



## Resources for SAVIN Administrators

### Tips for Improving Outreach to Crime Victims and Survivors

In Fall 2014, the National SAVIN Training and Technical Assistance Project sponsored a 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.

Based on findings from that survey, The National SAVIN TTA Team developed the following 14 tips for improving outreach to Crime Victims and Survivors.

1. Include victim/survivors as members in your SAVIN Governance Committee.
2. Involve victims/survivors in commemoration planning committees.
3. Create a separate Victim/Survivor Advisory committee to provide input about your SAVIN Program.
4. Provide basic facts on your website about different types of victimization.
5. Provide opportunities for victim/survivors to offer structured input into your public awareness materials.
6. Include opportunities for victim/survivors who have benefitted from SAVIN services to serve as “spokespersons” for your program, including appearances in training videos and events, public service announcements, and panel discussions.
7. Remember to include defense attorneys and pretrial services agencies when distributing educational materials to justice-based organizations, as they are often overlooked.
8. Include homeless shelters, hospitals/health clinics, mental health agencies, multi-faith institutions and homicide victim support programs when districting material to other organizations and coalitions.
9. Incorporate the use of online self-directed and “training for trainers” approaches as part of your training program.
10. Familiarize yourself with [federal requirements](#) for providing services to meet the needs of Limited English Proficient victims and establish glossaries of legal terms.
11. Leverage the work of your cohorts who provide multi-lingual SAVIN services including Spanish, Korean, Vietnamese, Tagalog, Chinese, Khmer (Cambodian), Arabic, and (some) Native American languages.
12. Expand your use of social media platforms to include popular sites like Facebook, Twitter, and YouTube.
13. Ask victims/survivors to help develop and disseminate press releases, public service announcements and perform other traditional media outreach.
14. Finally, include plans for improving direct outreach in your annual media campaign.

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