A fair and equitable criminal justice system requires representation by skilled defense counsel with adequate resources at every stage of the criminal process.
—Right to Counsel National Campaign

The Justice Programs Office (JPO) founded and directs the Right to Counsel (R2C) National Campaign, a public awareness initiative to inform and engage policymakers, criminal justice system actors, and the public on the importance of the Sixth Amendment right to counsel. We seek to elevate the defender’s voice in criminal justice reform conversations and provide new opportunities for citizens to become engaged advocates for their constitutional right to counsel.

As the leader of the R2C National Campaign, JPO works with a consortium of multidisciplinary organizations to coordinate efforts related to the right to counsel, giving an informed, holistic approach to our strategy. Additionally, we disseminate information on evidence-based practices and policies, key activities, and reform efforts as they relate to the right to counsel and public defense delivery systems.
R2C Strategies:

Public Awareness
We engage national, state, and local criminal justice system actors, community advocates, and policymakers through a robust online presence, presentations at conferences, roundtable discussions, newsletters, webinars, and annual events.

Value-Based Communication
We provide R2C consortium members and allies messaging guidance using value-based communication strategies for their unique constituencies, jurisdictions, and needs.

Cultivating Champions
We recruit likely and unexpected allies across disciplines and party lines. We have established R2C champions among defenders, prosecutors, judges, court personnel, county officials, corrections, law enforcement, impacted community members, academia, researchers, policymakers, legislators, and community advocates.

Research
We conduct public opinion research and have released findings on how well Americans understand public defense and their right to counsel and held focus groups with system actors on their specific roles in ensuring the right to counsel. We also promote relevant research by R2C consortium members.

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