

# THE RESOURCE

The National Sexual Violence Resource Center Newsletter • Spring 2019



Getting

**on message**

about prevention

# CONTACT US

The National Sexual Violence Resource Center invites your comments:

## THE RESOURCE

2101 N Front Street  
Governor's Plaza North, Building #2  
Harrisburg, PA 17110  
Toll free: 877-739-3895  
Fax: 717-909-0714  
TTY: 717-909-0715  
Email: [resources@nsvrc.org](mailto:resources@nsvrc.org)  
Online: [www.nsvrc.org](http://www.nsvrc.org)

## COMMUNICATIONS DEPARTMENT

**LAURA PALUMBO**, Communications Director  
**MEGAN THOMAS**, Communications Specialist,  
Editor of *The Resource*  
**SUSAN SULLIVAN**, Prevention Campaign  
Specialist  
**EMILY BIGGER**, Graphic Design Specialist  
**CHAD SNIFFEN**, Online Resource Coordinator

## LEADERSHIP

**KAREN BAKER**, CEO  
**YOLANDA EDRINGTON**, NSVRC Director

## ADVISORY COUNCIL

**Karen Baker**, Harrisburg, PA  
**Susan Chasson**, Provo, UT  
**Stephanie A. Dunson**, Atlanta, GA  
**Jessica Grzywacz**, Lansing, MI  
**Nancy Hoffman**, Fairmont, WV  
**Patrick Lemmon**, Portland, OR  
**Julie Lindahl**, DuPont, WA  
**Jen Markowitz**, New Brunswick, NJ  
**Sarah McMahon**, New Brunswick, NJ  
**Kelly Parsley**, Helena, MT  
**Corrine Sanchez**, Santa Cruz, NM  
**Karen Webb**, New Orleans, LA  
**Brandi Woods-Littlejohn**, Oklahoma City, OK  
**Mira Yusef**, Des Moines, IA

This publication was supported by Cooperative Agreement 6 NUF2CE002359-05-05 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or NSVRC.



## ABOUT THE COVER

Talking about sexual harassment, abuse, and assault can be difficult — but it's necessary if we're going to prevent it. The Berkeley Media Studies Group recently completed a five-year journey with us to learn how to communicate effectively about sexual violence prevention, and they compiled their findings into several helpful resources. Learn more on page 4.

### READ MORE

**3** DIRECTOR'S VIEWPOINT

**10** COMMUNITY VOICES



---

# CONTENTS

## THE RESOURCE

SPRING 2019

---

### **4** GETTING ON MESSAGE

Berkeley Media Studies Group shares lessons on communicating about prevention.

### **16** MILESTONE

2019 marks ten years of the Sexual Assault Demonstration Initiative (SADI).

### **8** RALIANCE HONORS AWARDS

RALIANCE recognized four leaders in the movement.

### **20** TECH ROUNDUP

The Tribal Resource Tool offers help to survivors of abuse.

### **12** PROGRAM SPOTLIGHT

The Women's Coalition of St. Croix produced a radio drama about sexual abuse.

### **24** FROM THE LIBRARY

Learn more about four books in the NSVRC library.

### **#30DAYSOFSAAM UNITES ADVOCATES**

Learn more about the impact of our yearly Sexual Assault Awareness Month Instagram contest on page 22

#30DaysofSAAM

#30DaysofSAAM

#30DaysofSAAM

#30DaysofSAAM



## CONTRIBUTORS

**Carolyn Forno** is the Assistant Director of the Women's Coalition of St. Croix. She manages the Crisis Center administrative staff and is responsible for fiscal operations. She also oversees capital improvement projects.



**Daphne Marvel** is a Communications Research Associate at Berkeley Media Studies Group, where she supports digital and social strategy and analyzes media on a range of public health and social justice issues. She is particularly interested in exploring issues of violence prevention, reproductive justice, and health equity. Prior to joining BMSG, she worked at a global communications agency in London. Daphne graduated from Mount Holyoke College with a bachelor's degree in psychology and Spanish.



**Pamela Mejia** is Head of Research at Berkeley Media Studies Group, where she leads qualitative and quantitative research on media narratives about public health and social justice issues. Much of her work has centered on communicating about the prevention of all kinds of violence. She led BMSG's five-year collaboration with the National Sexual Violence Resource Center to learn how advocates and practitioners can most effectively communicate about sexual violence prevention. She has presented the findings at meetings, conferences, and training around the United States. She holds a Master's degree in Nutrition Science as well as a Master's in Public Health from UC Berkeley.



### WANT TO WRITE FOR THE RESOURCE?

We're always looking for story ideas! If you're interested in sharing the great work your local program or coalition is doing, let us know:

Email us your pitch at [resources@nsvrc.org](mailto:resources@nsvrc.org).  
Reach out to us on Twitter or Facebook @NSVRC  
Or give us a call at 877-739-3895



## YOLANDA EDRINGTON, NSVRC DIRECTOR

In this issue of *The Resource*, I am excited for you to learn more about our work with the Berkeley Media Studies Group (BMSG) to support our field in communicating more effectively about sexual violence and reframing the dialogue to lead with prevention.

The article “Getting on Message” walks through lessons learned during our five years of collaboration with BMSG. These lessons and more are captured in the guide we published last fall to help you develop effective messages about preventing sexual harassment, abuse, and assault that will resonate with a wide range of audiences.

Another multi-year project spotlighted in this issue is the Sexual Assault Demonstration Initiative (SADI), which recently culminated into a new phase in its tenth year. Reflect with us on the journey of this unique project to enhance the work of dual/multi-service programs in serving sexual assault survivors and learn more about the next chapter of this critical work.

Our program spotlight showcases a unique approach to prevention and community education led by the Women’s Coalition of St. Croix. Read the backstory behind their recently premiered radio drama designed to educate about child sexual abuse prevention.

The “Community Voices” section in this issue highlights our readers’ perspectives on the changes and shifts you have noticed in your

work since #MeToo. Many of your responses underscore how unique this current moment is for our work and how you are building on the momentum of this movement.

