

NSVRC

NATIONAL SEXUAL VIOLENCE RESOURCE CENTER

A PROJECT OF THE PENNSYLVANIA COALITION AGAINST RAPE

Sexual Assault Awareness Month 2001

RESOURCE BOOK

www.nsvrc.org

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An Open Letter of Appreciation

Shortly after, the National Sexual Violence Resource Center (NSVRC) opened in July 2000 the staff of the NSVRC began thinking about how to best approach a Sexual Assault Awareness Month campaign for April. As a national organization, we naturally wanted to incorporate a nationwide perspective. As a resource center, we had a keen appreciation of the wide variety of creative, powerful awareness materials that had been developed across the country, over the past decades. We wanted to strengthen a move toward some national collaboration for Sexual Assault Awareness Month.

Through our interactions with advocates and organizations in the anti-sexual violence movement, we discovered that we were not alone in thinking that the time was right for working toward collaboration. As a result, a committee convened to consult and advise us, and to promote greater opportunities for cooperation in the future. This committee adopted a two-fold plan of action. First, it would assist the NSVRC in developing a Sexual Assault Awareness Month Resource Book that incorporated many of the established ideas, themes and documents, and second, the planning committee believed that we should spearhead an effort to obtain a federal proclamation recognizing and declaring April as Sexual Assault Awareness Month.

The NSVRC has followed this course of action, and now wishes to thank the dedicated members of this committee for their leadership and insight. Our deep appreciation goes to: Marybeth Carter, California Coalition Against Sexual Assault; Cassandra Thomas, Houston Area Women's Center, NSVRC Advisory Council; Jamie Lee Evans, NSVRC Advisory Council; Suzanne Brown, Washington Coalition of Sexual Assault Programs, Resource Sharing Project, NSVRC Advisory Council; Gail Burns-Smith, Connecticut Sexual Assault Crisis Services, Inc., National Alliance of State Sexual Assault Coalitions, NSVRC Advisory Council; Marianne Winters, Massachusetts Coalition Against Sexual Assault and Domestic Violence - Jane Doe Inc., NSVRC Advisory Council; Scott Berkowitz, RAINN; the Rev. Marie Fortune, Center for Prevention of Sexual and Domestic Violence; Debbie Rollo, STOP Technical Assistance Project; Jan Baily, Pennsylvania Coalition Against Rape; Susan Lewis, NSVRC; and Lisa Lederer, PR Solutions.

The NSVRC extends its appreciation to the Centers for Disease Control and Prevention for its profound support of our organization and its goals. We also thank the Ms Foundation for a grant of support for this project.

Finally, we offer heart-felt gratitude to all the individuals across the nation, in coalitions, local centers and allied organizations, who gave of their time, and generously shared their resources and expertise of sexual assault awareness materials. We recognize that our work rests upon the years of dedication and service that they have given, and continue to give, to the anti-sexual violence movement.

With sincere gratitude,

Karen Baker
Project Director

PURPOSE AND USE OF RESOURCE BOOK

PURPOSE: The purpose of this resource book is to provide guidelines, tips, strategies, and ideas to state sexual assault coalitions, local rape crisis centers, colleges, and others interested in public awareness and education activities to highlight and prevent sexual violence. The task of the NSVRC in this project has been to identify resources that have been proven helpful in local communities and share those with others who may borrow or adapt for their own needs. We also provide examples of particular activities for several reasons: 1) to make it easier for programs who have limited resources to benefit from others' work; 2) to share creative ideas with everyone so we don't have to reinvent the wheel; 3) to acknowledge and celebrate the quality and diversity of work being done in this movement across the country; and 4) to stimulate new thoughts and creative ideas.

HOW TO USE THIS RESOURCE BOOK: The Resource Book is divided into broad sections, separated by colored title pages. The sections and contents of each are outlined in the table of contents. Each section has some tips or guidelines along with a general overview of the topic. These sections are meant to provide guidance to local programs. We fully expect specific communities and populations to adapt and individualize public awareness campaigns to meet local needs. Each section includes samples for illustration purposes. We have attempted to include some variety of work from different parts of the country, although there are many examples of excellent work that we were unable to include at this time. There are many more creative materials that we hope to collect on an on-going basis.

STATISTICS: The NSVRC provides the national sexual assault statistics near the front of the resource book. Note, however, that statistics can be problematic and often are not easily comparable due to such things as variations in definitions and research methods. Statistics should always be used with caution and in the proper context. The NSVRC claims no responsibility for the accuracy of other statistics woven throughout this resource book that are imbedded in specific local examples. For those statistics, we urge the reader to examine them carefully and check sources. As part of our on-going work, the NSVRC staff is available to assist with this process on an individual basis.

FEEDBACK: The last four pages of the resource book provide an opportunity for you to share your ideas, suggestions and successes. Please take a few moments to complete the form and return to us. Your feedback will inform our future work.

A WORD ABOUT MONTH, COLOR, AND THEME

Each state and territory has been planning their own Sexual Assault Awareness Month initiatives for years. Although many creative and diverse campaigns have been developed, there has been little national coordination. There is general agreement that the message of the anti-sexual violence movement could be much more powerful with effective coordination. The NSVRC hopes to help facilitate a more unified national voice over time.

