

Veterans Day: Preparation, Events, & Media

November 2019



Dear colleagues,

This November, our country will once again pause to honor the men and women who served in the United States Armed Forces. Veterans Day—Monday, November 11, 2019—is our annual opportunity to honor our living veterans for the sacrifice they have made for our country. It is a day to celebrate those who stood the line on our behalf. Currently, only two million active duty, reserve and guard service members, less than one percent of our population, protect over 326 million of us every day. With approximately 20 million veterans in our country, Veterans Day is your opportunity to find a way to say "thank you."

November is the ideal time for veterans treatment courts to engage their community. This Veterans Day: Preparation, Events, & Media toolkit contains a wealth of resources to help you plan and execute events as well as educate your elected officials and the media.

For veterans like myself, Veterans Day can bring up mixed emotions, and for some it can usher in a difficult holiday season. For these reasons, we have also included tips on ensuring your staff, participants and mentors have the support they need.

In this kit, you'll find:

- Creative event ideas to honor your local veterans
- Ways to educate your community about and foster support for your court
- Instructions on how to contact your local and regional media outlets
- A sample media advisory and op-ed
- A sample event invitation for local, state or elected officials
- Guidance on how social media can help spread your message, enhance your events and foster community support for your court
- Guidance on how to prepare and support your veteran participants through what may be a difficult month and holiday

We will highlight the news and photos you send us all month long on our Justice For Vets <u>Facebook</u> and <u>Twitter</u> accounts. We encourage you to like, follow and share!

Thank you for your service to this country and your commitment to ensuring that all veterans are shown the honor and dignity they deserve. You are forever changing the way our justice system responds to our service men and women when the invisible wounds of war lead them astray.

Sincerely,

Scott Tirocchi, M.A., M.S., L.P.C. Major, U.S. Army (Retired) Director, Justice For Vets



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Veterans Day Significance & Small Acts of Honor

President Woodrow Wilson proclaimed November 11, 1919 as the first commemoration of Armistice Day—the day when the Allied nations and Germany ceased hostilities in World War I—exactly one year before in 1918. In 1938, Congress made Armistice Day an official U.S. holiday to recognize WWI veterans, but after WWII and the Korean War, and at the urging of veteran service organizations, the act was amended in 1954 to replace the word "Armistice" with "Veterans." We now celebrate Veterans Day to recognize all American veterans, those who served during wartime and peacetime.



President Eisenhower changing Armistice

How much we truly value the members of our armed Day to Veterans Day in 1954 forces is demonstrated by our actions. Here are some small acts of honor—five simple ways you can recognize members of the military in your own personal life, your community, and our country:

- 1) Say "thank you." Say "happy Veterans Day." These are small words and phrases, but they can mean a lot to someone who has served.
- 2) Take a moment of silence during the 11th hour on the 11th day of the 11th month. This represents the official signing of the armistice, but also demonstrates respect for the service of all U.S. Armed Forces veterans.
- 3) Patronize businesses that hire and otherwise support military members and veterans. Go out of your way to support businesses recognizing Veterans Day or offering discounts or free items to those who have served—check out http://www.military.com/discounts for a full list.
- 4) Teach the children in your life about the importance of military service. Take them to a parade. Bring them with you to visit your local VA or military hospital. Show them that they are never too young to help others.
- 5) Support a military spouse or a family. Take them a meal or flowers, or offer to babysit if they have children. Helping in practical ways honors their loved one's service and sacrifice and makes them feel supported. This is a great opportunity to serve Gold Star families.
- 6) Volunteer with or donate to a local veterans service organization. There are more than 35,000 veterans service organizations in the U.S. Find a local organization doing great work for veterans and their families in your community and support them with your time and your finances. Check out http://www.defense.gov/Resources and look under "Community Support for the Military" for Department of Defense-approved organizations.

For even more ways to show appreciation on Veterans Day, visit military.com.



Event Ideas to Honor Veterans in November

Here are several event ideas for your veterans treatment court to recognize local veterans and foster community support for your program. Remember, elected officials can and should be invited to attend these events!

