

Resource Guide

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.

CONTENTS

Sample Proclamation

Notable Quotables

Presentation Tips

Sample PowerPoint Template

Extend Your Reach Through Partnerships

Ideas for NCVRW Special Events

Theme Video in Action

Commemorative Calendar

SPECIAL ANNOUNCEMENTS

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), will be held on April 23, 2021, and will be streamed live. For more information about this special event, including 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 2022 National Crime Victims' Service Awards may open as early as spring 2021. 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 18–24, 2021

Whereas being a victim of crime and navigating the criminal justice system can be a frightening and confusing experience;

Whereas progress in improving the treatment of crime victims has been made through the efforts of thousands of victims and survivors who have turned their own experiences into a force for positive change, ensuring that others can receive justice, meaningful assistance, and compassionate treatment before the law;

Whereas since the passage of the Victims of Crime Act of 1984, and through the dedicated work of advocates, lawmakers, and victim service providers, there is a growing array of services and resources available to victims and their loved ones;

Whereas honoring the rights of victims—including the rights to be heard and to be treated with fairness, dignity, and respect—and working to meet their needs rebuilds their trust in the criminal justice and social service systems;

Whereas individuals' trust in the compassion, understanding, and support of their communities is achieved through sustained, deep-rooted, and coordinated outreach;

Whereas identifying, reaching, and serving all victims of crime—especially those from groups that often have less access to healing services and avenues to justice—is essential;

Whereas our community's continued engagement with the challenges faced by victims of crime will ensure that the progress made to date is not lost, and that new ground is broken to gain greater justice and healing for all victims;

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 supporting victims and survivors in the aftermath of crime, building trust among our clients; collaborating with other service providers, and engaging our community in response efforts;

Now, therefore, I, as *[Governor/County Executive/Mayor, Other Title]* of _____
[City/County/Parish/Tribe/State], do hereby proclaim the week of April 18–24, 2021, 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]*



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NOTABLE QUOTABLES

A key National Crime Victims' Rights Week (NCVRW) goal 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 2021 NCVRW theme. Bear in mind that quotations 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., "Early social reformer Elizabeth Fry said. . .").

Supporting Victims of Crime

This is the only perfection there is—the perfection of helping others. This is the only thing we can do that has any lasting meaning. This is why we're here—to make others feel safe.

– Andre Agassi (1970–)

Never worry about numbers. Help one person at a time, and always start with the person nearest you.

– Mother Teresa (1910–1997)

We can't help everyone, but everyone can help someone.

– Ronald Reagan (1911–2004)

A kind gesture can reach a wound that only compassion can heal.

–Steve Maraboli (1975–)

Building Trust

Trust opens up new and unimagined possibilities.

– Robert C. Solomon (1942–2007)

Building trust is a process. Trust results from consistent and predictable interaction over time.

– Barbara M. White (1920–1984)

To be trusted is a greater compliment than being loved.

– George MacDonald (1824–1905)

It is mutual trust, even more than mutual interest, that holds human associations together.

– Henry Louis Mencken (1880–1956)

Engaging Communities

The greatness of a community is most accurately measured by the compassionate actions of its members.

– Coretta Scott King (1927–2006)

Alone, we can do so little. Together, we can do so much.

– Helen Keller (1880–1968)

There is no power for change greater than a community discovering what it cares about.

– Margaret Wheatley (1944–)

Life's most persistent and urgent question is, "What are you doing for others?"

– Martin Luther King (1929–1968)

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PRESENTATION TIPS

Presentations are unique opportunities to educate your community about victims' rights and services during National Crime Victims' Rights Week (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, 2019* and *Victim Service Providers in the United States, 2017*, 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 2021 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 your 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—*Support Victims. Build Trust. Engage Communities*—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.
 - Cite a surprising and impactful statistic.
 - 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).
 - 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 structures¹:

- **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.
 - **Bullets:** Limit yourself to six bullets per slide, and no more than eight words per bullet.
 - **Font:** Use sans-serif fonts (e.g., Arial, Verdana) for readability. Avoid using all uppercase letters, except for titles, and use italics sparingly.
 - **Font size:** Use at least 24-point type.
 - **Graphics, charts, and photos:** Use simple graphics and photos that are visible to the audience. (The 2021 NCVRW theme artwork is available to use, as well as the 2021 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 2021 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 2021 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/ncvrw2021, along with a range of other theme artwork files.



