



NATIONAL CRIME VICTIMS' RIGHTS WEEK

SAVIN Resource Kit

SPONSORED BY:





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Overview of the Resource Kit

INTRODUCTION

This Statewide Automated Victim Information and Notification (SAVIN) Resource Kit has been developed to help you promote your SAVIN program and related services during 2012 National Crime Victims' Rights Week (NCVRW), scheduled for April 22 to 28. This year marks the 40th anniversary of the inception of the victim assistance field, when three victim assistance organizations were founded in 1972. All three organizations – Bay Area Women Against Rape, the Crime Victim Advocacy Center of St. Louis, and the DC Rape Crisis Center – continue to provide comprehensive victim assistance services today.

SAVIN programs have had an important role in the history of our field. Prior to the use of automation, crime victims and survivors were <u>not</u> consistently notified about the status of their cases and offenders. Today, SAVIN programs provide victims with quality information and notification – early, accurate and often.

The 2012 NCVRW theme – "Extending the Vision: Reaching Every Victim" – resonates an important message of how SAVIN is a significant part of our field's vision for a nation where every victim can be reached with important information and notification about his or her offender and case.

This year's theme colors are blue and black.

There are two important online resources for you to review that can help you promote SAVIN during 2012 NCVRW:

- The Office for Victims of Crime 2012 NCVRW Resource Guide (which you can access at http://ovc.ncjrs.gov/ ncvrw2012/camera_ready.html) includes many resources for victim outreach and public awareness, along with artwork, theme posters and a theme DVD.
- On February 14, 2012, the U.S. Senate passed Senate Resolution 374 supporting the mission and goals of NCVRW, which highlights "engaging victims in the

justice system;" "promoting confidence in public safety;" and increasing public awareness of "the constitutional and statutory rights and needs of victims and survivors." You can access SR 374 at http://www.govtrack.us/congress/billtext.xpd?bill=sr112-374, and use it to promote SAVIN during NCVRW, focusing on the three themes described above that directly relate to SAVIN programs.

Throughout this Resource Kit, anything that is featured in a RED FONT requires you to personalize it to your state's or jurisdiction's SAVIN program. All Resource Kit documents are general in nature relevant to both SAVIN and the NCVRW theme, so we encourage you to localize them to your program and jurisdiction.

All camera-ready artwork files provided are PDFs with fillable fields for customization. Using Acrobat, an end user can click on the field, add text and save the file as a new, custom PDF. You can access Adobe Reader and Players for free download at http://www.adobe.com/downloads/. All other text within this Kit can be "cut and pasted" into a text document for customization to your jurisdiction.

We are also grateful to the Bureau of Justice Assistance within the Office of Justice Programs, U.S. Department of Justice, for providing leadership and support to the National SAVIN Training and Technical Assistance Project and to SAVIN programs nationwide.

PUBLIC AWARENESS AND VICTIM/SURVIVOR OUTREACH

This Resource Kit includes four sample documents that can help you promote the NCVRW theme and link it to your SAVIN program's victim outreach and public education efforts:

• The *sample press release* includes information about the NCVRW theme and national statistics about crime and victimization. It should be typed double-spaced, and delivered to the media at least 10 days prior to when you are seeking coverage.

- Two sample public service announcements in a 30 second and 15 second format can be adapted for either radio or television. You should check the PSA submission requirements of broadcast stations prior to distribution.
- The sample opinion/editorial column links the 2012 NCVRW theme to SAVIN programs and services. You can ask radio stations to allow you to audio-tape it as a radio "actuality," which is essentially a 60-second opinion statement that is audiotaped in advance or read on-air. Be sure to check out media guidelines for submission (which are usually available on print and broadcast media websites).
- The tips for social media provide guidance and specific SAVIN messages to use in a social media campaign in conjunction with NCVRW.

