

# Respect WORKS

**2009 Sexual Assault Awareness Month  
Campaign Packet**



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## On the enclosed CD:

- Campaign packet (PDF)
- Making a Difference: Your Role in Sexual Violence Prevention Workshop (Featured Event) PowerPoint slides (PPT)
- Workshop Facilitator's Guide (PDF)
- Workplace Outreach Guide (PDF)
- Actions for Employers Tip Sheet (PDF)
- Workplace Sexual Violence Fact Sheet (PDF)
- Employer Checklist (PDF)
- SAAM logo, teal ribbon graphic, and Prevent Sexual Violence Logo (JPEG)
- Workplace Sexual Violence Resource List (PDF)
- SAAM Campaign Tools (PDF)

## Welcome to SAAM 2009!

The campaign for Sexual Assault Awareness Month (SAAM) 2009 builds upon and reinforces last year's theme, *Prevent Sexual Violence. . . in our workplaces*. This year, we incorporate a positive message through the slogan **Respect Works**. This slogan highlights the role that respectful behavior, at both the individual and organizational levels, can play in creating and maintaining safe and healthy communities and workplaces. This is a key to prevention.

## Why should we continue to focus on workplaces?

For any campaign to be effective in changing attitudes, beliefs, and behaviors, messages must be reinforced. Ideas and slogans need to be repeated over time to sink in, and many in the public have only heard the workplace message for a short period of time.

## How is sexual violence a workplace issue?

While working or on duty, U.S. employees experienced 36,500 rapes and sexual assaults from 1993 to 1999<sup>i</sup>. This excludes the more than 12,000 annual reported acts of sexual harassment at work<sup>ii</sup>. Sexual violence that happens in the workplace is unfortunately common.

All forms of sexual violence result in high costs for businesses and the economy. Sexual violence on the job correlates with decreased productivity, higher rates of absenteeism, and lower employee morale (see the fact sheet in the *Workplace Outreach Guide* for more information). Interrupted work, as a result of sexual violence, can also jeopardize the economic stability of individuals, families, and communities. Economic insecurity can lead to a greater dependence on public assistance

programs and poor outcomes for families and society. It also increases healthcare costs for both individuals and employers. If employees bring lawsuits against a company for sexual harassment or violence, businesses may incur large legal fees.

In addition to acts of violence that do occur at work, the work setting also influences individuals and communities in other ways. We spend an average of 160 hours a month at work. The work environment has a large impact on individuals, families, and communities. If people feel threatened, harassed, or unsafe at work, the negative effects can spill over into other settings. Employers and businesses also have strong voices in our communities. It is critical that we reach them with messages about how they can play a role in building respectful workplaces and preventing sexual violence.

## Why "Respect Works"?

While this year's theme focuses on reaching people through their places of work, the **Respect Works** campaign is ultimately about moving beyond the victim- or perpetrator-focused view of sexual violence and focusing on the larger environment in which sexually violent acts happen. This includes relationships, organizations, and communities. Whether at home, work, or school, healthy relationships are based on consideration and respect. When we care about others and the world around us, we have a responsibility to be involved and help out when others are in harm's way. This is the essence of promoting social change that can result in less sexually violent behavior.

The **Respect Works** campaign is an opportunity for you to build partnerships with local employers, as well as a way to convey a message to the public about respectful and responsible behavior. Some of the campaign materials, like the palm card and Featured Event workshop, have messages about respect

and responsibility that apply to any setting, not just a work environment. This campaign also includes materials specifically designed for the workplace, like the Workplace Outreach Guide, Employer Checklist, and fact sheet. All the messages are aimed at encouraging individuals, wherever they work or live, to build respectful relationships and take responsibility for creating a safer world.

You know your community's needs best; we encourage you to use or adapt this year's SAAM materials as you see fit. That may mean hosting a free workshop for the public, using the Featured Event workshop slides (see enclosed CD), or approaching workplaces to talk to staff on-site about preventing sexual violence. We hope you will find the enclosed resources useful for whichever strategy you choose.

