

Campaign Overview

Introduction

Sexual Assault Awareness Month (SAAM) observed in April, is the month dedicated to making a concerted effort to raise awareness of sexual violence and promote its prevention through special events, although such activities ideally will occur throughout the year.

The national SAAM initiative is based on several underlying principles:

- Promotion of national unity in voice and action regarding SAAM activities;
- Support for local flexibility and creativity;
- Engaging a variety of communities across the nation;
- Increasing the number and variety of tools available to the field;
- Building community commitment and national momentum to end sexual violence.

Slogan and Color

The 2007 SAAM campaign national slogan is: **Prevent Sexual Violence...in our communities**. This focus helps communities recognize that everyone is responsible for preventing sexual violence and that it requires all of us working together in creative ways. This theme is also broad enough to allow individual states and territories to focus on particular areas of interest if they wish. Teal is the official color representing sexual violence aware-

ness and prevention; and April is the nationally recognized month.

SAAM Resources

The 2007 NSVRC SAAM packet and the NSVRC website (www.nsvrc.org/saam) offer a variety of tools to assist in planning SAAM prevention activities. Some examples include:

NSVRC 2007 SAAM Packet

- Campaign Overview
- *A Day to End Sexual Violence* Information
- SAAM Products and Order Form
- Featured Event (film screening) information
- Alternate SAAM Community Activities
- Ten Community Prevention Actions
- How to Share Your Events
- How to Submit SAAM Feedback

NSVRC SAAM Website

- NSVRC 2006 SAAM Packet
- Tips for a Successful SAAM
- SAAM products available from other programs
- SAAM Events Calendar
- Spanish Language Resources
- Other national/state/territory/local campaigns
- SAAM Toolkit

APRIL 2007 • Prevent Sexual Violence ... *in our communities*



www.nsvrc.org

Sexual Assault
Awareness Month

A Day to End Sexual Violence

A Day to End Sexual Violence is recognized nationally as a day to focus awareness on sexual violence issues. The next *Day to End Sexual Violence* is **Thursday, April 5, 2007**. On this day, communities are encouraged to participate in an awareness-raising or prevention activity, such as the 2007 featured event.

Featured Event: SAAM Film Screening

In April 2007, the NSVRC is promoting a featured event – SAAM film screenings of the documentary *NO!* This event provides information and insight, allows for community resource exchange, and encourages discussion about prevention strategies. The *Featured Event* insert provides detailed event planning information.

Community Activities

Brief descriptions of alternative activities, in addition to the featured event, are provided in the packet and on the NSVRC website (www.nsvrc.org/saam).

As you plan your SAAM activities and select promotional items, we encourage you to check with your state, territory, or tribal sexual assault coalition for any coordinated activities or events that they may have planned. Coalition contact information is available on the NSVRC website under “Organizations.”

SAAM Products

The *SAAM Products* insert includes ordering information for SAAM products available from the NSVRC. New products featured in 2007 include poster, key chain with whistle and light, beverage napkins, puzzle, and palm

cards that reinforce the 2007 theme *Prevent Sexual Violence...in our communities*. These and other products are available for purchase so organizations may distribute and/or sell them in April. An order form is included in the 2007 SAAM packet and on the NSVRC website. Be sure to read the *SAAM products* insert carefully as our ordering procedure may have changed.

Additionally, SAAM products may be available for purchase through your coalition. Please contact your coalition to find out what products they offer. Coalition contact information is available on the NSVRC website under “Organizations.”

Share Your Events

The NSVRC website houses a SAAM calendar of events where national, state, territory, tribal and local communities are invited to post their sexual violence awareness and prevention activities, conferences, and training opportunities. Refer to the *Share Your Events* insert for instructions on submitting your SAAM events online, by mail, or by fax.

Prevention Actions

Creating safe communities is everyone’s responsibility. Focusing on prevention contributes to an environment where people are safe in their relationships, homes, neighborhoods, schools and workplaces. To help generate ideas for specific actions that various groups can participate in, the NSVRC has prepared a list of community prevention actions. These activities are also mentioned on the 2007 palm cards (*see SAAM Products insert*). Additional activities may be found on the NSVRC SAAM website (www.nsvrc.org/saam).

SAAM Awards

The NSVRC invites each sexual assault coalition to honor an individual who has made an outstanding contribution to their state, territory or tribal community. In addition, the NSVRC will also present up to five national awards. Everyone is welcome to submit a nomination for the NSVRC Awards for Outstanding Response to and Prevention of Sexual Violence. This award is intended to recognize individuals or organizations whose work has had a national impact in one of the following categories: (1) Public Policy & Legislation; (2) Media & Communications; (3) Corporate; (4) Intervention; and (5) Prevention. Nomination forms may be obtained online at www.nsvrc.org/saam. Nomination forms and supporting materials will be accepted through **February 23, 2007**.

Feedback

Your feedback on the NSVRC 2007 SAAM campaign, packet, and website are necessary so that we may better understand your needs and develop future SAAM materials. We also want to collect new and creative ideas for events that might serve as models for others. For providing your feedback, the NSVRC will send you a free gift (while quantities last). Refer to the *SAAM Feedback* insert in this SAAM packet for instructions on submitting your feedback.

Good luck with your 2007 SAAM activities!

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