

SEXUAL ASSAULT AWARENESS MONTH

April 2013



*It's Time...to Talk About It!
Talk Early. Talk Often. Prevent Sexual Violence.*

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SECTION I: ACKNOWLEDGMENTS

We are so grateful for the commitment, vision, enthusiasm, and creativity the 2013 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!

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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). Any "Be the Solution" campaign materials were also developed by WCSAP. The healthy childhood sexual development theme and campaign materials were developed by the National Sexual Violence Resource Center and re-printed 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.

SECTION II: CAMPAIGN OVERVIEW

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.

The theme for the 2013 campaign is
It's Time... to Talk About It! Talk Early. Talk Often. Prevent sexual violence.

Over the last few years, the campaign has utilized the tagline or theme *Be the Solution*. The SAAM committee did this with the intention of branding *Be the Solution* for Sexual Assault Awareness Month activities in Washington State. This decision was based on the positive feedback we received from all of you the last few years 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. However, moving forward, instead of using *Be the Solution* as the theme, the campaign will begin to truly treat *Be the Solution* as a brand and still integrate a new and engaging main theme for the campaign each year.

This year we are very happy to align our awareness campaign with the National Sexual Assault Awareness Campaign created by the National Sexual Violence Resource Center (NSVRC). NSVRC's campaign theme is *It's Time...To Talk About It! Talk Early, Talk Often. Prevent Sexual Violence*. The 2013 campaign focuses on healthy childhood sexual development and the prevention of child sexual abuse. We hope to bring some of this great information to programs across the state and combine the national work with our own state message.

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

- **"It's Time... To talk to your children about healthy sexuality" tri-fold brochure** in English, Spanish, Vietnamese and Russian. This informational brochures helps parents understand what healthy sexual development is, why it is important to talk to their kids, and tips for having these conversations.
- **Campaign poster** (12 x 18). This poster has a bright, fun design with a popular "wordle" in the middle representing common healthy sexuality terminology in both English and Spanish.
- **"Be the Solution" button** (1.25") in English, Spanish, Vietnamese, and Russian. These buttons are simple and easy to distribute in communities.
- **"It's Time to Talk About...." stickers** in English and Spanish. These stickers encourage participation by allowing people to write their idea about what to talk about on the sticker.

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. There will continue to be a WASAAM website, Facebook page, and Twitter page, described in more detail below. 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 2013!

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**SECTION III:
AWARENESS ACTIVITIES**



GETTING STARTED

- ❑ **Build and strengthen relationships** with other social service organizations and community institutions using SAAM campaign activities and materials.
- ❑ **Use the SAAM campaign materials** with community members. Incorporate a screening of the Awareness Videos into your SAAM events and facilitate a discussion about how to be the solution in your community.
- ❑ **Take pictures** (if safe and appropriate) of community awareness events and video screenings to share on the SAAM website so people can connect with events across Washington State via social networking.
- ❑ **Distribute SAAM materials** at community events and presentations during *Sexual Assault Awareness Month*. Place SAAM materials at your local market/mall, doctor's offices, community centers, daycares, and places of worship.
- ❑ **Add www.wasaam.org** to your website and outreach materials. Increase access to information by utilizing the social networking sites affiliated with the campaign.
- ❑ **Provide in-service trainings** about bystander intervention, resources to address sexual violence, and intimate partner sexual violence.
- ❑ **Invite ALL individuals** in your community to get involved in your activities! Support community members in creating a world free of sexual violence.

Have questions?

Call (360) 754-7583

**for support, feedback, brainstorming, or
whatever may be helpful!**

SUGGESTED ACTIVITIES & EVENTS

Most of these ideas come from sexual assault programs across Washington State. Sexual assault programs reported that many of these events fostered positive relationships in communities, built awareness, provided resources, and informed the public about sexual assault and services available. Discover what works for your community! Share your ideas with us!

Engage elected officials. Call and share information about your program with them or invite them to speak at a public forum in your community. For information about elected officials, log on to <http://www1.leg.wa.gov/legislature>.

Host a community wide pledge in which people sign a large SAAM poster/banner declaring their community's commitment to ending sexual violence. Kick off the month of April by presenting the signed pledge to a community official.

Distribute news releases and newsletters. A sample news release is included in this guide.

Arrange for newspapers to print articles about sexual assault. Write letters to newspaper editors, highlight a story about the work you are doing to end sexual violence in your community, or contribute a series of articles to your local college newspaper on subjects relevant to students. Other appropriate publications may include newsletters of faith communities and newspapers of diverse communities.

Hold ceremonies to honor special people. Publicly honor volunteers, staff, board members, and public officials who are working to end sexual violence. Consider presenting awards and playing games to make the event fun and celebratory.

Participate in a radio talk show interview. Ask your local radio station to air programs focusing on issues of sexual violence.

Air public service announcements on television or the radio. One radio PSA is already created for you and additional scripts for other PSAs are included in this guide as a reference.

Arrange a televised panel of people discussing issues of child sexual abuse and adults' roles in protecting children.

Place business advertisements. Ask local business owners to pay for advertisements in the newspaper or on billboards during Sexual Assault Awareness Month.

Canvass civic groups. Work with local civic groups (such as the Lions Club, Elks Club, Rotary Club, scouting organizations, sororities, fraternities and other various stakeholders in your community) to organize a one-day neighborhood canvas during which they can deliver information to households and businesses and ask for donations.

Invite other organizations and business to place SAAM information on their websites.

Partner with members of communities of faith through local ministerial associations or other groups. Ask them to distribute SAAM materials. Encourage spiritual leaders to focus on the issue of sexual abuse using various methods such as verbal and written announcements, newsletters, and meetings with various committees.

Hold concerts or performances. Invite local musicians to provide a benefit concert during SAAM. At the concert distribute SAAM materials and have the musicians discuss sexual assault during their performance.

