

Sexual Assault Awareness Month | April 2011

<p>"I can"</p>  <p>BE THE SOLUTION</p> <p>Ending sexual violence takes all of us.</p> <p>www.wasaam.org  #BeTheSolution Join Us on </p>	<p>"Я могу"</p>  <p>ПРЕДЛОЖИТЬ РЕШЕНИЕ</p> <p>Мы все должны участвовать в прекращении сексуального насилия.</p> <p>www.wasaam.org  #BeTheSolution Присоединяйтесь к нам на </p>
<p>"Tôi có thể"</p>  <p>THAM GIA VÀO GIẢI PHÁP</p> <p>Việc chấm dứt tình trạng cưỡng bức tình dục cần sự ủng hộ của tất cả chúng ta.</p> <p>www.wasaam.org  #BeTheSolution Hãy tham gia với chúng tôi trên </p>	<p>"Yo puedo"</p>  <p>SER PARTE DE LA SOLUCIÓN</p> <p>Poner fin a la violencia sexual nos involucra a todos.</p> <p>www.wasaam.org  #BeTheSolution Únase a nosotros en </p>

ACKNOWLEDGMENTS

We are so grateful for the commitment, vision, enthusiasm, and creativity the 2011 Sexual Assault Awareness Month Campaign Committee shared. They all worked so hard to create a meaningful and empowering campaign. Thank you to all of our wonderful committee members!

SAAM 2011 Campaign Committee Members

Natalie Betancourth	Beyond Survival (Aberdeen)
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Joe Keen	Human Response Network of Lewis County (Chehalis)
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This guide and the accompanying campaign materials were produced by the Washington Coalition of Sexual Assault Programs (WCSAP) in recognition of Sexual Assault Awareness Month (SAAM). 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 of the Department of Community Trade and Economic Development.

INTRODUCTION

In the State of Washington and nationally we have selected to recognize Sexual Assault Awareness Month (SAAM) for the entire month of April.

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.

I can be the solution by.....

The theme for the 2011 campaign is ***Be the Solution***.

As you probably noticed, the 2011 campaign theme is the same as last year. The SAAM committee did this with the intention of branding the ***Be the Solution*** theme for Sexual Assault Awareness Month activities in Washington State. This decision was based on the positive feedback we received from all of you last year regarding the good experiences you had with the simple, action oriented message, as well as the support you gave us in our efforts to brand the theme for future campaigns.

This year the campaign calls for social change and includes an exciting level of interactivity that each program can bring to their community. Last year we asked that people to not only be anti-sexual violence, but also vision and manifest what they are pro. This year the campaign is taking it one step further by asking people to share how they can be the solution to ending sexual violence, with the tagline "*I can be the solution by.*" We hope this will help our communities see the concrete ways they can make positive social change, starting today!

Social networking will continue to play a powerful role in our ability to share the voice of the campaign participants. We have found it to also be a fun, effective way to unite the efforts of sexual assault programs across the state. There will continue to be a WASAAM website, FaceBook page, and Twitter page. 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.

The materials that have been developed are centered on the Postcard Activity that the SAAM Committee developed, which offers each participant the opportunity to share (via a drawing, words, collage, doodle, etc. on the back of the postcard) ways they can be the solution. In turn, they will get to see the efforts of people from across Washington State via our various social networking tools and on the WASAAM website. This will unite the efforts of programs and

individuals in the statewide campaign, giving more power and passion to our voice for change. Programs can do this activity with a community group or make arrangements for people to do it on their own. There are many different ways to coordinate the Postcard Activity with the SAAM events already happening in your area. Additional materials will include buttons, posters, stickers, as well as a megaphone!

We encourage use of the campaign to build relationships with other social service providers and community stakeholders. While some of the campaign materials are central to the Postcard Activity, they can all be used in a variety of contexts. Each product has the ability to make a statement on its own.

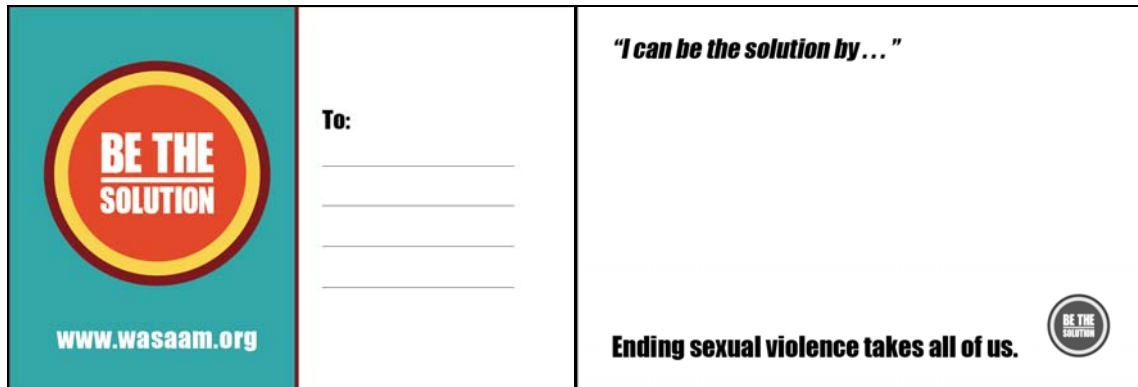
We are excited to watch the momentum of the **Be the Solution** theme continue to build, thank you for all of the amazing and innovative work you are doing. WCSAP looks forward to hearing more from you about how the messaging worked for you this year, and how you would like to see it used in the future.