## Approaching the Workplace

It is true that the collective workplace in this country is vast. We also know that no two workplaces are alike. They vary in many ways: large or small, for-profit or non-profit, manufacturing settings or office complexes, and so on. But we don't have to reach each workplace the first time we try. We only have to begin.

Teaching individuals and groups about respect and responsibility requires reaching them where they are, including at work. It might feel overwhelming to talk to employers and corporations about sexual violence, so we have created the Workplace Outreach Guide to help you approach local businesses. It is located in the folder as a separate removable piece. Remember that it may take some time to build strong relationships with local businesses. Here are a few suggestions for doing low-cost outreach to local workplaces:

- Think about who you already know. If you have an established relationship with a local business, call or visit and explain your

SAAM goals and how they can help (emphasize that it's free or low-cost).

- Send letters to local businesses, introducing your organization and the services you offer, and ask them to display SAAM posters in their workplace. Include free samples of the palm card for employees.
- Emphasize the cost of sexual violence to employers (low productivity, high turnover, decreased morale, negative publicity) and how your information can help prevent this and sustain a healthy, safe workplace.
- Distribute the Actions for Employers Tip Sheet, included in the Workplace Outreach Guide.

As you approach workplaces for this campaign, we want to ensure you have the basic information in an easy-to-use format. At the end of the Workplace Outreach Guide, you will find a tear-out fact sheet with definitions and statistics on sexual violence in the workplace that you can remove, copy, and distribute as you see fit. There is space on the fact sheet for you to insert your organization's contact information. You can also work with a printer to add local information or statistics to the PDF file. You will also find an Employer Checklist with a list of suggestions for employers to improve workplace policies related to sexual harassment. These resources are available on the enclosed CD and on the SAAM website at [www.nsvrc.org/saam](http://www.nsvrc.org/saam).

Visit the *Current Campaign* section of the website for a fully-linked list of resources on a variety of workplace sexual violence issues. If you have a specific question about workplace sexual violence, please contact the NSVRC toll-free at 1-877-739-3895.

## Making a Difference Workshop

Tied in with this year's **Respect Works** slogan, the Featured Event for 2009 is the *Making a Difference: Your Role in Sexual*

## 2009 CAMPAIGN OVERVIEW (CONTINUED)

*Violence Prevention* Workshop. With this workshop, we show how each of us can positively influence our communities. By watching out for each other and taking some responsibility for the health and safety of those around us, we can play a role in sexual violence prevention.

There are a range of behaviors that people take part in every day, from healthy and sexually appropriate, to violent and life-threatening. For the Featured Event, we have created a PowerPoint slideshow that can be presented to the general public. It teaches people how to recognize inappropriate behaviors and how individuals and organizations can play a role in preventing sexually violent acts. The slide show is based on the NSVRC's recent publication, *Engaging Bystanders in Sexual Violence Prevention*, written by Joan Tabachnick. Please turn to the *Featured Event* section of the packet for more information and resources.

### Other 2009 Campaign Elements

Each year, the NSVRC chooses one day in April as the SAAM Day of Action to encourage organizations across the nation to hold simultaneous events promoting sexual violence awareness and prevention. In 2009, the SAAM Day of Action will be **Wednesday, April 8, 2009**. Turn to the *SAAM Day of Action* section of the packet for more information.

To help you with your SAAM efforts, the NSVRC is offering a number of new products in 2009. The palm card, available in both Spanish and English, is written to give individuals a basic understanding of what they can do to foster respect and promote healthy relationships every day. This card is written for any setting and is not specific to the workplace (see samples of both languages included in this packet). The 2009 poster is two-sided, with the text in English on one side and Spanish on the other. A

sample of the poster is also included in this folder.

We're pleased to announce SAAM t-shirts for 2009. These t-shirts feature the "Respect Works!" slogan on the front, and "Prevent Sexual Violence in our workplaces" on the back, along with the SAAM website. In addition, cubicle clips, mini tape measures, and small coil toys are available in 2009. For more details on 2009 products, turn to the *Products* section of the packet. Visit the online store at [www.nsvrc.org/saam](http://www.nsvrc.org/saam) to place your order today!