Sponsor a teen dance. Involve youth in organizing a teen dance that also raises awareness of sexual assault issues. Arrange to have proceeds donated to your local sexual assault program.

Schedule a movie night. Ask your local movie theater to show a film on sexual violence, such as *Monster* with Charlize Theron, *Iron Jawed Angels* with Hilary Swank, or *North Country* with Charlize Theron. Screen the Awareness Videos before and/or after the movie. Hand out flyers, SAAM handbills, and brochures. Facilitate a discussion after the film at the theater.

Host an educational forum. Borrow a video from the WCSAP library to show at your organization during SAAM or screen the Awareness Videos. Invite different communities to attend, facilitate a discussion after the video, and hand out SAAM materials.

Plan a potluck or brown bag lunch. Invite your community to come together to share food and get to know you and your services.

Make presentations in schools. Work with school districts and universities to organize presentations to students during SAAM. See the section of this guide entitled "Working with Schools."

Contact preschools and daycare centers in your community. Ask them to sponsor presentations and/or discussion groups for the families they serve. Ask for their help in distributing pamphlets and displaying posters. Offer to help with an article on child sexual abuse for their newsletter.

Convene a focus group with college students. Discuss sexual violence as it relates to them. Help the group plan one activity to raise awareness for the college/university community.

Hold a fundraising breakfast. Arrange for a brief series of presentations about sexual assault. Include a well-known member of your community as a keynote speaker. Ask for donations from those who attend. Obtain underwriting from a sponsor(s) for the cost of hosting the event.

Collaborate with other service providers (e.g. domestic violence programs, teen parent programs, law enforcement agencies) to host presentations, organize a march, distribute materials, and display posters.

Hold an open house. Invite the community to visit your offices and meet your staff.

Organize a candlelight vigil. Arrange a gathering of people in the evening and light candles in honor of survivors and those working to end sexual violence.

Set up window displays. Ask local libraries, museums, retailers, and other storefronts to display sexual assault resources, statistics, SAAM posters, or the handbills.

Organize a clothesline project to honor survivors and to raise awareness.

Publicly display a wreath or tree and have people add ribbons in honor of survivors they know.

Set up art displays. Many survivors create very powerful artwork. Use the artwork of survivors in a public display at a university, bookstore, mall, bank, or other public gathering place.

Make and display a quilt in recognition of survivors of sexual assault.

Organize a march. Begin with a rally and invite speakers to make a presentation before the march begins. Invite other agencies, service providers, or businesses to co-sponsor the event with you.

Partner with local businesses and have them donate a portion of a day's proceeds to a local sexual assault center. Many have daily special boards; request that they list a fact about sexual assault on their board.

Ask a local food bank, library, or grocery store to include brochures or SAAM handbills in every bag of food or book they distribute.

Work with a local youth group to plan an awareness activity. Ask what they would do in the community to raise awareness among their peers. Offer to support youth in writing articles for their school newspapers, giving their peers information about sexual violence, or creating other community activities.

Use Sexual Assault Awareness Month to express your opinions about media messages and violence. Write letters or emails to advertisers or media companies that promote violent or misogynistic imagery. Write letters of thanks to advertisers who promote positive messages.

WORKING WITH SCHOOLS

- ❑ **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 Leader 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.
- ❑ **Do your homework about community resources.** Especially if you have limited resources for survivors on campus, it is important to identify community programs
- ❑ **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.

SUGGESTED TALKING POINTS FOR SAAM

- ❑ *Sexual Assault Awareness Month* is a time for us to reflect on how sexual assault affects every person in our communities, and to take action to stop sexual assault.
- ❑ Approximately 1 in 4 girls and 1 in 6 boys are sexually assaulted before the age of 18¹. As adults, it is our responsibility to protect children – it is time for us to stop the abuse before it happens.
- ❑ In up to 90% of all child sexual abuse cases, the child knew the offender. Preventing child sexual abuse is not just teaching children the danger of strangers¹. Because you'd do anything to protect your child, start the conversation – talk to your child about sexual abuse.
- ❑ Sexual assault affects every part of our communities. Studies show that an estimated 12.1 million women have been raped in the US¹. Sexual assault permeates and deteriorates society as a whole. The impact of its deterioration can be found in our schools, on our playgrounds, campuses, families, workplace, and threaded throughout our culture. *Sexual Assault Awareness Month* is a continuum of our efforts to bring about change, promote healing, justice, and to create a tomorrow free of sexual violence.
- ❑ More than one-third of all women in Washington State have been sexually assaulted in their lifetime³. As a community, we can no longer afford to remain silent about this devastating and harmful crime. It is time to end the silence about sexual violence and create safe, healthy communities.
- ❑ According to a recent study, 69% of rape victims reported feeling at least somewhat or extremely concerned that others would blame them or hold them responsible for the rape.³ A significant part of the trauma that sexual assault victims face is the shame and stigma associated with the crime. It is our responsibility to show survivors that we hold offenders, not victims, accountable for sexual assault.

- ❑ Most media coverage of sexual assault examines the victims, and what individual victims could have done to avoid the assault. No amount of individual precaution is going to stop sexual assault from happening. Instead of thinking about avoidance strategies, we need to be thinking about prevention strategies.

For more information and resources related to sexual violence statistics, please read the WCSAP Advocacy Station on using statistics to support advocacy:

<http://www.wcsap.org/using-statistics-support-your-work>

REFERENCES

- 1 Russell, Diana E.H. "The Incidence and Prevalence of Interfamilial and Extrafamilial Sexual Abuse of Female Children," in Handbook on Sexual Abuse of Children, edited by Lenore E.A. Walker. Springer Publishing Co., 1988.
- 2 Greenfeld, L. Sex Offenses and Offenders: An Analysis of Data on Rape and Sexual Assault. Bureau of Justice Statistics. 1997.
- 3 "Rape in America: A Report to the Nation," National Victim Center and the Crime Victims Research & Treatment Center, 1992.