If we can be of any assistance, please don't hesitate to contact us.
Wishing you all the best and a successful SAAM 2011!

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The Postcard Activity



The postcard activity is an easy way to engage in the statewide SAAM campaign! Here is how you do it:

- 1. Ask your community to draw or write on the back of the postcard how they can be the solution to sexual violence**
- 2. Take a picture or scan a copy of the back of the postcard**
- 3. Send to wasaam@wcsap.org**
- 4. We will then post it on our website www.wasaam.org**

You can use the postcards in any way that works for your community! Some other ideas on what to do with them:

- Make a “postcard quilt” to highlight all the solutions that people have come up with.
- Send a letter and some postcards to community stakeholders to get them engaged in thinking about ways to be the solution.
- Partner with local businesses; ask them to make them available for customers to work on while dining, having coffee, reading, etc. and then display completed ones in the window.

Please note that if you send us material to share, you are authorizing us to share that online. It is important to talk about this with the people you are working with. This insures they have the opportunity to consent to sharing their voice while also being aware of any privacy considerations they have.

The SAAM Posters

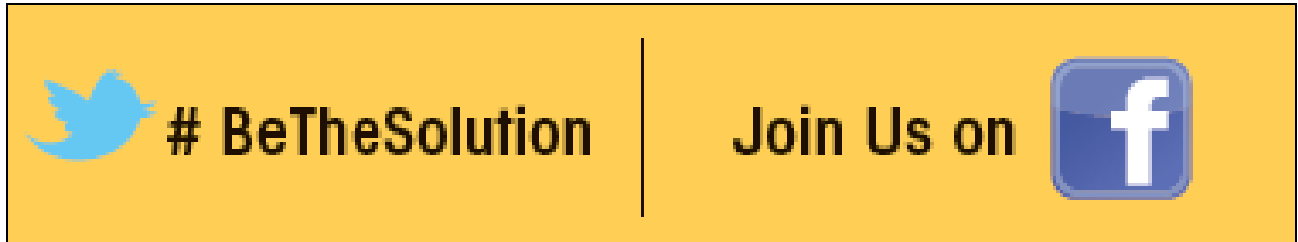


Simple in design, with a positive and action oriented message, these posters are an eye-catching way to alert your community to the awesome SAAM events you have planned throughout the month!

There is space at the bottom of the poster to write in event info, and then you can post them up in your office, at local businesses, bulletin boards, etc.

If you have extra posters and no additional events planned, you can simply hang them up as-is or trim off the bottom section.

Twitter and Facebook



Twitter

Our twitter account is WASAAM – you can see the page at <http://twitter.com/wasaam>
The WASAAM hashtag is #BeTheSolution

Every day WCSAP staff will tweet a new way that “I can #BeTheSolution by...”
Example: “I can #BeTheSolution to sexual violence by not laughing at sexist jokes.”

If you have a twitter account, you can retweet these each day. This is an easy way to have a unified voice across the state! Anytime you think of a solution, tweet away with the #BeTheSolution hashtag.

Why Twitter? People can access Twitter postings through their phone, computer, or mobile devices. It is a great way to share short, impactful messages to people across the nation.

New to Twitter or unfamiliar with it? Please give us a call and we can chat about the ins, outs, ups and downs. Kat or Trisha are available at 360-754-7583.

FaceBook

Our FaceBook page is titled Be the Solution | Sexual Assault Awareness Month.
You can see the page at:
<http://www.facebook.com/pages/Be-the-Solution-Sexual-Assault-Awareness-Month/73411195615>

People can become fans of the page and share with their network. We will be relying on advocates within your organizations with FaceBook profiles to get the word out!

The Bingo Activity

Looking for another activity to use during Sexual Assault Awareness Month (or anytime really) to engage your community? How about a thought and conversation provoking game of Bingo! Normally Bingo cards are filled with numbers and it is a game of chance that happens in one sitting. However, we've mixed things up a bit by filling each with ways in which participants *can be the solution* to sexual violence.

Instructions:

- When you do something to *be the solution* during the game period mark down the date in the corresponding Bingo square.
- The *Be the Solution* square in the middle is traditionally considered a free space.
- While some actions may just happen, you may need to be strategic about how *you are being the solution* in order to achieve a Bingo.
- A Bingo is achieved by completing activities that fit a pattern – you can keep it simple or make it challenging!
- A simple Bingo would consist of 5 completed squares in a horizontal line, vertical line, or diagonal line. A more challenging Bingo could require completed squares in the shape of an X, the entire border (16 squares), the interior (8 squares – 9 with the free space).