- **1) Graduation ceremony:** If possible, schedule a graduation ceremony during the month of November, and invite local and state officials and the media to attend.
- **2) Engage elected officials:** Whether you are scheduling a meeting or inviting them to an event, November is the ideal time to reach out to your local, state and federal elected officials.
- 3) School assembly: Many veterans groups conduct outreach in local schools. This is a great way for your participants, graduates or veterans treatment court staff to give back to the community and spread a positive message to local youth.



- **4) Community clean-up project:** Invite your community to join your court in cleaning up a local park, street, highway or school. Invite program alumni and their families to participate, and encourage all court staff, law enforcement, probation, etc. to join in.
- **5) Parade:** Communities often hold parades for Veterans Day. Not only can your court staff and participants attend, but consider representing the veterans treatment court together as part of the parade itself, whether through a float, color guard or other contribution.
- 6) 5K run or motorcycle ride: These fun community events can become an annual tradition and can be a great fundraising opportunity, especially if program participants and alumni participate and ask their friends and family to sponsor them.
- 7) Softball, basketball or volleyball game: Courts across the country hold sports games or tournaments to bring the community together. These events are often popular with both the community and the media.



8) Donation drive or fundraiser: A donation drive for a local food bank or veterans charity can be held throughout the entire month of November leading up to the holiday season. Or, hold a fundraiser specifically for your court program to encourage local businesses and nonprofits to support your efforts through donated funds, services or time. Here's a <u>great example</u> from Michigan.



Example Event: All Rise for Exercise - "PT for PTSD"



The Montgomery County Veterans Treatment Court in Clarksville, Tennessee has created an annual event called **All Rise for Exercise**, where veteran participants, court staff and even the judge come together at a local gym to do a workout together under the motto "PT for PTSD."

During the event, guest speakers provide information on healthy lifestyle choices involving nutrition and fitness. After an instructional warm-up session, each person uses the gym equipment at his or her own pace and level for the next hour.

Not only does this event allow the participants to spend time with each other, the court team and judge in a more casual environment, it provides a positive outlet for stress and enables veterans to work toward better physical and mental fitness. It also gives the court an opportunity to engage the local media, educate the community on the purpose and importance of the court's work and invite the community to support the program. Read the full article from *Clarksville Now*.



Get Media to Your Graduation/Event

November is a great time to engage media and promote the success of your program. There's no better way to do this than with a graduation or special event. Here's how to get media to cover your program.

Designate a media coordinator and spokesperson for your court:

- 1. The **media coordinator** is responsible for identifying and contacting media for your court.
- 2. The **media spokesperson** is the individual providing quotes and interviews to the media. The spokesperson must be knowledgeable about your court and able to speak from a position of authority. This is often the judge but could be another key member of the team.
- 3. Determine if any program graduates or participants are willing to speak with the media. Write a short paragraph outlining their story for use in media advisory.

Note: Personal stories are critical. Ask successful graduates or participants nearing program completion if you can share their story. Include a short paragraph on each in your advisory. NADCP's recent publication "Sharing Your Treatment Court Story" is a great resource for helping participants and alumni. If you choose to feature a success story from your court, remember that **new participants are in a vulnerable stage and should not be profiled by the media.**

Write your media advisory. A media advisory is crucial to ensuring coverage of your event. It lets them know what the event is, where it is and why it is important for them to come cover it. We provide a sample in the addendum.

Identify media outlets to contact. Don't limit your list to local media; state and regional media may also be interested. If you've worked with reporters in the past, or know of reporters covering criminal justice or veterans issues, reach out to them directly. Otherwise, contact the outlet and ask for the assignment desk.

Send your media advisory. Email your advisory to each media outlet a week prior to the event. Include the advisory in the body of the email, not as an attachment.

Follow up. Media are unlikely to attend the event unless follow up calls are made. Often, media won't make decisions about coverage until the last minute.

Send positive media stories about your treatment court to your members of Congress and other elected officials. Include both your Representatives and Senators. You can look up contact information for your elected officials including mayor, governor and members of Congress here.

For assistance with media outreach and interviews, contact Brooke Glisson, NADCP associate director of communications, at bglisson@allrise.org



Print Media: Op-ed

Veterans Day typically receives significant media attention, and one way to enhance this attention locally and regionally to ensure our message gets out across the country is to write an opinion editorial (op-ed).

There is currently widespread interest in justice reform in the U.S. An op-ed is a great way to remind your legislators that veterans treatment courts save lives.