Your feedback is very valuable to us. Please complete the brief survey included in the folder and mail or fax it back to us (postage is pre-paid). The NSVRC uses your feedback to improve upon the campaign each year and provide you with the resources you need. A more comprehensive survey is available on the SAAM website ([www.nsvrc.org/saam](http://www.nsvrc.org/saam)). We welcome your feedback throughout the year as we work to improve SAAM. Call us toll-free at 1-877-739-3895 or email [resources@nsvrc.org](mailto:resources@nsvrc.org).

### New Resource

Many of you have requested access to materials, events, and resources from other organizations doing SAAM campaigns. We have listened! On the SAAM website under the *Resources* tab, you will find a new page entitled *Campaign Tools*. This provides links to other SAAM campaigns going on around the country and includes many resources like media outreach guides, sample proclamations, posters, fact sheets, and more. To help us build this section, please send electronic copies of your own SAAM campaign tools to [resources@nsvrc.org](mailto:resources@nsvrc.org) and we will add them to the website for others to use.

<sup>i</sup> U.S. Department of Justice. (2001). Violence in the workplace, 1993-1999. NCJ No. 190076.

<sup>ii</sup> U.S. Equal Opportunity Commission. (2008). Sexual Harassment.

**T**he 2009 SAAM Day of Action is Wednesday, April 8. The NSVRC encourages organizations to plan a SAAM event on this day as a way to create momentum across the nation regarding sexual violence prevention and awareness. The Day of Action is a great time to host a workshop using the Making a Difference slide show. In addition, we've provided a list of other event suggestions, below, for your organization to hold on the Day of Action and throughout the month of April.

## Additional Event Suggestions

We offer the following list of event suggestions to help you with your planning. We encourage you to adapt events and activities to your community's needs. When you schedule your SAAM event(s), be sure to add them to the calendar on the NSVRC website at [www.nsvrc.org/saam](http://www.nsvrc.org/saam). This allows other organizations to attend local events and generates ideas. Please check the *Campaign Tools* page in the *Resources* section of the SAAM website for detailed tips and information from other organizations on planning many of the events listed here.

### Awareness Display

Set up a table in a busy central location in your community. Hang teal decorations on the table and distribute SAAM products and information on sexual assault. Be sure to distribute tip sheets on how individuals can prevent sexual violence. Hand out candy or other giveaways to attract visitors to your table. Be sure to obtain approval from your city or college to set up and staff the display.

### Speak Out

This type of event creates a safe space for survivors of all forms of sexual violence to "speak out" about their experience, recovery, and healing. Choose a fairly quiet location for your event and ensure that local rape crisis center professionals are

on hand to provide assistance to speakers and/or audience members in need. One option is to have two podiums and microphones set up, one for survivors that are willing to have their stories recorded by local or campus media, and one for speakers who do not want press coverage.

### Letter-writing Campaign

Some organizations can take part in political advocacy during SAAM by writing letters to local, state, territory, tribal, or other government officials about policies related to sexual violence that affect your community. See the *Resources* section of the SAAM website for sample letters to elected officials.

### Run/Walk

Many social and health causes have started annual walk or run events to raise money and awareness about their issue. If your organization has the resources to plan and hold a walk for sexual violence awareness and prevention, this is a great option. If you have limited time and resources, consider reaching out to other organizations in your area that are holding walks and runs during April and form a team to represent the anti-sexual violence movement. Have matching teal t-shirts made and make sure to bring materials on sexual violence to distribute to other participants.