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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 National Crime Victims' Rights Week (NCVRW), and the creation of the Victims of Crime Act and 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 National Crime Victims' Rights Week (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, the Office for Victims of Crime, 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. As you plan your 2021 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 Southern Arizona Children's Advocacy Center created a radio campaign and web page to raise awareness within the community about services available to victims of crime. The 30-second radio spots aired during prime listening times on three local radio stations.
- The City of Jonesboro, Arkansas, hosted a public awareness campaign that kicked off with the mayor of the city offering a public proclamation. The city also launched a public NCVRW billboard campaign, displayed NCVRW banners and posters in front of the city's police department and other public buildings, and distributed promotional items such as pens, tote bags, cups, shirts, and battery-operated candles.

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 Arkansas 16th Judicial District Victims Assistance Project partnered with the city and county governments to distribute NCVRW totes and bookmarks to the public. The totes were used to deliver groceries, and the bookmarks were included in the deliveries. The remainder of the totes and bookmarks were distributed to the public.
- In California, the Northridge Hospital Foundation conducted a social media campaign sharing victims' rights tips on Facebook and Twitter, and distributed printed materials and promotional tote bags. They also used a 40-foot bus to display a 31-foot electronic billboard showcasing the messaging for 2020 NCVRW.
- Intervention, Inc., of Colorado, partnered with a local nonprofit film company to create a professional, mass-media public service announcement (PSA) about Colorado Constitutional Victims' Rights and available victim services. The PSA included survivors of violent and non-violent crime, and was available in several languages.
- The District of Columbia Forensic Nurse Examiners (DCFNE) conducted a social media campaign about NCVRW and crime victims' rights, and placed informative bus cards inside public buses and metro stations. DCFNE also sent outreach postcards to Washington, DC, residents in low-income neighborhoods to inform them about crime victims' rights and how to access services.



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- The Alaska Native Justice Center developed informational brochures to raise public awareness of crime victims' rights and resources in the Anchorage area. They distributed 1,000 brochures in two population centers—the Municipality of Anchorage and Wasilla. They also conducted an outreach campaign at key locations in Anchorage and Wasilla, and distributed promotional items such as brochures and awareness pins.
- The Network for Victim Recovery of DC (NVRDC) conducted extensive social media outreach to engage provider partners and the community. Each day of NCVRW, NVRDC's social media posts related to a specific theme connected to different aspects of crime victims' rights. NVRDC also tagged and highlighted the services available from local partner organizations whose work was relevant to that day's theme.
- The Cobb County District Attorney's Office produced two videos highlighting the importance of NCVRW, victim service providers, and home safety for children. They also created "Kids Safety Kits" filled with promotional items and delivered them to community partners to be distributed to children in the county. Promotional items included pens, imprinted crayons, hand sanitizers, slide-lock supply pouches for kids, whistle keys/flashlights, first aid pocket kits, and crime prevention coloring books.
- The Guam Office of the Attorney General put together promotional bags that included NCVRW shirts along with information about the Victim Service Center, VINE, the Criminal Injuries Compensation program, and the Victim Service Center Helpline. The bags were distributed to two emergency shelters for women and children, to patrons visiting the agencies within the International Trade Center building, and to the Mayor's offices that assist the community through a drive-through food line.
- In Indiana, the Vanderburgh County Prosecutor's Office created a media campaign and produced several NCVRW PSAs involving their community partners. The commercials aired on several local television stations.
- Iowa Safe Schools focused their NCVRW awareness activities on developing resources that could be easily disseminated while social distancing. They created NCVRW posters and stickers containing crisis line information and sent them to school counselors throughout Iowa, along with electronic resources to help ensure that school counselors and educators had the information necessary to answer students' questions about the resources. Iowa Safe Schools also used Facebook to disseminate information on available online resources.
- Deaf Iowans Against Abuse, Inc., (DIAA) produced an accessible public service announcement in American Sign Language, with captioning, to promote awareness of NCVRW. They also developed a social media campaign for Facebook, and distributed promotional magnets, stickers, chopsticks, and postcards.
- As part of their awareness campaign, La Luz Hispana, located in Iowa, created social media posts containing outreach information in Spanish and English. They also printed promotional tote bags to deliver emergency items to vulnerable clients.
- In Kentucky, the Lotus Children's Advocacy and Sexual Violence Resource Center conducted an outreach and awareness campaign that included television PSAs and targeted social media and video marketing. They also distributed yard signs that were displayed in neighborhoods throughout the eight-county region.
- In Jefferson Parish, Louisiana, the District Attorney's Office created a website and social media campaign promoting NCVRW and crime victim services. They also developed billboards to be displayed along major highways.
- The District Attorney's Office for the 22nd Judicial District of Louisiana created three digital billboards and a regular billboard promoting crime victims' rights.
- The Kennebunk (Maine) Police Department distributed tote bags throughout the community that contained promotional items such as keyrings, water bottles, magnifier bookmarks, and stickers; as well as information about different victimization types and available resources. The department also produced a memorabilia product for a local domestic violence

