

WRMC

Practical solutions for challenging issues.

Durham, NC • October 14-16, 2009



Why *Victim* Relations is as Important [maybe more?] as *Public* Relations

Dr. Will Marling

The National Organization for Victim Assistance®



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NOVA

The **N**ational **O**rganization
for **V**ictim **A**ssistance

is a

Network **o**f **V**ictim **A**ssets

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What is NOVA?



800-TRY-NOVA



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NOVA Specialties



TRAUMA



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Victims



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Victim Relations

V
VICTIM
R
RELATIONS

Communicate

Educate

Relate

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Traumatic questions

How do you pick up the threads?

How do you go on?



Traumatic conclusions

There is no going back...

There are some
Some things time
cannot mend...

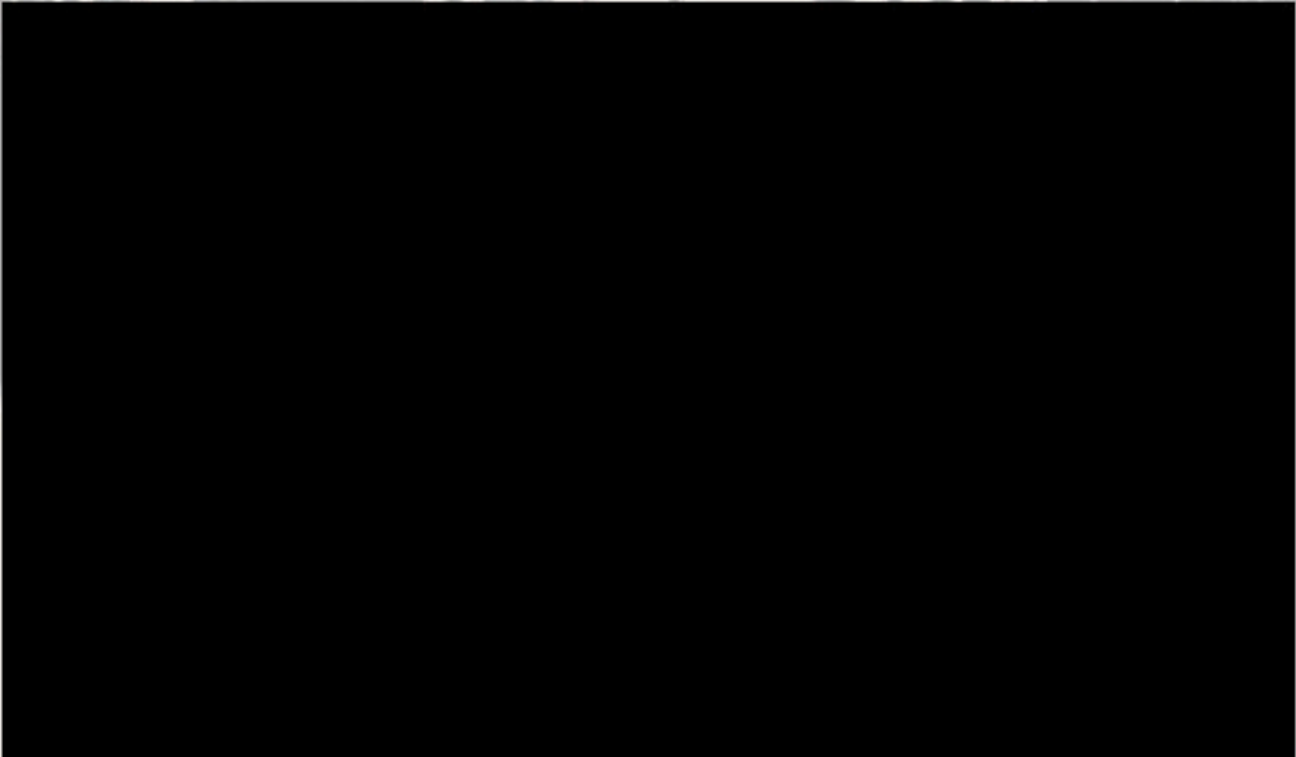
There are some
hurts that go
too deep....

