



# Crime Victim Outreach Survey Results

*November 2014*

The National SAVIN Training and Technical Assistance Project sponsored this survey of SAVIN programs nationwide to help improve strategies for outreach to crime victims and survivors. Twenty SAVIN administrators responded to the survey, giving insight to current approaches to victim/survivor outreach and ways to leverage existing efforts and prioritize national training and technical assistance (TTA) resources. This document discusses findings from the survey.

The survey addressed the following topics:

1. Governance;
2. Direct victim outreach;
3. Victim outreach through allied professional agencies and organizations;
4. Outreach to traditionally underserved victim populations;
5. Victim outreach through public awareness and media relations; and
6. Crime victim outreach technical assistance priorities.

## GOVERNANCE

Over half (55 percent) of the respondents reported that their SAVIN or Governance Committee has engaged in strategic planning related to victim outreach. The same percentage of respondents indicated that a victim/survivor as a member serving on their Governance Committee. In contrast, a majority of respondents (80 percent) said that they did not have a separate Victim/Survivor Advisory Committee that provides their guidance and advice to their SAVIN program.

Q1. Has your SAVIN program or Governance Committee ever done any strategic planning relevant to victim outreach?



Answer Choices	Responses	
Yes	55.00%	11
No	45.00%	9
<b>Total</b>		<b>20</b>

Q2. Does a crime victim/survivor serve as a member of your SAVIN Governance Committee?

Answer Choices	Responses	
Yes	55.00%	11
No	45.00%	9
<b>Total</b>		<b>20</b>

Q3. Does your SGC have a separate Victim/Survivor Advisory Committee or other entity that provides your SAVIN program with guidance and advice from crime victims/survivors?

Answer Choices	Responses	
Yes	20.00%	4
No	80.00%	16
<b>Total</b>		<b>20</b>

## DIRECT VICTIM OUTREACH

Roughly half of respondents reported that they provided opportunities for crime victims/survivors to provide structured input into public awareness and outreach materials and review of victim/survivor outreach materials. Slightly fewer offered focus groups or round table discussions.

The majority of respondents indicated that crime/victims learn about SAVIN services through law enforcement agencies and their victim services programs, other justice system agencies, community-based victim assistance programs and their websites, followed by “Word of mouth” and social media.



Most respondents indicated that their SAVIN websites provided information about or links to local or state-level victim assistance services such as domestic violence, sexual assault, child abuse, homicide, etc., as well as crime victim compensation. Additionally, most provided links to or information about victims’ constitutional and statutory rights in their states and how to exercise them. No respondent provided basic facts about different types of victimization and their impact or information about volunteer opportunities.

Only four respondents reported having victim/survivors who have benefitted from SAVIN services serving as “spokespersons” for their program. This included public speaking, appearances in training videos and public service announcements, and conducting training workshops or panel discussions.

Q4. Have you ever provided opportunities for crime victims/survivors to provide you with structured input or guidance through any of the following?

	Yes	No	Total
Focus groups or roundtable discussions	26.32% 5	73.68% 14	19
Input into and/or review of SAVIN policies or protocols	50.00% 10	50.00% 10	20
Input into and/or review of SAVIN public awareness materials	50.00% 10	50.00% 10	20
Input into and/or review of victim/survivor outreach materials	50.00% 10	50.00% 10	20

Q5: In your opinion, crime/victims survivors in your state learn about SAVIN services from (check all that apply):



Answer Choices	Responses	
SAVIN website	<b>57.89%</b>	11
Other victim assistance websites	<b>68.42%</b>	13
Law enforcement agencies and their victim services programs	<b>89.47%</b>	17
Other justice system-based agencies and their victim services programs	<b>68.42%</b>	13
Community-based victim assistance programs	<b>73.68%</b>	14
"Word of mouth" or a referral from a family member or friend	<b>47.37%</b>	9
Traditional news media (broadcast and print)	<b>15.79%</b>	3
Social media	<b>31.58%</b>	6
All of the above	<b>21.05%</b>	4
<b>Total Respondents: 19</b>		