We’re pleased to share these projects and stories with you, and we want to remind you, as our readers and community, to share with us as well. We are always looking for our partners in the field to contribute your successes and lessons learned to each issue of *The Resource*. At NSVRC, our goal is to elevate those working in the field of prevention and connect you with resources and information to support your work – as such, your voice is vital to this conversation.



In partnership,

Stay up to date on all of NSVRC's resources and announcements – join our mailing list!

Visit [bit.ly/NSVRCSignUp](https://bit.ly/NSVRCSignUp)





## GETTING ON MESSAGE

# New resources to help advocates communicate about prevention

BY PAMELA MEJIA AND DAPHNE MARVEL • Berkeley Media Studies Group

**S**exual violence is upsetting to think about, so people often try to avoid talking about it. That means that one key fact often gets lost: sexual harassment, abuse, and assault don't have to be just a fact of life. What will it take to help advocates, practitioners, and anyone who wants to play a role in prevention illustrate that prevention is possible, that it's happening, and that everyone can take concrete steps to be part of it?



Five years ago, Berkeley Media Studies Group set out to answer that question with support from the National Sexual Violence Resource Center and partners across the sexual violence prevention field. In 2018, we published a set of tools and resources to help anyone committed to prevention use strategic communication to make the case for prevention strategies and approaches – whoever and wherever they are. The tools provide step-by-step guidance for constructing effective messages, reframing sexual violence to include prevention, and engaging journalists to make prevention part of news about sexual violence.

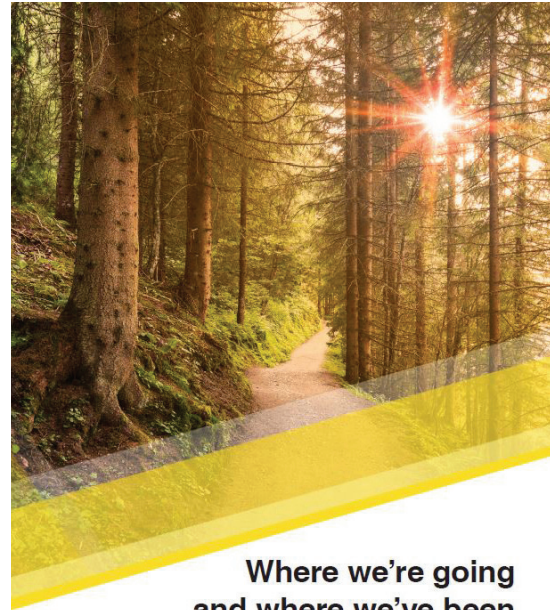
In brief, we found that an effective message about prevention should include:

**1) A statement of shared values (such as innovation, caring for the next generation, or safety):** Leading with shared values gives people an entry point into a difficult conversation they may not otherwise feel ready to have.



### **Moving toward prevention**

*A guide for reframing sexual violence*



### **Where we're going and where we've been**

*Making the case for preventing sexual violence*

**2) Acknowledgment of negative feelings, like discomfort, fear, or lingering doubts:** Once we address the initial discomfort that people feel around the topic of sexual violence, we are better able to model a path forward and shift the conversation toward tangible action and change.

**3) Description of a journey toward change:** We can show people that prevention is possible when we show them the journeys that others have taken from doubt, fear, inaction, or ignorance toward knowledge, bravery, and commitment to preventing abuse and assault.

**4) Precise statement of the problem:** It can be tempting to try and say everything that you know about sexual violence prevention any time you talk about it, but it's impossible to be comprehensive and strategic at the same time. To make your statement of the problem clear and understandable, focus on just one aspect at a time, based on your overall strategy.



## GETTING ON MESSAGE



Left: BMSG staff members Shaddai Martinez Cuestas (l) and Pamela Mejia (r) conduct a training on the messaging findings in Columbia, Missouri.

Below: Training participants in Sacramento document specific successes they've seen in their prevention work.

**5) Examples of success:** People need to see that prevention is working – and success measures don't have to be dramatic! No amount of progress is too small – every step toward prevention is a step in the right direction.

**6) A concrete solution:** Audiences don't have many examples of prevention in action, and they are hungry to learn more about what it looks like. We found that by naming the immediate approach you are pursuing to stop sexual violence before it happens, you can help people see that prevention is possible.


Of course, after five years of intensive research, this list represents just the tip of the iceberg. With material so complex and multi-faceted, we've found that anyone who wants to use it needs interactive, immersive opportunities to put it into practice and think through how to adapt it for their own work. We're in the midst of developing and delivering interactive trainings on framing







### Guidelines to shape effective messages:

- 
- ✓ Speak plainly
  - ✓ Acknowledge negative or divided feelings
  - ✓ Model journeys to understanding and action
  - ✓ Focus on conduct, not character, when talking about people who commit sexual assault

and message development to prevention coalitions around the country. Based on the positive responses we've received, we're looking forward to more opportunities to help advocates and practitioners develop the skills and confidence they need to match their passion for making everyone safer by preventing sexual violence before it happens.

Stopping sexual harassment, abuse, and assault before they happen can feel overwhelming, but our work together on this project over the last six years has made us more confident than ever that we can help people effectively make the case for preventing sexual harassment, abuse, and assault across the lifespan – whoever and wherever they are.

For more information on building your overall strategy, framing sexual violence prevention, constructing messages, and engaging reporters to talk about prevention, please visit [bmsg.org](http://bmsg.org) to review *Where We're Going and Where We've Been*, *Moving Toward Prevention: A Guide for Reframing Sexual Violence*, and the media relations toolkit.

Want to put the research into practice in your own community? Please contact Pamela Mejia at [mejia@bmsg.org](mailto:mejia@bmsg.org), or NSVRC at [resources@nsvrc.org](mailto:resources@nsvrc.org). ■

### Find the guides at:

[bit.ly/WhereWereGoingWhereWeveBeen](http://bit.ly/WhereWereGoingWhereWeveBeen)

[bit.ly/TowardPrevention](http://bit.ly/TowardPrevention)

[bit.ly/MediaRelationsToolkit](http://bit.ly/MediaRelationsToolkit)

### Find BMSG at:

[www.bmsg.org](http://www.bmsg.org)

 @BMSG

 @BerkeleyMediaStudiesGroup



# RALIANCE recognizes leaders in the movement with Honors Awards

BY NSVRC STAFF

## RALIANCE Honors Awards

This April, RALIANCE held its inaugural Honors Awards event to celebrate leaders who are working to create a world free of sexual harassment and assault. This event, held in Washington, DC, recognized four individuals who have made change in services, policies, and industry standards.