Considerations:

- This activity can last for a few days, a week, or the entire month of April – it's up to you!
 - Pick a time frame that works for the group you are engaging in SAAM.
- If you are planning to do presentations in your community during the month, this would be a fun activity to do either before or after, depending on the group's understanding of what it means to *be the solution* already.
- Often a Bingo winner is given a prize. Offering a prize or prizes may increase participant's interest in the activity and encourage them to take on the more ways one can *be the solution*.
 - Check in with businesses in your community to see if they would donate a small item or gift certificate to help promote involvement in SAAM!
- Feel like the Bingo square phrases may not resonate with your group? You can download the electronic copy of the Bingo cards from www.wasaam.org and create your own squares! Working with a group that is excited about SAAM? Ask them to submit their ideas of how to *be the solution* and fill in the cards!

“I can...”

WA	S	A	A	M
Have open and honest conversations	Learn about root causes of sexual violence	Support a survivor	Get active consent from my partner	Create safe space for someone to say “no”
Listen and believe	Read a feminist article, blog, or book	Ask others about their boundaries	Educate my friends and family	Show compassion
NOT laugh at sexist jokes	Educate myself about sexual violence		Treat my partner with respect	Respect everyone’s choice of gender expression
Work in my community to end sexual violence	Give active consent when I want to	NOT ignore the problem	Wear a <i>Be The Solution</i> button	Volunteer
Say something when I hear disrespectful language	Be a role model for my peers	Express myself without shutting someone else down	NOT laugh at jokes that put others down	Participate in Sexual Assault Awareness Month

“I can...”

WA	S	A	A	M
Read a feminist article, blog, or book	Educate my friends and family	Get active consent from my partner	Volunteer	Give active consent when I want to
Create safe space for someone to say “no”	Have open and honest conversations	Show compassion	Say something when I hear disrespectful language	Wear a <i>Be The Solution</i> button
Learn about root causes of sexual violence	Respect everyone’s choice of gender expression		Participate in Sexual Assault Awareness Month	Be a role model for my peers
Express myself without shutting someone else down	Work in my community to end sexual violence	Support a survivor	NOT laugh at jokes that put others down	Ask others about their boundaries
Educate myself about sexual violence	Listen and believe	NOT ignore the problem	Treat my partner with respect	NOT laugh at sexist jokes

“I can...”

WA	S	A	A	M
Volunteer	Ask others about their boundaries	NOT laugh at sexist jokes	Wear a <i>Be The Solution</i> button	Support a survivor
Give active consent when I want to	Treat my partner with respect	Listen and believe	Create safe space for someone to say “no”	Learn about root causes of sexual violence
Get active consent from my partner	NOT laugh at jokes that put others down		Read a feminist article, blog, or book	NOT ignore the problem
Educate my friends and family	Say something when I hear disrespectful language	Have open and honest conversations	Participate in Sexual Assault Awareness Month	Educate myself about sexual violence
Be a role model for my peers	Express myself without shutting someone else down	Work in my community to end sexual violence	Respect everyone’s choice of gender expression	Show compassion


“I can...”

WA	S	A	A	M
Educate myself about sexual violence	NOT laugh at jokes that put others down	NOT ignore the problem	Have open and honest conversations	Express myself without shutting someone else down
Support a survivor	Listen and believe	Respect everyone’s choice of gender expression	Educate my friends and family	Read a feminist article, blog, or book
Ask others about their boundaries	Be a role model for my peers		NOT laugh at sexist jokes	Participate in Sexual Assault Awareness Month
Wear a <i>Be The Solution</i> button	Get active consent from my partner	Show compassion	Work in my community to end sexual violence	Create safe space for someone to say “no”
Treat my partner with respect	Learn about root causes of sexual violence	Say something when I hear disrespectful language	Volunteer	Give active consent when I want to

“I can...”

WA	S	A	A	M
Ask others about their boundaries	Respect everyone’s choice of gender expression	Wear a <i>Be The Solution</i> button	Listen and believe	NOT laugh at sexist jokes
Volunteer	Educate myself about sexual violence	Educate my friends and family	Say something when I hear disrespectful language	NOT laugh at jokes that put others down
Give active consent when I want to	Treat my partner with respect		Participate in Sexual Assault Awareness Month	Learn about root causes of sexual violence
NOT ignore the problem	Have open and honest conversations	Express myself without shutting someone else down	Be a role model for my peers	Get active consent from my partner
Read a feminist article, blog, or book	Create safe space for someone to say “no”	Support a survivor	Show compassion	Work in my community to end sexual violence

“I can...”

WA	S	A	A	M
				

Interested in Additional SAAM Information?

Go To

www.wasaam.org



The WASAAM website houses a collection of materials to support your awareness activities.

- Event Ideas
- SAAM Talking Points
- Tips on Working with Schools
- Tips on Working with the Media
- Sample Public Service Announcements
- Sample Templates for writing a Letter to the Editor
- WCSAP Library Materials