

SAAM 2004 Campaign - Overview

In 2002 the NSVRC developed a **Five Year Plan** for an ongoing interactive campaign that would annually incorporate feedback. It was based on several underlying principles: promoting a degree of national unity in voice and action regarding SAAM activities, encouraging interaction and feedback from across the nation, and building momentum based on the previous years' activities.

In this third year of our five-year interactive SAAM initiative, we offer some powerful products to help raise awareness while reinforcing theme and color and promoting momentum. There are three elements to this years plan.

- 1) Plan "A Day to End Sexual Violence" on April 20, 2004.**
- 2) Purchase and distribute (or sell) some of this year's SAAM products, including a poster and postcards featuring photographs of sexual assault survivors by Nobuko Oyabu.**
- 3) Provide feedback in response to the NSVRC's special initiative to increase feedback and interaction with the nation's programs.**

"A Day to End Sexual Violence" - April 20, 2004

The 2004 campaign asks programs, agencies, coalitions and allied organizations to plan a SAAM activity for the same day, April 20th, 2004. Instead of finding one activity that suits everyone, we encourage a variety of activities for the same day. We believe that the net effect will be many voices and many activities all raising awareness of sexual assault. See the enclosed (*salmon colored paper*) document for a variety of ideas on planning an activity for April 20th. Remember you may also visit the SAAM calendar on the NSVRC website (www.nsvrc.org) for other ideas.

SAAM products featuring the work of Nobuko Oyabu – and other SAAM products

The NSVRC is pleased to offer SAAM products this year with powerful visual impact, products featuring photographs of sexual assault survivors that impacts the viewer and underscores how sexual abuse touches so many. You may already be aware of the photographs of Nobuko Oyabu, a photojournalist who has developed a compelling photograph exhibit entitled *Faces of Rape and Sexual Abuse Survivors Project*. The NSVRC has incorporated five of her photographs onto a poster, thus providing a single product that has power to raise awareness. It has a classic quality that makes it a timeless piece of art; the substance of the poster, its photographs and biographical sketches will continue to educate and compel viewers for years to come.

The poster may be purchased and distributed as it appears, or you may choose to add some of your own contact information and distribute them. The bottom center of the poster has space for you to add a sticker with your contact information. You may also

choose to produce a sticker, professionally or in-house. (Pre-made Avery labels work well.) If you wish to blend the background color of your sticker to that of the poster's, note that the background in an 80 percent screen of black. The 2004 SAAM packet contains a small sample of the poster, or you may view it on the NSVRC website. Order information is enclosed in the SAAM packet on the *SAAM Products* document (*golden rod colored paper*) and on our website.

In response to feedback from last year, the NSVRC has produced postcards for purchase in bulk (packages of fifty). These postcards present photographs of Nobuko Oyabu. Sample postcards are part of the 2004 SAAM packet. You may use the postcards for your program's correspondence, invitations, etc. or you may want to distribute/sell them as part of your SAAM activities. One style of postcard is available in Spanish and another addresses sexual assault of males. Order information is enclosed in the SAAM packet on the *SAAM Products* document. (*golden rod colored paper*)

Teal awareness ribbon pins and stickers with the "Decide to End Sexual Violence!" slogan are also available for purchase in 2004. (See the *SAAM Products* document.) You may also access the artwork for last years teal ribbon poster by going to the SAAM 2003 Campaign on our website.

Special feedback initiative encourages responses – incentives offered

As part of the 2004 SAAM campaign, the NSVRC wishes to encourage greater feedback and therefore will send the first fifty (50) respondents, who send in a feedback form, a small gift of appreciation. We recognize that you are very busy, but ask that you take the time to at least fill-out the two pages of the feedback form. If you can take a little additional time, we encourage you to send materials from your campaign and write to us about your accomplishments and problems; be sure to let us know what we can do to give you more meaningful and efficient help. See the *2004 SAAM – Feedback Form* document (*cream colored paper*).

The NSVRC is dedicated to developing SAAM Campaigns that represent the ideas, needs and requests of programs throughout the country. In offering posters and post cards in 2004, we are responding to the many who asked for these items. We encourage you to share your ideas – with us and with others.

The NSVRC continues to be impressed with the creativity of SAAM activities and products at the local and state levels. This year we offer a one-page document (*Ivory colored paper*) developed by Florida Council Against Sexual Violence that provides insightful quotations relating to the empowerment of deciding to do something. This document cleverly relates to the "Decide to End Sexual Violence!" slogan and underscores the great power deciding has in accomplishing anything. We thank the Florida Council for allowing us to share this with you. Sharing this document represents an important type of collaboration that is part of our interactive campaign. Together we have a powerful voice!