The 2019 Honors Awards recipients were:



**Dr. Christine Ford,  
RALIANCE Person of the Year**

Last September, Dr. Ford testified in the confirmation hearing of Justice Brett Kavanaugh. Her decision to share her experience shed light on the way we respond to and support survivors of sexual assault and abuse. Her brave decision to share her story and the sacrifices she made in order to be heard have brought national attention on how crucial it is to believe survivors when they come forward.

In a letter she wrote to accept the award, Dr. Ford spoke of the impact of her testimony. “I know it has had an impact,” she wrote. “I have received over 150,000 inspiring letters, many from men and women who had never spoken of their own experience before, others from young people who no longer feel afraid to speak their truth. But that impact will only be lasting due to

the work that RALIANCE, the other honorees, and many of you here tonight are doing day in and day out to make our communities and our country a better, safer, more hopeful place.”



**Indira Henard,  
RALIANCE Community Leader**

As the Executive Director of the DC Rape Crisis Center, Henard tirelessly provides support and services to survivors on a daily basis. Justice Brett Kavanaugh’s confirmation hearings saw an

influx of DC survivors seeking help, and Henard rose to the challenge to support and assist them. She has also offered her expertise to the media as well as policy makers.

In her remarks, Henard spoke about providing services to survivors on Capitol Hill during the Kavanaugh hearings. “We don’t know what the history books will say about our movement when it’s all said and done, but let’s hope they say we were bold,” said Henard. “We were courageous. We were inclusive for survivors. And at the end of the day, we not only created multiple choice gates for survivors of sexual violence, but as movement leaders, we set an example for the world in which survivors of sexual violence are the GPS in which we take our directions from.”



**Congresswoman Gwen Moore, RALIANCE Policy Maker**

Congresswoman Moore has been representing Wisconsin's 4th Congressional District since 2004. She is a strong advocate for women's rights and civil rights and a champion for the Violence

Against Women Act (VAWA).

As she accepted the award, Congresswoman Moore recalls sharing her story for the first time as a state senator in Wisconsin. She also spoke about being the lead sponsor of VAWA and working to expand protections for LGBTQ survivors and Native American women. "I just can't wait to have domestic violence, sexual violence go the way of polio or smallpox. Rare, if never," said Congresswoman Moore. "I think that the importance of the work that you all are doing is to bring the little girls like the Gwens of the world and the Dr. Fords out of the shadows."



**Tony West, RALIANCE Corporate Innovator**

Tony West is the Chief Legal Officer at Uber and the first to remove the requirement of mandatory arbitration for individual sexual assault survivors in the rideshare industry. He has

worked with anti-sexual violence organizations in order to inform Uber's policies and responses to sexual assault.

In accepting his award, West thanked the advocates in attendance. "What you do makes an enormous difference in ways that you may not even realize in the lives that you touch. And that's one reason why this award is so humbling, so special to me. Because it tells us that we all have a role to play when it comes to lifting up awareness about sexual violence and doing something to prevent it." ■



The awards were created by artist Yolanda Gonzalez.



Indira Henard



NSVRC Chief Public Affairs Officer Kristen Houser and Tony West



The RALIANCE team with Congresswoman Gwen Moore



## COMMUNITY VOICES

For every issue of *The Resource*, we reach out to you, our partners and community members, to learn more about your work in the movement.

### WE ASKED

**What changes has your program seen since #MeToo?**

“

We've seen fewer women apologize for needing our services! Women are now less likely to say, "Oh well, I'm sure someone has it worse than me!"

Verity, Sonoma County's Rape Crisis Center

”

“

Creating a position for prevention!

Alla Hassan

”

“

Both of the women's trauma groups are full and the men's is close behind...

Alli Ramirez

”

“

So many friends and even people that I am not that close to want to disclose stories that they have kept hidden for many years. It's extremely powerful!

Jeannine Purcell Ruggieri

”

“

An increase in prevention and trauma groups especially with at-risk teens and male victims. Absolutely amazing. I am so proud to be a part of this journey as an educator/preventionist.

Becca Taylor

”

“

More women coming forward; however, the cycle hasn't been broken. We know when abuse is deep rooted it takes decades of healing and uprooting

Tashia Scott

”

“

We have seen an increase in survivors coming forward and engaging with law enforcement specifically late reports (10+ years). More survivors seem to be ready to embrace self care options.

Coleen Chaney, Largo Police Department Victim Advocate

”

### BE A FEATURED VOICE!

We want to hear your response to our next Community Voices question:

### **How do you build partnerships with other community organizations?**

Tweet your answer to @NSVRC or email [resources@nsvrc.org](mailto:resources@nsvrc.org) using the subject line "Community Voices."

## IN THE U.S. VIRGIN ISLANDS

# Silence Speaks, Secrets Revealed

## A CONVERSATION WITH CAROLYN FORNO

Assistant Director, Women's Coalition of St. Croix

September 4, 2018, marked the world premiere of *Silence Speaks, Secrets Revealed*, a weekly radio drama designed to educate about child sexual abuse prevention. For 26 weeks, the Women's Coalition of St. Croix played the show across the airwaves, with each scripted episode followed up by a live call-in show to answer questions and let listeners know how to access support. NSVRC chatted with Carolyn Forno, the Assistant Director of the Women's Coalition of St. Croix, about the creation of the show and its impact on the Virgin Islands community.

### How did the idea for a radio drama come about?

We wanted to find an innovative and creative way to tackle the very taboo subject of child sexual abuse in our community. We were inspired by the radio drama "It's Your World," which used to play on the Tom Joyner radio show. It was a short, soap-opera styled radio drama, and listeners would tune in each week to find out what was going to happen next. If we could get people to tune in to our show, week after week, we could weave a narrative about child sexual abuse in our community that was accessible and engaging.