BYSTANDER INTERVENTION TALKING POINTS

Bystander intervention is an essential component in preventing sexual violence. It may be helpful to have conversations with groups in your community about effective intervention, take time to address the fears and concerns that they may have, and also highlight the positive effects bystander intervention has on the community.

- What are some reasons that we don't intervene when we see someone harassing or disrespecting another person?
 - Have you ever had the opportunity to help someone in such a situation and not done anything? What made intervening difficult?
 - How did you feel afterward?
 - What did you learn from that experience?

- If you were in the position of being harassed and/or disrespected by someone, what would you like a bystander to do?
 - Can you share an example of a time someone came to your side to offer support, or challenge someone's behavior towards you?
 - Can these actions be a part of changing our cultural norms?

- Bystander intervention is often times seen as a method of preventing sexual violence, because it addresses harmful behaviors before they escalate.
 - What are some behaviors that you feel you could safely challenge?
 - What are some behaviors you might be able to change within yourself?

- How do we help our communities identify behaviors of concern?
 - What are some of the root causes of these behaviors?
 - What are some ways to help our community make those connections?

- By addressing harmful behaviors consistently, we aspire to change societal norms. Why is shifting societal norms important when we talk about preventing and responding to sexual violence?

SECTION III:

MEDIA OUTREACH



WORKING WITH THE MEDIA

The media is an important partner in raising communities' awareness of sexual assault issues. Media attention not only raises awareness and educates, it helps influence decision makers, funders, and potential supporters. The following are some tips and ideas about working with the media, and were partially adapted from:

- *Partners for Prevention: The Media*, The National Committee for the Prevention of Child Abuse
- *Campaign Kit*, California Coalition Against Sexual Assault, Sexual Assault Awareness Month 1999
- *News for a Change: An Advocate's Guide to Working with the Media*, by Lawrence Wallack, Katie Woodruff, Lori Dorfman, Iris Diaz; Sage Publications, 1999
- *Strategies for Action*, The National Center for Victims of Crime, 1999 National Crime Victim's Rights Week

Set Goals and Objectives for Your Media Efforts

The first step in planning a media strategy is to identify your goals and objectives. Your goal may be simply to educate the public about the importance of preventing sexual violence or to let the public know about the services you provide.

Define the Audience

Decide whom you really want to reach -- state or local "opinion" leaders, policy makers, or the general public. This will help you determine which news format will work best for your message.

Develop a Relationship with Reporters and Editors

Look within your organization for people who know local reporters, editors, station managers, etc. Ask that person to meet with the reporter/editor they know to discuss *Sexual Assault Awareness Month*. If no relationship already exists, develop one. Discuss what type of coverage may be given to *Sexual Assault Awareness Month*, for example:

- Feature articles on the prevalence of sexual assault, services available in the community, or local events designed to raise awareness about sexual assault.
- Conduct interviews with prominent people about their views on sexual assault or with advocates and board members at your program about the important work they do.
- Include editorial pieces on local legislation, local responses, etc.

Also, ask the media person for advice on how to ensure coverage of *Sexual Assault Awareness Month*. Offer to help the reporter/editor with story ideas and/or in researching information. When the media report on sexual assault issues let them know how you felt about the coverage. Remember to thank reporters and news organizations for a job well done.

Provide the Media with Information

Provide information, but not too much! Make sure the information is clear, concise and includes the name and phone number of a person to contact for more information. Highlight the most important points. Organize according to priority.

Write a News Release

A news release should be limited to one page and printed on your agency's letterhead. Following is a list of all the elements that should be included in a news release (see sample in this guide):

- Date
- Contact name and phone number
- Short headline, all capital letters
- What is happening, who is involved, where and when it is happening
- Why this event is significant — emphasize the local relevance
- Quote from an expert or local official emphasizing the significance of this event
- More details on the event
- Brief (one-sentence) description of the organization involved in the event
- ### at the bottom of the page to indicate the end of the release

Develop Talking Points

Identify the key points you want to make. Take a stand and present a solution. Include relevant factual information and statistics as well as specific action steps you want to encourage people to take. Be concise. Phrase statements in such a way your most important messages can be communicated in less than 15 seconds. Prepare to deliver your talking points verbally by practicing saying them out loud – but avoid memorizing them verbatim. If you do, you run the risk of sounding rehearsed, uninteresting, and unnatural.

Pitch Stories, Not Issues

The media are looking for stories that will catch an audience's attention. Typically, they want the "human interest" angle. Point out the personal relevance of your story to their audience. Emphasize the unique and compelling nature of your event. Stories that involve one or more of the following elements may be considered more "newsworthy:"

- Broad interest
- Controversy or conflict
- Injustice
- Irony
- Local relevance
- Personal perspective
- Breakthrough or historical event
- Anniversary or seasonal relevance
- Celebrity involvement
- Eye-catching visuals

Produce Public Service Announcements (PSAs)

PSAs may be recorded for radio or television; or they may be written for print media, including newspapers, newsletters, or bulletins (see sample PSAs in this guide).

Attempt to contact local radio and television stations and speak to the public service director or station manager. When you contact the station, try to ask the following questions: Do you accept PSAs? Would you be interested in developing an ongoing public service campaign with our organization?

Prepare Media Kits

Collect a packet of information that you can distribute to the media. Compile materials and place into an easy-to-use file folder or booklet.

Materials should be clear and concise. Typically, a media kit includes:

- News release (see sample in this guide)
- Agency brochure
- Fact sheet on common statistics
- Reproducible pictures or graphics
- Business card and/or rolodex card with name of contact person

Note: A tip for planning: when reporters cover a story, they typically require information immediately in order to keep their coverage newsworthy. Have several media kits on hand that you can distribute to the media on demand as opportunities arise.

