

SEXUAL ASSAULT AWARENESS MONTH 2018



CAMPAIGN TOOLKIT

2018 SAAM CAMPAIGN



Sexual Assault Awareness/Action 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.

Washington's 2018 SAAM Campaign was developed to complement this year's national SAAM theme of "Embrace Your Voice" by the National Sexual Violence Resource Center (NSVRC) (link is external). The national campaign emphasizes that how we talk about sexual violence matters and encourages everyone to embrace the power in their voice - from voicing support for survivors to challenging victim blaming. We encourage you to explore the SAAM guidance and tools provided by NSVRC that are included at the bottom of this page.

The Washington campaign draws on the momentum of the action-oriented "Be The Solution" theme. This year's campaign tools challenge rape culture norms related to sexuality, boundaries, and gender.

This Campaign Toolkit is specific to this year's campaign; please visit our website, <http://www.wcsap.org/BeTheSolution>, to find additional information such as:

- 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

If we can be of any assistance, please don't hesitate to contact WCSAP at wasaam@wcsap.org.

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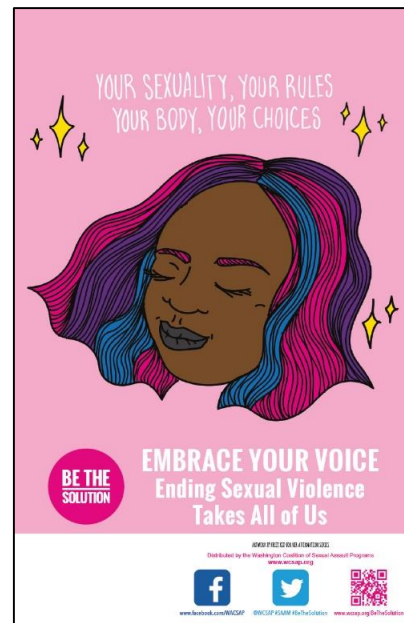
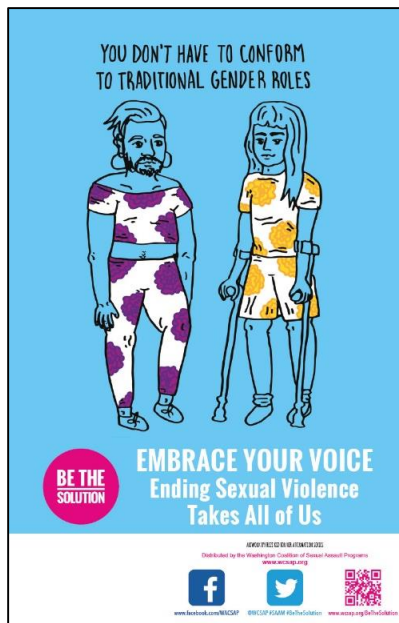
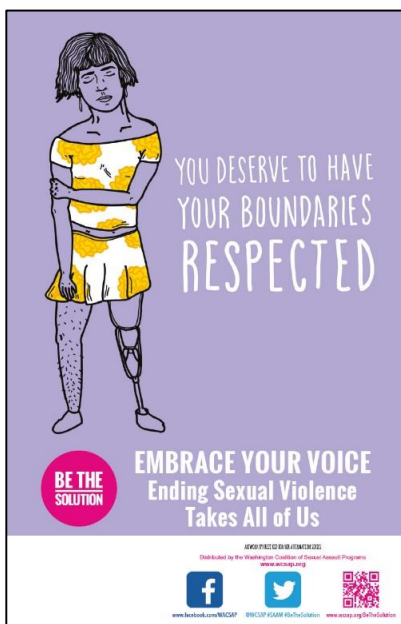
CAMPAIGN MATERIALS



POSTER SERIES

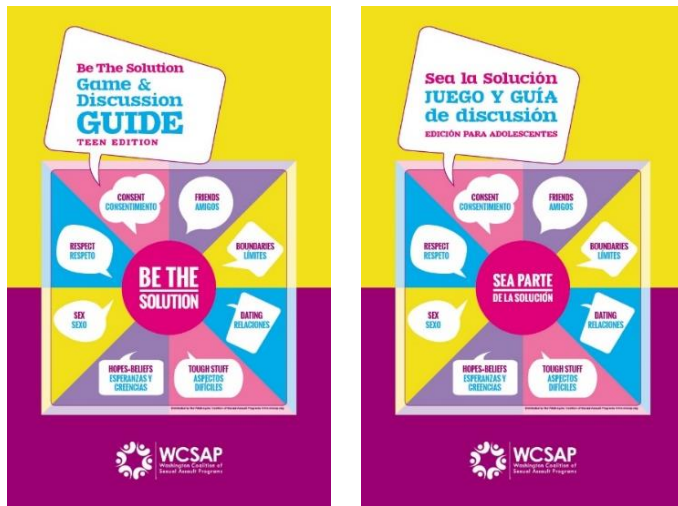
This year we're excited to work with the fantastic artwork from The Frizz Kid. We've selected three pieces of art from their Affirmation Series that tie into the themes of SAAM – sexuality, boundaries, and gender.

