



**Campaign**

**“Transforming How We  
Communicate with Victims”**

**Social Media Toolkit**



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# INTRODUCTION

This toolkit outlines how VSE members and partners can support the InfoVictims Paper launch.

The campaign will be launched on 26 April 2023 at 09:00 (CET) and the contents of this document are embargoed until then. The campaign is a key part of the VSE's advocacy work aiming at advancing victims' laws and policies both on the EU and national levels.

In this document, you will find:

- Introducing the Campaign
- How you can support
- Asset summary

If you have any questions regarding this toolkit, please email [s.baudouin-naneix@victimsupporteurope.eu](mailto:s.baudouin-naneix@victimsupporteurope.eu)



# Introducing the Campaign



Since the last 40 years, all States have recognised the importance of the right to information. Part of the reason for reviewing how these rights operate/are implemented now, are because the problems identified suggest that the way of thinking of information rights is not efficient and that they won't be/can't be implemented properly under the current approach.



We encourage you to use this toolkit so that together we can make an impact on 26 April 2023.

## Key Messages

Please consider incorporating these messages in your social media posts and other publications.

- Current information provision rights and mechanisms are not efficient and fail to meet the needs of victims
  - Information rights have always been recognised as fundamental and key to victims' recovery. However, looking at their implementation, many challenges remain, with many barriers for victims to access information they can understand and act upon, gaps, and inconsistencies.
- Importance of information rights and information provision for victims of crime
  - Explaining the objectives of information provision and rights, a key need to support victims' recovery, support access to justice & support, support participation in proceedings.

# Key Messages

- VSE priority 1: a shift from information provision to communication with victims
  - A shift of thinking is necessary when approaching and implementing information rights, if their exercising is to be made a reality for victims. Information provision has to be part of a wider system of communication with victims that focuses on how and if information is understood, ensures information can be acted upon.
- VSE priority 2: A systemic and coordinated approach for communicating with victims
  - To function effectively, the coordinated system of communication (mentioned above) has to operate within a defined framework. The framework formalises and organises strategic cooperation to ensure communications with victims are harmonised and consistent, and implemented following quality standards (availability, accessibility, timeliness, etc)
- VSE recommendations for existing information rights
  - Existing information rights need to be strengthened as to ensure a better implementation and that they operate effectively in a wider system of communication with victims.