Q6: Does your SAVIN website have information about or URL links to:



Answer Choices	Responses
Victims' constitutional and statutory rights in your state, and how to exercise them	64.71% 11
Overview of the criminal justice system and related victims' rights	29.41% 5
Local and/or state-level victim assistance services (i.e., domestic violence, sexual assault, child abuse, drunk driving, homicide, etc.)	100.00% 17
Crime victim compensation	94.12% 16
Legal aid	29.41% 5
Social services	23.53% 4
National victim assistance services and toll-free information lines	29.41% 5
"What to do if you are a victim of crime"	17.65% 3
Basic fact sheets about different types of victimization and their impact	0.00% 0
"Glossary of terms" related to the criminal justice system and victim services	11.76% 2
Special victim-related events and training programs (calendar of events)	5.88% 1
"How you can help" (opportunities to volunteer)	0.00% 0
<b>Total Respondents: 17</b>	

Q7: Do you have victims/survivors who have benefitted from SAVIN services who serve as "spokepersons" for your program?

Answer Choices	Responses
Yes	22.22% 4
No	77.78% 14
<b>Total</b>	<b>18</b>

Q8: If "yes," how do you use the victim/survivor testimonials (please check all that apply)?



Answer Choices	Responses
Public speaking	33.33% 1
Media interviews	0.00% 0
Appearing in training or public outreach DVDs	33.33% 1
Appearing in public service announcements	66.67% 2
Participating in training workshops or panel discussions	33.33% 1
<b>Total Respondents: 3</b>	

**VICTIM OUTREACH THROUGH ALLIED PROFESSIONAL AGENCIES**

Eighteen respondents indicated that they provide SAVIN victim/survivor outreach and educational materials to justice-based agencies, including law enforcement, jails, prosecutors, judges and court personnel, probation and institutional corrections, and parole supervision agencies. Only one respondent reported that they provided information to defense attorneys, while four provided information to pretrial services agencies.

Fifteen out of 17 respondents indicated that they provided training about SAVIN services and how to educate victims and help them register for services provided by justice-based agencies. This training was targeted towards law enforcement, jails, prosecutors, judges and parole supervision agencies to receive the training.

Most respondents provided training programs, including those held on-site, at statewide conferences, and in response to specific requests. Fifteen respondents indicated that they provide training about SAVIN and how to educate victims and help them register for services to community-based victim assistance organizations and coalitions. Online self-directed training and “train the trainers” approaches were used the least.

All respondents indicated that they provided SAVIN victim/survivor outreach and education materials to community-based victim assistance organizations and coalitions including domestic violence programs and shelters. SAVIN victim/survivor outreach and education materials provided include: brochures, posters, promotional materials, and facts sheets.



Other organizations and coalitions targeted for these materials included rape crisis centers and sexual assault programs, statewide coalitions, as well as those that serve victim-specific populations such as elderly victims, those with disabilities, LGBTQ victims, etc. There was less outreach to mental health professionals, multi-faith institutions, and homicide support programs. No respondents reported that they reached out to homeless shelters.

Q9. Do you provide SAVIN victim/survivor outreach and educational materials to justice system-based agencies?

Answer Choices	Responses	
Yes	<b>100.00%</b>	18
No	<b>0.00%</b>	0
<b>Total</b>		<b>18</b>

Q10. If yes, to which agencies do you provide these outreach and educational materials (please check all that apply)?

Answer Choices	Responses	
Law enforcement	<b>87.50%</b>	14
Pre-trial	<b>25.00%</b>	4
Jails	<b>81.25%</b>	13
Prosecutors	<b>68.75%</b>	11
Judges and/or court personnel	<b>68.75%</b>	11
Defense attorneys	<b>6.25%</b>	1
Probation/community corrections	<b>50.00%</b>	8
Institutional corrections	<b>50.00%</b>	8
Parole and parole supervision agencies	<b>62.50%</b>	10
<b>Total Respondents: 16</b>		

Q11. Do you provide training about SAVIN services and how to educate victims and help them register for services to justice system-based agencies?