When we were developing our final application for funding, we were still reeling from the devastation of two Category 5 hurricanes that hit St. Croix in September 2017. Talk radio had always been a very important means of communication

WOMEN'S COALITION OF ST. CROIX PRESENTS

# SILENCE SPEAKS SECRETS REVEALED

written by regina keels & sayeeda carter

A RADIO DRAMA ABOUT CHILD SEXUAL ABUSE

WORLD PREMIERE:  
TUESDAY, SEPTEMBER 4, 2018 - 5:30 P.M.  
ON 95.1 FM - ISLE 95 RADIO  
THE AFTER SHOW FOLLOWS NEW EPISODES

WOMEN'S COALITION OF ST. CROIX  
340.773.9272  
events@wcstx.org  
wcstx.org  
fb.com/wcstx  
soundcloud.com/wcstx

This project is supported by funding from RALIANCE - a collaborative initiative to end sexual violence in one generation, made possible through a commitment from the National Football League (NFL). Its contents are solely the responsibility of the authors and do not necessarily represent the official view of the NFL.

in our community. Without power, internet, and cable TV for months after the hurricane, radio became even more important; it was what everyone relied on to get information and entertainment. It was clear that radio was the correct medium to use to educate our community about child sexual abuse, and more importantly, provide information, tools and advocacy to survivors.

### What did the process of planning and producing the show look like? Who was involved, and how did they get involved?

This project truly took a village to make it successful!

---

**Our primary goals were to increase child sexual abuse survivors' access to supportive services and to increase awareness of child sexual abuse in the U.S. Virgin Islands.**

**The radio stations:** In order for the idea to work, we had to partner with radio stations in our community. In the initial planning stages, we approached JKC Communications, the owner of five different radio stations, about partnering with us on this project. They had the idea for a live talk-show once a week, immediately following the airing of each new episode. They agreed to run the episodes three times a day on each station, as well as air the weekly talk show. We also approached additional radio stations about running the episodes over the twenty-six weeks. In the end, we had nine radio stations participate in the project.

**The script:** From the beginning, we knew that we wanted to have an advisory committee, made up of other direct service providers and WCSC staff, that would help guide the storyline. We recruited two incredibly talented writers, Sayeeda Carter and Regina Keels, who were excited to work collaboratively with the committee. The writers met with the advisory committee to develop and then rewrite and edit the script. The final product was incredibly powerful, engaging, and culturally specific.

**The recording:** We engaged the gifted Rolston Pemberton and Dorian Euzebe of Studio 6 Production to record and produce the episodes. For the cast, we relied on 20 dedicated volunteers, who were recruited through our and the writers' personal contacts. We scheduled them for table readings and rehearsals, and then scheduled studio time for the recording. This was a huge undertaking. It took 28 hours over five days to record the 26 episodes, and

an additional 56 hours of post-production work to complete the recordings.

**The radio show:** Sheelene Gumbs, one of WCSC's long-time crisis counselors, volunteered to host our weekly live call-in radio show. She worked with WCSC staff to identify possible guests for the show. Our goal was to have community partners who could speak to the themes presented in the episodes. For example, one of the episodes dealt with a perpetrator who videotaped the abuse he committed. After that episode aired, representatives from Homeland Security spoke on-air about child pornography and how to help protect children from online predators. In total, 19 community partners, including representatives from the VI Departments of Human Services and Education, private therapists and physicians, survivors of child sexual abuse, Legal Services, and the VI Police Department, participated in the radio show.

**The staff:** We had two exceptional staff people dedicated to the project: Debra Benjamin, our Communications Coordinator, served as the Executive Producer of the project. Her responsibilities included coordinating the recording schedule, developing and disseminating the publicity and promotions, coordinating all aspects of the airing of the episodes, and filming and posting the episodes and radio show online. Lavonne Wise, our Fundraising Coordinator, served as the Project Manager, and her responsibilities included organizing logistics and advisory panel meetings, auditioning actors and organizing rehearsals, and assisting with

---

## PROGRAM SPOTLIGHT

---



Some of the team members behind the project: (l to r) Sheleene Gumbs, WCSC Crisis Counselor; Sharon George, survivor/radio show guest; Carolyn Forno, WCSC Assistant Director; Debra Benjamin, WCSC Communications Coordinator; and Lavonne Wise, WCSC Fundraising Coordinator

the publicity and promotions. These women regularly went above and beyond to make this project a reality.

### **What was the community's reaction to the show?**

We had extremely positive reactions to the show, and the awareness that it raised in our community was impressive. We took, on average, two calls on air each week, and we regularly had over 500 views on Facebook live during the weekly radio talk show. Our crisis counselors fielded approximately 30 to 40 calls and online messages per week regarding the show and the issues it raised. This included contact from people wanting to talk about their own history of abuse and to seek services. It also included contact from people asking questions about prevention and parents thanking us for producing a show that they could listen to with their children.

### **What lessons did you take away from this project?**

- **Child sexual abuse is pervasive in our community** – Week after week, we received feedback from survivors, often stepping forward for the first time, speaking about the abuse they suffered as children. The grooming that we identified in the episodes and spoke about in the radio show hit a nerve; many survivors identified with the narrative we shared. There is definitely a need for a continued and ongoing discussion surrounding this topic.
- **The advisory committee and writers were central to the success of the project** – The process of writing the serial was highly collaborative, which contributed to the success of the script. The writers are passionate community leaders, both of whom are high-school teachers. They listened to the advisory



---

committee and took the stories and challenges we shared and transformed them into compelling, culturally appropriate, two-minute episodes that we were excited to share with the community.

- **This project created and strengthened community partnerships** – This project couldn't have happened without the dedication of our project partners, including the radio stations, writers and studio producers, volunteer talent, and talk-show guests. Some of the partners, like the writers, were new to our work, and they have become incredible advocates who have spread messages of prevention and support to survivors through their own networks. This experience also strengthened existing partnerships and have created new avenues for referrals and access to care for survivors.
- **Survivors of childhood sexual abuse were empowered to come forward** – We had two survivors as guests on our radio show, one male and one female. Both were adults who had been sexually abused as children. One of the survivors wrote an article for a local online news publication about his history of abuse. Our show created a safe space for survivors to share their experience and receive positive feedback from the community.