### V-Day

V-Day is a global movement to stop violence against women and girls. V-Day promotes creative events to increase awareness, raise money, and revitalize the spirit of existing anti-violence organizations. V-Day generates broader attention for the fight to stop violence against women and girls, including rape, battery, incest, female genital mutilation (FGM), and sexual slavery. Through V-Day campaigns, local volunteers and college students produce annual benefit performances of "The Vagina

# SAAM DAY OF ACTION (CONTINUED)

Monologues” to raise awareness and funds for anti-violence groups within their own communities. The V-Day website ([www.vday.org](http://www.vday.org)) provides information on holding a Vagina Monologues event in your community or at your college or university. V-Day events often occur during the month of April, but also take place throughout the calendar year.

## “Breakfast With” Event

Invite local legislators who have sponsored legislation that addresses sexual violence to talk about contemporary trends in anti-sexual violence law. You can also invite local business leaders, law enforcement agents, attorneys, and other groups that would be impacted by pending or recently passed legislation. Make sure that your organization’s services are highlighted during the presentation. If possible, have speakers and presenters wear stickers, pins, or t-shirts advertising your organization.

## Bookstore and Library Displays & Readings

Approach local bookstores and libraries about setting up displays of books related to sexual assault with a SAAM flyer and your program’s information. Organize a book or poetry reading about sexual assault and healing. Visit the SAAM website at [www.nsvrc.org/saam](http://www.nsvrc.org/saam) for a list of suggested books.

## Clothesline Project

The Clothesline Project began as a vehicle for women affected by violence to express their emotions by decorating a shirt. They then hang the shirt on a clothesline to be viewed by others as testimony to the problem of violence against women. Today, Clothesline Projects provide awareness about sexual and domestic violence, hate crimes, and child abuse. Many communities have developed culturally-specific Clothesline Projects (e.g., Asian Clothesline Project in MA). Most events

include a shirt-making session, held in conjunction with a display of recently or previously created shirts. Alternatively, you might arrange simply to display previously created T-shirts. The shirts may be color-coded to show the form of abuse and whether the victim survived the abuse they experienced.

## Cup of Prevention

Ask local coffee shops, book stores, and other small restaurants to donate a percentage of their coffee and tea sales to the local rape crisis center during the month of April.

## Denim Day

Denim Day is an international protest in response to the Italian Supreme Court’s overruling of a rape conviction in 1999. An Italian woman was raped, and when the case went to trial, the jury found her assailant guilty. The Supreme Court then overturned the ruling, saying that jeans are so difficult to remove, the assailant could not have done so without the victim’s help.

To honor Denim Day, people are encouraged to wear jeans to work or school in order to promote awareness. Your organization can also print stickers or buttons with Denim Day slogans on them, to encourage people to ask, “What is Denim Day?” To make this event successful, effective promotion is the key. Your organization should publicize this event to as many businesses and schools as possible. Information about sexual assault should be sent out with the information about Denim Day. Peace Over Violence (formerly Los Angeles Commission on Assaults Against Women), sponsors a Denim Day in LA campaign with various related resources. Visit [www.denimdayinla.org/](http://www.denimdayinla.org/) for more information.

## Faith-Based Community Challenge

Challenge area faith communities to address sexual violence

during April through services, prayer sessions, articles in newsletters, and donations to local rape crisis centers. Remember to ask permission to have sexual assault information on display throughout April.

## Human Ribbon

Get a large length of teal fabric and arrange it as an awareness ribbon around a person standing so that the ends of the ribbon flow out on the ground. The person with the ribbon around them would not speak to others, but an advocate would accompany that person to engage others who come to look at the “human ribbon.” Local dignitaries could be recruited to be the “human ribbon.” Have educational information available to distribute to observers.

## Mock Trial

Mock sexual assault trials are used across the country to educate communities about the legal process and address myths and facts about sexual assault. Mock trials are condensed recreations of actual or imaginary trials. This dramatic style of presentation enables an organization to pull in judicial representatives, theater groups, students, and a wide variety of community members. Mock trials have been used to train first responders about their role in the criminal justice process and inform survivors of what might be involved in pursuing criminal charges. Some communities have adapted the mock trial to explore the campus judicial hearing process.