Answer Choices	Responses	
Yes	88.24%	15
No	11.76%	2
<b>Total</b>		<b>17</b>

Q12. If “yes,” to which agencies do you provide training about SAVIN services and how to educate victims and help them register for services (please check all that apply)?

Answer Choices	Responses	
Law enforcement	87.50%	14
Pre-trial	25.00%	4
Jails	81.25%	13
Prosecutors	68.75%	11
Judges and/or court personnel	68.75%	11
Defense attorneys	6.25%	1
Probation/community corrections	50.00%	8
Institutional corrections	50.00%	8
Parole and parole supervision agencies	62.50%	10
<b>Total Respondents: 16</b>		

Q13. If yes, what types of training programs do you offer (please check all that apply)?





Answer Choices	Responses
In response to specific requests, tailored to the requestor	<b>87.50%</b> 14
At statewide conferences	<b>93.75%</b> 15
At allied professionals' conferences (i.e., law enforcement, prosecutors, corrections, etc.)	<b>68.75%</b> 11
On-site/in-person training programs	<b>100.00%</b> 16
Online self-directed training programs	<b>12.50%</b> 2
Webinars	<b>25.00%</b> 4
"Training for trainers" based upon Adult Learning Theory	<b>12.50%</b> 2
<b>Total Respondents: 16</b>	

Q14: Do you provide SAVIN victim/survivor outreach and educational materials to community-based victim assistance organizations and coalitions?

Answer Choices	Responses
Yes	<b>100.00%</b> 17
No	<b>0.00%</b> 0
<b>Total</b>	<b>17</b>

Q15: If "yes," to which organizations and coalitions do you provide outreach and educational materials (please check all that apply)?



Answer Choices	Responses
Domestic violence programs and shelters	100.00% 18
Rape crisis centers and sexual assault programs	83.33% 15
Sexual Assault Nurse Examiners/Sexual Assault Response Teams	33.33% 6
Hospitals/health clinics	22.22% 4
Mental health professionals	11.11% 2
Children's Advocacy Centers/other child victim assistance organizations	50.00% 9
MADD chapters	44.44% 8
Parents Of Murdered Children Chapters and other homicide victim support programs	22.22% 4
Victim legal assistance programs	50.00% 9
Multi-faith institutions and communities	22.22% 4
Statewide coalitions, i.e., general victim coalitions, domestic violence, sexual assault, etc.	88.89% 16
Organizations that serve other victim-specific populations, i.e., elderly victims, victims with disabilities, LGBTQ victims, etc.	55.56% 10
Homeless shelters	0.00% 0
<b>Total Respondents: 18</b>	

Q16. Do you provide training about SAVIN services and how to educate victims and help them register for services to community-based victim assistance organizations and coalitions?

Answer Choices	Responses
Yes	94.12% 16
No	5.88% 1
<b>Total</b>	<b>17</b>

Q17. If "yes," to which agencies do you provide training about SAVIN services and how to educate victims and help them register for services (please check all that apply)?



Answer Choices	Responses
Domestic violence programs and shelters	<b>93.33%</b> 14
Rape crisis centers and sexual assault programs	<b>73.33%</b> 11
Sexual Assault Nurse Examiners/Sexual Assault Response Teams	<b>26.67%</b> 4
Hospitals/health clinics	<b>6.67%</b> 1
Mental health professionals	<b>6.67%</b> 1
Children's Advocacy Centers/other child victim assistance organizations	<b>26.67%</b> 4
MADD chapters	<b>33.33%</b> 5
Parents Of Murdered Children Chapters and other homicide victim support programs	<b>20.00%</b> 3
Victim legal assistance programs	<b>60.00%</b> 9
Multi-faith institutions and communities	<b>20.00%</b> 3
Statewide coalitions, i.e., general victim coalitions, domestic violence, sexual assault, etc.	<b>86.67%</b> 13
Organizations that serve other victim-specific populations, i.e., elderly victims, victims with disabilities, LGBTQ victims, etc.	<b>60.00%</b> 9
Homeless shelters	<b>0.00%</b> 0
<b>Total Respondents: 15</b>	

