

# Sexual Assault Awareness Month

April 2020 – I Ask

April is Sexual Assault Awareness Month. The goal of SAAM is for individuals and organizations to raise public awareness about sexual harassment, assault, and abuse and educate communities on how to prevent it. This year, SAAM is celebrating its 19<sup>th</sup> anniversary with the theme “I Ask.”

This toolkit makes it easy to raise awareness and share important messages about consent in your community this April.

## The campaign materials include:

- **Your Consent Guide Booklet** Cover the basics of asking for consent and responding to being asked for consent with this guide.
- **We Can Stop Sexual Assault, Harassment, and Abuse Before They Happen Handout** Introduce the idea of primary prevention with this handout.
- **Double-Sided Poster/Infographic** Share the message that enthusiastic consent is necessary with this double-sided infographic and poster.
- **Yes Means Yes Sticker**

Download these resources as free printable handouts at [nsvrc.org/saam](https://nsvrc.org/saam) or purchase copies at: [bit.ly/SAAMstore](https://bit.ly/SAAMstore).

Purchase packs of stickers at [bit.ly/SAAMstore](https://bit.ly/SAAMstore)

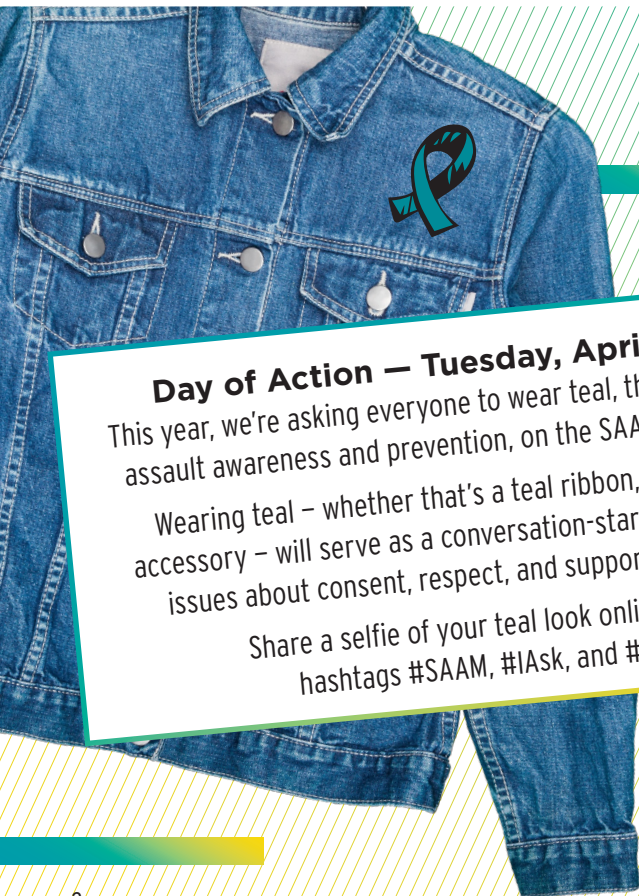
Visit [nsvrc.org/saam](https://nsvrc.org/saam) for more resources and event planning ideas.

## About the Campaign

Sexual Assault Awareness Month is about more than awareness – our ultimate goal is prevention. Since consent is a clear, concrete example of what it takes to end sexual harassment, abuse, and assault, this year's campaign shares the message that asking for consent is a normal and necessary part of sex.

## Campaign Goals

The goal of the campaign is to empower all of us to put consent into practice. By incorporating I Ask resources into your SAAM engagements and events this April, you can help share important messages about consent and healthy relationships.



### **Day of Action — Tuesday, April 7, 2020**

This year, we're asking everyone to wear teal, the color of sexual assault awareness and prevention, on the SAAM Day of Action.

Wearing teal – whether that's a teal ribbon, shirt, or other accessory – will serve as a conversation-starter for important issues about consent, respect, and supporting survivors.

Share a selfie of your teal look online using hashtags #SAAM, #IAsk, and #Teal.

## Other Important Dates

**Child Abuse Prevention Month** Also observed during April, Child Abuse Prevention Month is a time when communities are encouraged to increase awareness and provide education to families in order to prevent child abuse and neglect. Learn more at [childwelfare.gov](http://childwelfare.gov)



**Day of Silence - April 24, 2020** The Day of Silence is a student-led event where people take a vow of silence to demonstrate the silencing effects and erasure faced by LGBTQ people in schools across the country. Find out more at [GLSEN.org](http://GLSEN.org) and use #DayofSilence to show your support.

**International Anti-Street Harassment Week - April 19 - 25, 2020** This year marks the tenth anniversary of International Anti-Street Harassment Week, and it will be the last. Don't miss your chance to raise awareness and speak out against street harassment. Use #StopStreetHarassment and visit [stopstreetharassment.org](http://stopstreetharassment.org) for more details.