We've provided a sample op-ed for you to adapt and use as appropriate in the addendum. Here are some general tips to help ensure that any op-ed you write gets published:

- **Find a news hook.** Your court's graduation ceremony or other event is newsworthy; give it an extra hook by relating it to the broader discussion of veterans' issues, justice reform and finding proven solutions for your community. If your court is in jeopardy of losing funding, say so!
- **Know the word limit.** In general, 700-800 words is sufficient for an op-ed, but check the specific newspaper's op-ed page to find out their preferred length.
- **Humanize your piece.** Anecdotes and personal stories help illustrate and bring clarity to complicated issues. Think about personal experiences in your court, and use them as examples in the op-ed (but only use names with permission).
- **Stick to a single point.** Make a single, strong point clearly and persuasively. Your first paragraph should draw the reader in, but if you choose to open with an anecdote, make sure you get to the point quickly.
- **Make a specific recommendation.** This is an opinion piece: state your opinion on what is needed to ensure your court can continue to operate effectively.
- **End with a bang.** Your final paragraph is as important as your opening paragraph. Be sure to summarize your argument in one strong final paragraph and include a poignant quote from a key stakeholder or participant, if you have one.
- **Follow up.** Most op-ed editors will respond to you or publish the piece within 1-2 weeks. If you haven't had a response in that timeframe, or if your piece is particularly time-sensitive, make a follow-up phone call to be sure it was received and ask about its status.



PSAs

Justice For Vets produced an immensely popular Public Service Announcement (PSA) featuring the cast of the hit television show "The West Wing." This PSA is available for you to run on local television during the month of November and to use as educational material during special events and graduation ceremonies. <u>Download it here.</u>



Once you download the PSA, contact your local television station(s) and ask them to run it during the month of November in recognition of Veterans Day. If you're familiar with video editing software and would like to add a special image or message to the end of the PSA, please do so.

Social Media Overview

Justice For Vets encourages veterans treatment court programs to use social media to their advantage. Not only can social media help engage and educate your participants, graduates, and community, it has proven to be one of the most effective ways to get the attention of your mayor, governor and other elected officials. The vast majority of members of Congress have official social media accounts, and on average, they'll take notice of somewhere between just 10-30 topical comments on Facebook or Twitter.

Remember that anything you post on social media (words, photos, videos, etc.) is considered public content. As with any public content, it is critical that a system be in place to ensure that content posted or shared on behalf of your court program is 1) appropriate, 2) factual and 3) in accordance with the principles and responsibilities of your court and the U.S. judicial system.

We encourage you to like and follow our <u>Facebook</u> and <u>Twitter</u> accounts and share the inspiring stories, news, photos and videos we post about supporting our veterans when they return from service. On the following page, we've also provided sample Facebook posts and tweets that you can use during the month of November and related to Veterans Day. Content that includes photos, images and videos is much more successful, so we encourage you to include them where possible.

If you would like to see your court highlighted on our social media accounts, send your stories, photos, links to any news media and contact information to Brooke Glisson, NADCP associate director of communications, at bglisson@allrise.org.



YouTube

We encourage you to share on your social media accounts some of the videos available on our <u>YouTube channel</u>, including:

- What Is A Veterans Treatment Court?
- Justice For Vets PSA feat. West Wing Cast
- Veterans Treatment Courts in the News
- Veterans Treatment Courts Save Lives
- The Nation's First Veterans Treatment Court Graduate
- Justice For Vets National Veteran Mentor Corps Boot Camp
- VA Secretary Robert McDonald Speaks at Vet Court Con
- Justice For Vets Walk and Talk

...and much more.

You do not need a YouTube account to view and share videos. However, if you would like instructions on how to set up and use an account to upload your own videos, check out this free, online YouTube tutorial.