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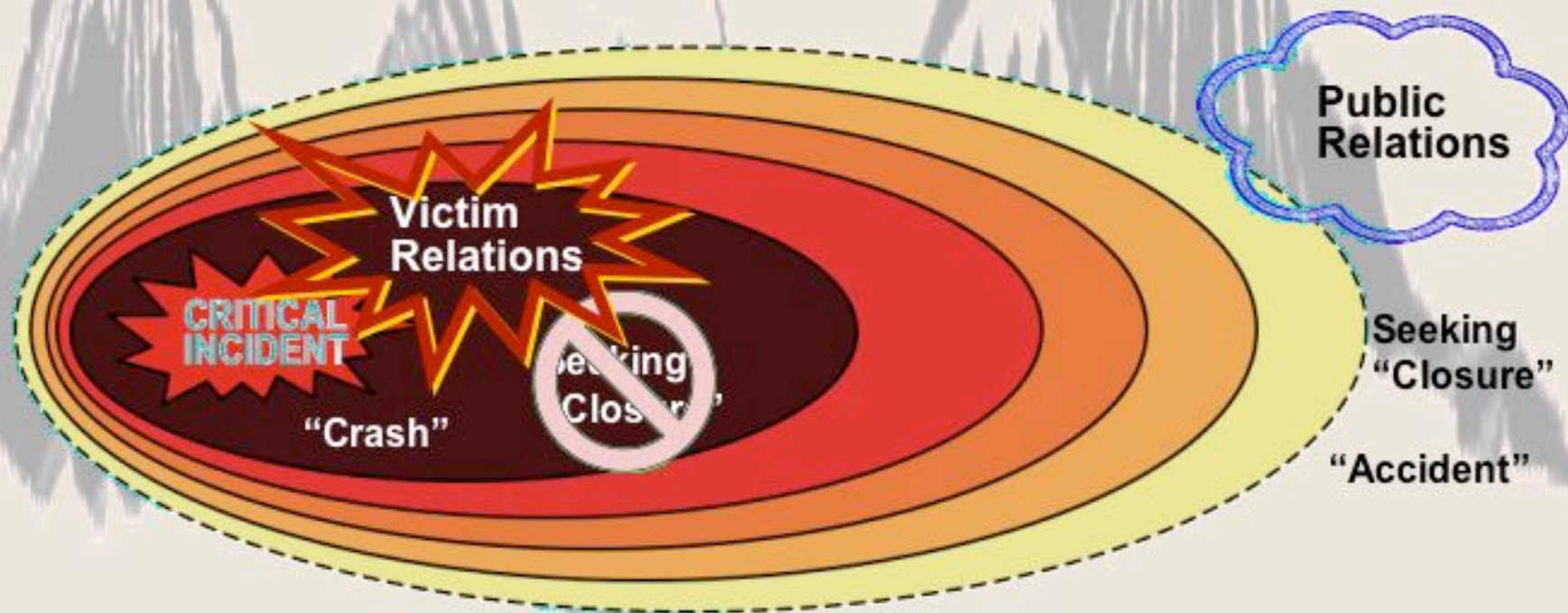
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Translators/Consultants

Who speaks *Victim*?



Key: Risk/Affinity Groups



Where are the Risk Managers as a *risk/affinity group*?



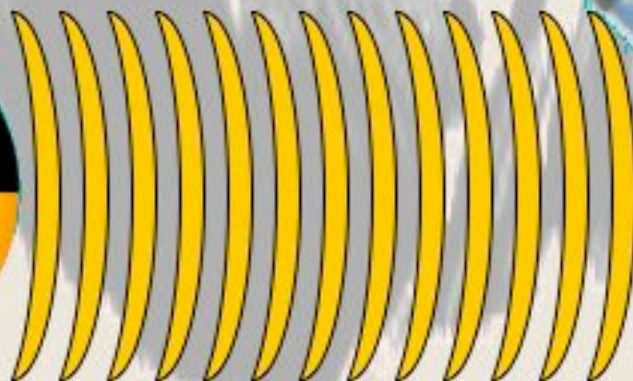
LE²C



- Locard's Exchange Principle:
“...with contact between two items, there will be an exchange.”
- Locard's *Emotional* Exchange Principle:
With every contact, a responder will leave something and take something, **emotionally**.

Analogy: Radiation

How many trauma rads can you absorb?



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Key: Control



Victims have lost **control!**

Give the back as much control as possible.

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Specific to Crime Victims



View this video full-size.

The following visual effect is not known to cause any neurological reactions.

Look away if it causes any distress.

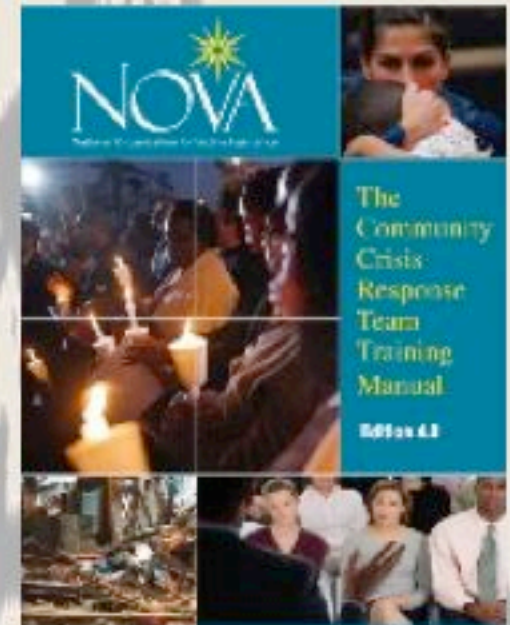
**Look away from the screen
when instructed.**

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NOVA Tools

Crisis Response Team Training



VR

VICTIM
RELATIONS

Victim Relations Training

Crisis Response

- The Trauma Response: Internal & External Factors
- Individual and Group Crisis Intervention Protocols
- Death and Death Notifications
- Long Term Reactions & Post-Trauma Resources
- Spiritual & Cultural Dimensions
- Continuum of Age – Children & Elderly
- Coordinating a Crisis Response Team
- Stress Reactions of Caregivers

Victim Relations

AGENDA

Day One: Foundations		Day Two: Applications	
1030	Introductions	1030	Diagramming Disaster
1045	The Mind of a Victim: Trauma	1145	Diagramming Disaster: Management Issues
1200	The Mind of a Victim: Post-Trauma	1330	<i>Lunch</i>
1330	<i>Lunch</i>	1400	Victim Relation[ship]s: Communication with Families
1400	Crisis Intervention	1445	Victim Relations: Communication to Media
1530	<i>Break</i>	1530	<i>Break</i>
1545	Victim Relations vs. Public Relations	1545	Victim Relations Vs. Victim Care
1700	Empty the kitchen sink	1700	Empty the kitchen sink
1730	End	1730	End

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Exercise: Outback Lake Louise



Image USDA Farm Service Agency

Google

Exercise

Facilitator: Person whose birthday is closest to today, reads and directs.

Scribe: Person with the oldest car, takes notes.

Time: 15 Minutes



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Thank you!

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