**Denim Day - April 29, 2020** Wear jeans with a purpose, support survivors, and educate yourself and others about all forms of sexual violence. Register now at [peaceoverviolence.org](http://peaceoverviolence.org) to participate in Denim Day.

## Event Planning

Are you passionate about ending sexual violence and want to channel that energy into action? Plan a SAAM event in your community this April!

Your leadership and action this April are more important than you think – the widespread impact of these events can show support for survivors, provide meaningful education about consent, and share valuable information about resources and services.

**Change starts with awareness  
— so start planning, start  
organizing, and start having  
conversations that will help bring  
into focus a safer world for us all.**

### **Who should plan SAAM events?**

Anyone! You don't have to work at a rape crisis center or be a Title IX Coordinator to take action this April. You can coordinate events through your religious community, school, work, or other community organizations. You can even organize small actions yourself or with a group of friends.



### **Who should be involved?**

Everyone. Everyone's voice is necessary in preventing sexual violence. The more we spread awareness and educate folks on the issue, the more allies we have in the effort to support survivors and prevent sexual violence before it happens.

### **What does a SAAM event look like?**

There are many different types of SAAM events, which range in scope, goals, and types. Use these event ideas to help identify what would be a good fit for your community.

**Consider:** How could you build on the following ideas to create a high-impact event? What goals are you hoping to achieve? What will evoke change in your community?

### **Visual Displays**

- **Pop-Up Gallery** Create a pop-up gallery of survivors' artwork and host a silent auction to raise funds for local rape crisis centers or other anti-sexual violence organizations.



- **Kindness Rocks** Decorate rocks with messages of support for survivors and leave them in well-traveled spaces.
- **Paint the Town Teal** Decorate the community with teal flags, ribbons, and other decorations or illuminate prominent buildings with a teal light.
- **Chalk the Walk** Write messages about consent (yes means yes!) on the sidewalk.
- **Window Displays or Library Displays** Work with local businesses to make SAAM window displays. Ask libraries to create book displays featuring titles about consent and healthy relationships.



## Clothing Activism

- **Wear Teal/Teal Ribbon Campaign** Show your support by wearing teal throughout the month. You can also hand out teal ribbons.
- **Denim Day** Wear jeans with a purpose on April 29<sup>th</sup>.
- **What Were You Wearing? Display** Put together a display of the clothes survivors wore during their assault to demonstrate that clothing is never an invitation for sexual assault. Exhibit your display at different spaces throughout the month.
- **Clothesline Project** Invite the community to decorate shirts and jeans in support of survivors. Each t-shirt color symbolizes different forms of intimate partner violence. Learn more at [clotheslineproject.info](http://clotheslineproject.info)





## Consent Specific

- **Consent Coffee Sleeves** Partner with a local coffee shop and give them I Ask for Consent coffee sleeves to put on customers' hot drinks throughout April.
- **K-12 Consent Poster Contest** Have students design posters for SAAM centering around themes like "What is Consent?" or "A Healthy Relationship/Friendship Looks Like..." The posters can be displayed for the month.
- **Consent Workshop** Host a workshop on consent and healthy relationships. Use our videos, resources, and consent quiz to guide the curriculum.





## Events

- **Poetry Slam** Call on members of the community to use their talents and break the silence surrounding sexual violence. Open the stage to acts such as spoken word artists, poets, singers, storytellers, and more.
- **Benefit Concert** Invite local bands and singers to perform in a concert where ticket sales benefit local rape crisis centers or other similar nonprofits.
- **Take Back the Night Rally and Vigil** Make posters and hold a march against sexual violence.
- **Film Screening** Host a documentary screening and open the floor for questions afterward. Consider titles such as *The Hunting Ground*, *I AM EVIDENCE*, or *Roll Red Roll*.



- **Panel or Conference** Have speakers discuss the impact of sexual violence and ways to prevent it within the community.
- **Proclamation Signing** Work with your local and state government leaders to hold an event in which they officially proclaim the observance of SAAM this April.

## Supporting Survivors Activities

- **Start By Believing Day** Share the importance of believing survivors by encouraging others to take a pledge to “start by believing.” Visit [startbybelieving.org](http://startbybelieving.org) for more info. 
- **Cover the Cruiser** Team up with your local police department and have members of the community take a pledge to believe survivors. Attach the pledges to a police cruiser for a great photo op.
- **Create After-Care Kits** Work with your local rape crisis center to create after-care kits for victims of sexual assault. Kits can include supportive letters, unisex clothes, toiletry items, a journal and pen or crayons and coloring book, other comfort objects, and resource cards.
- **Local Card Boxes** Install card boxes around town – at the library, town hall, or other central location – for community members to drop off messages of support for survivors. At the end of every week, empty the boxes and display the messages across your community. 
- **Empowerment Yoga** Host a class of this specialized form of yoga that combines elements from trauma-sensitive yoga and empowerment theory to help survivors reconnect with their bodies.