Justice For Vets National Veteran Mentor Corps Boot Camp





News

Justice For Vets PSA feat. West Wing Cast (1:45, donate)



Justice For Vets YouTube Videos



15,000
currently served
by veterans
treatment
courts¹

5,70
volunteer
veteran men
in VTCs¹

354
VTCs in the

 US^1

460,000
Iraq/Afghanistan veterans suffer from PTSD or depression²

345,000
Iraq/Afghanistan veterans have a substance use disorder²

181,500 incarcerated veterans in the US³

BENEFITS THEY'VE EARNED

SUPPORT THEY DESERVE

The majority of our veterans return home strengthened by their military service, but many struggle with trauma, mental illness (such as PTSD), and substance use disorders. These issues can be exacerbated by the loss of structure and camaraderie found in the military. Veterans treatment courts (VTCs) provide treatment, accountability, and mentoring, and they help connect justice-involved veterans with the benefits they've earned. VTCs save the lives, families, and futures of our veterans while also saving taxpayer dollars.

The most recent study, published by the *Community Mental Health Journal*, found that *veterans who participate in veterans treatment courts experience significant improvement* in:

- ✓ Depression
- ✓ PTSD
- ✓ Substance use
- ✓ Mental and emotional health
- ✓ Housing
- ✓ Relationships and social connection
- ✓ Overall functioning and well-being

U.S. Department of Veterans Affairs (2016).

² Tanielan, T. & Jaycox, L. (2008). Invisible Wounds of War: Psychological and Cognitive Injuries, Their Consequences, and Services to Assist Recovery. Washington, DC: RAND Ctr. For Military Health Policy and Research.

3 Berzofsky, M., Bronson, J., & Noonan, M. (2015). Veterans in Prison and Jail, 2011-12. US Department of Justice, Office of Justice Programs, Bureau of Justice Statistics. Available at: http://www.bjs.gov/content/pub/pdf/vpj1112.pdf.



Preparing Your Court Team & Veteran Participants

We must not forget that "veteran" is not a word; it's a person. Each veteran has a unique military experience, and for some, Veterans Day can be difficult. As veterans treatment court professionals and volunteer mentors, it is critical to recognize this fact and be prepared to support your veteran participants throughout the month of November and, in particular, the weeks leading up to Veterans Day.

Preparation for your court team should begin weeks in advance. During your court staffing meetings prior to the holiday, discuss the following with your team:

- Ensure each team member receives, reads and understands the *Veterans Day Significance & Small Acts of Honor* page from this toolkit (page 4).
- Ensure each team member understands and can discuss the difference between Veterans Day (when we honor all veterans) and Memorial Day (when we specifically honor military members who have passed, both during and after their service).
- Ask each team member what s/he plans to do on Veterans Day and to honor local veterans.
- Discuss what your team will do during the court sessions immediately before or after the holiday for special recognition of military service. Some ideas include:
 - Have the judge read from the bench the *Veterans Day Significance* page from this toolkit or a proclamation about Veterans Day.
 - Ask all veterans in the courtroom to stand, and ask all in attendance to applaud them for their service.
 - o Distribute service branch pins to each veteran participant.
 - o Fill the incentives/rewards "fishbowl" with compliments and encouragements, and have each veteran participant draw from the bowl.

Preparation for your veteran participants should also begin weeks in advance. Be aware of the date closest to Veterans Day when each participant will come before the judge, and address the following:

- Ask, "What are your plans for Veterans Day and over the holiday weekend?"
- Ask, "How do you plan to maintain your sobriety over the holiday?" You can also give them some specific tips for staying sober through the holiday season.
- Encourage them to understand their triggers and to remember that some of these triggers (e.g., fireworks) may occur on Veterans Day. They should have a plan in place to deal with these triggers.
- Instruct them to schedule and keep appointments with their therapist, counselor and/or case manager before and after the holiday.
- Encourage them to choose their activities and company wisely.

Please tell us how your court decides to prepare for, celebrate and support your veteran participants over Veterans Day! Email your ideas, stories and photos to Brooke Glisson, NADCP associate director of communications, at bglisson@allrise.org.



Addendum

Sample Media Advisory

For Immediate Release

Contact:

[Your name]
[Your title]
[Your phone number and email address]

Veterans Treatment Court to Honor Local Veterans

[Name] Slated to Deliver Keynote Address

[CITY, STATE, DATE]— In honor of Veterans Day, the [court name] will hold a [graduation ceremony/event] on [date] at [location]. [Name] will deliver the keynote address.

According to Justice For Vets, the [court name] is one of over 350 in operation in the United States. Veterans treatment courts provide justice-involved veterans with the structure, accountability, treatment and mentoring needed to repair their lives. By keeping veterans out of jail and prison, veterans treatment courts save their lives, families and futures, all while reducing costs to taxpayers. Next week's inspiring [graduation ceremony/event] is evidence of the tremendous impact the [court name] has had on our community.