Developing a mock trial takes time; allow at least three months for planning. Mock trials rely on a script, actors/community members, and good marketing. Local service providers such as police, judges, attorneys, and forensic examiners make for great actors. You may be able to hold the mock trial in your area courthouse, town hall, or educational institution. Mock juries

often struggle with the same issues as actual jury members. Some organizations have included a video, script, or scene to depict the events leading up the sexual assault as a way to close to presentation no matter what decision the jury reaches. Visit the *Resources* section of the website for access to sample mock trial scripts.

## Movie Screenings

Several films and movies (documentaries and feature films alike) could be used in the SAAM campaign (visit the *Resources* section of the website for a list). Use discussion guides to get the audience thinking and talking about the sexual violence issues addressed in the video. Inquire at local theatres about having specific movies shown during April with a portion of proceeds donated to local sexual violence centers.

## Open house

Having an open house reception can be a simple but very effective way to raise awareness of sexual assault and of your agency/program’s role in the community. An open house provides an opportunity for you to raise your profile in the community and to provide valuable information. You can place brochures, signs, and educational information on a table as well as provide information about volunteer opportunities.

The open house can be as simple or elaborate as you wish. Your staff may decide to provide snacks and refreshments. Or if your budget permits, you may choose to have a catered reception. Invite your board members and local public officials. Publicize the open house in your local newspaper or radio station (see *Campaign Tools* on the website for tips on working with the media). You may also want to invite school administrators and guidance counselors, as well as local businesses and the chamber of commerce.

## Operation Law Enforcement

Request permission to tie teal ribbons to the antennae of police cars in your county. This is an opportunity to get to know your law enforcement officers and for them to become more involved with your agency. This could also be a great photo opportunity for the local media.

## Partner with a Local Restaurant

There is a range of ways you can incorporate a local restaurant into your SAAM activities. Find a local restaurant that will provide an organizational discount and then host a corporate/legislative breakfast to (re)introduce your agency and board to the community. Another possibility is to ask for a small percent of the profits on “SAAM Day of Action” as a charitable donation. Or, ask if you may put brochures or teal awareness ribbon pins near the cash register. Consider asking restaurants to use the SAAM napkins, available through the NSVRC SAAM store, during the month or on “SAAM Day of Action.” Finally, it is always good to ask if you may hang awareness posters in a public area of the restaurant.

## Poetry Slam

Poetry Slams have become increasingly popular since they began in the 1980s. Poetry Slams are events where poets perform their work and are judged on their writing and performance, encouraging poets to focus on what they’re saying and how they’re saying it. SAAM Poetry Slams are open to anyone who is willing to participate, but registration with a local program is required. These events can be large or small; however, we recommend that you begin planning this event four to five months prior to the event date. You may partner with campus organizations and local colleges to locate a venue for the event. University English and Performing Arts departments may be interested in co-sponsoring the event. Ask local businesses to sponsor your event. Additionally, invite your local

media to advertise and cover the event. Finally, you may wish to partner with your local radio stations for DJs, judges, and hosts.

## Presentations at Salons

A unique place to hold presentations about sexual violence is at local beauty salons. You can hang a poster with sexual assault information and your organization’s services or provide stickers with your organization’s contact information to be affixed to the back of stylists’ business cards, among other things.

## Restroom Campaign

Restrooms are everywhere! Put flyers up on the back of stall doors in the restrooms of college campuses, bars, businesses, state agencies (welfare, unemployment, etc.), and anywhere there is a bathroom. Remember to ask permission before posting flyers.

## Shine the Light on Sexual Violence

The concept of Shine the Light on Sexual Violence was originally developed by the YWCA of Greater Los Angeles Sexual Assault Crisis Program. Shine the Light can be as simple as encouraging the community to use car headlights, candles, lamps, or flashlights to develop awareness about sexual violence. You may also choose to coordinate a community event such as a candlelight vigil at dusk, for which you designate a time and place for the community to gather. Remember to disseminate flyers with the event information, including location and time, before the date in order to increase community participation.