### Did anything about this project surprise you?

One nice surprise we received was from a listener who, after listening to a couple of our radio shows, wrote a poem about child sexual abuse, and called into the show to read it on air. He also gave us a copy of his poem for us to post online. It was touching to receive that feedback and to inspire others to speak out and take action.

One of the challenges we faced once we started the radio show was getting people to call into the show. We thought we would have more discussion on air with the public. However, because of the size of our community, anonymity is very difficult. WCSC staff members were private messaged after the talk show by people who were not comfortable with having their voice on-air. After realizing that people were reluctant to call into the show, we announced on air that people could submit questions through Facebook Messenger for privacy. We also announced that people could call our office to speak to a counselor without giving a name.

### Is there anything else you'd like to share?

We are so grateful to RALIANCE for taking a chance on this project and for helping us create a dialogue with our community around this very difficult subject. We are currently exploring ways to continue the project in some way. We have talked about adapting the script to a stage production and the possibility of continuing the weekly radio show. We would also love to create a teachers' guide to use with each of the episodes. Whatever we end up doing, we know that we will continue to fight for justice and provide services to survivors of child sexual abuse, as well as create safe spaces for survivors to share their stories. ■

Listen to the episodes at:  
[bit.ly/SilenceSpeaksSecretsRevealed](https://bit.ly/SilenceSpeaksSecretsRevealed)

For more information, visit:  
[www.wcstx.org](http://www.wcstx.org)

Follow Women's Coalition of St. Croix:





# As one door closes — a look back at the Sexual Assault Demonstration Initiative (SADI)

BY TAYLOR TEICHMAN

Project Coordinator, National Sexual Violence Resource Center

SADI came to a close this spring, building and reflecting upon ten years of collaborative creation and hard work. Over the past ten years, the SADI project has continued to ask dual/multi-service programs to be critically self-reflective about the very ways in which we have structured our programs and service models in order to enhance comprehensive services for sexual assault survivors.

## WHAT WAS THE SADI AND WHO WAS INVOLVED?

As part of the first U.S. National Demonstration Project focused on sexual violence, six project sites across the nation engaged in a multi-year process of assessment, planning, and implementation of new and enhanced services and organizational capacity building. The SADI aimed not only to enhance services at these selected sites, but also to identify practices and dynamics that could cut across all of the sites. Doing this allows the lessons learned to be used by other dual/multi-service programs across the country. The SADI and lessons learned came from a collaborative between project sites, national training and technical assistance providers, funders (Office on Violence Against Women), and a project documenter.

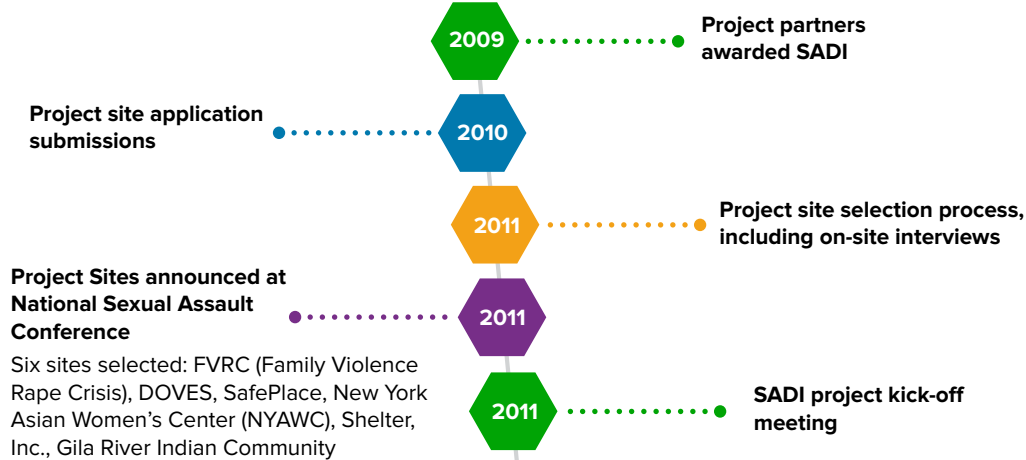


## WHAT DID WE LEARN?

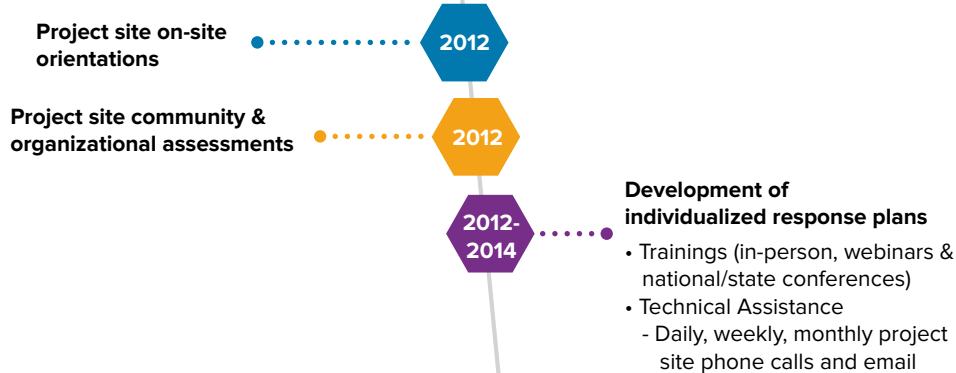
We (dual/multi-service programs) must first acknowledge that survivors of sexual violence are not getting what they need, which requires openness to more radical change. We must bravely engage in an **honest and critical self-assessment** that reflects on whether, as a program, we are ready to say, “*we don’t know what we don’t know*” and to accept feedback in all areas, including those where we thought we were doing well.