MONTH – In a recent (September 2000) survey conducted by the Resource Sharing Project (RSP), each state coalition was asked which month, if any, they used to highlight public awareness to end sexual violence. Of the 42 states responding to this question, 37 (or 88%) reported **April** to be the designated month. The other five coalitions were split between February, September and October. Clearly April stands out as the month of choice for a nationally designated effort to raise public awareness around issues of sexual assault. The NSVRC, in conjunction with others in the movement, is attempting to have April be the officially designated Sexual Assault Awareness Month.

COLOR – In the same RSP Survey cited above, a question was asked about the use of ribbon colors as a public awareness tool. For instance, we have come to recognize certain ribbon colors as being identified with specific causes such as:

Red = AIDS Awareness or MADD
Pink = Breast Cancer
Purple = Domestic Violence

Less than half of the coalitions responding to the RSP survey designate a specific color for sexual assault awareness. Many states, having dual coalitions, use the color purple; however that is primarily associated with domestic violence. Of the states declaring a separate color for anti-sexual assault awareness, the most common color used is **teal**. Therefore, the NSVRC supports the use of teal as the official anti-sexual assault color. Other colors used by a handful of states include yellow, green, lavender, and white. Some examples of campaigns presented in this guidebook make reference to those colors.

THEME – It is generally agreed that our message will be more effective, powerful, and memorable when we unite under a common umbrella theme across the country. Although this is the goal, there simply was not time this year to research themes and reach consensus. The NSVRC is committed to collecting themes and facilitating dialogue for future unified campaigns.

NATIONAL RAPE/SEXUAL ASSAULT STATISTICS

According to a study conducted by the National Victim Center, 1.3 women (age 18 and over) in the United States are forcibly raped each minute. That translates to 78 an hour, 1,871 per day, or 683,000 per year.¹

According to the U.S. Department of Justice, nearly 6 out of 10 rape/sexual assault incidents are reported by victims to have occurred in their own home or at the home of a friend, relative, or neighbor.²

51% of the sexual assault cases studied in the Women's Safety Project survey were committed against young women between 16 and 21 years old.³

In 29% of rapes, the offender used a weapon.⁴

According to the U.S. Department of Justice, an estimated 91% of the victims of rape and sexual assault are female and 9 % are male. Nearly 99% of the offenders they described in single-victim incidents are male.⁵

Rape or sexual assault was the violent crime least often reported to law enforcement (28%).⁶

Only 16% of rapes are ever reported to the police. In a survey of victims who did not report rape or attempted rape to the police, the following was found as to why no report was made: 43% thought nothing could be done, 27% felt it was a private matter, 12% were afraid of police response, and 12% felt it was not important enough.⁷

13.3% of college women indicated that they had been forced to have sex in a dating situation.⁸ In a national survey 27.7% of college women reported a sexual experience since the age of fourteen that met the legal definition of rape or attempted rape, and 7.7% of college men reported perpetrating aggressive behavior which met the legal definition of rape.⁹

¹ Kilpatrick, DJ, Edmunds CN Seymour A, 1992. Rape in America: A Report to the Nation, Arlington, VA: National Victim Center.

² Greenfeld, Lawrence A. 1997. Sex Offenses and Offenders: An Analysis of Data on Rape and Sexual Assault, Washington D.C.: Bureau of Justice Statistics, Office of Justice Programs, U.S. Department of Justice.

³ Randall, Melanie and Haskell, Lori. 1995. "Sexual Violence in Women's Safety Project, A Community-Based Survey." Violence Against Women 1 (1): 6-31.

⁴ Violence Against Women, Bureau of Justice Statistics, U.S, Dept. of Justice, 1994.

⁵ Ibid.

⁶ Bureau of Justice Statistics, 2000. Criminal Victimization 1999: Changes 1998-99 with Trends 1993-99. National Crime Victimization Survey. Washington, D.C.: Bureau of Justice Statistics, U.S. Dept of Justice.

⁷ Kilpatrick, et al., 1992.

⁸ Johnson, I., Sigler, R., 2000. "Forced Sexual Intercourse Among Intimates," Journal of Interpersonal Violence, 15(1).

⁹ Koss, M.P., Gidycz, K.A. and Wisniewski, N. The Scope of Rape: Incidence and Prevalence of Sexual Aggression and Victimization in a National Sample of Higher Education Students. Journal of Consulting and Clinical Psychology, 1987: 55 (2) 162-170.