SAMPLE QUOTATIONS

This section includes six inspirational quotations related to the NCVRW theme about "vision," and seven quotations related to the "information" component of SAVIN. You can incorporate these quotations into your NCVRW media relations, public presentations, and victim outreach materials.

CRIME AND VICTIMIZATION STATISTICS

Statistics about trends in crime and victimization are included in this section, along with suggestions for jurisdiction-specific statistics about SAVIN that you can publicize to demonstrate the value of SAVIN to your state and crime victims and survivors.

NATIONAL INFORMATION AND REFERRAL RESOURCES FOR CRIME VICTIM/SURVIVOR ASSISTANCE

This chart features the toll-free telephone numbers and website URLs of 19 national agencies and organizations that provide information, referrals and (in some cases) crisis hotlines for victims and survivors. A unique aspect of this chart is the inclusion of "hours of operation" for each entity. You can add this chart to your SAVIN website, and/or provide URL links to specific organizations' websites.

CAMERA-READY ARTWORK

Camera-ready artwork for three buttons and a bookmark (front and back) is included in this section. The artwork combines the national SAVIN logo with OVC's 2012 NCVRW artwork, and can be personalized to your SAVIN program and/or jurisdiction.

RESOURCE KIT EVALUATION FORM

Your feedback and opinions are important to us! We hope you will take a few minutes to complete the *NCVRW Resource Kit Evaluation Form* and return it to us. After filling out the form, simply click on the email address provided, and your form will be sent directly to us. Your input will help us improve future Resource Kits to help you promote SAVIN during victim-related commemorations throughout the year.



Sample Press Release

FOR IMMEDIATE RELEASE:

(DATE)

CONTACT:

Name/Agency (A/C) Telephone Email address

OUR SAVIN VISION: REACHING EVERY VICTIM

(City/State) — 2012 National Crime Victims' Rights Week is April 22 to 28. This year's theme, "Extending the Vision: Reaching Every Victim" challenges us to consider the needs and rights of crime victims in America, and how we can ensure that all victims receive the support and services they need and deserve.

The 2010 National Crime Victimization Survey found that there were 18.7 million crimes committed in our Nation, including over five million serious and violent crimes. In the aftermath of crime, victims and survivors need critical information to keep them informed about and involved in their cases.

In (state), our Statewide Automated Victim and Notification program, or SAVIN, is a free, confidential service for crime victims that provides information about the status of alleged and convicted offenders, 24-hours-a-day, 365 days a year. Registration for SAVIN services is simple: (provide brief information about how to register here).

When crime victims are kept informed, it helps them to make important decisions about their lives and about their cases. For many crime survivors, SAVIN programs contribute to their sense of safety, and help them develop plans that can enhance their personal security. (State's) SAVIN program provides vital information to crime victims – early, accurate and often.

During National Crime Victims' Rights Week and throughout the year, we have a vision where we reach all victims who want to be notified about the status of their case and offender, and provide them with information – early, accurate and often – through our Statewide Automated Victim Information and Notification program.

For additional information about (state's) SAVIN program, please visit (SAVIN web URL).

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After personalizing this press release to your jurisdiction, it should be typed double-spaced.



Sample Public Service Announcements

NATIONAL CRIME VICTIMS' RIGHTS WEEK – APRIL 22 TO 28, 2012 "EXTENDING THE VISION: REACHING EVERY VICTIM"

30 SECONDS

Crime victims and survivors in (community/state) have the right to information and notification about the status of their case and offender. During National Crime Victims' Rights Week – April 22 to 28 – join us in extending our collective vision to reach every victim in (community/state). In the aftermath of crime, information is critical to victims' safety, security and planning for their future. Statewide Automated Victim Information and Notification, or SAVIN, is a free, 24 hoursa-day public service that automatically informs registered victims of an offender's status, including release from jail or prison. If you or someone you know is a victim of crime, call or click to register for SAVIN information and notification – early, accurate and often. You can call (area code/telephone number) or visit (web URL) online for more information or to register for SAVIN services.