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organization that serves victims of domestic violence, sexual assault, and child abuse.

- Minnesota's Safe Haven used social media and traditional media messaging, bus transit advertising, and high-profile bathroom signs posted throughout Duluth and the surrounding region to educate the general public about the rights and services for victims of all types of crimes.
- In Minnesota, Advocates Against Domestic Abuse dba HOPE (Healing Opportunity Provided Equally) partnered with four local victim service organizations to provide victims' rights awareness and outreach. The partners created NCVRW brochures, reusable grocery totes, and t-shirts that were distributed at area food stores and victim service offices.
- The Victim Services Unit of the St. Louis Circuit Attorney's Office translated a brochure and flier on victims' rights and services into languages prevalent in the St. Louis region: Spanish, Arabic, and Bosnian. The brochures included information about Missouri Constitutional Victim Rights, Missouri's Victim Automated Notification System, the Missouri Crime Victim Compensation Program, and the Victim Services Unit's programs and services, and how to access them. It also provided information on interpreter services available to victims of all types of crime. The brochures and fliers were delivered to five agencies to distribute to clients who have limited English proficiency, in order to increase awareness of victims' rights and available resources to victims of all types of crime within the immigrant community.
- The Missouri Department of Public Safety, Crime Victim Services/Juvenile Justice Unit, promoted the Missouri's Crime Victims' Rights Week observance and ceremony via radio PSAs and daily social media posts.
- The Montana Department of Justice, Office of Consumer Protection & Victim Services (OCPVS), produced two 30-second radio ads and two 30-second television ads featuring a domestic violence survivor and a member of OCPVS staff. The ads encouraged crime victims to seek justice and learn about their

rights, while promoting OCPVS as a state agency that can assist victims of crime in their recovery.

- The Las Vegas Metropolitan Police Department's awareness activities were aimed at visitors to the department's Headquarters, ten Area Commands, and the Family Justice Center. Victim advocates distributed copies of the Southern Nevada Crime Victims' Rights Handbook along with stress balls, to alleviate tension as people waited in long lines to file reports or access services, due to social distancing. The Crime Victims' Rights Handbook proved to be so successful that it was posted on the department website for access throughout the year.
- In Passaic County and Paterson City, New Jersey, a digital billboard promoting NCVRW was erected above an interstate that bisects the city, potentially reaching tens of thousands of people each day. Additionally, NCVRW buttons and pens were distributed to Passaic County staff and community victim service providers.
- In New York, the Korean American Family Service Center, Inc., (KAFSC) launched a mass media campaign to raise awareness of NCVRW in Korean newspapers, radio, and television. KAFSC placed full-page ads in *The Korea Times*, participated in radio interviews to discuss NCVRW and crime victims' rights, and worked with a local Korean television station to produce a 40-second PSA that aired five times a day for the entirety of NCVRW. KAFSC also used its social media platforms to raise awareness of NCVRW, Sexual Assault Awareness Month, and Teen Dating Violence Awareness, with messages in Korean and English. Members of KAFSC's Youth Community Project Team researched, planned, and designed the final graphic art used for the campaign.
- The New York Crime Victims' Assistance Task Force hosted a virtual candlelight memorial and used social media and other web-based venues to educate the public about crime victims' rights. The task force also distributed memorial lapel pins, NCVRW information cards, and other promotional items.
- In support of NCVRW, the North Carolina Victim Services Interagency Council designed, printed, and



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mailed the *NC Crime Victims' Rights Resource Guide*. They also created an online version in English, and an abridged Spanish version.