Find all the details about the SADI collaborative and who was involved by reading the SADI Final Report:  
<http://bit.ly/SADIReport>

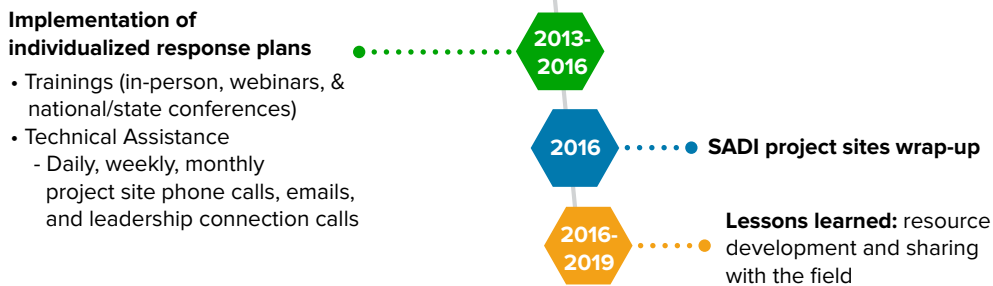
## Plan Initiative



## Plan Development



## Plan Implementation



**Stable and empowering leadership** sets the stage for consistent and effective services. When there is transparency, honesty, ethical communication, and respect among staff and leadership, there is the possibility to have honest conversation and continual learning.

We must have an **understanding of and direct response to racism and oppression** and address the intersections that all forms of racism and oppression have with one another and with sexual violence.

We must have a **clear organizational identity** as a sexual assault program. Without a clear organizational identity, we are unable to develop strategic plans and priorities that speak to the needs of survivors. We must also engage in **explicit and agency-wide support** and **attend to the well-being of our staff and of the organization** as a whole—as it is critical to sustaining both sexual assault services and programs.



**Product Snapshot:**

*Comprehensive Services for Survivors of Sexual Violence* - guide

*Listening to Survivors, Essential Steps for the Intake Process* - tool

*Listen Up! Active Listening as Advocacy* - online learning course + exercise handouts

*Throwing Away the Menu, Broadening Advocacy* - guide

*Strengthening Services Through Supervision* - recorded podcast + handout

*Anti-Racism is Fundamental to Sexual Assault Services* - recorded podcast

We celebrated 10 years of SADI with the Embracing Change & Growth Conference in Chicago during March 2019. Here, we put the lessons learned into action!

Check out workshop materials and all the happenings from the conference:  
<http://bit.ly/SADIconference>

**Access all SADI products at [www.nsvrc.org/sadi](http://www.nsvrc.org/sadi)**

We must enact **foundational values of advocacy**: listening, validating, believing, and empowering survivors in order to support survivors across the lifespan. When we listen to survivors’ voices, support their strengths, and provide hope for healing, we provide an invaluable resource along their healing journey.

**WHERE CAN I GET MORE TOOLS AND RESOURCES TO APPLY THE SADI LESSONS TO MY PROGRAM?**

We have a bundle of free products that have been developed as a result of the lessons learned from the SADI. We hope that dual/multi-service programs will utilize these products in ways that challenge their programs and communities to holistically serve survivors.

**WHAT’S NEXT?**

As one door closes, another one opens! Elevate|Uplift, a new project carrying forth the lessons learned from SADI, will offer opportunities for programs to

- establish practices and services rooted in anti-racism and anti-oppression frameworks,
- learn strategies for building empowering leadership,
- create intentional organizational identity,
- engage in impactful community organizing and movement building, and
- expand knowledge of sexual violence and healing.

We look forward to harnessing opportunities where we will be in conversation and community with one another in order to deepen our practices together. We will offer these opportunities through

- national dialogues,
- learning circles,
- technical assistance support for evolving programs, and
- training and consultation.

To learn more and stay up-to-date on the latest opportunities visit [www.elevateuplift.org](http://www.elevateuplift.org). ■



ELEVATE | UPLIFT

# Changing Practices. Supporting Healing.

Helping organizations change practices and expand their understanding of healing. Offering learning opportunities to help survivor-serving agencies think critically about how they do their work and make changes to provide comprehensive and sustainable support for survivors.

**For more info: [www.elevateuplift.org](http://www.elevateuplift.org)**



# A unique tool connecting American Indian/Alaska Native survivors to the services they need

BY NSVRC STAFF WITH CONTRIBUTIONS BY RENEE BOURQUE, PROGRAM MANAGER



## TRIBAL RESOURCE TOOL

RESOURCES for SURVIVORS of Crime and Abuse

American Indian and Alaska Native (AI/AN) communities experience disproportionate rates of sexual violence. According to the National Institute of Justice, more than half of AI/AN women and more than one in four AI/AN men have experienced any type of sexual violence in their lifetime.<sup>1</sup> While AI/AN women are more likely than white female victims to need services, they are significantly less likely to receive those services.

The Tribal Resource Tool is one solution working to connect AI/AN victims of crime and abuse with the services and resources they need. Office for Victims of Crime (OVC) funded this project, which is part of the Vision 21: Transforming Victim Services Initiative.

The National Center for Victims of Crime, The National Congress of American Indians, and the Tribal Law and Policy Institute, with the

input and guidance of tribal stakeholders across the country, has created a web-based resource mapping tool that aims to

- link AI/AN survivors of crime and abuse to services anywhere in the country, and
- help identify gaps in the network of existing services.

Included in the online tool is a searchable map of service providers with the option to filter by types of crime, genders and ages served, and services provided. In order to help survivors find the best fit for their needs, the tool also provides definitions for different types of crimes, various services that are available, and genders that are served. Also included is a list of tribal coalitions complete with a description and contact information for each.

The tool will include service for all ages of AI/AN survivors and victims; all forms of

<sup>1</sup> Rosay, A. B. (2016). *Violence against American Indian and Alaska native women and men: 2010 findings from the National Intimate Partner and Sexual Violence Survey*. Retrieved from National Criminal Justice Reference Service: <https://www.ncjrs.gov/pdffiles1/nij/249736.pdf>



victimization; all locations (on/off reservations, in areas that are remote, rural, urban, or suburban); and all needs of victims, including justice, safety, healing, and support.