## Shop to End Sexual Violence

This event can be integrated into any community, small or large, with strategic marketing and community relations. The goal is to have local businesses donate a portion of their proceeds to the cause. Advocates can get started with a template letter and flyer found on the SAAM website under the 2008 campaign (this was the 2008 Featured Event).

## Take Back the Night

Take Back the Night (TBTN) is an international phenomenon that began in the early 1970s in Germany in response to a series of sexual assaults and murders. TBTN rallies and marches have been held throughout the United States since the late 1970s. Local communities in the United States, Canada, Latin America, India, and Europe have been organizing TBTN marches and rallies to unify individuals to stand against violence in their communities.

TBTN can include a candlelight vigil, a rally, a survivor speak out, and a large-scale public march. Many organizations have incorporated the arts into their event with banner-making contests, musical performances, poetry, and exhibits. Be sure to check with your local law enforcement official regarding legal status of your event and safety issues. See the *Resources* section of the website for more information.

## Teal Ribbon Campaign

Tie a teal ribbon to your car, your head, your clothing, etc. Set up baskets with teal ribbons on pin cards at hair salons, libraries, banks, and doctors' offices. Wrap big teal ribbons around trees or tie teal ribbons to your county's public safety vehicles. Ask your local craft store to donate teal ribbons to your agency or provide you with a nonprofit discount. Wherever you place the ribbons, be sure to have information on the significance of the ribbon as part of sexual assault awareness and prevention efforts.

## Art Exhibit

Suggest survivors do art projects as a part of a support or therapy group to express their healing. Some centers have produced shadow boxes, quilts, handmade dresses, collages, and jewelry. Display the art in a public space and have local musicians and other artists perform.

## Tree and Flower Planting

Tree and flower planting ceremonies during Sexual Assault Awareness Month serve a dual purpose. They give recognition to those who have been sexually assaulted in our communities and counteract pollution in the environment. These events provide the community an opportunity to honor a relative, friend, or other victim and/or survivor with the new life of a tree or plant. These ceremonies may be held in conjunction with Arbor Week, Earth Day or Arbor Day, all during April. A planting ceremony also provides an excellent opportunity for you to partner with local home improvement businesses and greenhouses. You may consider asking these companies to donate trees or flowers to plant during your event.

We encourage you to begin planning at least three months prior to the event date. These events may take place in local parks, on college campuses, or in communities. You may need to contact local officials or campus administrators to find out what their procedure is for approving such events in your area. Finally, inviting public officials and knowledgeable speakers may bring more media attention to your event.

## Walk a Mile in Her Shoes

These marches are designed to benefit rape crisis centers, but also provide a fun opportunity for men to educate the community about sexual violence. These events also rally the community to discuss the connection between gender relations and sexual violence, and to take action to prevent sexual violence. During the marches, men walk one mile in women's high-heeled shoes to help men gain a better understanding and appreciation of women's experiences.

While these events can be large or small, we encourage you to begin planning at least three months prior to the event date. You

may partner with male groups on college campuses, especially fraternities, or male leaders in your community. Consider partnering with local businesses to provide women's shoes. You may also invite your local media to cover the event. Finally, be sure to check with your local law enforcement official regarding legal status of your event and safety issues. See the organization's website, [www.walkamileinher shoes.org](http://www.walkamileinher shoes.org), for more information.

### White Ribbon Campaign

This is a great project to do in conjunction with your local law enforcement agencies and colleges and makes for a great press event. The goals of the campaign are to involve men in working to end men's violence against women, to raise awareness of this problem in the community, and to support organizations that deal with the consequences of men's violence against women. Men who choose to participate wear the white ribbon and sign a pledge card stating that they will never commit, condone, or remain silent about violence against women. Visit [www.whiteribbon.ca/](http://www.whiteribbon.ca/) for more information.