[The graduation will recognize [number] graduates who have completed the program.] [List dignitaries who have confirmed attendance and indicate who will be the keynote speaker.]

Interviews will be available upon request. Please RSVP to [media contact].

What: [court name] [graduation ceremony/event]

When: [Date/time] Where: [Location]

About the graduates: [If you have brief biographical information on graduates, and they are willing to share their stories with the media, include their names and a few sentences.]

About the [court name]: [Describe your court program, including when it was founded, its mission statement, etc. Provide any relevant statistics on your court.]

###



Sample Op-ed

Veterans Treatment Courts Honor Those Who Served

This Veterans Day, as we pause to pay tribute to the men and women who bear the burden of safeguarding our freedom, we must ensure that our gratitude is extended to all veterans, even those who struggle to cope right here at home. Most veterans are strengthened by their service and are vital members of the community. In fact, research shows veterans are more likely than non-veterans to be civically engaged: more likely to vote, volunteer, give to charity, work with neighbors to fix problems in the community and attend public meetings.

But we also know that some veterans have difficulty adjusting. It's estimated that one in five post-9/11 veterans struggle with post-traumatic stress disorder or major depression, and one in six has a substance use disorder. When these issues lead to involvement in the justice system, our [court name] ensures they receive the treatment, structure and mentoring needed to get their lives back on track.

Traditionally, justice-involved veterans have been scattered throughout the justice system, making it difficult to coordinate effective treatment interventions. Our veterans treatment court solves this problem by clustering veterans onto a single docket and linking them with resources uniquely designed for the distinct needs that can arise from military service. Through this approach, we can bring to bear the myriad of local, state and federal resources exclusive to veterans, including representatives from Veterans Affairs as well as State Department/Commission of Veterans Affairs, vet centers, veterans service organizations, volunteer veteran mentors and other support organizations.

From the camaraderie during military service to the isolation many veterans experience in the transition home, veterans experience a dramatic change in environment than can magnify mental health issues and result in unhealthy substance use. Without the support of other veterans, some struggle to accept help. In veterans treatment court, those who served in our nation's Armed Forces participate in the treatment court process with their fellow veterans, re-instilling the sense of solidarity they experienced while in the military.

One of the keys to veterans treatment court success has been volunteer veterans from the community who serve as mentors to veterans involved in the program. By pairing struggling veterans with a volunteer veteran mentor, our court gives both parties the chance to reclaim a sense of honor, duty and leadership—values that make our veterans the backbone of American society. In serving as mentors, volunteer veterans find a sense of fulfillment and empowerment that can only be achieved when one veteran comes to the aid of another.

Honoring our veterans means ensuring they have stable housing, employment and education opportunities. It means treating their invisible wounds of war just as earnestly as we would treat their physical wounds. When substance use and mental health disorders lead veterans into the justice system, the proper response should be to determine whether justice would be best served by diverting them into a veterans treatment court where they can receive the appropriate treatment and supervision.

After all, veterans fought for our freedom. Shouldn't we fight for theirs?



Sample Facebook Posts

Here are some sample posts you can adapt and share with followers on Facebook. Remember to include photos and videos whenever possible! You can also share relevant posts from <u>our Facebook page</u> to your own page.

You can also find great veteran-related stories and materials to share with your social network through the <u>Department of Veterans Affairs website</u>, their <u>VAntage Point blog</u>, and news sources such as <u>Military Times</u>, <u>Task & Purpose</u> and <u>Stars and Stripes</u>.