- The Dakota Children's Advocacy Center in North Dakota created and distributed a 15-second video to raise awareness about NCVRW. The campaign reached more than 70,000 individuals and generated 126 page views of the center's webpage on victims' rights.
- In Ohio, the Stark County Victims' Rights Coalition created five billboards that were displayed county-wide during the month of April. Similar designs were displayed on five public buses. The coalition also created a rack card with information on victims' rights and local and state resources. Finally, promotional items such as notebooks and stress balls were distributed at local victim service agencies, county agencies, and through law enforcement.
- In Oklahoma, the Sequoyah County Sheriff's Office created 80 pre-recorded radio spots featuring the county Sheriff, who emphasized the importance of NCVRW and that every victim of crime has protected rights. The Sheriff's Office also used social media and partnered with the Sequoyah County Coordinated Community Response Team to shine a light on victims of crimes and their needs and rights.
- The Oregon Department of Justice, Crime Victim and Survivor Services Division, distributed information through a printed calendar, available in both English and Spanish. Each month highlights a specific category of rights, including informational rights, privacy rights, and protection rights. The calendar provides information about Oregon's Crime Victims' Rights in an easily digestible format with a lasting presence.
- The Puerto Rico Health Justice Center, San Juan Bautista School of Medicine, created an NCVRW social media campaign for Facebook and Instagram that promoted services to victims of crime. The campaign integrated 13 nonprofit and government organizations, and included informative video capsules related to the services offered by each institution. Also, on a daily basis, the campaign disseminated a variety of educational resources to promote awareness of victims' rights, and the roles and responsibilities of community- and system-based crime victim advocates, among other important topics.
- In Tennessee, 7th Well created a social media campaign to raise public awareness about rights and services for victims of crime using the organization's Facebook and Instagram pages. 7th Well also distributed NCVRW promotional items such as bandanas, foam puzzles, fliers, and print materials to clients receiving services.
- In Texas, the Greater Austin Crime Commission developed three 60-second Spanish-language PSAs letting people know that if they are the victim of a crime, they have rights and support is available to them. During NCVRW, the PSAs aired a total of 92 times on 2 Spanish radio stations.
- Friendship of Women, Inc., in Texas, produced informational brochures, bookmarks, and social media ads in English and Spanish to help raise awareness and promote NCVRW. They also distributed 300 tote bags containing information and promotional items—such as brochures, bookmarks, notepads, tote bags, pens, and water bottles—to three community “hot spots.”
- The Virginia Victim Assistance Network (VVAN) created PSAs promoting NCVRW that were aired on four radio stations. One of the stations aired the announcement in Spanish, and another placed an NCVRW ad in their e-newsletter. VVAN also shared NCVRW content on their Facebook page and added a custom NCVRW banner to their website.
- In Wisconsin, Eau Claire County Victim Witness Services used an electronic billboard to promote NCVRW at the entrance to a park in the city that is near a busy intersection. They also distributed 2,200 reusable NCVRW grocery tote bags.
- In Wyoming, the Compass Center for Families used social and traditional media to educate the community about crime victims' rights and services, including support, resources, and restitution. Messaging focused largely on the Wyoming Crime Victims Bill of Rights.