Q18. If "yes," what types of training programs do you offer (please check all that apply)?



Answer Choices	Responses
In response to specific requests, tailored to the requestor	86.67% 13
At statewide conferences	93.33% 14
At allied professionals' conferences (i.e., law enforcement, prosecutors, corrections, etc.)	80.00% 12
On-site/in-person training programs	86.67% 13
Online self-directed training programs	6.67% 1
Webinars	26.67% 4
"Training for trainers" based upon Adult Learning Theory	6.67% 1
<b>Total Respondents: 15</b>	

Q19. What types of SAVIN victim/survivor outreach and education materials do you provide to system- and community-based agencies and organizations (please check all that apply)?

Answer Choices	Responses
Brochures	100.00% 17
Palm cards	76.47% 13
Fact sheets	29.41% 5
Posters	82.35% 14
Promotional materials, i.e., pens, sticky notes, nail files, flashlights, whistles, etc.	76.47% 13
<b>Total Respondents: 17</b>	

## OUTREACH TO TRADITIONALLY-UNDERSERVED VICTIM POPULATIONS

More than half of respondents (61 percent) have identified “traditionally underserved victim populations” in their states primarily through community outreach efforts and promote SAVIN through traditional and social media venues targeting diverse audiences. Thirty-three percent of respondents had met with and provided training to “gatekeepers” of underserved victim communities, such as leaders of nonprofit organizations, multi-faith communities, community or neighborhood associations, etc.



And, three respondents had identified potential challenges or barriers to outreach to underserved populations.

Eighty-three percent of respondents provide multi-lingual SAVIN services. Languages included Spanish, Korean, Vietnamese, Tagalog, and some Native American languages, Chinese, Khmer (Cambodian), and Arabic languages.

Forty-one percent of respondents were aware of the federal requirements for providing services to meet the needs of Limited English Proficient (LEP) victims. However, respondents indicated a variety of strategies for meeting their needs, such as telephonic interpretation, translation of written materials, and aural instruction for SAVIN registration. No respondent provided glossaries of legal terms.

Q20. Has your SAVIN program identified “traditionally underserved victim populations” in your state?

Answer Choices	Responses	
Yes	61.11%	11
No	38.89%	7
<b>Total</b>		<b>18</b>

Q21. If “yes,” how did you identify underserved victim populations (please check all that apply)?

Answer Choices	Responses	
Statewide crime and victimization statistics and data	40.00%	4
Crime mapping	0.00%	0
Data reported from victim assistance programs	20.00%	2
U.S. Census data	10.00%	1
Community outreach efforts	70.00%	7
Strategic planning findings	10.00%	1
Needs assessment data	40.00%	4
<b>Total Respondents: 10</b>		

Q22. Has your SAVIN program sponsored any initiatives to identify “potential challenges or barriers” to reach out to traditionally-underserved victim populations?



Answer Choices	Responses
Yes	18.75% 3
No	81.25% 13
<b>Total</b>	<b>16</b>

Q23. Do you ever meet with or provide training and informational materials about SAVIN to “gatekeepers” of underserved victim communities, i.e., leaders of nonprofit organizations, multi-faith communities, community or neighborhood associations, etc.?

Answer Choices	Responses
Yes	33.33% 5
No	66.67% 10
<b>Total</b>	<b>15</b>

Q23. Do you promote SAVIN through traditional and social media venues whose audiences/end-users are diverse populations?

