

# SEXUAL ASSAULT AWARENESS MONTH 2014 CAMPAIGN



*Your Voice.  
Our Future.  
Prevent Sexual Violence.*

# ACKNOWLEDGMENTS

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We are so grateful for the commitment, vision, enthusiasm, and creativity the 2014 Sexual Assault Awareness Month Campaign Committee shared. They all worked with much intention and dedication in order to create a meaningful and empowering campaign. Thank you to all of our wonderful committee members!

<b>SAAM 2014 Campaign Committee Members</b>
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This guide was developed by the Washington Coalition of Sexual Assault Programs (WCSAP) in recognition of Sexual Assault Awareness Month (SAAM). Campaign materials were also developed by WCSAP. The theme for SAAM was chosen with input from SAAM Campaign Committee Members and other representatives from sexual assault programs in Washington. Materials were printed with the support of the Office of Crime Victims Advocacy.

# CAMPAIGN OVERVIEW

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**In the State of Washington, and nationally, we have selected to recognize Sexual Assault Awareness Month (SAAM) for the entire month of April. However, these materials have been created to use throughout the year to increase awareness of sexual violence in your communities.**

The recognition of Sexual Assault Awareness Month is an annual event in Washington State. It is a time for individuals and communities to come together to raise awareness and to take action against sexual assault. The history of Sexual Assault Awareness Month (SAAM) stems from the early 1970s, when survivors of sexual violence came together and began to speak out against the atrocities they suffered. They held rallies and public speak-outs, and as a result created a movement to end sexual violence.



# 2014 CAMPAIGN

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The theme for the 2014 campaign is  
*Your Voice. Our Future.*  
*Prevent Sexual Violence.*

This year we are excited that we will again be aligning with the National Sexual Assault Awareness Month Campaign created by the National Sexual Violence Resource Center (NSVRC). The 2014 SAAM Committee & recent SAAM feedback surveys informed our choice of theme and materials.

The theme, "*Your Voice. Our Future. Prevent Sexual Violence.*" focuses on healthy sexuality and young people, and we have put our own Washington "Be the Solution" spin on it! We hope to bring some of this great information to programs across the state and combine the national work with our own state message.

Social networking will continue to play a powerful role in our ability to share the voices creating change in Washington. We have found it to also be a fun, effective way to unite the efforts of sexual assault programs across the state. This year our SAAM materials will be on the WCSAP website, Facebook page, and Twitter page, rather than the WASAAM pages we have used in years past. If you have any questions or concerns about the ins and outs of social networking, please don't stress, WCSAP is here to support you along the way.

We are excited to watch the momentum of SAAM and *Be the Solution* continue to build. Thank you for all of the amazing and innovative work you are doing! WCSAP looks forward to hearing more from you about how the messaging worked for you this year, and how you would like to see it used in the future.

If we can be of any assistance, please don't hesitate to contact us. Wishing you all the best and a successful SAAM 2014!

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# CAMPAIGN MATERIALS

This year's materials consist of both classic *Be the Solution* items that communities in Washington have asked for and new resources based on the national campaign theme.

## Campaign poster (12 x 18)

This poster has a bright, fun, youth oriented design!

Along the bottom of the poster are ways to stay connected to the campaign through social media – Facebook & Twitter. The QR Code in the bottom right corner will allow anyone with an internet capable phone to scan the image and be taken directly to the *Be the Solution* webpage!

Additionally, there is space at the bottom of the poster to write in event details and agency contact information to make these items specific to your community. You can post them at local businesses, on bulletin boards, etc.

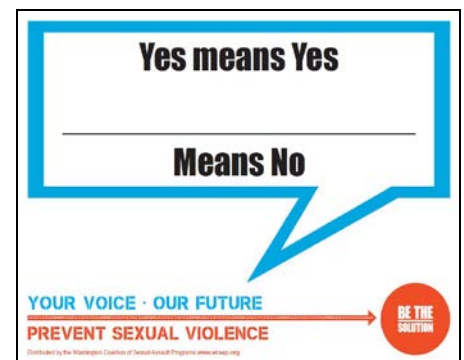


*Available in English, Spanish, Russian and Tagalog*

## Consent Flags (8.5 x 11)

These flags give youth and adults the opportunity to start conversations about consent!

Take pictures of flags within your agency and share on social media, send pictures to WCSAP, hang flags for community members to see. Always make sure to get consent for taking and sharing photos first. To generate ideas with participants, see pages 5 & 8 of the [PISC magazine on consent](#) which is included in your box of materials.



*Available in English, Spanish, Russian and Tagalog*

### "Be the Solution" buttons (1.25")

These buttons are simple and easy to distribute in communities. Buttons are in 4 bright and fun colors.

Build excitement in your community by encouraging members to collect all four at various community events!

*Available in English, Spanish, Russian and Tagalog*



### Be the Solution Game Board (10 x 10)

This interactive game is a great way to start conversations with youth and young adults about topics such as sex, dating, consent, friends, and more.

To play the game, have participants spin the spinner, then they get to answer a question or participate in a role play related to the topic they landed on!

In the Appendix of this guide, you will find sample questions and links to resources with questions and ideas to use with this game. Use these or customize the questions, scenarios, and role plays to the communities that you are working with.



*The board topics are in English and Spanish*

### "Let's Talk About..." Cards (1 x 1)

These simple & colorful cards accompany the game and can be given out separately as well. The cards come in five fun colors and each has a different teaser of "Let's Talk About..." followed by a topic.

One side has a bright "Be the Solution" logo and the other has a QR code. By scanning the QR code on their phone, youth will be taken to a custom page on the WCSAP site. This page is designed for youth to find resources around healthy sexuality and consent.



# APPENDIX

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## Be the Solution Game Board – Sample Questions

Below are sample questions to get started with the game. Make sure to offer a range of questions that will allow participants to open up, have fun, and be challenged.

### Consent

- *How do people communicate if they are interested or not interested?*
- *How much is too much “checking in” with someone you are dating?*

### Friends

- *Tell us about a time a friendship ended and why.*
- *What would you say to your friend if they weren't treating their date very well?*

### Boundaries

- *What types of boundaries do you set for yourself?*
- *How do you communicate your boundaries with others? And respect their boundaries?*

### Dating

- *ROLE PLAYS: (1) practice asking someone you have just met but think is cute on a date, (2) practice saying no to a date, (3) practice talking with someone you've been hanging out with about making it more serious. Try multiple scenarios, like hearing different answers in response to your questions.*

### Tough Stuff

- *How would you respond if a friend or someone you're dating tells you they have been sexually assaulted in the past? What if it's still happening?*
- *Who would you feel safe talking to if you or your partner got pregnant?*

### Hopes + Beliefs

- *What is your dream job?*
- *Were you raised with any beliefs that impact your relationships?*

### Sex

- *How do you negotiate methods of birth control?*
- *How can you feel sexy without having sex?*

### Respect

- *Name an adult you feel respected by and why.*
- *What's one way someone you're with can show they respect you?*

**Need more ideas??** Check out the great questions, prompts, and scenarios from these online resources:

<http://www.100conversations.org/topics/>

<http://www.loveisrespect.org/dating-basics/dating-basics>

<http://www.loveisrespect.org/what-consent>

<http://www.kingcounty.gov/healthservices/health/personal/famplan/educators/HighSchool.aspx>

<http://sexetc.org/>