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Art Displays, Video Screenings, and Cultural Events

- The Network for Victim Recovery of DC (NVRDC) developed a two-video series highlighting crime victims' rights and resources in the District of Columbia. One video was developed for the general public and explains crime victims' rights in accessible, straightforward language. The second video targets allied professionals who work with crime victims, and provides tips for helping clients understand their rights and identify when those rights are not being respected by the criminal justice system.
- In Michigan, LACASA hosted a virtual screening followed by a panel discussion and the presentation of NCVRW awards. The event featured panelists from various institutions in the community, and a keynote speech from Equality Michigan on addressing intersectionality. LACASA also distributed promotional items to various businesses, institutions, law enforcement agencies, and courts to share with the victims/survivors they serve.

Award and Recognition Ceremonies

- Sexual Offense Support (SOS) at the University of Delaware used social media and member organizations of the Victims' Rights Task Force (VRTF) of Delaware to educate the community about NCVRW. The VTRF of Delaware announced the recipients of its annual awards via email and social media, and the survivor who would have been the speaker at Delaware's Annual Victims' Tribute and Candlelight Vigil event provided a video statement, which also was shared via email and social media. Both the survivor statement video and a video of the Governor's Proclamation Signing for NCVRW were shared with Delaware legislators, many of whom shared on their platforms.
- On behalf of the Rhode Island Crime Victim Service Provider Steering Committee, Family Service of Rhode Island (FSRI) streamed their live victim service awards ceremony on their Facebook page and YouTube channel. Victim services professionals and advocates were presented with engraved award plaques for the

honorees, as well as NCVRW promotional items. FSRI also printed a Rhode Island-specific resource guide for victims/survivors and their families.

Community Awareness and Engagement Events

- The City of Beatrice, Nebraska, sponsored an NCVRW "Community Cruze" that lasted more than 2 hours, where hundreds of cars drove through the city. The "cruze" route passed by the county sheriff's office, where NCVRW vinyl banners were on display.
- In West Virginia, staff from the Young Women's Christian Association (YWCA) Wheeling appeared on a local radio show to educate the community about NCVRW and why it is important. They also held a movie screening for building residents, followed by a discussion on domestic violence and available resources. Lastly, YWCA held a scavenger hunt where participants were given clues that led them to local agencies, organizations, and resources that assist crime victims, ensure the rights of crime victims, and inspire hope with free resources.
- Homicide Survivors, Inc., (HSI) partnered with local victim assistance agencies in Southern Arizona to host a series of NCVRW events. First, they premiered a video called "We're Still Here," to let survivors know that services are still available and to advise of changes, such as online support groups. Then they highlighted unsolved homicides in their "Seeking Justice: Unsolved Case Highlights" series. Next, HSI's Executive Director, Court Advocate, and in-house Legal Counsel shared a pre-recorded virtual discussion on Zoom regarding HSI's criminal and civil legal advocacy program. HSI also hosted "Inspire Hope: Survivor Spotlights," featuring crime survivors who went live on Facebook to share their experiences of losing a loved one to homicide.
- In Florida, the Area Agency on Aging of Palm Beach (AAPB)/Treasure Coast Elder Rights Center hosted a virtual presentation to commemorate NCVRW titled, "Financial Institutions Fighting Fraud," featuring two guest speakers from Bank of America and iThink



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Financial Credit Union. The presentation highlighted typical fraud and scam tactics that target older adults, and gave helpful information and tips for aging adults and their caregivers, and aging professionals.

