

SAVIN PUBLIC AWARENESS STANDARDS

An ongoing public awareness plan must be developed and incorporated into the implementation and operation plan for the SAVIN program. This plan needs to include approaches for working with news media, social media, and other public outreach venues to inform the public about the SAVIN program, and how to respond to media inquiries about the service. Talk shows, opinion/editorial columns, letters to the editor, news or editorial series of articles, organization newsletters and web news, and interview opportunities from a variety of perspectives on the SAVIN program and services offer very effective vehicles for promoting a SAVIN program and for highlighting the important role the customer/stakeholder plays in the program's success. Nationally celebrated crime victim observances (e.g., National Crime Victims' Rights Week, National Domestic Violence Awareness Month, National Stalking Awareness Month), along with other victim-related commemorative events, are particularly good times to approach the media about SAVIN services. In addition, stakeholders can document SAVIN "success stories" to focus attention on the program's effectiveness on behalf of crime victims, as well as the foresight of sponsoring agencies for implementing and supporting the SAVIN program. The SAVIN service provider should help local or state agencies and organizations seek proactive media outreach, and/or assist with media opportunities as they become available.

Public Awareness Plan

A public awareness plan should be developed and incorporated into the implementation, operation, and critical event plans for the SAVIN program. This plan should address:

- Development and annual updating of a comprehensive roster of local and state media, including broadcast, print, and web, with an emphasis on individual journalists who cover issues related to crime, victimization, and/or technology, and popular social media venues.
- Development and annual updating of a comprehensive roster of both community- and system-based victim service providers and key law enforcement and criminal justice officials, who can help publicize SAVIN in their ongoing outreach to victims.
- Sponsorship of outreach events through the media including press releases, press conferences, public service announcements, opinion/editorial columns written by key stakeholders and community leaders, and other components of public awareness and public service campaigns.
- Identification of strategies for inviting corporate involvement in victim services and victim notification awareness.
- Development of informational resources and materials for public venues that victims will access or visit.
- Development of materials for distribution by law enforcement and justice officials and other professionals and community agencies that interact with victims.
 - Identify in curricula designed to educate media professionals about SAVIN systems, how to identify programs and services; information about the overall SAVIN initiative and its sponsors; SAVIN's mission, goals, and objectives; functions and limitations of SAVIN systems and services; examples of potential critical events and the various roles for media to perform to alert and update the public throughout the resolution of an event; how community and government services support and benefit from SAVIN services;

SAVIN “success stories” whom media professionals can contact for information especially in a critical event; and the availability of statistics.

- Development of speaking points for SAVIN proponents (e.g., elected or appointed officials, victims, and/or victim advocates).
- Routine dissemination of SAVIN talking points to be incorporated into ongoing victim awareness materials and activities sponsored by key stakeholders.
- Development of web-based resources and tools for access by the public, including victims, their family members, co-workers, and others concerned about victim/public safety.
- Development or designation of automated inquiry lines used by jails or prosecutors to provide information about SAVIN and, where possible, allow callers to be automatically transferred to the toll-free SAVIN line. The SAVIN telephone number should be published in telephone directories and agency web sites with references about the SAVIN program and URL links to services.
- Scheduling of media events that can be held each year to promote and inform the public about the SAVIN program. Ideal occasions to achieve media and public awareness include victim-related commemorative events, professional training conferences, public awareness campaigns, after tragic events (as appropriate), after releases of national data or crime/SAVIN related events, etc. Milestone activities should be planned around service metrics or anniversaries of statewide participation in SAVIN programs to offer additional opportunities for public awareness events. Events should be posted on the National Calendar of Crime Victim Assistance-Related Events at <http://ovc.ncjrs.gov/ovccalendar>.