**HOW YOU CAN SUPPORT**

**THE CAMPAIGN:**

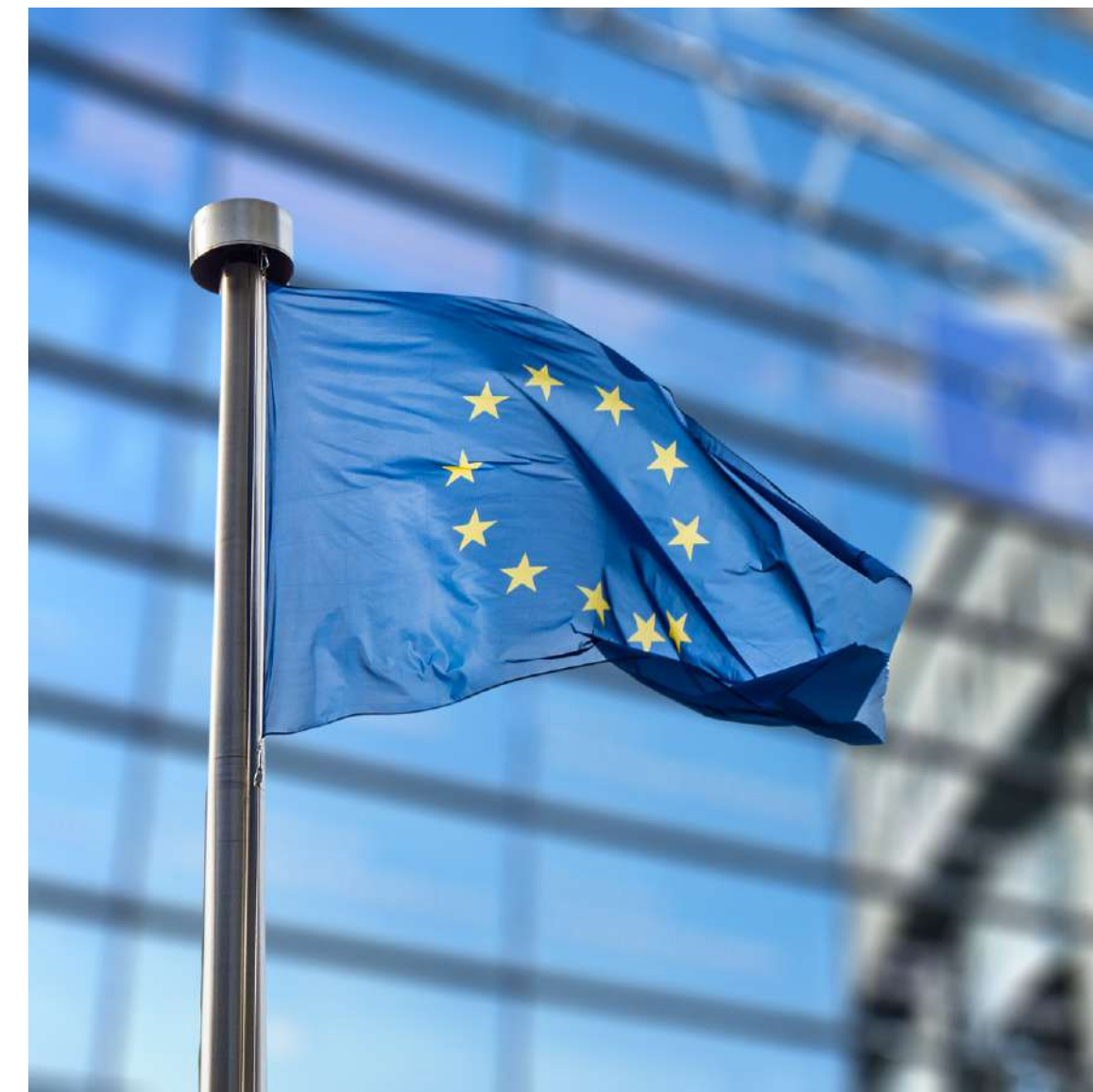
**SHARE IT!**



We want to reach the EU institutions (@EuropeanCommission, @EuropeanParliament and national governments) with the campaign starting on 26 April 2023. You can help us achieve this ambitious target by sharing or cross-posting the campaign activity on your social media channels and web-platforms. This includes sharing/cross-posting the visuals/videos/article which will be posted starting from the 26th of April on all VSE social media channels.

An overview of assets is on the following page.

<https://victim-support.eu/media-center/campaigns/transforming-how-we-communicate-with-victims/>





# Importance of sharing crossposting

We are sharing the Action Day assets in editable formats for you to translate it in your languages and upload them natively, but we also encourage sharing or crossposting from [@victimsupporteurope](#) social media channels because it will leverage social proof.

What is social proof? People are more likely to watch and share a video with more views. If we each upload the video, we split the views.





# Ways to share the assets

- Schedule **InfoVictims Paper launch** campaign assets across all your social media channels.
- Create your own content (in your national language or adapted to the specific group of victims) using the campaign hashtags and use your brand/power/influence to support the Campaign.





# Victim Support Europe Social Media Handles:

 [Victim Support Europe](https://www.linkedin.com/company/victim-support-europe)

 [VictimSupportEu](https://twitter.com/VictimSupportEu)

 [Victim Support Europe](https://www.facebook.com/VictimSupportEurope)

 [victimsupport.eu](https://www.instagram.com/victimsupport.eu)

 [Victim Support Europe](https://www.youtube.com/VictimSupportEurope)

## Victim Support Europe Website:

 <https://victim-support.eu/>

## Victim Support Europe Campaign Webpage:

 <https://victim-support.eu/media-center/campaigns/transforming-how-we-communicate-with-victims/>



# APAV Social Media Handles:

 [APAV | Apoio à Vítima | Victim Support Portugal](https://www.linkedin.com/company/apav-portugal)

 [APAV Online](https://twitter.com/APAV_Online)

 [APAV | Associação Portuguesa de Apoio à Vítima](https://www.facebook.com/APAV.AssociaçãoPortuguesaDeApoioàVítima)

 [apav online](https://www.instagram.com/apav_online)

