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

Dr. Will Marling
The National Organization for Victim Assistance®
NOVA

The National Organization for Victim Assistance

is a

Network of Victim Assets
What is NOVA?

800-TRY-NOVA
NOVA Specialties

CRIME SCENE

TRAUMA
Victims
How do you go on?

How do you pick up the threads?
There is no going back...

There are some
Some things time
cannot mend...

There are some
hurts that go
too deep....
Translators/Consultants

Who speaks *Victim*?
Key: Risk/Affinity Groups

Where are the Risk Managers as a risk/affinity group?
LE$^2$C

- 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?
Key: Control

The Control/Loss Continuum

Victims have lost **control**!
Give the back as much control as possible.
Notice:

View this video full-size.

Stare closely at the center of the screen & keep your eyes still. 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.
NOVA Tools

Crisis Response Team Training

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

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

**AGENDA**
Exercise: Outback Lake Louse
Exercise

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

Scribe: Person with the oldest car, takes notes.

Time: 15 Minutes
Thank you!

Will Marling, Executive Director
The National Organization for Victim Assistance

www.trynova.org
willmarling@trynova.org
703-535-6682