- Atlanta Victim Assistance, Inc., (AVA) promoted awareness of victims' rights and services in Atlanta, Georgia, through a livestreamed Facebook community event. During the virtual event, AVA announced the release of the "Atlanta Victims Resource Guide." The guide features victims and their stories, as well as local resources such as counseling, housing, and specialized victim services. AVA distributed the guide on customized jump drives, which provide easy access to the resource.
- In Hawaii, Child and Family Service hosted a community drive-thru event where several victim service providers distributed resources and information on services in the community. They also hosted a Zoom meeting with collaborating victim service providers from the Prosecutor's Office, Neighborhood Place of Kona, Catholic Charities, Kau Family Center, and the Legal Aid Society of Hawaii to discuss the needs of crime victims in West Hawaii.
- Chelsea Collaborative hosted three virtual educational sessions on consumer education and victim rights, plus an in-person visit from the Massachusetts Attorney General. The collaborative worked with community members, crime victims, and a professional videographer to capture crime victims' stories and raise awareness in the larger community.
- In Michigan, the Sheridan County Coalition Against Violence (ACCESS) hosted a panelist discussion with local law enforcement, family circuit court, nonprofit agencies, and a congresswoman to talk about different resources and ways to access services throughout the county. They also distributed mini resource cards to community members that are easily concealable, to protect survivors; and translated brochures to widen the agencies' reach to non-English speaking survivors.
- In Mississippi, the Shafter Center for Crisis Intervention coordinated an "office challenge" throughout Forrest, Marion, Lamar, and Jones counties. In the weeks leading up to NCVRW, the committee members challenged different local businesses and offices to encourage employees to wear their 2020 NCVRW t-shirts (which were distributed beforehand) and take selfies to promote NCVRW. Nearly 800 t-shirts were distributed and more than 260 selfies were submitted. Each day of NCVRW, the center posted approximately 50 of the photos on their Facebook page.
- In New York, SEPA Mujer used the initial broadcast of their new radio show, "Hay Mas Con," as an opportunity to promote NCVRW and victims' rights. They also hosted a 3-hour conference that was livestreamed on Facebook. At the end of the conference, SEPA Mujer asked participants to personally pledge to support victims of crimes and to help distribute NCVRW tote bags to food pantries.
- In New York, Consumer Credit Counseling of Rochester (CCCR) coordinated and hosted three online virtual panel sessions to discuss victims' rights and provide information about crime prevention and resources available to crime victims. Prior to the sessions, CCCR sent a flier to panel participants to circulate within their organizations. They also ordered 250 workbooks for attendees of all of the panel sessions.
- The Ohio Crime Victim Justice Center partnered with the Ohio Attorney General's Office and the United States Attorney's Office for the Southern District of Ohio to provide a free, virtual educational event to honor survivors and advocates who have worked diligently to protect crime victims' rights, and to inform the public about crime victims' rights and how to protect and enforce those rights. More than 250 people attended the virtual event, which has been viewed online more than 1,000 times.
- In recognition of NCVRW, the Utah Office for Victims of Crime (UOVC) hosted a virtual "Paint One Nail Blue To Stand for Victims' Rights" campaign, which included a custom social media image frame and hashtag. They also encouraged the community to display NCVRW lawn signs and blue porch lightbulbs. UOVC included survivors, government officials, and local and state leaders in the campaign, which reached more than 13,000 people statewide and nationally. UOVC also partnered with Utah Survivors Podcast to dedicate

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an episode to providing information on victim's rights, awareness, and resources.

- The launch of the Wisconsin Transgender Education and Advocacy Coalition for Healing was scheduled to take place during NCVRW, and included a guest speaker and victim services resource fair. However, due to restrictions regarding large gatherings, the event was postponed, and all materials were handed out to collaborative partners and their clients.

Walks, Runs, and Rallies

- The Lake County State's Attorney's Office (LCSAO) held a virtual 5k walk throughout the county, after which members of the community posted their 5k walk photos and videos on Facebook to promote victims' right awareness. They also held a virtual NCVRW event highlighting victims' rights awareness that featured an inspirational speaker and promoted resources from social service agencies. Each day of NCVRW, LCSAO posted new information and videos in English and Spanish online, including the "Illinois Crime Victim's Bill of Rights" and the "2020 NCVRW Theme Video."
- Centro Multicultural La Familia of Michigan hosted an online event that included a virtual 5k walk. In advance of the event, participants received NCVRW t-shirts, bags, keychains, and marketing materials. Participants who sent back photos were featured on the Facebook event page.
- In Alabama, Victim Services of Cullman, Inc., hosted a "Ride for Justice" motorcycle ride through Cullman and Winston Counties to promote victims' rights and raise awareness of victim services. All participants received bags containing promotional items and information about victims' rights, public safety, and crime victim issues.
- Mothers Against Drunk Driving (MADD) Connecticut hosted a week-long series of virtual activities, including two virtual 5k walks. They also partnered with a local grocery store to host a Memorial Day Food Drive, with store staff helping to collect food and disseminate NCVRW tote bags, notebooks, and brochures to those who donated items. The store hosted MADD for a week

leading up to one of the virtual walks, allowing them to distribute NCVRW promotional items, brochures on the Constitutional Rights of Victims, and information about local victim service agencies and other available resources.