 [@APAVportugal](https://www.youtube.com/@APAVportugal)

## APAV website

 <https://apav.pt/>

## InfoVictims website

 <https://infovictims.com/>



# Project Partners Social Media Handles:

@ twitter	@ Facebook	@ Instagram
<p>#DGPJ            @eplo_news            @LibraOnlus            @ICCLtweet            @VILIAS13            @bilykruhbezpeci            @weisserring            @FranceVictimes            #SubveniaVictima</p>	<p>@DGPJ - Direção-Geral da Política de Justiça            @EPLO.INT            @Organization Associazione LIBRA            @Irish Council for Civil Liberties            @Vilnius Institute for Advanced Studies            @Bílý Kruh Bezpečí            @WEISSER RING            @France Victimes            #SubveniaVictima</p>	<p>#DGPJ            #EuropeanPublicLawOrganization            #AssociazioneLIBRA            @icclstagram            #VilniusInstituteAdvancedStudies            #bilykruhbezpeci            @weisser_ring            @francevictimes            #SubveniaVictima</p>



# Social Media Handles - Others

@ twitter	@ Facebook	@ Instagram
<p>@EU_Commission @EU_Justice @sweden2023eu @Europarl_EN @dreynders @EP_President @EP_Justice @JFLopezAguilar @EUCouncil @vonderleyen @UeEspana</p>	<p>@European Commission @EU Justice and Consumers @Sweden.se @European Parliament @Didier Reynders @President of the European Parliament @Juan Fernando López Aguilar @Council of the European Union</p>	<p>@europeancommission #EUJustice @sweden2023eu @europeanparliament @eucouncil @ursulavonderleyen @rep_perm_espana</p>



# Social Media Hashtags

**#EUVictimsRights**

**#infovictims**

**#INFO4VICTIMS**

**#NationalVictimSupportFramework**

**#EUVictimsRightsDirective**

**#ShapingVictimSupportTogether**





Victim Support  
Europe

**"Transforming How We  
Communicate with Victims"  
Campaign Assets - Overview**



# Post 1 – 26 April 2023

(morning)

We are launching a new policy paper “Transforming how we communicate with victims”.

In the 21st century, the most vulnerable in our societies must be taken care of. Information rights are fundamental and key to victims’ recovery. However, looking at their implementation, many challenges remain, with many barriers for victims to access information they can understand and act upon.

The paper provides an assessment of the barriers met by victims during their journey, from crime to the outputs of criminal proceedings – describing challenges met, good practices and recommendations at each step – and proposes a shift in how we think and implement information rights

Check the full paper online:

<https://victim-support.eu/publications/transforming-how-we-communicate-with-victims/>



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Associação Portuguesa de Apoio à Vítima

**infovictims**

WE HAVE OFFICIALLY LAUNCHED  
OUR NEW POLICY PAPER:  
“TRANSFORMING HOW WE  
COMMUNICATE WITH VICTIMS”

SHAPING VICTIM SUPPORT TOGETHER

"Our current approach to how we provide information to victims does not work; a shift is necessary if the exercising of their right to information is to be made a reality"

Solène Baudouin-Naneix  
Policy Assistant, Victim Support Europe

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[Victim-Support.eu](https://Victim-Support.eu)

[infovictims.com](https://infovictims.com)

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# Post 2 – 26 April 2023

(afternoon)

Information is at the heart of effective support for victims of crime. It allows victims access to services and justice and helps prevent secondary victimisation. However, statements from victims show that many still struggle to access and receive information that is both clear to understand and adapted to their needs, whether they are looking for assistance immediately after the crime or during criminal proceedings.

This new policy paper aims to examine these challenges and look at effective solutions.

Its recommendations include:

- the provision of guidelines, for professionals and others, on communicating with those who have fallen victim to crime;
- the development of practical solutions, e.g. online platforms which allow victims access information about their case;
- and the buildout of a systemic approach to information provision, through use of a communication framework.

Explore more from the article: [LINK](#)

Read the full paper: <https://victim-support.eu/publications/transforming-how-we-communicate-with-victims/>



The image shows a woman holding a white policy paper with a blue header. The header contains the 'iNG' logo and the title 'TRANSFORMING HOW WE COMMUNICATE WITH VICTIMS'. Below the title, it says 'MOVING BEYOND INFORMATION PROVISION TO A SYSTEM OF COMMUNICATION' and 'DECEMBER 2022'. The paper also features the 'infovictims III' logo and logos for the European Union, APAV (Apoio à Vítima), and Victim Support Europe. At the bottom of the paper, it states 'Co-funded by the European Union'.

