



# Justice Counts

ACTIONABLE DATA TO BOLSTER PUBLIC SAFETY



Justice  
Center

## Technical Implementation Guide Release Promotional Toolkit

Justice Counts has created the following materials to help you share information about the first-of-their-kind Technical Implementation guides with your networks. As always, we appreciate your partnership! Please feel free to contact the team at [justicecounts@csg.org](mailto:justicecounts@csg.org) with any questions.

### Section 1: Overview

Justice Counts is a national collaborative initiative to improve the accessibility and usability of criminal justice data across the country. Co-led by the U.S. Department of Justice's Office of Justice Programs' Bureau of Justice Assistance (BJA) and The Council of State Governments (CSG) Justice Center, [Justice Counts](#) is supported by an unprecedented coalition of partners from across the criminal justice system, which is led by a 27-member national steering committee. Together with BJA and the CSG Justice Center, these partners helped to design the three core components of Justice Counts:

- 1) Consensus-driven metrics that help agencies focus on sharing the most critical data that policymakers need to make effective decisions;
- 2) A set of tools agencies can use to easily publish those metrics; and
- 3) Assistance to help agencies effectively and efficiently share data that answers policymakers' most frequently asked questions and better frame the narrative about their work to decision-makers.

The mission of Justice Counts is to empower criminal justice agencies to easily share accurate, nuanced data that makes sense for them. On January 30, 2023, Justice Counts will release an innovative tool to meet this need—a set of first-of-their-kind Technical Implementation Guides. These guides enable a new data-sharing approach, equipping criminal justice agencies with the resources they need to publish data that is both comparable to other agencies nationwide and customized to the realities of their own unique operations.

Mirroring the digital infrastructure where participating agencies will publish data, the guides offer suggestions for how often to share data, customizable definitions for metrics, and detailed lists of data elements that agencies can choose from according to what is relevant to them and their work.

Beginning on January 30, 2023, the guides will be available for any agency to explore on [the Justice Counts website](#). Agencies that have opted into Justice Counts will use the same framework to configure their data in the digital infrastructure, taking a major step forward in meeting the Justice Counts mission to provide timely and useful data to policymakers and decision-makers about their work.

The guides are available here: <https://justicecounts.csgjusticecenter.org/metrics/technical-implementation-guides/>

## Section 2: Social Media and Newsletter Posts

### 4.1 Promotional Phase I: Announcing the Technical Implementation Guides

**Dissemination Date:** Beginning January 30, 2023, at or after 11:00 am ET.

**Social Media Post:** #JusticeCounts is kicking off 2023 by releasing new guides that empower criminal justice agencies across states, agencies & jurisdictions to configure and share data policymakers need to make critical decisions about the safety of their communities. <https://justicecounts.csgjusticecenter.org/metrics/technical-implementation-guides/>

**Newsletter Announcement:** [Justice Counts](#) is kicking off 2023 by taking a major step toward meeting its mission of making criminal justice data as accurate, accessible, and actionable as possible! Released today, the Justice Counts Technical Implementation Guides—the first of their kind—equip criminal justice agencies with the resources they need to publish data that is both comparable to other agencies nationwide and customized to the realities of their own unique operations. With these guides in hand, criminal justice agencies can begin configuring and sharing the data policymakers need to make critical public safety decisions. Learn more and get started today: <https://justicecounts.csgjusticecenter.org/metrics/technical-implementation-guides/>

**Marketing Tiles (for use in social media and newsletters):**

Download these tiles [here](#).