Display this poster to help spread awareness in your community about the work you are doing to prevent sexual violence. There is space left at the bottom to write in community events or your hotline number. If you need more and plan to have them professionally printed, email wasaam@wcap.org and we can provide files with the cut marks for printers.



PENS

This year member programs expressed interest in pens to give away during April and at events. These fun "Be The Solution" pens reinforce the action-oriented message of the campaign.



“BE THE SOLUTION” DISCUSSION GUIDE, TEEN EDITION

ABOUT THE “BE THE SOLUTION” GUIDE

The "Be The Solution" Game & Discussion Guide encourages youth to discuss topics related to developing healthy sexuality, boundaries, and fulfilling relationships. This is an updated and expanded version of the original guide from 2014.

Each category of questions was carefully chosen to help youth in examining root causes of sexual violence and build protective skills. The sections are based on best practice such as sexual violence risk and protective factors and the Developmental Assets Framework. For even deeper connection to root causes and best practices, there are new questions that examine the intersection of sexual violence and other forms of oppression; such as racism, ablism, and transphobia. We hope these are an easy-to-use way to begin these tough conversations with young people in your community. Additionally, this aligns with the state's 2017 Sexual Violence Prevention Plan principle of intersectional approaches in sexual violence prevention.

The Guide has been translated into Spanish and adapted for cultural relevance. Ensuring greater language access and cultural consideration of resources is a priority. Additionally, this aligns with our state's 2017 Sexual Violence Prevention Plan principle of culturally and linguistically appropriate approaches.

Printed versions are bilingual – printed in English one direction, flip the book over for the Spanish version. The Guide can be downloaded separately in either language.



USING THE “BE THE SOLUTION” GUIDE:

As the facilitator, pick and choose from the suggested questions, Role Plays, 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. The Guide is designed for a teen audience, please review before using to determine if it is appropriate for your group. You will find other guidance and considerations included at the beginning of the guide.

This Guide is designed to be a starting place for interesting and meaningful conversations. It's flexible and may be utilized in many ways, including but not limited to:

- During a one-time awareness program, for example at a SAAM community tabling event or family night. If there isn't an opportunity to establish ground rules and group trust, the facilitator may want to select questions that are easier to answer.
- As part of a mutli-session prevention group with teens. You may use it as an ice breaker game to start each session, play it during an entire session, or find that you use the Guide without the game as discussion prompts to connect to your session learning objectives.
- Working with teen survivors; during advocacy sessions or as part of a support group. While this was not part of the original design, we have heard from advocates that this tool has been useful this way as it explores key concepts that are meaningful to survivors.

This Discussion Guide can be used on its own, or with the brightly colored, bilingual (English/Spanish) game board from the original, 2014 version. The 8 topic areas are the same so the spin board still cooresponds.



NATIONAL SAAM CAMPAIGN



GETTING STARTED

Below we've linked to specific parts of the campaign, you can find full information about the National Sexual Violence Resource Center's SAAM campaign [here](#).

- **[Campaign Overview](#)**. Information about SAAM, sexual violence definitions & prevalence, sexual assault prevention, an FAQ, and additional resources.
- **[Campaign Guide](#)**. Information about the 2018 SAAM Campaign theme, resources, merchandise, and social media toolkit.
- **[Social Media Toolkit](#)**. Includes information about available graphics, social media activities and events, and sample posts.
- **[Social Media Graphics](#)**. There are 11 specially created images to download and use! Each specifically formatted for Facebook, Twitter, or Instagram.
- **[Digital Banner](#)**. This versatile graphic can be utilized when promoting the campaign.



TIPS FOR COMMUNITY MEMBERS

Much of the campaign centers on the idea that everyone's voice has power to change the culture of sexual violence. There are two great ways to get this information out to your community: Information Sheets and Palm Cards. They address several important topics in easy to understand language. The Information Sheets are each 1-page and are easy to print. The Palm Cards are four-panel, fold-up palm cards and are designed to be appealing. Access either or both on the four topics below:

- **Understanding Sexual Violence**
 - [Fact Sheet](#) or [Palm Card](#)
- **Embrace Your Voice**
 - [Fact Sheet](#) or [Palm Card](#)
- **Everyday Consent**
 - [Fact Sheet](#) or [Palm Card](#)
- **Healthy Communications with Kids**
 - [Fact Sheet](#) or [Palm Card](#)

ADDITIONAL RESOURCES TO PRINT

- ["Your Voice Has Power" poster](#). Formatted to print in 8.5" x 11" or 11" x 17".
- ["Learn The Facts About Sexual Violence" infographic](#). Formatted to print in in 8.5" x 11" or 11" x 17".
- ["Your Voice Has Power" coloring page](#)
- ["#Me Too" coloring page](#)
- ["I Believe Survivors" coloring page](#)

ADDITIONAL MERCHANDISE

The NSVRC has several items available for purchase; including "Your Voice Has Power" t-shirt, "Believe Survivors" tote bag, "End Victim Blaming" sticker, and "Believe Survivors" and LGBTQ+ rainbow temporary tattoos. [Find these items here.](#)