

Sexual Assault Awareness Month 2015 Campaign



Campaign Toolkit

SEXUAL ASSAULT AWARENESS MONTH

Sexual Assault Awareness Month is recognized each year during April both in the State of Washington and nationally. **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.

STAY CONNECTED

You may have noticed that the Campaign Toolkit has become shorter. We have moved the content that is relevant to each year's campaign out of the Toolkit and onto our website.

Please visit <http://www.wcsap.org/BeTheSolution> to find information about:

- Tips on working with the media
- Sample Public Service Announcements, letters to the media, and news releases
- Interactive tools from past years
- Community engagement tips and examples
- Tips for working with schools

Social networking can be a fun and effective way to unite the efforts of sexual assault programs across the state, please share any photos or event announcements with us!

Check out WCSAP's Facebook and Twitter pages for updates and resources throughout April.

- www.facebook.com/WACSAP
- <https://twitter.com/WCSAP>

2015 CAMPAIGN OVERVIEW

The theme for the 2015 campaign is

*Healthy Kids. Empowered Families.
Engaged Communities.*

This year's Washington State campaign is a bilingual and bicultural campaign focusing on promoting healthy development and skills for children to support increased awareness and prevention of sexual violence in our communities. WCSAP worked collaboratively with Washington State Latin@ advocates to inform our choice in theme and content.

The theme, "*Healthy Kids. Empowered Families. Engaged Communities.*" focuses on nurturing protective factors in kids, such as healthy relationships, supportive adults, confidence and competence, and healthy coping skills. This year's SAAM campaign is designed to give tools to adults that will build resilience in kids, which is beneficial to all children, including those that have experienced trauma.

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 the WCSAP SAAM Committee. Wishing you all the best and a successful SAAM 2015!

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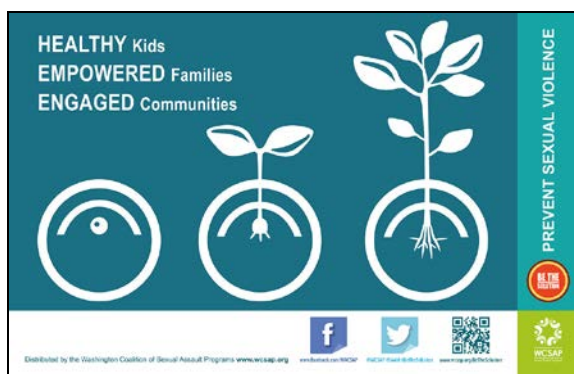
The SAAM Committee would like to also extend gratitude to WCSAP's Child Advocacy Specialist, Logan Micheel, for providing guidance and expertise on child development and resiliency.

2015 CAMPAIGN MATERIALS

Some of this year's materials are designed to be utilized as part of April's SAAM events in your community, such as the poster. Some other materials, such as the Game & Discussion Guide and supplemental tri-fold brochure for parents, can be utilized during April's events and throughout the year as part of your on-going awareness and/or prevention programming. Please let us know if you would like support in incorporating the Game & Discussion Guide into your prevention efforts.

This year SAAM materials will be available to download from the WCSAP website, rather than the WASAAM website used in years past. <http://www.wcsap.org/BeTheSolution>

Campaign poster



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 Hindi

***Be the Solution* Game & Discussion Guide, Kids Editions**

The *Be the Solution* game encourages kids to discuss topics related to healthy development. The purpose of this activity is to help nurture protective factors in children. This game is intended for elementary school age children.

Topics that are discussed in this game are connected to building resilience in kids; such as supportive adults, healthy relationships, boundaries, confidence and competence, and healthy coping skills. The topics and prompts are used to cultivate conversations that will help kids identify, learn about, and reflect on these aspects of their lives. This activity can be beneficial to all kids, including those who have experienced trauma.

This Discussion Guide can be used on its own, or use with the brightly colored, bilingual (English/Spanish) game board to make the discussion fun and interactive!

Playing the game...

Have kids spin the spinner, then they get to answer a question or participate in an activity about that topic.

As the facilitator, pick and choose from the suggested questions and activities to best fit the goal of your group and any time limitations. Of course, customize these to reflect what is important to you and your community. It may even be fun to ask the player to come up with questions of their own. Be creative and have fun!

You can enhance the impact of this activity by providing kids resources to learn more about these topics on their own.



ADDITIONAL MATERIALS

The following two resources are being included in the 2015 SAAM Campaign materials but were not developed specifically for the campaign.

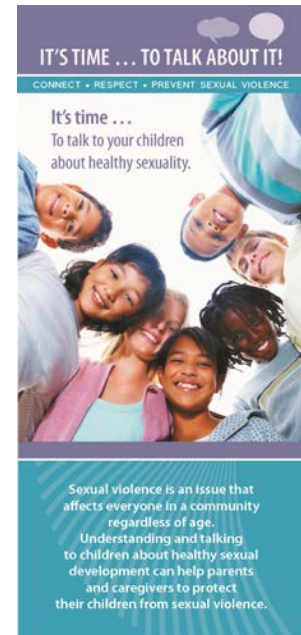
It's Time... To Talk To Your Children About Healthy Sexuality

These tri-fold brochures are a helpful item to give to parents.

Inside parents can find out about healthy sexual development for children, why it is important to talk to children about sexuality, and tips for having these conversations. It's a great way to get the conversation started!

Available as a PDF download on our website in English, Russian, Spanish, and Vietnamese. <http://www.wcsap.org/its-time-talk-your-kids-about-healthy-sexuality>

This resource was originally developed by the National Sexual Violence Resource Center and was adapted by WCSAP for the 2013 Sexual Assault Awareness Month campaign.



The Advocacy Station "Fostering Resilience in Children, Teens, and Caregivers"

This resource for sexual assault advocates provides an overview of research related to resiliency with children. This research may be valuable background for those doing prevention work as well. Included is information about the *Adverse Childhood Experiences Study*, *The 7 Cs: Essential Building Blocks of Resilience*, and practical advocacy tips on promoting resilience.

The research and frameworks in this Advocacy Station were utilized in the creation of this year's *Be the Solution* Game & Discussion Guide.

Available as a PDF download on our website. <http://www.wcsap.org/advocacy-station>