15 SECONDS

If you or someone you know is a victim of crime, you have the right to information and notification – *early, accurate* and *often* – about the location and status of your offender. Statewide Automated Victim Information and Notification, or SAVIN, is a free, confidential service that notifies victims about their offender's status, 24-hours-a-day, 365 days a year. If you or someone you know is a victim of crime, please call (area code/telephone number) or visit (web URL) online for more information or to register for SAVIN services.



Sample Opinion/ Editorial Column or Actuality

Anyone who has ever been a victim of crime can attest to the fear that accompanies criminal victimization – fear of the alleged or convicted offender, fear for one's personal safety, and fear of the unknown. Violent crime creates trauma unlike any other, and crime survivors are affected physically, emotionally, financially, socially and spiritually.

In America today, there are over 10,000 organizations and agencies that assist victims of crime, including (number) organizations in our (community/state). They seek to provide help, hope and healing to the nearly 19 million people in America who fall prey to crime each year, and make sure that they are aware of their rights under law.

National Crime Victims' Rights Week is April 22 – 28, 2012, a time to re-commit our energies – individually and collectively – to help crime survivors seek justice and supportive services, and to join together to promote safety in our nation. This year's theme – "Extending the Vision: Reaching Every Victim" – challenges us to create and secure a vision of America where crime continues to decrease; and where every single person who is hurt by crime – regardless of his or her age, gender, culture, ethnicity, sexual orientation or location – has access to supportive services that can help them recover.

Our (community's/state's) SAVIN program – Statewide Automated Victim Information and Notification – is an important part of this *vision*, and vital to *reaching every victim*. With SAVIN, victims and survivors of crime can receive notification about the status of their offenders and other important information – early, accurate and often. SAVIN is a free, confidential service that notifies victims about the status of their cases and alleged or convicted offenders, including release from jail or prison, 24-hours-a-day, 365 days a year. It can help victims plan for their safety and plan for their future. And it can help ensure that crime victims' rights under law to information and notification in (state) are upheld.

Here in (community/state), crime victims and survivors can register for SAVIN services by calling (area code/telephone number) or visiting our SAVIN website at (web URL). Signing up for SAVIN services is simple, confidential and free.

Thomas Jefferson once said, "Information is the currency of democracy." Today, such currency is readily available through our SAVIN program – a valuable public service for victims and survivors of crime.

During National Crime Victims' Rights Week and throughout the year, we invite you to share our vision of services and support for *all victims of crime*. Crime survivors deserve our respect and our concern, and programs such as SAVIN help ensure that their statutory rights to information and notification are a reality.



Tips for Social Media

ENHANCING YOUR WEB PRESENCE

To expand your overall SAVIN web-based victim outreach and public awareness, you can:

- Download web ads and banners featuring the 2012 NCVRW artwork from OVC at http://ovc.ncjrs.gov/ncvrw2012/index.html.
- Partner with your state VOCA and Victim Compensation Programs and state coalitions to promote SAVIN and the 2012
 NCVRW theme of "reaching every victim" online (a "links matrix" of state programs and coalitions is available from the
 National Association of VOCA Assistance Administrators [NAVAA] at http://www.navaa.org/link_matrix.html).
- Provide URL links to the agencies and organizations included in the "National Information and Referral Resources for Crime Victim/Survivor Assistance" in this Kit, or post the entire "Resources" chart on your SAVIN website.

If you want to consider a comprehensive approach to a web presence for your SAVIN program, visit the excellent example set by the California Victim Compensation Board and its website (http://www.vcgcb.ca.gov/victims/), which includes victim and public outreach resources available through Facebook, Twitter, Flickr, LinkedIn, YouTube, and a blog.

ONLINE SAVIN PRESENTATIONS

Many SAVIN programs promote their services through YouTube. You can visit *www.youtube.com*, and insert "victim information and notification" or "SAVIN" into the website's "search" function for many good examples of SAVIN promotional videos.