Vigils and Memorial Ceremonies

- Homicide Survivors, Inc., (HSI) held a virtual candlelight vigil for homicide survivors, which they shared on their YouTube page. Speakers included the Tucson Police Chief, Pima County Sheriff, a representative from the Pima County Attorney's Office, and two victims/survivors. The program also included a musical performance.
- Victims for Justice, in Alaska, kicked off NCVRW with their annual tree ceremony honoring those affected by violent crime, which was live-streamed. Attendees were invited to tie colored ribbons signifying different types of violent crime on branches to represent themselves or others who have been impacted by violent crime.
- In Indiana, the Fort Wayne Police Department (FWPD) hosted a virtual candlelight vigil on Facebook to commemorate victims/survivors. A portrait wall of homicide victims was displayed during the vigil, during which FWPD provided viewers with information about NCVRW and different types of crime. FWPD also created a media awareness campaign that included two digital billboards, ads in local newspapers, and NCVRW ads on pizza boxes and business invoices.
- The New York County District Attorney's Office hosted a virtual candlelight vigil designed to welcome and support victims and survivors of crimes throughout New York City, as well as their friends, families, and fellow community members. The vigil also recognized service providers in the fields of community advocacy, healing, and crime prevention; and featured performances by two choirs.
- In North Carolina, Destined to Win Ministries, Inc., held a candlelight vigil followed by a recognition/award ceremony, which included a screening of the NCVRW Theme Video. They also hosted a resource fair to distribute information and increase public awareness of victims' rights and services.



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- In South Carolina, the Lyman Police Department dedicated a “Garden of Hope” to crime survivors, providing a public space to sit and reflect privately. The garden is close to Pacific Place, where many child and adolescent violent crime survivors attend free art therapy. During the garden’s ribbon-cutting and dedication, the Mayor read an NCVRW Proclamation and other local law enforcement agencies, nonprofits, and community partners were on hand to provide information about their available services.

Youth and College Engagement

- In West Virginia, the Pocahontas County Outreach Office hosted a coloring contest for young students using NCVRW-themed activity sheets. Older students were invited to participate in an essay/poem contest

with the 2020 NCVRW theme. The contests were promoted via social media and were open to all children in the county. Pocahontas County Outreach Advocate conducted a video presentation on the history of victims’ rights, which was shared on the Family Refuge Center’s (FRC) Facebook page. The Monroe and Mercer County Outreach Offices held a week-long social media campaign to provide awareness of and resources for victims of various crimes. The Greenbrier County Outreach Office held their annual Beacon of Hope Ceremony, where FRC honored and presented a “Beacon of Hope” award to nine champions of victim rights from its four service counties. In lieu of an in-person ceremony, FRC employees recorded speeches for each recipient about his or her work as it relates to victim rights.



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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 2021 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—Support Victims. Build Trust. Engage Communities.
- 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/ncvrw2021.



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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.

The Office for Victims of Crime publishes a continually updated listing of national, state, and local victim-related events (<https://ovc.ojp.gov/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

617-303-4600

www.nationalmentoringmonth.org

National Slavery and Human Trafficking Prevention Month

Office for Victims of Crime, Office of Justice Programs,
U.S. Department of Justice

800-851-3420

www.ovc.ojp.gov/trafficking

Stalking Awareness Month

Stalking Prevention, Awareness, and Resource Center

www.stalkingawareness.org/stalking-awareness-month-2021

National Human Trafficking Awareness Day

January 11, 2021

February

African American History Month

U.S. Library of Congress

<https://africanamericanhistorymonth.gov>

National Teen Dating Violence Awareness and Prevention Month

Break the Cycle

424-265-7346 (Los Angeles)

202-849-6289 (Washington, DC)

www.breakthecycle.org/teenDVmonth

Identity Theft Awareness Week

February 1-5, 2021

Federal Trade Commission

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

March

National Consumer Protection Week

February 28 – March 6, 2021

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

National Youth Violence Prevention Week

April 12-16, 2021

National Association of Students Against Violence
Everywhere

866-343-SAVE (866-343-7283)