Answer Choices	Responses
Yes	62.50% 10
No	37.50% 6
<b>Total</b>	<b>16</b>

Q24. Is access to SAVIN services provided in languages other than English?

Answer Choices	Responses
Yes	83.33% 15
No	16.67% 3
<b>Total</b>	<b>18</b>

Q25. If “yes,” please check the languages in which SAVIN services are available in your state:



Answer Choices	Responses
Spanish	80.00% 8
Native American languages (please describe):	10.00% 1
Chinese	10.00% 1
Vietnamese	40.00% 4
Khmer (Cambodian)	10.00% 1
Russian	20.00% 2
Korean	40.00% 4
Arabic languages (please describe):	10.00% 1
Tagalog	30.00% 3
<b>Total Respondents: 10</b>	

Q26. Has your SAVIN program implemented any of the following strategies in order to meet the needs of Limited English Proficient (LEP) victims (please check all that apply)?

Answer Choices	Responses
Provide translation of all written SAVIN materials—including those featured on websites—into regularly encountered languages.	62.50% 5
Use telephonic interpretation services (such as Language Assistance Lines or Language Line Services) to assist LEP individuals needing assistance with SAVIN services	87.50% 7
Provide specialized services to help LEP victims register for SAVIN services.	62.50% 5
Provide an option in your SAVIN phone answering system that provides aural instructions for SAVIN registration, in addition to written materials.	62.50% 5
Provide glossaries of legal terms with simple translations in the languages in which your SAVIN program provides services.	0.00% 0
<b>Total Respondents: 8</b>	

Q27. Are you aware of the federal requirements for providing services to LEP victims?



Answer Choices	Responses	
Yes	41.67%	5
No	58.33%	7
<b>Total</b>		<b>12</b>

**VICTIM OUTREACH THROUGH PUBLIC AWARENESS & MEDIA RELATIONS**

All respondents indicated they used press releases to promote SAVIN. Six used personal interviews, and one third used radio/television public service announcements and advertisements on television or radio, newspapers, or billboards. A small number of respondents also reported using social media platforms, such as Facebook, Twitter, and YouTube.

Eighty-three percent of the respondents indicated they promote SAVIN through victim-related commemorative opportunities, such as National Domestic Violence Awareness Month, National Crime Victims’ Rights Week, and National Day of Remembrance for Murder Victims. Half of the respondents participated in planning committees for commemorations and to develop and disseminate press releases, public service announcements and other traditional media outreach.

Q28. What types of strategies do you use to promote SAVIN through traditional media, i.e., broadcast and print media (please check all that apply)?

Answer Choices	Responses	
Press releases	100.00%	9
Radio/television public service announcements	33.33%	3
Opinion/editorial columns	0.00%	0
Radio/television actualities	0.00%	0
Advertisements on television or radio, in newspapers or on billboards	33.33%	3
Personal interviews	66.67%	6
<b>Total Respondents: 9</b>		





Q29. What types of strategies do you use to promote SAVIN through social/new media (please check all that apply)?

Answer Choices	Responses
YouTube (designated SAVIN channel)	14.29% 1
YouTube (general postings)	28.57% 2
Facebook	71.43% 5
Myspace	0.00% 0
Twitter	57.14% 4
Flickr	0.00% 0
Reddit	0.00% 0
Instagram	0.00% 0
Weblogs	0.00% 0
Podcasts	0.00% 0
<b>Total Respondents: 7</b>	

Q30. Do you ever specifically promote SAVIN through victim-related commemorative days, weeks and months?

Answer Choices	Responses
Yes	83.33% 10
No	16.67% 2
<b>Total</b>	<b>12</b>

Q31. If "yes," during which commemorations do you promote SAVIN (please check all that apply)?