Radio interviews can also be uploaded to YouTube. An example of a 2010 interview about NCVRW on First Call News Radio 1440, featuring NOVA Executive Director Will Marling, can be accessed at http://www.youtube.com/watch?v=lUN-dOFvPlw.

You can use Flickr – the photo and video social media website – to spread the word about your SAVIN program. It's simple to post a photo of the 2012 NCVRW theme poster or a SAVIN poster using artwork from this Kit (visit http://www.flickr.com/photos/sheenachi/4607687792/ for a 2010 NCVRW sample), and feature information to accompany your photo or video such as:

2012 National Crime Victims' Rights Week April 22 – 28, 2012 "Extending the Vision: Reaching Every Victim"

"Victims in (community/state) have the rights to information and notification about the status of their alleged or convicted offender. Our Statewide Automated Victim Information and Notification program, or SAVIN, provides free and confidential information to victims who register with SAVIN."

"During National Crime Victims' Rights Week – April 22 to 28 – let's remember the importance of *reaching every victim* who wants to be involved in and informed about their cases and offenders. You can call (area code/telephone number) or visit (web URL) online for more information or to register for SAVIN services."

Podcasts offer excellent opportunities to spread the word about SAVIN to allied justice agencies and the public. An example of a 2009 podcast hosted during NCVRW by the DC Court Services and Offender Supervision Agency (CSOSA) features three victim advocates talking about NCVRW and victims' rights and services; you can access this podcast at http://media.csosa.gov/podcast/audio/2009/04/victim-services-national-crime-victims-rights-week-dc-public-safety/.

If your SAVIN program does not yet have a presence on Facebook (*www.facebook.com*), 2012 NCVRW is a great time to start! You can ask your staff, colleagues and allied professionals to provide you with Facebook links to people who should be interested in your SAVIN program and, leading up to and during 2012 NCVRW, include on your Facebook page:

- Information about 2012 NCVRW activities in your jurisdiction
- Basic information about SAVIN, including brochures and URL links to videos, radio interviews, podcasts, etc.
- Testimonials from victims and survivors who use SAVIN services

TWITTER MESSAGES

In the United States, 17 percent of online consumers have created a Twitter account, and 48 percent of Twitter users check their account at least once a day (Exact Target). Here are some sample tweets (each under 140 characters) to promote SAVIN during NCVRW:

- Extending our vision & reaching every victim SAVIN provides free, confidential information & notification to crime victims. Visit (web URL) for more information.
- During National Crime Victims' Rights Week, we seek to "reach every victim" through our SAVIN information & notification program. Call (XXX-XXX-XXXX) for info.
- Victims of crime in (state) can receive vital information & notification it's free and confidential. Visit (web URL).
- Crime victim information & notification early, accurate & often. Check out Statewide Automated Victim Information & Notification, (web URL).



Sample Quotations

You can use these quotations in your NCVRW public presentations, public awareness posters, social media messages, and all media relations activities.

QUOTATIONS ABOUT "VISION"

"Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion." - John Welch

"Your vision will become clear only when you can look into your own heart. Who looks outside, dreams; who looks inside, awakes." - *Carl Gustav Jung*

"What every man needs, regardless of his job or the kind of work he is doing, is a vision of what his place is and may be. He needs an objective and a purpose. He needs a feeling and a belief that he has some worthwhile thing to do... Its success will be measured by the nature of his vision, what he has done to equip himself, and how well he has performed along the line of its development." - *Joseph Morrell Dodge*

"It takes vision and courage to create; it takes faith and courage to prove." - Owen D. Young

"Dream lofty dreams and, as you dream, so you shall become. Your vision is the promise of what you shall one day be; your ideal is the prophecy of what you shall at last unveil." - James Allen

"We must stop talking about the American dream, and start listening to the dreams of the American people." - Ruben Askew