Veterans Day is coming up soon, when we will once again pause to honor the men and women who have served in our country's Armed Forces. This month, we're celebrating the life-saving work that veterans treatment courts all over the U.S. do through a combination of treatment, accountability and mentoring. Veterans treatment courts make sure we #LeaveNoVeteranBehind. http://bit.ly/2cNRgat

November is a month where we honor the men and women who have served in the U.S. Armed Forces, during both wartime and peacetime. The [court name] is proud to serve our local veterans by providing them with treatment, accountability and mentoring to address mental health, substance use and trauma needs. Together, we can make sure we #LeaveNoVeteranBehind. Learn more at http://justiceforvets.org/

Veterans Day is November 11. As we pause to honor the men and women who have served our nation through its Armed Forces, the [court name] is proud to serve our local veterans by providing those who struggle with the transition home and need support, treatment and mentoring. Veterans are one of our greatest civic assets, and we thank them for the sacrifices they've made to protect this country. #LeaveNoVeteranBehind Learn more: http://bit.ly/2cNRgat

The [court name] will be celebrating Veterans Day and honoring our service men and women on [date] with [event]. By providing treatment, accountability and mentoring, our court program leads veterans out of the justice system and back into productive lives of service, honor and commitment. Our veterans are one of our nation's greatest assets, and we must #LeaveNoVeteranBehind. Learn more: http://bit.ly/2cNRgat



Sample Tweets

Here are some sample tweets you can adapt and share with followers on Twitter. Remember to include photos and videos whenever possible. You can also retweet <u>our Twitter account</u>.

November 11 is Veterans Day! Learn how #veterans treatment courts help make sure we #LeaveNoVeteranBehind: http://bit.ly/2cNRgat

This November, [court name] is honoring the men and women we serve who first served us: our #veterans. Learn how: http://bit.ly/2cNRgat

What is true #Justice4Vets? [Court name] is working to ensure we #LeaveNoVeteranBehind. Learn more: http://iusticeforvets.org/

What is a #veterans treatment court? This Veterans Day, learn how [jurisdiction/county] is making sure we #LeaveNoVeteranBehind. http://bit.ly/2cNRgat

November 11 is #Veterans Day. How will you honor our service men and women for their sacrifice and commitment? #LeaveNoVeteranBehind

[Court name] is honored to serve our #veterans every day. Learn how we work to #LeaveNoVeteranBehind: http://justiceforvets.org/

Most #veterans are strengthened by their service. For those who struggle, veterans treatment courts help heal: http://bit.ly/2cNRgat



Sample Invitation Letter

Consider inviting local, state and federal elected officials to your event. <u>Click here</u> for contact information.

To: [Your Senator or Representative]

Attn: [Scheduler]

CC: [Judiciary Legislative Assistant/Staff Member]

Fax: [Congressional office fax number]

From: [Your name, city, state] Subject: Visit with Constituents

Date: [Current date]

Dear [Congressman/Congresswoman/Senator] [name]:

It is my honor to invite you to provide the [commencement address/keynote address] at the [graduation ceremony/event] of the [court name] on [date] at [time], at [location].

This [graduation ceremony/event] will occur during November as a way to recognize Veterans Day, when, as a nation, we acknowledge and celebrate our veterans, their contributions to our national security and the sacrifices they have made on our behalf. The event will honor the veterans who have completed the requirements of the court program and are graduating as productive members of society.

The [court name] represents a proven solution for [location] veterans. Our court is truly making a difference, connecting justice-involved veterans with the benefits they have earned and the support they deserve. By providing treatment, accountability and mentoring, we are transforming the lives of our veterans, returning them as an invaluable asset to our families, communities and country. As our [Representative/Senator] for [location], it would be an honor to have you address our [graduates/participants/alumni/families/etc.]. We have also invited [other invitees] and are working with local media to cover the event.

[Add basic information/statistics on your program.]

Thank you for your service to our community and for your consideration of this request. If you have any questions, or to confirm the event details, please feel free to contact me at [phone number] or [email address].

Sincerely,

[Your name]



Thank You

We at Justice For Vets would like to express our profound gratitude to you, the individuals doing the most difficult, important, rewarding work we can think of on a day-to-day basis. Without your belief in the effectiveness of veterans treatment courts and your unwavering dedication to ensuring that your court provides real solutions to veterans in real need in your communities, there would not be more than 15,000 veterans currently working toward lives of long-term health and stability today. And the impact of your efforts doesn't stop there: it reaches every veteran participant's family, friends, coworkers and neighbors. Because of you, millions of lives have seen a level of restoration that would not have been possible otherwise.

Veterans treatment courts are justice reform in action. You're transforming the U.S. justice system for the better every day. You're taking a bold stance by declaring that we can do better for the service men and women who have sacrificed so much to safeguard our individual and national freedom, safety, and security. We could not be more proud to stand with you.