*Event descriptions courtesy of: NSVRC, California Coalition Against Sexual Assault (CALCASA), Kentucky Association of Sexual Assault Programs (KASAP), and North Carolina Coalition Against Sexual Assault (NCCASA).*

Each year, the NSVRC chooses one Featured Event to recommend to the field. For the 2009 Featured Event, we are offering a new twist on the educational workshop. The **Making a Difference: Your Role in Sexual Violence Prevention Workshop** is a PowerPoint slide show, developed for a general audience, with various customizable elements for you to adapt. It is based on NSVRC's new publication *Engaging Bystanders in Sexual Violence Prevention*, written by Joan Tabachnick. The goal of the workshop is to teach individuals how they can promote respectful and helpful behavior every day with a few simple skills. There are actions that individuals can take, ranging from gently challenging offensive comments to calling for help that can change our world for the better.

Asking people to imagine themselves in situations that present a chance for action allows them to consider their options and practice what they might say or do in real life. Research has shown that the best way to increase individual participation in such scenarios is to give people a chance to practice these skills.

You will find the full PowerPoint slideshow for the workshop on the enclosed CD along with a Facilitator's Guide containing more details. Here are a few ways you can use this workshop in your 2009 SAAM campaign:

- 1) Hold a community workshop open to the public. The slideshow is relevant for all communities, but you could also use the slides to create brief fact sheets to distribute at your workshop or other SAAM events. Distribute flyers about your event around town and contact local media.
- 2) Use the Workplace Outreach Guide, included in this folder, to establish a relationship with one or two local businesses and offer to hold the workshop in their workplace. Alternatively, you can explain your community workshop to the employer and ask to distribute flyers about the event in the workplace.

Media outreach is a great way to get the word out about respectful behavior and individual engagement to a larger segment of your community. Regardless of which events you decide to plan during SAAM, remember to invite local media and advertise in local newspapers. See the *Campaign Tools* section of the SAAM website for links to guides for working with your local media.

The NSVRC's online SAAM store offers new items described below, along with products from previous years. You can access the online SAAM store by visiting [www.nsvrc.org/saam](http://www.nsvrc.org/saam) and clicking on the *SAAM Store* tab at the top of the page. You can also order SAAM products by calling the NSVRC toll-free at 1-877-739-3895.

## 2009 Palm Card

The 2009 palm card is designed to give individuals a basic understanding of the connection between sexual violence prevention and respectful behaviors. This card works for any setting and is not specific to the workplace. This year's palm card is available in both English and Spanish. Please see samples of both versions included in the folder.

## 2009 Poster

This year's poster features a workplace theme with silhouettes of various kinds of workers. The color scheme is brown, taupe, and teal. The poster is 11"x14" and double-sided; one side of the poster is in Spanish and the other side is in English. You will find a free sample of the poster in this folder as well.

## Promotional Items

Each year, the NSVRC orders promotional products in bulk quantities to offer local organizations access to items at an affordable cost. For the 2009 campaign, we offer the following new products:

- T-shirts (100% cotton, white, with the teal Respect Works logo on front and Prevent Sexual Violence on back, with SAAM website)
- Tape measure keychains (white with teal Respect Works logo)

- Coil toys (white with teal Respect Works logo)
- Cubicle clips (for hanging items on cubicle walls; white with teal Respect Works logo)

Other workplace-related products that are still available for order include:

- Mousepads (with the 2008 SAAM poster design)
- Document holders (black with teal NSVRC website and ribbon)
- Paper coffee cups and lids (purple with Prevent Sexual Violence logo in teal and white)
- Paper coffee cup wraps to protect hands from heat; white with teal print and following text:

### **A healthy workplace:**

**Welcomes diversity**

**Opens communication**

**Respects people's rights**

**Knows that prevention pays**

- Prevent Sexual Violence lunch totes (black with teal Prevent Sexual Violence logo)

The NSVRC also sells a variety of promotional items from previous SAAM campaigns. Visit the online store at [www.nsvrc.org/saam](http://www.nsvrc.org/saam) for the full selection.





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FOUNDED BY THE PENNSYLVANIA COALITION AGAINST RAPE