## 4.2 Promotional Marketing Phase II: Reminder

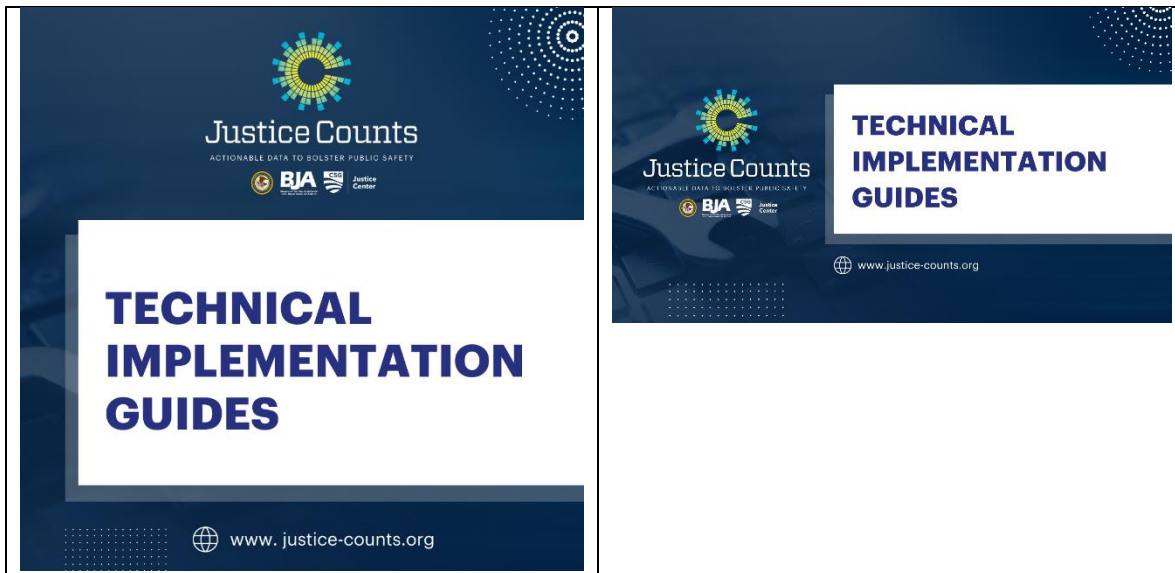
**Dissemination Period:** Between February 3-5, 2023

**Social Media Post:** Too often, policymakers must make critical public safety decisions using limited, stale, or ill-defined data. #JusticeCounts is building a stronger information infrastructure for criminal justice data—and agencies can start contributing TODAY! See how: <https://justicecounts.csgjusticecenter.org/metrics/technical-implementation-guides/>

**Newsletter Announcement:** Criminal justice policymakers are often forced to make crucial decisions using limited, ill-defined, or stale data. But accurate, accessible, and actionable data are essential to building stronger and safer communities. [Justice Counts](#) recently took a major step forward in addressing this issue by introducing sector-specific Technical Implementation Guides—a first-of-their-kind resource to kick off a new era of criminal justice data-sharing. With these guides in hand, agencies can configure metric definitions according to their own operations and share that data through our digital infrastructure, ultimately providing policymakers with timely and useful information to support their decision-making. Learn more: <https://justicecounts.csgjusticecenter.org/metrics/technical-implementation-guides/>

**Marketing Tiles (for use in social media and newsletters):**

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## 4.3 Promotional Marketing Phase III: In Case You Missed It

**Dissemination Period:** February 6-10, 2023

**Social Media Post:** ICYMI: #JusticeCounts released first-of-their-kind guides to empower criminal justice agencies to configure & share crucial data that policymakers need to make public safety decisions. Learn more about the new era of criminal justice data-sharing: <https://justicecounts.csgjusticecenter.org/metrics/technical-implementation-guides/>

**Newsletter Announcement:** On January 30, [Justice Counts](#) took a monumental step forward in building a stronger infrastructure for criminal justice data by rolling out sector-specific guides to help agencies configure and share their data. These guides enable more accurate and relevant data-sharing for criminal justice agencies, ultimately providing policymakers with the critical information they need to make public safety decisions for their communities. Learn more and get started today:

<https://justicecounts.csgjusticecenter.org/metrics/technical-implementation-guides/>

**Marketing Tiles (for use in social media and newsletters):**

Download these tiles [here](#).



### Section 3: Email Template to Conduct Personalized Outreach

**Dissemination Date:** On or after January 31, 2023

**Subject line:** Just Released: Resources for a New Approach to Criminal Justice Data-Sharing

**Body copy:**

Dear [NAME],

As you may know, the U.S. Department of Justice’s Office of Justice Programs’ Bureau of Justice Assistance (BJA) and The Council of State Governments (CSG) Justice Center launched [Justice Counts](#) to address a critical issue in the criminal justice field—the lack of timely, accurate, accessible, and actionable data.

I thought you might be interested in learning about a major step forward the initiative has just taken. On January 30, Justice Counts released new guides for seven criminal justice sectors: law enforcement, prosecution, defense, pretrial/courts, jails, prisons, and community supervision. These guides correspond with the [Tier 1 Metrics](#) developed by consensus in 2022, with contributions from more than 400 people in the field.

The guides—the first of their kind—equip criminal justice agencies with the resources they need to publish data that is both comparable to other agencies nationwide and customized to the realities of their own unique

operations. With these guides in hand, criminal justice agencies can begin configuring and sharing the data policymakers need to make critical public safety decisions.

Check out the new guides [here](#) and reach out to Justice Counts at [justicecounts@csg.org](mailto:justicecounts@csg.org) if you have any questions about the guides or how to participate in the initiative.