Ways to Partner with the Media

- Distribute news releases
- Sponsor a public forum or news conference
- Submit letters to the Editor
- Ask your local newspaper to include a special insert
- Appear on public affairs television or radio programs
- Provide local TV or radio stations with public service announcements

SOCIAL NETWORKING

SAAM 2013 continues the success of last year's Internet efforts in order to add richness and connect individuals and programs across the state with the campaign.

The campaign's website is **wasam.org**.

The statewide SAAM campaign will use several internet services to communicate our message. Below is a brief description of the kinds of technologies we will be using.

Twitter

SAAM will be using Twitter for a micro-blogging tool. A useful feature of Twitter is being able to "embed" Twitter updates on your own website—so for SAAM, your organization's website can have fresh tips and SAAM related material without any additional work of yours! You can post on Twitter with the hashtag **#SAAM**

Example: "Healthy childhood sexual development part of the solution to prevent sexual violence #SAAM"

Photo and video

We hope organizations will send us photos or videos of their events or their SAAM spirit. The photos might be of a hung poster, or of something else in your community that contributes to the awareness campaign.

Social Networking

Social networking services allow users to create a unique page that serves as a sort of hub for their online identity. There is biographical information (like hobbies, favorite music) and even personal contact information if desired. The networking portion relates to connecting to others based on offline relationships, shared interests, shared values, or other axes of similarity. Connected groups can then be used to share information, organize events, or rally for a cause. SAAM will have a Facebook page which people can become fans of or friends with, and share with their network. We will be relying on advocates within your organizations with FaceBook profiles to get the word out.

Connect with WASAAM at: <http://www.facebook.com/pages/Be-the-Solution-Sexual-Assault-Awareness-Month/73411195615>

What do I need to do?

- Grab photos or video whenever you can!
 - Events in your community*
 - People wearing or holding SAAM materials
 - Proclamations
- Follow Washington State Sexual Assault Awareness Month on Twitter @wasaam
- Tweet solutions to ending sexual violence to #SAAM
- Send in descriptions or dates for your events and we will feature them on wasaam.org
- Do you have a story* that illustrates the importance of SAAM? Send it in!
- Become of a fan of the SAAM page on FaceBook

Visit www.wasaam.org for instructions on how to participate and where to send materials. Nothing will be posted without first being examined through the guidelines.

SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

Public service announcements may be recorded for radio or television or they may be written for print media, including newspapers, newsletters, or bulletins. If you plan to record a PSA for radio or television ask a local celebrity to do the recording for you. This may increase the chances that your PSA will be aired, heard, and remembered!

Consider including this year's campaign slogan in each PSA you produce in order to link it with the statewide campaign.

1. TOPIC: Sexual Assault Awareness Month seconds

LENGTH: 15

You have the power to create change and can make a difference toward ending sexual violence. It all starts with you deciding to be part of the solution, to take action and offer your voice to the cause. To learn more about ways to end sexual violence call [*local sexual assault program*] at [*phone number*].

2. TOPIC: Services seconds

LENGTH: 20

April is sexual assault awareness month. Did you know last year sexual assault programs in [*local community*] helped over [#] victims of sexual assault? If you or someone you know is a victim of sexual assault, help is only a phone call away. Contact [*local sexual assault program*] at [*phone number*].

4. TOPIC: Services seconds

LENGTH: 30

Did you know that in [*local community*] the [*local sexual assault program*] provides services to victims of sexual assault and their families? [*Local sexual assault program*] has been providing services for over [#] years in [*county*]. April is Sexual Assault Awareness Month; to seek help, learn more, or join us in efforts to prevent violence call [*phone number*].

5. TOPIC: What You Can Do

LENGTH: 45 seconds

Every person has power to create change and can make a difference towards ending sexual violence.

It all starts with you. It starts by deciding to become part of the solution. Learn the facts and know that every proactive action, big and small, will make a difference.

To end violence we must acknowledge the reality, step up, and unite our voices.

We must proceed with compassion and believe those who tell.

We must not be silent.

We must not be still.

What will you do?

April is sexual assault awareness month. To learn more about ways to end sexual violence or find support call [*local sexual assault program*] at [*phone number*].

Be the solution.

Additional PSA Resource

Check out the 2012 SAAM campaign to find pre-made radio quality PSAs!

<http://wasaam.org/index.php?id=saam-2012-campaign-materials>

SAMPLE LETTER TO THE MEDIA

Date

Name/Title Organization

Address

Phone/Fax

Dear [*Name of Editor, Reporter*]

April is **Sexual Assault Awareness Month** in Washington State. Locally and around the state, individuals, youth, communities, schools, and agencies will be taking action to increase awareness about sexual assault and to end sexual violence. I am writing to ask for your help in this work.

The issue is pressing. One out of every four girls and one out of every six boys will be sexually abused before the age of 18. A recent survey conducted by the Washington State Office of Crime Victims Advocacy found that one third of all women in Washington state have experienced some form of sexual assault. To address these startling statistics, [*local community*] is organizing several community events and activities, including:

- [*Event, Date*]

The theme of this year's Awareness Month is **It's Time...to Talk About It! Talk Early. Talk Often. Prevent Sexual Violence**. By discovering and rethinking the ways that people can create change in their communities, the campaign seeks to make a meaningful impact on sexual violence. You can help us in this endeavor by reporting on local **Sexual Assault Awareness Month** events. We also hope you will consider reporting on some of the following:

- Highlight [*local sexual assault program*] and its work in the community
- Provide information about the prevalence of sexual assault
- Discuss common misconceptions about sexual assault and provide accurate information about sexual violence
- Highlight the sexual assault prevention efforts of a community group or of youth
- Explore connections between media messages that support rape or violence

I can assist you in getting additional information about local events and about issues surrounding sexual assault. Your assistance in reporting on the issue of sexual assault is greatly appreciated. Thank you for your time and consideration.