QUOTATIONS ABOUT "INFORMATION"

"As a general rule, the most successful man in life is the man who has the best information." - Benjamin Disraeli

"Not having the information you need when you need it leaves you wanting. Not knowing where to look for that information leaves you powerless. In a society where information is king, none of us can afford that." - Lois Horowitz

"Information is the currency of democracy." - Thomas Jefferson

"Knowledge is power, if you know it about the right person." - Ethel Mumford

"There is only one good, knowledge, and one evil, ignorance." - Socrates

"New knowledge is the most valuable commodity on earth. The more truth we have to work with, the richer we become."

- Kurt Vonnegut

"We have an opportunity for everyone in the world to have access to all the world's information. This has never before been possible. Why is ubiquitous information so profound? It is a tremendous equalizer. Information is power." - Eric Schmidt



Crime and Victimization Statistics

- Overall, U.S. residents age 12 or older experienced an estimated 18.7 million violent and property crime victimizations during 2010, down from 20.1 million in 2009. This included 3.8 million violent victimizations, 1.4 million serious violent victimizations (rape or sexual assault, robbery and aggravated assault), 14.8 million property victimizations and 138,000 personal thefts (picked pockets and snatched purses) (Bureau of Justice Statistics, 2011).
- About 50 percent of all violent victimizations and nearly 40 percent of property crimes were reported to the police in 2010 (BJS, 2011).
- During 2010, U.S. residents age 12 or older experienced a double-digit drop (down 13 percent) in the rate of violent victimization (BJS, 2011).
- The rate of property victimization, which includes burglary, motor vehicle theft and household theft, also declined by six percent during the year (BJS, 2011).
- The total economic loss to victims in 2007 (for both reported and non-reported crimes) was \$1.19 billion for violent crime and \$16.21 billion for property crime (BJS, 2011).
- Victim Information and Notification Everyday (VINE) delivered more than 25 million notifications in 2011, the most in a single year (Marketwatch, 2012).
- VINE tracks more than two million offenders, or 90 percent of the nation's jail and prison population (Marketwatch, 2012).

SAVIN STATISTICS

It's important to promote SAVIN's value to your state or jurisdiction by publicizing information about your program's usage and other statistics. The SAVIN *Guidelines and Standards* (available online at http://it.ojp.gov/documents/ijis_savin_guidelines_standards.pdf, pages 21 and 22) include over 20 performance metrics for your review. In general, important statistics to help educate crime victims/survivors and residents in your state about SAVIN and its value as a free public service include:

- Number of people registered for SAVIN services
- Number of inbound and outbound calls
- Number and types of notification
- Number of "visits" to your SAVIN website
- Number of callers who request/receive assistance from SAVIN customer service staff
- Number of agencies and organizations that help promote SAVIN in your jurisdiction

REFERENCES

Bureau of Justice Statistics. (2011). "Criminal Victimization, 2010." Washington, DC: Bureau of Justice Statistics, U.S. Department of Justice Bureau of Justice Statistics (2011). "Criminal Victimization in the United States, 2007." Washington, DC: Bureau of Justice Statistics, U.S. Department of Justice.

Wall Street Journal Marketwatch. (January 30, 2012). "VINE provides 25.2 notifications in 2011." Wall Street Journal.



National Information

and Referral Resources for Crime Victim/Survivor Assistance

This roster features key national websites and (where applicable) toll-free telephone numbers that provide information, referrals and other resources to sexual violence victims and those who serve them. These websites can be incorporated into SAAM outreach materials, as well as in SAVIN victim/survivor outreach and public awareness resources made available throughout the year.