**Victim Support Europe**

**APAV**  
Apoio à Vítima

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**SHAPING VICTIM SUPPORT TOGETHER**

**READ THE ARTICLE & DOWNLOAD THE PAPER ON**

**Victim-Support.eu**

**infovictims.com**

**Victim Support Europe**

**APAV**  
Apoio à Vítima

**Co-funded by the European Union**



# Post 3 – 03 May 2023

Our new policy paper “Transforming how we communicate with victims” focuses on changes needed for implementing victims’ information rights. But why information rights are important to victims?

- Information provision, when done correctly:
- Helps preventing secondary victimisation
- Supports the access to justice and support
- Encourages victims’ participation in proceedings and consequently results in better outcomes of proceedings.

In our policy paper:

- we reflect on information rights and their implementation, challenges and solutions.
- we analyse information rights from the communication perspective – how information is communicated and understood.
- we aim to change the way we communicate with victims and with each other.

Read the full paper: <https://victim-support.eu/publications/transforming-how-we-communicate-with-victims/>



## SHAPING VICTIM SUPPORT TOGETHER

“We must change people’s attitudes and ways of thinking. The provision of information to victims is often seen as an obligation, an administrative burden, and its impact on victims, their recovery and their participation in proceedings is often underestimated. Approaching information rights from a communications perspective allows us to focus on information being understood by the victims, information which must be processed and then used. This shift in thinking is imperative, if we want to achieve better access to support and justice systems.”

Frederico Marques, The Portuguese Association for Victim Support (APAV)

WE HAVE OFFICIALLY LAUNCHED  
OUR NEW POLICY PAPER:

“TRANSFORMING HOW WE  
COMMUNICATE WITH VICTIMS”



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infovictims.com





# Post 4 - 10 May 2023

Following the launch of our new policy paper “Transforming how we communicate with victims”, we talked to one of its authors, VSE’s Executive Director Levent Altan, to find out why information is critical to victims in their recovery.

Read the full paper: <https://victim-support.eu/publications/transforming-how-we-communicate-with-victims/>

Video: link to Q1 - <https://youtu.be/nzoPmXtojZE>

Visual for Instagram. Facebook & Twitter display link previews



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# Post 5 - 17 May 2023

A shift from information provision to communication with victims is essential. Key principles for communicating with victims are presented in the paper, they include:

- Show respect; treat all victims equally, take into account – as far as possible – the victims' wishes and needs, practice active listening skills;
- Ensure safety; address concerns linked to the perpetrator that might destabilise or frighten the victim;
- Allow victims to express emotions; understand the range of responses that may result from a crime and any associated trauma, and know how to address them;
- Provide information; help victims regain a sense of control and alleviate any stress associated with the crime and with unfamiliar situations.

Learn from the paper about:

- what is communication and the communication process,
- why it is communication important and why is what makes it different from information provision;
- what are the factors influencing effective communication;
- what are the basic principles of communicating with victims of crime;
- how to develop communication skills.

Explore more from the article: [LINK](#)

Read the full paper: <https://victim-support.eu/publications/transforming-how-we-communicate-with-victims/>



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### Victim-Support.eu



“The two words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.”

Sydney J. Harris

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# Post 6 - 24 May 2023

In this video we asked VSE's Executive Director Levent Altan to explain the need to rethink our approach on victims' information rights, and to move beyond information provision, to a systemic approach to communicating with victims..

Read the full paper: <https://victim-support.eu/publications/transforming-how-we-communicate-with-victims/>

Video: link to Q2 -<https://youtu.be/yG9A4mZXKng>

Visual for Instagram. Facebook & Twitter display link previews



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# Post 7 – 31 May 2023

Professionals working with victims in Europe today recognise that current information provision rights and mechanisms are not efficient and fail to meet the needs of victims.

The challenges presented on the visual below contribute to making information not available, accessible, or actionable for victims. Read our new policy paper to understand these challenges and our recommendations and good practices to address them.