## Educational

- **Informational Booths, Awareness Fairs, Health Fairs**  
Rent a space and allow community members to filter through rows of tables with information on consent, sexual health, and how to prevent sexual violence.
- **Distribute Resources** Ask local businesses or community organizations if you can leave copies of the Your Consent Guide Booklet and other resources for customers to take.
- **Tabling Events** Set up a table with palm cards, stickers, pens, and other giveaway items to hand out to passersby.

# Add Your Event to The National List

Help community members find your event by adding it to the national SAAM Event List. Here's how:

1. Go to [bit.ly/SAAM2020](https://bit.ly/SAAM2020) to enter the details of your event.
2. NSVRC will review your event and add it to the national listing.
3. Once your event is approved, you'll be able to edit it, invite people, and track who is coming!

Best of all, you'll have a highly shareable link to help promote your event on social media.

The first 10 event planners to add your event to the list will receive a free Yes Means Yes tote bag!





## Engage the Media

SAAM is an ideal opportunity to raise awareness around sexual violence-related issues, promote local prevention activities, and showcase how your organization is providing necessary support and resources to victims of sexual assault and their families.



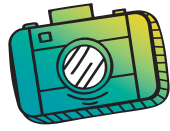
Learn how to generate media interest during SAAM with our online **Media Outreach Packet** available at [nsvrc.org/saam](https://nsvrc.org/saam). The packet includes tips for talking with reporters, a sample letter to the editor and press release, and key messages and talking points.

### Here are some tips to get started:

- **Highlight steps or policies that your organization and others have taken to champion the power of asking for consent.** This would be particularly interesting if there is data to support that the actions helped improve your community's sense of safety.
- **Identify local partners that could work with your facility to support prevention efforts** and the roles we all play, including youth organizations and schools and universities. Work collaboratively to identify appropriate events and activities to cross-promote or collaborate to create an event focused on SAAM and invite media to attend.
- **Reporters often respond to story ideas with a human interest angle.** Consider offering the media an interview with an advocate, survivor, or field worker with an interesting story to tell. Offer to share NSVRC's Your Consent Guide Booklet to provide further background on the complexities of consent and steps their readers can take to prevent sexual violence.



## #30DaysofSAAM Instagram Contest



This April, show the world that you're getting involved in Sexual Assault Awareness Month by participating in the 7<sup>th</sup> annual #30DaysofSAAM Instagram contest. Respond to the prompts on the next page with a photo on your Instagram account. A winner for each prompt will be chosen daily, and everyone who participates each day will be entered into the grand prize drawing at the end of the month.

### Participation Guidelines

Submission posts must tag @NSVRC.

Posts must include #30DaysofSAAM and a hashtag identifying the prompt you're responding to (i.e. #Day1, #Day2, etc.).

Posts can come from organizations or individuals.

All types of posts are accepted including video, photos, digital artwork, photos of illustrations, collages, poems, etc.

Posts **MUST** be original content (not reposted from somewhere else).

Posts that feature thoughtful text descriptions will be given extra consideration.

### Prizes and Eligibility

Every day you participate, you are entered to win the daily prize pack.



Only those that participate each day in April will be entered to win the grand prize at the end of the month.

Only public accounts are eligible to win prizes.

Winners' posts will be featured on NSVRC's Instagram page.





Show the world that you're getting involved in SAAM by participating in the #30DaysofSAAM.



Plan ahead: Check out the prompts for the first week!

## Week One Instagram Prompts

April 1

### At the Beginning of SAAM

Share a snapshot that captures your goals, hopes, and feelings about SAAM.

April 2

### 5 Things I Use to Prepare

Show off some of the items you use to gear up for SAAM events, use for self-care, etc.

April 3

### Post with the Most: Hang a SAAM Poster

Print out a SAAM poster or use the one in this kit and hang it in your space or in a well-traveled area.

April 4

### An Activist's To-Do List

Share your personal, organizational, or community-wide goals for SAAM.

April 5

### Faceless Portrait of an Advocate and/or Survivor

Take a photo that is representative of your journey as a survivor or advocate but isn't a selfie.

April 6

### Attention to Detail

Identify an overlooked but meaningful detail to shine a spotlight on.



April 7

### Day of Action – Show Off Your Teal

Wear teal and share a group or individual photo. Be sure to cross-promote on other social media platforms using #SAAM.