Sincerely,

SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: [Name]
[Agency] [Phone Number]

[Today's Date]

COMMUNITIES UNITE TO END SEXUAL VIOLENCE

[City, State] — In honor of Washington State's annual **Sexual Assault Awareness Month**, members of the [name of community] community are joining together to raise awareness about sexual violence. During the month of April, Sexual Assault Awareness Month organizers invite all local community members to participate in taking a stand against sexual assault.

The Awareness Month's events include [names, dates, and locations of events]. In accordance with their message, **It's Time...to Talk About It! Talk Early. Talk Often. Prevent Sexual Violence.** Sexual Assault Awareness Month organizers highlight that all individuals have important contributions to make in creating a world free of sexual violence. Organizers hope that community members will turn out in force to lend their voices to the effort. At all events, informational materials and posters will be available that share how individuals and communities can take action.

Sexual Assault Awareness Month is a specific time we target in order to focus on the issues of sexual assault, but every day provides a new opportunity for communities to stop sexual assault.

For more information, please contact [sexual assault program and contact information]. [Sexual assault program] is a community sexual assault program that provides [brief list of available services.]

#

SAMPLE SAAM PROCLAMATION

The following sample SAAM proclamation is provided by the National Sexual Violence Resource Center. The form is customizable and also available in Spanish. <http://nsvrc.org/publications/nsvrc-publications-sexual-assault-awareness-month/saam-2013-proclamation>. [Citations for statistics are available on the website]

Whereas, Sexual Assault Awareness Month is intended to draw attention to the fact that sexual violence is widespread and impacts every community member of _____; and

Whereas, Rape, sexual assault, and sexual harassment impact our community as seen by statistics indicating that one in five women and one in 71 men will be raped at some point in their lives (Black et al., 2011).; and

Whereas, Child sexual abuse prevention must be a priority to confront the reality that one in six boys and one in four girls will experience a sexual assault before the age 18 (Dube et al., 2005).; and

Whereas, We must work together to educate our community about sexual violence prevention, supporting survivors, and speaking out against harmful attitudes and actions; and

Whereas, With leadership, dedication, and encouragement, there is evidence that we can be successful in preventing sexual violence in _____ through increased education, awareness, and community involvement; and

Whereas, _____ strongly supports the efforts of national, state, and local partners, and of every citizen, to actively engage in public and private efforts to prevent sexual violence. It's time for all of us to start conversations, take appropriate action, and support one another to create a safer environment for all.

NOW THEREFORE BE IT RESOLVED,

That I, _____, join advocates and communities across the country in playing an active role to prevent sexual violence. Along with the United States Government and State of _____, I do hereby proclaim April as "Sexual Assault Awareness Month!"

SECTION IV:

HEALTHY CHILDHOOD SEXUAL DEVELOPMENT TOOLS



INTRODUCTION TO HEALTHY CHILDHOOD SEXUAL DEVELOPMENT

Promoting healthy sexuality norms and values is an essential part of creating communities free from sexual violence. Since our norms and values are impacted by our friends, families, communities, and society, it's important to start conversations about healthy sexuality early on. Parents are one of the primary sexuality educators for their children and have the opportunity to help shape how children learn about sex and sexuality. Parents can often feel intimidated to have these conversations with their children, so as educators and preventionists we can ease this by connecting them to resources. A great way to begin this process is by learning about healthy sexual development.

When working with parents and other invested adults around preventing child sexual abuse and generally supporting healthy development, some common questions parents may have are:

- What is healthy sexual development?
- Why should we talk to children about sexuality?
- What are tips to help me have these conversations?

You will find answers to these questions in the tri-fold brochure called *It's Time... To Talk to Children About Healthy Sexuality*. This is a great tool to give to parents so they can read through it as often as they need. It is available to download as a PDF in English, Spanish, Russian, and Vietnamese from the WCSAP website:

<http://www.wcsap.org/prevention-special-editions>.

Another great tool to help parents talk to their children about sexuality and sex violence is the WCSAP booklet, *Start The Conversation*. This can be downloaded as a PDF in English or Spanish from the WCSAP website: <http://www.wcsap.org/parents>.

Additionally, if you are looking for resources to help support parents and non-offending caregivers of child victims they can be found on the WCSAP parents' page.

NSVRC RESOURCES

The National Sexual Violence Resource Center (NSVRC) has created many very useful tools to help parents, communities, and educators have these conversations about healthy childhood sexual development. Below are links to the resources NSVRC has created for SAAM. Please take some time to review these resources to determine if they could be useful in your SAAM efforts and throughout the year. Additionally, we have included the first resource on the list, the overview, in this packet (see Appendix A). Use this resource to get familiar with the topic of childhood sexual development, review a table of common behaviors by age, and get quick tips for getting involved.

- [An overview on healthy childhood sexual development](#)
This tool provides an overview of healthy childhood sexual development by exploring age-appropriate behaviors and skills and information on supporting healthy development.
- [Resource for community members](#)
This tool focuses on how all adults in a community can support child sexual abuse prevention efforts and promote healthier environments for children.
- [Resource for parents](#)
This tool explores how parents can better understand healthy childhood development, create safe environments, and support the children in their lives.
- [Exercise: Talking to your child](#)
This exercise focuses on increasing a parent's comfort and knowledge when talking to their child about sex.
- [Resource for advocates, educators, and preventionists](#)
This tool equips leaders and partners in sexual violence prevention to understand healthy child sexual development and engage adults in promoting healthy development and skills.

