

# WORKING WITH SCHOOLS

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- Use relevant times and events to access schools**, such as in response to a crisis situation in the school, during a theme week/month (e.g. SAAM, Child Abuse Awareness Month, Crime Victims' Rights Week, etc.), or in response to related events in the media.
- Inform teachers and other school personnel about your program and your approach to the topic of sexual assault.** Put together a packet of information that includes a presentation outline, sample handouts, qualifications of the speaker, and an evaluation form. Develop a reference list so that teachers can learn more about your experience and qualifications. Ensure that your presentations and materials match your high standards.
- Follow up on any contacts you have developed in the past.** If you or someone from your program has given presentations in a school before, approach those contact people first. Use each successful contact to find more contacts in the schools.
- Approach school counselors, nurses, or students about sexual assault issues in their schools.** Offer to help by making presentations, and/or delivering resource materials.
- Talk with teachers through mutual friends.** Find out what limitations and restrictions they face in addressing this topic in their classrooms. Find out what they need, and ask what you can do to help. Focus on collaboration and addressing mutual goals. Take time to build relationships and build trust.
- Write letters to the School Board or Superintendent for the district.** Attend board meetings. Make presentations in which you advocate for more sexual assault prevention education in the school.
- Approach parent groups and teacher groups and ask for their support.** Ask for support from parents of students who volunteer for your program.
- Reach out to students who are part of Peer Helper groups.**
- Coordinate with stakeholders who also present in schools** to leverage opportunities get the message out about sexual violence. Stakeholders could include drug prevention educators or other health educators.

- Bring SAAM materials and other resources to PTA meetings.** Offer to speak about child sexual abuse and share ways with parents and teachers that can support elimination of sexual violence and protecting children.
- Use your other community contacts to gain access to school personnel.** Talk to other important people in the community to see if they know anyone in the schools who will help. Approach groups such as Rotary or Kiwanis.

#### **FOR COLLEGES AND UNIVERSITIES**

- Identify campus and community partners and engage them in planning.** Student organizations, Greek organizations, Student Affairs, residence life, counseling services, women's programs, student health, and athletics are just a few of the on-campus groups who can help.
- Coordinate with Student Activities.** Identify excellent programs and speakers related to sexual assault prevention (and especially to this year's theme) and ask if your student activities program can sponsor or co-sponsor them.
- Be mindful of the academic and student life calendars when planning activities.** The end of April may be too close to exam time, for example, so you may want to schedule programs for early in the month.
- Involve academic departments in awareness activities.** You might develop a module that instructors could use to address sexual assault issues in class, offer to provide guest lectures, post research links on a website, or make specific suggestions about certain disciplines and professions and the need to increase students' knowledge of sexual assault issues.
- Involve Peer Educators and other student leaders.** Any peer education groups focusing on health, safety, and wellness are a great resource. Resident assistants, student ambassadors and other student leadership groups can also take an active role.
- Use social networking groups to publicize activities.** Most college students are regular visitors to sites such as Twitter and Facebook.
- Make sure you are speaking the language of college students.** Have all outreach materials reviewed by students who are typical of your college population to ensure that you are gearing your information to today's students.
- Be sure to have a coordinated and consistent message.** On large campuses in particular, outreach efforts may become fragmented. Strong planning and coordination by all involved groups will result in a more effective campaign.