doing. We encourage you to add your own NCVRW meetings, ceremonies, and forums, as well as other victim-related events and training opportunities throughout the year.

January

National Mentoring Month

MENTOR

www.nationalmentoringmonth.org

National Human Trafficking Prevention Month

Office for Victims of Crime
Office of Justice Programs
U.S. Department of Justice
www.ovc.ojp.gov/trafficking

Stalking Awareness Month

Stalking Prevention, Awareness, and Resource Center
www.stalkingawareness.org/stalking-awareness-month-2022

National Human Trafficking Awareness Day

January 11, 2022



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Blue Campaign #WearBlueDay

January 11, 2022

Department of Homeland Security

www.dhs.gov/blue-campaign/wearblueday

February

National Black History Month

U.S. Library of Congress

<https://blackhistorymonth.gov>

National Teen Dating Violence Awareness and Prevention Month

love is respect

www.loveisrespect.org/get-involved/tdvam

Identity Theft Awareness Week

January 31–February 4, 2022

Federal Trade Commission

www.consumer.ftc.gov/features/identity-theft-awareness-week

March

National Consumer Protection Week

March 6–March 12, 2022

www.consumer.ftc.gov/features/national-consumer-protection-week

April

National Arab American Heritage Month

Bureau of European and Eurasian Affairs,
Department of State

www.state.gov/the-bureau-of-european-and-urasian-affairs-celebrates-arab-american-heritage-month

National Child Abuse Prevention Month

Administration for Children and Families
U.S. Department of Health and Human Services

www.childwelfare.gov/topics/preventing/preventionmonth

Sexual Assault Awareness Month

National Sexual Violence Resource Center

www.nsvrc.org/saam

National Crime Victims' Rights Week

April 24–30, 2022

Office for Victims of Crime
Office of Justice Programs
U.S. Department of Justice
www.ovc.ojp.gov/ncvrw

Global Youth Service Days

April 29–May 1, 2022

Youth Service America
<https://leadasap.ysa.org>

May

Older Americans Month

Administration for Community Living
U.S. Department of Health and Human Services
<https://acl.gov/oam>

Asian American and Pacific Islander Heritage Month

U.S. Library of Congress
<https://asianpacificheritage.gov>

Law Day

May 1, 2022
American Bar Association
www.lawday.org

National Correctional Officers' and Employees' Week

May 1–7, 2022
American Correctional Association
www.aca.org

National Day of Awareness for Missing and Murdered Native Women and Girls

National Indigenous Women's Resource Center
May 5, 2022
www.niwrc.org

National Police Week

Concerns of Police Survivors, National Law Enforcement Officers Memorial Fund, and Fraternal Order of Police/
Fraternal Order of Police Auxiliary
May 11–16, 2022
www.policeweek.org | <https://nleomf.org/memorial/programs/national-police-week-2>

Peace Officers' Memorial Day

May 15, 2022

Concerns of Police Survivors, National Law Enforcement Officers Memorial Fund, Fraternal Order of Police/
Fraternal Order of Police Auxiliary
www.policeweek.org | <https://nleomf.org/memorial/programs/national-police-week-2>

National Missing Children's Day

May 25, 2022

National Center for Missing and Exploited Children and the Office of Juvenile Justice and Delinquency Prevention
<https://ojjdp.ojp.gov/events/missing-childrens-day/about-missing-childrens-day>

June

Hospitals Against Violence (#HAVhope) National Day of Awareness

American Hospital Association
[TBD]
www.aha.org/hospitals-against-violence

World Elder Abuse Awareness Day

June 15, 2022
National Center on Elder Abuse
U.S. Department of Health and Human Services
<https://ncea.acl.gov>

July

World Day Against Trafficking in Persons

July 30, 2022
United Nations
www.un.org/en/observances/end-human-trafficking-day

September

National Campus Safety Awareness Month

Clery Center for Security on Campus
<https://clerycenter.org/initiatives/ncsam>

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National Suicide Prevention Week

September 4–10, 2022

American Association of Suicidology

<https://suicidology.org>

World Suicide Prevention Day

September 10, 2022

International Association of Suicide Prevention

www.iasp.info

September 11th National Day of Service and Remembrance

September 11, 2022

AmeriCorps

<https://americorps.gov/911-day>

National Hispanic Heritage Month

September 15–October 15, 2022

U.S. Library of Congress

www.hispanicheritagemonth.gov

National Day of Remembrance for Murder Victims

National Organization of Parents Of Murdered Children

September 25, 2022

<https://pomc.org>

October

National Bullying Prevention Month

PACER Center

www.pacer.org/bullying/nbpm

Crime Prevention Month

National Crime Prevention Council

www.ncpc.org/programs/crime-prevention-month

National Cybersecurity Awareness Month

Cybersecurity & Infrastructure Security Agency

U.S. Department of Homeland Security

www.cisa.gov/cybersecurity-awareness-month

National Domestic Violence Awareness Month

National Coalition Against Domestic Violence

<https://ncadv.org>

America's Safe Schools Week

October 16–22, 2022

National School Safety Center

www.schoolsafety.us/safe-schools-week

November

National Native American Heritage Month

U.S. Library of Congress

<https://nativeamericanheritagemonth.gov>

Tie One on for Safety

November 1–December 31, 2022

Mothers Against Drunk Driving

www.madd.org/the-solution/drunk-driving/tie-one-on-for-safety

International Survivors of Suicide Loss Day

November 19, 2022

American Foundation for Suicide Prevention

<https://afsp.org/find-support/ive-lost-someone/survivor-day>

Transgender Day of Remembrance

November 20, 2022

www.glaad.org/tdor

December

National Impaired Driving Prevention Month

Mothers Against Drunk Driving

www.madd.org



RIGHTS, ACCESS, EQUITY, for all victims

Help crime survivors find their justice.