SECTION V:

RESOURCES



WCSAP LIBRARY MATERIALS

The following is a selection of materials available from the WCSAP Library. You may find these helpful in planning the events you organize during SAAM. The WCSAP library has more than 6,000 books, videos, articles, and curricula. For information about our resources, or to request these materials, please contact WCSAP Library at (360) 754-7583 or library@wcsap.org. You can also browse other materials on our website: <http://data.wcsap.org:800/#>

WCSAP Library materials can only be loaned to WCSAP members. Both members and non-members are welcome to visit the WCSAP Library by appointment and review materials on site, or search the catalog through our Web site at www.wcsap.org. To become a member of WCSAP, visit <http://www.wcsap.org/join.htm> or call (360) 754-7583.

BOOKS

An Advocate's Guide to the Media

Duncan, Claude et al
Children's Defense Fund 1990
[Shelf #: 67.WAL.NEWSF]

A guide for those wanting to increase the power and effectiveness of their social change efforts. Each chapter includes principles, suggestions, examples, and tips to help advocates use the news media effectively in their work for social change.

All a Twitter: A Personal and Professional Guide to Social Networking with Twitter

Morris, Tee
Pearson Education, Inc. 2010
[Shelf #: 183.MOR.ALLAT]

All a Twitter delivers quick, smart answers to the questions everyone's asking about Twitter: What's it about? What's it good for? Is it worth your time? How do you get started? Where can you find great Twitter feeds to follow? How can you build a worldwide audience for your own Tweets?

News for a Change: An Advocate's Guide to Working with the Media

Lawrence Wallack, Katie Woodruff, Lori Dorfman, Iris Diaz
Sage Publications 1999
[Shelf #: 67.WAL.NEWSF]

A guide for those wanting to increase the power and effectiveness of their social change efforts. Each chapter includes principles, suggestions, examples, and tips to help advocates use the news media effectively in their work for social change.

Transforming A Rape Culture

Emilie Buchwald

Milkweed Editions 1993

[Shelf #: 130.BUC.TRANS]

Thirty-seven extraordinary writers unite to create a sourcebook of visions for a future without rape, strategies to get us there, and programs for action to end sexual violence.

CAMPAIGN MATERIALS

Fight for your rights: take a stand against violence

MTV Networks 1999

[Shelf #: 55.MTV.FIGHT]

Designed to be snappy, upbeat, and culturally current, this campaign package includes a music CD and compact action guide targeting youth and offering strategies for violence prevention.

CALCASA Rape Prevention Action Kit

CALCASA 1999

[Shelf #: 55.Cal.Rape]

Targeting common misconceptions about rape and sexual assault, this campaign kit includes an overview of common myths about sexual assault, a quiz to gauge one's commitment to ending sexual violence, a list of "15 Ways You Can Begin To Stop Rape Today," and stickers with messages intended to raise awareness about rape.

Strategies for Action

The National Center for Victims of Crime 1998

[Shelf #: 67.NCV.VICTI]

This kit includes strategies for organizing national crime victims' rights week activities and camera-ready artwork for the 1999 victims' voices: Silent no more campaign. Much of the kit is devoted to media strategies, including sample letters, news releases, and PSAs.

CURRICULA

Beyond Blame: Challenging Violence in the Media

Center for Media Literacy 1995

[Shelf #: 55.CML.BEYON.INTR]

Designed as a media literacy program for community education, this curriculum encourages viewers to recognize the impact of media violence and to consider ways to deconstruct media's harmful effects.

Getting to the Heart of Intimacy: A Training for Providers of Services to Others

Oregon Department of Human Services: Office of Investigations and Training
[Shelf#: 171.OR.GETTI]

Nationally acclaimed curriculum addresses sexuality among people with intellectual disabilities. Emphasizes risk reduction and healthy sexuality.

VIDEOS

Culture, Politics, and Pedagogy

Giroux, Henry

Media Education Foundation 2006

[Shelf #: 170.GIR.CULTU]

An active citizen, says the prolific and influential Henry Giroux, is somebody who has the capacity not only to understand and engage the world but to transform it when necessary, and to believe that he or she can do that.

DreamWorlds II: Desire, Sex, and Power in Music Videos

Sut Jhally

Media Education Foundation

[Shelf #: 67.JHA.DREAM]

DreamWorlds II illustrates the systematic representations of women in music videos, and how these representations tell a dangerous and narrow set of stories about what it means to be female or male; stories which impact how women think about themselves sexually, and how men think sexually about women. DreamWorlds II gives a critical distance from images, which have become so ubiquitous, and normal, they are almost invisible.

Generation M: Misogyny in Media & Culture

Thomas Keith

Media Education Foundation 2008

[Shelf #: 58.MEN.GENER]

Generation M evaluates misogyny and masculinity in popular media, including advertising and entertainment.

Hip-Hop: Beyond Beats and Rhymes (DVD)

Byron Hurst

Media Education Foundation 2006

[Shelf #: 173.HUR.HIPHO]

From the Sundance Film Festival this film examines manhood in the hip-hop culture.

La Confianza Pérdida

Intermedia, Inc. 1999

[Shelf #: 130.INT.CONFI]

This Spanish language video combines reenactments with first person testimony from rape survivors, and interviews with lawyers, forensic medical personnel, counselors, social workers, and activists to bring diverse perspectives to the subject of rape. Examining sexual assault, date rape, and sexual harassment, this video gives viewers an opportunity to discuss feelings about both the loss of self-confidence and the loss of trust.

Latinos Speak Out! Sexual Assault in the Latino Community

Women Organized Against Rape

[Shelf #: 179.WOA.LATIN]

A 20-minute educational video that gives voice to Latinas' experiences with sexual assault.

No! Confronting Sexual Assault in Our Community (DVD)

Aishah Shahidah Simmons

California Newsreel 2006

[Shelf #: 173.SIM.NO]

Examines the impact of sexual violence on African American women and girls.