## Social Media Guidance



### Hashtags and Tagging

- #SAAM – Use this hashtag when posting about events or anything related to the campaign.
- #IAsk – Add this hashtag when sharing consent-based messages from the campaign.
- @NSVRC – Tag us in your post (space permitting) as you share our resources or when directing others to learn more about the campaign.



### Shareable Videos and Graphics

- Visit [nsvrc.org/saam](https://nsvrc.org/saam) for shareable graphics sized for each social media platform.
- Help share important messages about consent with videos on the basics of consent and digital consent, how to teach consent early, and how power impacts consent.

### Sample Posts

April is Sexual Assault Awareness Month and @NSVRC's #IAsk campaign is about the importance of consent. Learn more: [nsvrc.org/saam](https://nsvrc.org/saam) #SAAM

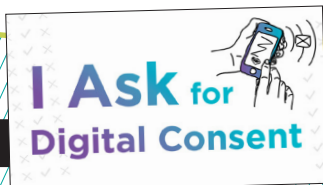
Consent is a skill – you get better as you practice. During #SAAM practice asking before holding hands, hugging, or any kind of touch. #IAsk

There are many ways people get together – whatever the circumstances, consent is a normal and necessary part of sex. Learn more: [nsvrc.org/saam](https://nsvrc.org/saam) #SAAM #IAsk



# Mench - Resources

Make the most of your SAAM event with resources and gear to help spread the message. Visit [bit.ly/SAAMstore](http://bit.ly/SAAMstore) to purchase campaign items.



1. Your Consent Guide Booklets – 50 pack \$8.00
2. We Can Stop Sexual Assault, Harassment, and Abuse Before They Happen Handouts – 50 pack \$6.00
3. I Ask for Digital Consent Palm Cards – 50 pack \$8.00
4. I Ask How Power Impacts Consent Palm Cards – 50 pack \$8.00
5. I Ask How to Teach Consent Early Palm Cards – 50 pack \$8.00
6. I Ask for Consent Palm Cards – 50 pack \$8.00



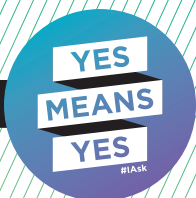


# Giveaway Items

Visit [bit.ly/SAAMstore](http://bit.ly/SAAMstore) to purchase campaign items.



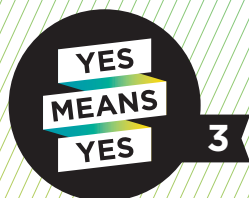
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2



3



## SAAM Value Pack!

4



Get the supplies you need and save more with the SAAM Value Pack!



5



6



8



9



10

1. Yes Means Yes Stickers – 20 pack \$3.00
2. Yes Means Yes Tote Bag – \$8.00
3. Yes Means Yes Buttons – 25 pack \$10.00
4. SAAM Value Pack – \$55.00
5. I Ask for Consent Buttons – 25 pack \$10.00
6. I Ask for Consent Pens – 25 pack \$8.00
7. Vinyl I Ask for Consent Stickers – 50 pack \$15.00
8. Black I Ask for Consent Stickers – 20 pack \$3.00
9. I Ask for Consent Coffee Sleeves – 25 pack \$5.00
10. Believe Survivors Keychains – 25 pack \$23.00



## Abril del 2020 – Te Pregunto



### **Acerca del Mes de la Conciencia sobre la Violencia Sexual**

En los Estados Unidos, abril es el Mes de la Concientización sobre la Violencia Sexual (SAAM por sus siglas en inglés). La meta de SAAM es elevar la conciencia pública sobre el acoso, abuso, y violencia sexual, así como de educar a las comunidades a buscar maneras para prevenirla. Este año, SAAM está celebrando su aniversario 19 con el tema: “Te Pregunto.”

### **Acerca de la Campaña**

El Mes de la Concientización sobre la Violencia Sexual va más allá de buscar ser conscientes del asalto sexual-nuestro último objetivo es la prevención. Puesto que el consentimiento es un ejemplo claro y concreto de lo que se necesita para terminar con el acoso, abuso, y asalto sexual, es obvio que este año el tema central de la campaña sea la de empoderar a cada uno de nosotros a poner el consentimiento en práctica.

Únete a nosotros a diseminar el mensaje de que el consentimiento es una parte normal y necesaria del sexo.

### **Objetivos de la Campaña**

El objetivo de la campaña es empoderar a cada uno de nosotros a poner el consentimiento en práctica. Al incluir recursos con el tema Te Pregunto en los eventos y compromisos SAAM este mes de abril, tú puedes ayudar a compartir temas tan importantes como lo son el consentimiento y la práctica de relaciones sanas.

Copias imprimibles de estos materiales están disponibles en la página [nsvrc.org/es/saam](https://nsvrc.org/es/saam).

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