



Creating Awareness

Creating Awareness in Your Community

1. Provide your VINE toll-free number

- To switchboard operators
- To 911 operators
- To dispatch operators
- To a recorded or automated jail or agency line

2. Distribute print materials

- Brochure: victim service agencies, courthouses, police precincts
- Posters: hospital ER's, urgent care centers, shelter houses, rape relief centers, libraries

3. Staff training

- New employee orientation
- New officer training
- New advocate training

4. Follow up with victims to make sure they are registered

- Help them register
- Hold a meeting just for victims to orient them to VINE

5. Directory listings

- Government and emergency listings
- Victim service directories/brochures
- Community information and referral numbers
- Victim service hotlines
- Add VINE to police reports

6. Public speaking opportunities

- Civic groups and clubs
- Advocacy groups
- Task forces on domestic violence and other social issues
- Community service organizations

7. Special events

- National Crime Victims' Rights Week - April
- Domestic Violence Awareness Month - October
- Conferences, seminars

8. Media events

- News conferences – hold or stage an event and invite media to attend
- Public Service Announcements and complimentary paid or pro bono advertising
- Newsletter
- Feature stories/talk shows
- Letter to the editor
- Tragedy – opportunity to pro-actively approach media about VINE
- Community service project

9. Put VINE on your agency's Web site

- Post your county's VINE Fact Sheet
- Put the VINE toll-free number on your homepage
- Go to www.vinelink.com (if available)