It is our goal to identify all resources available to AI/AN victims of crime in order to assess the gaps that need to be filled. The National Congress of American Indians will be developing a gaps analysis

report at the end of 2019. Service providers can get involved in the work of the Tribal Resource Tool by sending lists of services to include, sharing about similar projects, and filling out the inclusion form. Our newest partner, Stronghearts Native Helpline, will assist in populating the tool and continuing to provide an invaluable service of AI/AN specific hotline resources. ■

Find the Tribal Resource Tool at:  
[www.tribalresourcetool.org](http://www.tribalresourcetool.org)

Contact the Tribal Resource Tool at  
[tribalresourcemapping@victimsofcrime.org](mailto:tribalresourcemapping@victimsofcrime.org)

or by contacting the Program Manager Renee Bourque at:  
[rbourque@victimsofcrime.org](mailto:rbourque@victimsofcrime.org)



# Strength in numbers: #30DaysofSAAM unites advocates

BY SUSAN SULLIVAN

Prevention Campaign Specialist, National Sexual Violence Resource Center

For the past six years, the #30DaysofSAAM Instagram contest has been a popular and integral part of Sexual Assault Awareness Month (SAAM). The contest encourages creative engagement around SAAM, generates conversations around sexual violence, consent, and healthy relationships, and – *of course* – awards prizes. One of the less obvious benefits of the contest is the sense of unity and strength that it generates among participants and those of us who are looking on.

The concept behind the contest is simple: Each day in April, NSVRC provides an open-ended prompt (such as *My Self-Care Snack* or *Positivity Reminder*) and participants respond on their Instagram pages by posting original photos, videos, or digital art. Every year the contest attracts new participants, and this year was no exception – there were over 7,000 submissions by the end of the April. The majority of participation comes from local service-based programs, like rape crisis centers, and from survivors and allies.

While participation is incentivized by prizes, the real draw of the #30DaysofSAAM extends beyond competition. The contest submissions give us all a glimpse of the scope of SAAM. We see photos of folks hunched over poster board with teal markers in hand, waving from behind resource tables, and securing bright teal ribbons around lamp posts. These individuals might be strangers in real life, but

to those of us who do this work, it doesn't quite feel that way. Working to end sexual assault, harassment, and abuse can sometimes feel very siloed. When we can see thousands of photos of people expressing our same passion to create change, the world can instantly feel brighter.

We always say that Sexual Assault Awareness Month is about more than awareness – it's about prevention – but I also think it's about unity. It's a time when our efforts are most visible, most momentous, and powerful. Part of that visibility is thanks to the connection we gain when we share photos of our work online, and the #30DaysofSAAM just

happens to be one of the vehicles we can use to find this connection. When we talk about the work we do during SAAM, we often overlook the fact that social media is very much a public space. After all, sharing content online is a way of reaching, educating, and even inspiring a community (including a community of your peers), even if it isn't physical.

If there's one thing that we can take away from this year's submissions, it's that there is a lot of work being done out there (year-round!) by dedicated staff, volunteers, and individuals. While we can't measure the wide-reaching impact of SAAM events, just witnessing the scope of what's being done can instill you with a sense of positivity, unity, and hopefulness about the direction we're headed.

“When we can see thousands of photos of people expressing our same passion to create change, the world can instantly feel brighter.”



## LEARN MORE

I hope you'll take a look at the submissions this year by searching #30DaysofSAAM on Instagram, and invite you to join in next year's contest. If you're interested in getting a jump start on brainstorming prompt responses, be sure to check out [www.nsvrc.org/saam](http://www.nsvrc.org/saam) this fall when the new campaign materials are posted.

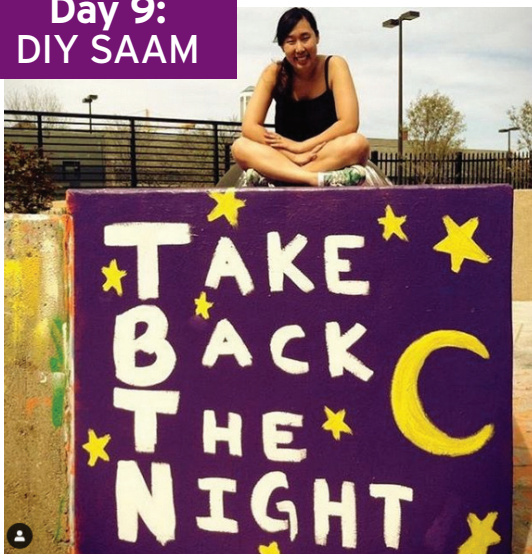
Check out some of the daily prompt winners:

### Day 1: How I gear up for SAAM



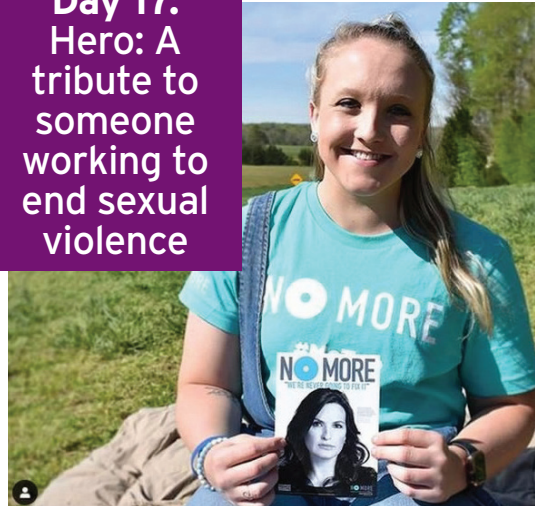
@abetterwaymuncie

### Day 9: DIY SAAM



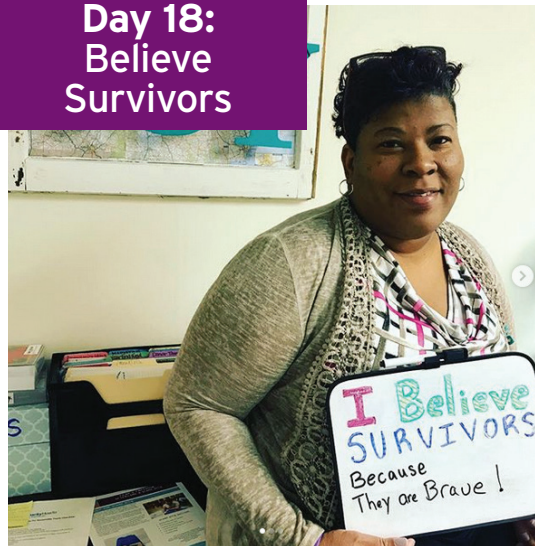
@eunicekkwon

### Day 17: Hero: A tribute to someone working to end sexual violence



@thescarfoundation

### Day 18: Believe Survivors



@fear\_2\_freedom

### Day 20: I feel grounded when...



@ywcawcmi



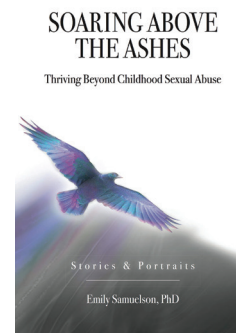
## 4 resources worth checking out

The National Sexual Violence Resource Center library is overflowing with great materials, containing more than 44,000 unique titles and growing every day. NSVRC staff members share four of the collection's resources you might want to grab for your own library. Looking for research materials? Search the database at [www.nsvrclibrary.org](http://www.nsvrclibrary.org).

1

### ***Soaring Above the Ashes: Thriving Beyond Childhood Sexual Abuse, Stories and Portraits*** by Emily Samuelson

Author Emily Samuelson is an activist, psychologist, and survivor, and *Soaring Above the Ashes* is a fitting intersection of those three identities. The book features stunning black-and-white portraits of survivors coupled with their stories in their own words. There are few things as powerful as people's firsthand accounts, and the stories shared are heartbreaking, real, and powerful. The result is a book that reminds the reader hope and healing are possible.

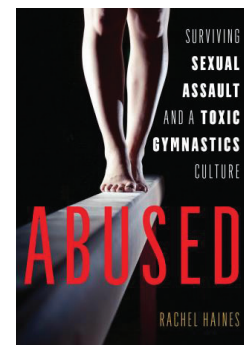


*Soaring Above the Ashes: Thriving Beyond Childhood Sexual Abuse, Stories and Portraits* by Emily Samuelson. (Otter Bay Books, 2018). 247 p.

2

### ***Abused: Surviving Sexual Assault and a Toxic Gymnastics Culture*** by Rachel Haines

This memoir chronicles Rachel Haines's life as a gymnast, from taking classes at age two to becoming a two-time National Champion. She shares her triumphs and struggles, not shying away from the abuse she experienced at the hands of former doctor Larry Nassar. It isn't until years later that Haines fully realizes what she experienced was sexual abuse, and the latter half of the book covers her journey of coming to terms with the trauma and deciding to submit a statement to be read at Nassar's trial. Haines writes from the heart, pouring out her pain, anger, and ultimate resilience — all through the lens of her identity as a gymnast.

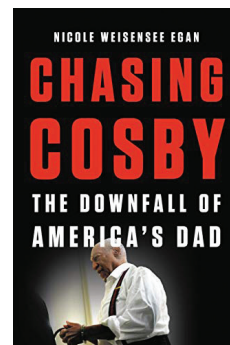


*Abused: Surviving Sexual Assault and a Toxic Gymnastics Culture* by Rachel Haines. (Rowman & Littlefield, 2019). 127 p.

---

**3** *Chasing Cosby: The Downfall of America's Dad* by Nicole Weisensee Egan

*Chasing Cosby* represents the culmination of Nicole Weisensee Egan's work as a lead investigative journalist reporting on the sexual assault case against Bill Cosby. As the first reporter who looked into the allegations against Cosby in 2005, Egan brings a unique perspective to the Cosby story. She covers his evasion of justice, trial, and ultimate conviction, all while weaving in the cultural influences surrounding the case and the psychology of Cosby himself. Her reporting is vivid and places the reader in the middle of the action, as if they're watching the details of this momentous case happen all over again.

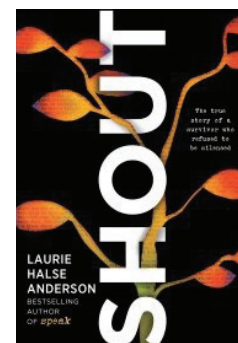


*Chasing Cosby: The Downfall of America's Dad* by Nicole Weisensee Egan. (Seal Press, 2019). 302 p.

---

**4** *Shout: A Poetry Memoir* by Laurie Halse Anderson

Long before the #MeToo movement gained traction, Laurie Halse Anderson's debut novel *Speak* introduced an entire generation to the impact of sexual assault. *Speak*, now a Young Adult classic, follows the story of a high school freshman trying to find her voice following her rape. Likewise, *SHOUT*, as Anderson tells us in the introduction, is "the story of a girl who lost her voice and wrote herself a new one." In this memoir, Anderson's "new" voice comes through loud and clear in the series of free verse poetry that makes up the book. In the way that only poetry can, Anderson communicates the true and deeply personal impact of childhood trauma, war, PTSD, physical abuse, alcohol and drug use, and sexual assault. Be sure to check out *SHOUT*, a testament to the power of embracing your voice to share your story and let others know they are not alone. *Review by Susan Sullivan*



*Shout: A Poetry Memoir* by Laurie Halse Anderson. (Viking, 2019). 291 p.

---

**RECOMMEND A RESOURCE** 

Read something interesting? Let us know! Tweet suggestions to @NSVRC or email [resources@nsvrc.org](mailto:resources@nsvrc.org) using the subject line, "From the Library."



2101 N Front Street  
Governor's Plaza North, Building #2  
Harrisburg, PA 17110

Toll Free: 877-739-3895  
Email: [resources@nsvrc.org](mailto:resources@nsvrc.org)



© 2019 National Sexual Violence Resource Center. All rights reserved.

## Want to learn more about communicating effectively about prevention?

**Moving toward prevention:**  
*A guide for reframing sexual violence*



[bit.ly/TowardPrevention](https://bit.ly/TowardPrevention)

**Media relations toolkit**  
*Tools to help build relationships with journalists and inform news coverage*



[bit.ly/MediaRelationsToolkit](https://bit.ly/MediaRelationsToolkit)