AGENCY	TOLL-FREE NUMBER AND TTY/TDD	HOURS OF OPERATION	WEBSITE URL
American Domestic Violence Crisis Line (for American citizens victimized abroad)	866-USWOMEN	24/7/365	www.866uswomen.org
Battered Women's Justice Project	800-903-0111	Monday – Friday 10:30 am – 6:30 pm EST	www.bwjp.org
Childhelp USA National Child Abuse Hotline	800-4-A-CHILD TDD 800-2-A-CHILD	24/7/365	www.childhelp.org
Identity Theft Hotline, Federal Trade Commission	877-ID-THEFT TTY 866-653-4261	24/7/365	www.ftc.gov/bcp/edu/ microsites/idtheft/
Mothers Against Drunk Driving	877-MADD-HELP	24/7/365	www.madd.org
National Center for Missing and Exploited Children	800-843-5678 TDD 800-826-7653	24/7/365	www.missingkids.com
National Center for Victims of Crime	N/A	N/A	www.ncvc.org
National Children's Alliance	800-239-9950	Monday – Friday 9:00 am – 5:00 pm EST	www.nationalchildrensalliance. org/
National Crime Prevention Council	202-466-6272	Monday – Friday 8:00 am – 4:30 pm EST	www.ncpc.org
National Domestic Violence Hotline	800-799-7233 TTY Hotline 800-787-3224	24/7/365	www.thehotline.org
National Human Trafficking Hotline	888-373-7888	24/7/365	www.polarisproject.org/
National Organization for Victim Assistance	800-879-6682	Monday – Friday 9:00 am – 5:00 pm EST	www.trynova.org
National Organization of Parents Of Murdered Children, Inc.	888-818-POMC	Monday – Friday 8:00 am – 5:00 pm EST	www.pomc.com
National Resource Center on Domestic Violence	800-537-2238 TTY Hotline 800-553-2508	Monday – Friday 8:00 am – 5:00 pm EST	www.nrcdv.org
National Sexual Violence Resource Center	877-739-3895 TTY 717-909-0715	Monday, Thursday, Friday 9:00 am – 5:00 pm EST Tuesday and Wednesday 9:00 am – 8:00 pm EST	www.nsvrc.org



National Information and Referral Resources for Crime Victim/Survivor Assistance

AGENCY	TOLL-FREE NUMBER AND TTY/TDD	HOURS OF OPERATION	WEBSITE URL
National Teen Dating Abuse Helpline	866-331-9474 TTY 866-331-8453	24/7/365	www.loveisrespect.org
Rape, Abuse & Incest National Network	800-656-4673	24/7/365	www.rainn.org
Resource Center on DV: Child Protection and Custody	800-527-3223	Monday – Friday 11:00 am – 8:00 pm EST	www.nnedv.org/ resources/nationalorgs/ 59-national-organizations/ 5-rcdvcpc.html
Substance Abuse and Mental Health Services Administration	800-729-6686 TDD Hotline 800-487-4889 Español 877-767-8432 Treatment Referral Line 800-662-4357 Suicide Prevention Hotline 800-273-8255	24/7/365	www.samhsa.gov/



Camera -ready Artwork

Buttons

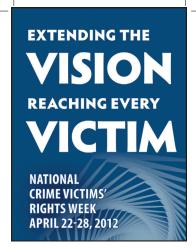




2012 NATIONAL CRIME VICTIMS' RIGHTS WEEK

SAVIN:
REACHING EVERY VICTIM.

Bookmark





EARLY. ACCURATE. OFTEN.

CONNECT to Statewide Automated Victim Information & Notification Battered Women's Justice Project www.bjwp.org

Childhelp USA www.childhelp.org

Mothers Against Drunk Driving www.madd.org

National Center for Missing and Exploited Children www.missingkids.com

> National Center for Victims of Crime www.ncvc.org

National Children's Alliance www.nationalchildrensalliance.org/

National Organization for Victim Assistance www.trynova.org

Office for Victims of Crime, U.S. Department of Justice WWW.OVC.goV

National Resource Center on Domestic Violence www.nrcdv.org

National Sexual Violence Resource Center www.nsvrc.org

Rape, Abuse & Incest National Network