Sexy, Inc.

Bissonnette, Sophie

National Film Board of Canada 2007

[Shelf #:52.BIS.SEXYI]

Are children being pushed prematurely into adulthood? SEXY INC. analyzes a worrying phenomenon: hypersexualization of our environment and its noxious effects on young people. With a wealth of examples from music video, ads, fashion, and TV shows, the film gets to the nub of the problem, revealing how media and marketing target ever-younger audiences. SEXY INC. offers adults helpful strategies for arming young people with critical skills and a sense of their own accomplishments and value. Girls in a peer group demonstrate insightful actions as they analyze online visuals and pop music icons.

Tough Guise

Jackson Katz

Media Education Foundation 1999

[Shelf #: 50.KAT.TOUGH]

Tough Guise is geared toward college and high school students to systematically examine the relationship between images of pop culture and the social construction of masculine identities in the U.S.

ADDITIONAL RESOURCES

Web Sites for Statistics and other Resources

National Criminal Justice Reference Service

www.ncjrs.org

National Center for Victims of Crime

www.ncvc.org

National Sexual Violence Resource Center

www.nsvrc.org

Stop It Now!

<http://www.stopitnow.org/>

Darkness to Light

<http://www.darkness2light.org/>

Washington State Information

Washington State Sexual Assault Awareness Month

www.wasaam.org

Office of Crime Victims Advocacy

www.ocva.wa.gov

Washington Coalition of Sexual Assault Programs

www.wcsap.org

Washington Violence Against Women Network

<http://wavawnet.org/>

APPENDIX A:

**An Overview on Healthy
Childhood Sexual Development;**
from the National Sexual Violence Resource Center





It's time ... to talk about it! Talk early, talk often. Prevent sexual violence.

An overview of healthy childhood sexual development

Understanding healthy childhood sexual development plays a key role in child sexual abuse prevention. Many adults are never taught what to expect as children develop sexually, which can make it hard to tell the difference between healthy and unhealthy behaviors.

When adults understand the difference between healthy and unhealthy behaviors, they are better able to support healthy attitudes and behaviors and react to teachable moments. Rather than interpret a child's actions with an adult perspective of sex and sexuality, adults can promote healthy development when they understand what behaviors are developmentally expected at different stages of childhood. They are also better equipped to intervene when there are concerns related to behavior or abuse.

Understanding childhood sexual development

Sexuality is much more than sex - it's our values, attitudes, feelings, interactions and behaviors. Sexuality is emotional, social, cultural, and physical. Sexual development is one part of sexuality, and it begins much earlier in life than puberty. Infants and children may not think about sexuality in same way as adults, but they learn and interpret messages related to sexuality that will shape their future actions and attitudes. For example, when a three year old removes their clothes in front of others, a parent may tell him or her that *"being naked is okay at bath time, or in your room, but not while your cousins*

Sexuality is emotional, social, cultural, and physical. Sexual development is one part of sexuality, and it begins much earlier in life than puberty.

are here." The child is learning that there are times when it is OK to be naked and times when it is not.

Children are constantly learning social norms and what is expected or appropriate in interactions and relationships. There are healthy and common expressions of sexuality that children are likely to show at different developmental stages. Often adults want to know which behaviors are appropriate and indicate healthy childhood sexual development. The information below addresses common behaviors that represent healthy childhood sexual development as well as what knowledge and skills are appropriate for children at each stage (National Child Traumatic Stress Network, 2009; The Society of Obstetricians and Gynaecologists of Canada, 2012).



It's time ... to talk about it! Talk early, talk often. Prevent sexual violence.

Healthy childhood sexual development		
Stage of development	Common behaviors	Encouraging healthy development
<p>Infancy (Ages 0-2)</p>	<ul style="list-style-type: none"> • Curiosity about their body, including genitals • Touching their genitals, including masturbation, in public and in private • No inhibitions around nudity 	<ul style="list-style-type: none"> • Teach correct names of body parts, such as penis and vagina • Explain basic information about the differences between male and female anatomy • Help children begin to understand how to interact respectfully with peers of the same age • Provide very simple answers to questions about the body and bodily functions
<p>Early Childhood (Ages 2-5)</p>	<ul style="list-style-type: none"> • Occasional masturbation. This usually occurs as a soothing behavior rather than for sexual pleasure. It may occur publicly or privately. • Consensual and playful exploration with children of the same age. This could include "playing house" or "playing doctor." • May ask questions about sexuality or reproduction, such as, "Where do babies come from?" • May show curiosity in regard to adult bodies (e.g., wanting to go to into the bathroom with parents, touching women's breasts, etc.) • Continued lack of inhibition around nudity. May take-off their diaper or clothes off • Uses slang terms for body parts and bodily functions 	<ul style="list-style-type: none"> • Provide basic information about reproduction (e.g., babies grow in the uterus of a woman) • Encourage a basic understanding of privacy and when things are appropriate and inappropriate • Explain the difference between wanted and unwanted touch. For example, a hug that is welcome and positive versus one that is unwelcome and uncomfortable. • Teach children about boundaries. Let children know that their body belongs to them and that they can say no to unwanted touch.



It's time ... to talk about it! Talk early, talk often. Prevent sexual violence.

