

AWARENESS & OUTREACH

SPECIAL PROJECTS

OBJECTIVES

- Introduce pilot program
- Discuss allowable and unallowable costs
- Provide expectations for project plans and project staff

AWARENESS

- **SERVICE AWARENESS:** Public awareness and education presentations (including, but not limited to, the development of presentation materials, brochures, newspaper notices, and public service announcements) in schools, community centers, and other public forums that are designed to inform crime victims of specific rights and services and provide them with (or refer them to) services and assistance.

AWARENESS

- Looking to fund 5 projects with a total of \$1,500,000 allocated
- Projects should be wide reaching:
 - State wide
 - Within a particular population
 - Within a particular crime category
- Multiple agencies can collaborate on one project

CONSIDERATIONS

- Activities are focused on awareness: identifying crime and how to receive services
- Collaboration with agencies that will receive increased request for services
- Appropriate training for presenters
- Consistency in content of awareness materials (collaboration with services providers is vital)
- Utilization of evidence based models

CONSIDERATIONS

- Ability to track and measure outcomes
- Must include individual CVR referrals
- Should include some element of direct victim services (this can include CVR referrals)
- Willingness to participate in monthly/quarterly meetings with similar programs hosted by UOVC
- Plan on one-time funding

UNALLOWABLE COSTS

- Prevention
- Individual agency awareness
- Research
- Improvement of criminal justice process
- Fundraising
- Duplication of programs within the same service area

EXAMPLES

- <https://www.nsvrc.org/media-relations-toolkit>
- <http://www.reddeer.ca/media/reddeerca/recreation-and-culture/community-programs-and-information/Public-Awareness-Toolkit.pdf>

QUESTIONS

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