Answer Choices	Responses	
January – National Stalking Awareness Month	<b>0.00%</b>	0
February – National Teen Dating Violence Awareness and Prevention Month	<b>10.00%</b>	1
April – National Sexual Assault Awareness Month	<b>30.00%</b>	3
April – National Child Abuse Prevention Month	<b>10.00%</b>	1
April – National Crime Victims' Rights week	<b>80.00%</b>	8
May – Older Americans' Month	<b>0.00%</b>	0
June – World Elder Abuse Awareness Day	<b>0.00%</b>	0
August – National Night Out	<b>40.00%</b>	4
September – National Day of Remembrance for Murder Victims	<b>50.00%</b>	5
October – National Domestic Violence Awareness Month	<b>90.00%</b>	9
October – National Crime Prevention Month	<b>10.00%</b>	1
December – National Drunk and Drugged Driving Prevention Month	<b>10.00%</b>	1
<b>Total Respondents: 10</b>		



Q32. How do you promote SAVIN during national victim-related commemorations (please check all that apply)?

Answer Choices	Responses
Participate in planning committee for commemorations	50.00% 5
Co-sponsor commemoration-specific public awareness events	40.00% 4
Seek proclamation(s) recognizing SAVIN from local and state elected officials	0.00% 0
Include information about SAVIN and commemorations on SAVIN website	20.00% 2
Develop and disseminate commemoration-specific materials about SAVIN	40.00% 4
Conduct commemoration-specific social media campaign	20.00% 2
Develop and disseminate press releases, PSAs and other traditional media outreach	50.00% 5
Conduct training programs	70.00% 7
Provide SAVIN demonstrations	30.00% 3
<b>Total Respondents: 10</b>	

**CRIME VICTIM OUTREACH TECHNICAL ASSISTANCE PRIORITIES**

Respondents identified technical assistance needs in six areas to improve direct outreach to crime victims and survivors. Access to strategic planning and guidance to create a victim/survivor advisory committee were identified as most important within the area of governance. Guidelines for facilitating a focus group to receive input from victims/survivors to improve SAVIN services were identified as less important.

Guidelines for improving direct outreach through annual media plan/campaign and expanding victim information/referral resources on SAVIN websites were identified as most important to facilitate direct victim outreach.

Identification of the benefits of SAVIN for specific allied professional agencies and organizations, as well as train the trainer and strategic planning resources were identified as most important.

Resources to promote SAVIN during annual victim-related commemorations (updated annually) and sample annual media and social media plans were identified as most



important. Guidelines for identifying traditionally underserved victim populations and developing partnerships with “gatekeeper” organizations were also identified as important.

Q31. What are the most important Technical Assistance Resource needs of SAVIN programs that can improve direct outreach to crime victims and survivors?

a. Governance:

	<b>Least important</b>	<b>(no label)</b>	<b>(no label)</b>	<b>(no label)</b>	<b>Most important</b>	<b>Total</b>	<b>Weighted Average</b>
Strategic planning to enhance victim outreach	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>33.33%</b> 4	<b>33.33%</b> 4	<b>33.33%</b> 4	12	4.00
How to create a Victim/Survivor Advisory Committee (including roles and responsibilities)	<b>0.00%</b> 0	<b>33.33%</b> 4	<b>8.33%</b> 1	<b>33.33%</b> 4	<b>25.00%</b> 3	12	3.50
Guidelines for facilitating a focus group or roundtable discussion to receive input from victims/survivors to improve SAVIN services	<b>0.00%</b> 0	<b>25.00%</b> 3	<b>33.33%</b> 4	<b>16.67%</b> 2	<b>25.00%</b> 3	12	3.42

b. Direct Victim Outreach:



	<b>Least important</b>	<b>(no label)</b>	<b>(no label)</b>	<b>(no label)</b>	<b>Most important</b>	<b>Total</b>	<b>Weighted Average</b>
Guidelines for expanding victim information/referral resources on your SAVIN website	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>25.00%</b> 3	<b>41.67%</b> 5	<b>33.33%</b> 4	12	4.08
Guidelines for improving direct outreach through an annual media plan/campaign	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>16.67%</b> 2	<b>58.33%</b> 7	<b>25.00%</b> 3	12	4.08
Guidelines for improving direct outreach through an annual social media campaign	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>16.67%</b> 2	<b>41.67%</b> 5	<b>41.67%</b> 5	12	4.25
Tips for cultivating victim/survivor end users as SAVIN spokespersons	<b>9.09%</b> 1	<b>0.00%</b> 0	<b>27.27%</b> 3	<b>45.45%</b> 5	<b>18.18%</b> 2	11	3.64
Tips for developing and using positive SAVIN "testimonials" from end users/survivors	<b>8.33%</b> 1	<b>0.00%</b> 0	<b>25.00%</b> 3	<b>16.67%</b> 2	<b>50.00%</b> 6	12	4.00

c. Victim Outreach through Allied Professional Agencies and Organizations



	<b>Least important</b>	<b>(no label)</b>	<b>(no label)</b>	<b>(no label)</b>	<b>Most important</b>	<b>Total</b>	<b>Weighted Average</b>
Guidelines for statewide SAVIN strategic planning	<b>0.00%</b> 0	<b>25.00%</b> 3	<b>33.33%</b> 4	<b>16.67%</b> 2	<b>25.00%</b> 3	12	3.42
Identification of the "benefits of SAVIN" for specific allied professional agencies and organizations	<b>8.33%</b> 1	<b>16.67%</b> 2	<b>16.67%</b> 2	<b>33.33%</b> 4	<b>25.00%</b> 3	12	3.50
"Training for Trainer" resources based upon Adult Learning Theory	<b>8.33%</b> 1	<b>25.00%</b> 3	<b>8.33%</b> 1	<b>33.33%</b> 4	<b>25.00%</b> 3	12	3.42
Guidelines for developing online self-directed training programs	<b>0.00%</b> 0	<b>8.33%</b> 1	<b>50.00%</b> 6	<b>33.33%</b> 4	<b>8.33%</b> 1	12	3.42
Guidelines for conducting educational, interactive webinars	<b>8.33%</b> 1	<b>8.33%</b> 1	<b>41.67%</b> 5	<b>33.33%</b> 4	<b>8.33%</b> 1	12	3.25

d. Outreach to Traditionally Underserved Victim Populations

	<b>Least important</b>	<b>(no label)</b>	<b>(no label)</b>	<b>(no label)</b>	<b>Most important</b>	<b>Total</b>	<b>Weighted Average</b>
Guidelines for identifying traditionally underserved victim populations	<b>8.33%</b> 1	<b>0.00%</b> 0	<b>16.67%</b> 2	<b>41.67%</b> 5	<b>33.33%</b> 4	12	3.92
Guidelines for developing partnerships with "gatekeepers" of traditionally underserved populations	<b>0.00%</b> 0	<b>8.33%</b> 1	<b>16.67%</b> 2	<b>50.00%</b> 6	<b>25.00%</b> 3	12	3.92

e. Victim Outreach through Public Awareness and Media Relations



	Least important	(no label)	(no label)	(no label)	Most important	Total	Weighted Average
Sample annual media plan and sample resources to implement the plan	0.00% 0	8.33% 1	16.67% 2	25.00% 3	50.00% 6	12	4.17
Sample annual social media plan and sample resources to implement the plan	0.00% 0	0.00% 0	16.67% 2	33.33% 4	50.00% 6	12	4.33
Resources to promote SAVIN during annual victim-related commemorations (updated annually to match themes of each observance)	0.00% 0	8.33% 1	8.33% 1	25.00% 3	58.33% 7	12	4.33

- f. Project that is tailored to your state to help you improve your victim/survivor outreach strategies and resources

Answer Choices	Responses
Yes	45.45% 5
No	54.55% 6
<b>Total</b>	<b>11</b>