<https://nationalsave.org/nyvpw>

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April

National Child Abuse Prevention Month

Administration for Children and Families
U.S. Department of Health and Human Services
800-394-3366

www.childwelfare.gov/topics/preventing/preventionmonth

Sexual Assault Awareness Month

National Sexual Violence Resource Center
877-739-3895
www.nsvrc.org/saam

Global Youth Service Days

April 23–25, 2021
Youth Service America
www.gysd.org

National Crime Victims' Rights Week

April 18–24, 2021
Office for Victims of Crime
Office of Justice Programs
U.S. Department of Justice
800-851-3420
www.ovc.ojp.gov/ncvrw

May

Older Americans Month

Administration for Community Living
U.S. Department of Health and Human Services
202-401-4634
<https://acl.gov/oam/>

Law Day

May 1, 2021
American Bar Association
800-285-2221
www.lawday.org

National Correctional Officers' and Employees' Week

May 2–8, 2021
American Correctional Association
800-222-5646
www.aca.org

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

National Indigenous Women's Resource Center
May 5, 2021
855-649-7299
www.niwrc.org

National Police Week

Concerns of Police Survivors
May 9–15, 2021
573-346-4911
www.policeweek.org
www.nationalcops.org

Peace Officers' Memorial Day

May 15, 2021
Concerns of Police Survivors
573-346-4911
www.policeweek.org
www.nationalcops.org

National Missing Children's Day

May 25, 2021
National Center for Missing and Exploited Children
800-THE-LOST® (800-843-5678)
<https://ojdp.ojp.gov/events/missing-childrens-day/about-missing-childrens-day>

June

World Elder Abuse Awareness Day

June 15, 2021

National Center on Elder Abuse

U.S. Department of Health and Human Services
855-500-3537
<https://ncea.acl.gov>



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July

World Day Against Trafficking in Persons

July 30, 2021

<https://www.un.org/en/observances/end-human-trafficking-day>

September

National Campus Safety Awareness Month

Clery Center for Security on Campus

484-580-8754

<https://clerycenter.org/initiatives/ncsam>

National Suicide Prevention Week

September 5-11, 2021

American Association of Suicidology

202-237-2280

www.suicidology.org

World Suicide Prevention Day

September 10, 2021

International Association of Suicide Prevention

800-273-TALK (800-273-8255)

www.iasp.info

September 11th National Day of Service and Remembrance

September 11, 2021

Corporation for National and Community Service

800-942-2677

www.nationalservice.gov/serve/september-11th-national-day-service-and-remembrance

National Hispanic Heritage Month

September 15-October 15, 2021

U.S. Library of Congress

www.hispanicheritagemonth.gov

National Day of Remembrance for Murder Victims

National Organization of Parents Of Murdered Children

September 25, 2021

513-721-5683

www.pomc.org

October

National Bullying Prevention Month

PACER Center

952-838-9000

www.pacer.org/bullying/nbpm

Crime Prevention Month

National Crime Prevention Council

443-292-4565

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

National Cybersecurity Awareness Month

U.S. Department of Homeland Security

202-282-8000

www.dhs.gov/national-cyber-security-awareness-month

National Domestic Violence Awareness Month

National Coalition Against Domestic Violence

303-839-1852

<https://ncadv.org/>

America's Safe Schools Week

October 17-23, 2021

National School Safety Center

805-373-9977

www.schoolsafety.us/safe-schools-week



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November

National Native American Heritage Month

U.S. Library of Congress

<https://nativeamericanheritagemonth.gov>

Tie One on for Safety

November 1, 2021–December 31, 2021

Mothers Against Drunk Driving

877-ASK-MADD (800-275-6233)

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

International Survivors of Suicide Loss Day

November 20, 2021

American Foundation for Suicide Prevention

888-333-AFSP (888-333-2377)

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

December

National Impaired Driving Prevention Month

Mothers Against Drunk Driving

877-ASK-MADD (800-275-6233)

www.madd.org



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