Healthy childhood sexual development		
Stage of development	Common behaviors	Encouraging healthy development
Middle childhood (Ages 5-8)	<ul style="list-style-type: none"> Continued use of slang words, "potty humor" or jokes to describe body parts and functions Deeper understanding of gender roles. May act in a more "gendered" manner as expected behaviors and norms associated with gender are learned (e.g., girls may want to wear dresses). Sex play or activities that explore sexuality and bodies may occur with same- and opposite-sex friends Masturbation. Some children may touch their genitals for the purpose of pleasure. This happens more often privately rather than in public. 	<ul style="list-style-type: none"> Promote a solid understanding of gender and how children experience their gender identity. Children who identify as transgender or gender non-conforming will experience this also, but can face confusion and may need increased support from adults. Explain the basics of human reproduction, including the role of vaginal intercourse. Talk about the physical changes that will occur during puberty. Explain that there are different sexual orientations such as heterosexual, homosexual, and bisexual. Teach that masturbation is something that occurs in private. Educate on personal rights (e.g., "your body belongs to you") and responsibilities (e.g., treat boys and girls equally) related to sexuality.





It's time ... to talk about it! Talk early, talk often. Prevent sexual violence.

Healthy childhood sexual development		
Stage of development	Common behaviors	Encouraging healthy development
Late childhood (Ages 9-12)	<ul style="list-style-type: none"> • As puberty begins an increased need for privacy and independence is often expressed. • Interest in relationships. May want to have a girlfriend or boyfriend. • May express curiosity about adult bodies. This could involve the child trying to see people naked or undressing or involve looking for media (such as TV, movies, websites, and magazines) with sexual content. • As social norms around masturbation become clearer. Masturbation will likely occur in private. 	<ul style="list-style-type: none"> • Provide ongoing information about the physical aspects of puberty and changes in their body. • Educate children on the social and emotional aspects of puberty. Help to normalize the new emotions and needs that they may be experiencing. • Provide age-appropriate sexuality information and basic information about sexual behaviors and sexually transmitted infections, etc. • Encourage critical thinking and build the skills to differentiate fact from fiction in media images and representations of sexuality. • Support them in understanding they have both rights and responsibilities in their friendships and relationships. Encourage characteristics of healthy friendships and relationships.

Adolescence and ongoing development

As children progress into adolescence, signs of development become more pronounced and the need for accurate information about sexuality and sex continues. In addition to more detailed questions about sexuality and sexual health, young adults are often in

need of support in finding accurate sources of information and resources. Additionally, adults can support youth as they navigate cultural and social messages about sexuality and gender shared through media and often reinforced by peers.



It's time ... to talk about it! Talk early, talk often. Prevent sexual violence.

Healthy childhood sexual development and child sexual abuse prevention

Discussing sexual development within the context of child sexual abuse prevention can cause discomfort and raise tough questions. Conversations about children and sexuality are often seen as taboo. Thus, education, including accurate information about childhood sexual development, is rare. This leaves the media and pop culture, which often hyper-sexualize or exploit children, as the primary information source for both adults and children.

It is important to recognize that many adults had little or no sexuality education growing up, and may have been given negative messages as children about their own sexual development. This can cause adults to see behaviors that are typical and developmentally expected of childhood sexual development as a problem. Discomfort can also occur for adults if they interpret a child's behaviors through an adult perspective. For example, a four-year-old who wants to shower with a parent may simply be curious about different bodies, while a parent may interpret this curiosity as overly sexual.

Childhood sexual development is a challenging topic. With more knowledge, comfort and skills, adults can better understand and support healthy development and recognize signs of unhealthy or abusive behaviors in both youth and adults. For parents, community members and persons working in sexual violence prevention, assessing one's comfort level is a great first step in determining what information and skill are necessary for a stronger understanding of healthy childhood sexual development. All adults in the community can be powerful allies and advocates in preventing child sexual abuse.

When is behavior a concern?

Remember that behavior falling within healthy childhood sexual development should exhibit the following characteristics (National Child Traumatic Stress Network, 2009):

- Children are being playful and/or curious, not aggressive or angry.
- Play involving sexuality (i.e. playing Doctor, "Show me yours/I'll show you mine") should be with a child of a similar age and developmental level, not with a much older or younger child.
- When adults ask children to stop or set limits around inappropriate behaviors they listen.
- The behavior does not cause physical or emotional harm to the child or others.





It's time ... to talk about it! Talk early, talk often. Prevent sexual violence.

Parents & caregivers can:

Develop positive and open communication around topics of sexuality. Create a dynamic where your children know they can come to you for accurate information and guidance that reflects your values without shaming.

Model respectful boundaries when it comes to touch and affection. Don't coerce children to give hugs or other displays of affection when they don't want to. Teach them that they have a right to have boundaries around their personal space and body from a young age and that they have a responsibility to respect the boundaries of others. Empower children to seek help when something feels uncomfortable to them.

All adults & community members can:

Challenge unhealthy norms. When you see or hear an unhealthy norm in either children or adults, in action, say something. Explain what is concerning about the norm and share a healthy alternative. Emphasizing safety, equality and respect as the standard is key to ending oppression and violence.

Be an engaged bystander. If you perceive it to be safe and you see something that is of concern, trust your instincts, and do or say something about it. Everyone has a responsibility to protect children from sexual violence. Active bystanders make an impact, and it's critical to speak up so institutions, policies, and laws can be changed to prevent harm.

Advocates, educators & professionals can:

Engage adults in addressing the issue. Help adults in the community better understand their roles in preventing child sexual abuse. Create opportunities in outreach and programming for dialogue and skill-building on this issue.

Act as resource. Parents and other community members need support and information on topics of childhood sexual development and child sexual abuse prevention. Provide connections to books, curricula and other resources that may help expand knowledge and comfort.

References

National Child Traumatic Stress Network. (2009). *Sexual development and behavior in children: Information for parents and caregivers*. Retrieved from the Alaska Department of Health and Social Services, Office of Children's Services: <http://hss.state.ak.us/ocs/Publications/pdf/sexualdevelop-children.pdf>

The Society of Obstetricians and Gynaecologists of Canada. *Sexuality and childhood development* (n.d.). Retrieved 8/19/2012 from <http://www.sexualityandu.ca/parents/sexuality-child-development>