Explore the full paper: <https://victim-support.eu/publications/transforming-how-we-communicate-with-victims/>



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## Summary: challenges and barriers in information provision to victims

- Information on victimisation issues is **not widely available for the general public** as part of awareness raising and prevention activities;
- Information provision to victims remains **incomplete and inconsistent** across and within all services (police, justice system, victim support), with the quality relying on the provider's individual skills;
- First contact authorities and actors from the justice system still **fail to inform victims** in a **complete, timely manner in a simple language that is adapted** to their individual needs;
- **Absence of State proactivity** in providing information;
- **Additional barriers** met by victims **do not speak the national language** include problems with interpretation and translation;
- **Lack of procedures and mechanisms** for providing information at all and in time to victims about **their case and its developments**;
- **Lack of clarity among authorities as to who should provide** certain types of information, e.g. on compensation;

## Drivers to these challenges usually include:

- **Lack of knowledge of authorities** themselves about victims' rights;
- **Lack of time and resources** of first-contact authorities in particular, to adequately and effectively inform victims;
- **Lack of training** of authorities in how to communicate with victims;
- **Lack of tools** and mechanisms for providing information to victims at all and in a timely manner;
- **Lack of co-ordination** and planning in the design and delivery of information .





# Post 8 - 07 June 2023

To achieve effective change, information provision must be integrated within a broader communication system which focuses on how and whether information is understood; defines what information should be shared with victims, how and by whom; and establishes quality standards as well as a framework and mechanisms to ensure its coordination.

“Many police officers, and members of other authorities working with victims, do their best to inform and support victims of crime. The problem is that the quality of the information depends on the individual delivering it, on their training, their ability to communicate and their sensitivity to victims’ issues. This results in a fragmented system which delivers inconsistent information and offers an unequal service to victims, depending on where they are or who they talk to.” Says Levent Altan.

Explore the full paper: <https://victim-support.eu/publications/transforming-how-we-communicate-with-victims/>



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## DOWNLOAD!

[Victim-Support.eu](https://victim-support.eu)

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“A coordinated system of victim communication is a framework through which all stakeholders working with victims (victim support services, law enforcement, judges and prosecutors, health services, social services, etc.), operate in a coordinated and strategic manner to send and receive consistent and high quality information to and from victims in accordance with agreed standards and objectives.”

“Transforming how we communicate with victims” paper



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# Post 9 – 14 June 2023

In our new policy paper, we are focused on helping individuals to communicate but also on developing a communication framework for organising communications with victims in a consistent way. In this video, we asked Levent Altan to explain more in details what is a communication framework, why it is necessary, and what are the vital elements to put it in place.

Explore the full paper: <https://victim-support.eu/publications/transforming-how-we-communicate-with-victims/>

Video: link to Q3 – <https://youtu.be/ydxqCRgL9-g>

Visual for Instagram. Facebook & Twitter display link previews



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**!** What is a communication framework?  
Why it is necessary, and what are the necessary elements to put it in place?

WATCH THE INTERVIEW!

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# Post 10 - 21 June 2023

Now that the paper 'Transforming how we communicate with victims' is published, our priority will be to make the recommendations a reality.

A first step is to make sure that the European Commission publishes the revised Victims' Rights Directive, with stronger information rights for victims and obligations for Member States, as soon as possible.

We must work with national governments and other organisations to ensure they understand our recommendations and implement them. While alterations to the law are fundamental to life, a greater shift is needed to transform 'on the ground' practices and to help those implementing them; to change the lives of victims.

Explore the full paper: <https://victim-support.eu/publications/transforming-how-we-communicate-with-victims/>

Learn more from this video: <https://youtu.be/oniX0Ws53LE>

Visual for Instagram. Facebook & Twitter display link previews



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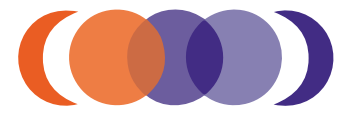
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Europe



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# THANK YOU!

If you have any questions, please get in touch with

[s.baudouin-naneix@victimssupporteurope.eu](mailto:s.baudouin-naneix@victimssupporteurope.eu)

Please visit

<https://victim-support.eu/media-center/campaigns/transforming-how-we-communicate-with-victims/>

for more information.