Among developmentally disabled adults, as many as 83% of the females and 32% of the males are the victims of sexual assault.¹⁰

The National Violence Against Women Survey found that rape is a crime committed primarily against youth. Of the women who reported being raped sometime in their lives, 21.6% were younger than age 12, 32.4% were ages 12 to 17, 29% were ages 18 to 24, and 16.6% were over 25 years old. Thus, 54% of women victims were under age 18 at the time of the first rape and 83% were under the age of 25.¹¹

Between 1/3 and 2/3 of known sexual assault victims are age 15 or younger.¹²

The rate of rapes and sexual assaults against lesbians and gays, rose 13% nationally in 1995-1996, approximately twice the 6% rate for all violent crimes.¹³

16% of male students surveyed by the Ms. Foundation who had committed rape, and 10% of those who attempted a rape, took part in episodes involving multiple perpetrators.¹⁴ Women with disabilities are raped and abused at a rate at least twice that of the general population of women.¹⁵

4 out of 5 students (81%) have experienced some form of sexual harassment during their school years.¹⁶

An estimated 92,700 men are forcibly raped each year in the United States.¹⁷

77% of completed rapes are committed by someone who is known to the victim.¹⁸

¹⁰ Stimson, L. and Best, M.C., "Courage Above All" Sexual Assault Against Women with Disabilities. Toronto, disabled Women's Network, Canada, 1991.

¹¹ Tjaden, Patricia and Thoennes, Nancy, November 1998. Prevalence, Incidence and Consequences of Violence Against Women: Findings from the National Violence Against Women Survey. Washington D.C.: National Institute of Justice, Office of Justice Programs, U.S. Dept. of Justice.

¹² Population Information Program. Population Reports: Ending Violence Against Women, 2000. Population Information Program, Center for Communications Programs. Johns Hopkins School of Public Health and Center for Healthcare Gender Equity.

¹³ Anti Lesbian, Gay, Bisexual and Transgender Violence Report, New York City Gay & Lesbian Anti-Violence Project, 1996.

¹⁴ Warshaw, Robin. 1994. "I Never Called it Rape" The Ms. Report on Recognizing, Fighting and Surviving Date & Acquaintance Rape, New York: Harper Perennial.

¹⁵ Sobsey, D., 1994. "Violence and Abuse in the Lives of People with Disabilities" The End of Silent Acceptance, Baltimore MD: Paul H. Brooks Publishing Co, Inc.

¹⁶ Hostile Hallways: The AAUW Survey on Sexual Harassment in America's Schools. AAUW Educational Foundation, 1993.

¹⁷ Tjaden and Thoennes, November 1998.

¹⁸ Greenfeld, L., Sex Offenses and Offenders, 1997. Washington, D.C.: Bureau of Justice Statistics, U.S. Dept of Justice.

DEVELOPING MESSAGES

DEVELOPING MESSAGES OVERVIEW

Everyone can recite familiar messages, the slogans that convey a campaign's most convincing argument or information. Examples are: *Friends Don't Let Friends Drive Drunk*, *A Mind Is A Terrible Thing To Waste*, *Reach Out And Touch Someone*, *It's Morning In America*, *Just Do It*.

In our world of information overload, people are bombarded with hundreds of such messages every day. Which ones they remember depends on the power of the message and how often it is repeated.

Advocates and experts have generated dozens of compelling and effective messages about sexual assault. But, like most social justice movements, sexual assault prevention advocates lack the resources for massive advertising.

Given that reality, using many different messages simultaneously means that there is little chance people will remember any of your messages. If people can't remember your message, they will not be moved to act. It takes a short, compelling, powerful phrase to capsule your information and capture attention – and it takes a lot of repetition for that message to sink in. Once you have developed two or three key messages, be sure to use them in every interview with the media and the public.

When developing your messages think about the goals of Sexual Assault Awareness Month.

Sexual Assault Awareness Month outreach tends to focus on achieving three broad, general goals:

- ❑ Building awareness that sexual assault is a problem in every community;
- ❑ Alerting the public to services that can help victims and survivors of sexual assault; and
- ❑ Encouraging community responsibility for prevention.

It also has been a time to: mourn women who have suffered or died from sexual violence; recognize and honor the individuals, programs, rape crisis centers and state coalitions who help; stress that sexual assault is a problem in *every* community; and urge people to take personal responsibility for helping to end this problem.

This chapter includes sample talking points; a national fact sheet; local fact sheets; and a fill-in the blank fact sheet.

SAMPLE TALKING POINTS

- April is *Sexual Assault Awareness Month* – a time to focus public attention on the epidemic of sexual violence that plagues our nation.
- The statistics are staggering. A sexual assault occurs every 90 seconds in this country.
- Here in [your city], [insert local or state statistics – number of assaults, calls to hotlines, people seeking medical care, etc.]
- Non-stranger and stranger rape and sexual assault affect women, children and men of all racial, cultural and economic backgrounds.
- It is an outrage that more is not being done to stop sexual assault, and aid the women, children and men who are its victims.
- Help is available in [your city] by calling [hotline number or other contact information].
- Rape crisis centers and agencies across the country are working diligently to increase public awareness of sexual violence and its consequences – to stop assaults – and to help victims.
- But we need many more resources and much stronger support from policymakers, educators and from every segment of society.
- And we need community involvement and support. We all have to work together to change attitudes and behaviors, and end America's epidemic of sexual assault. *Sexual Assault Awareness Month* is the time to start. You can help by [insert action step – a phone number they can call to volunteer or request information, etc.]

Sexual Assault ***Awareness into Action*** Week, April 8-14, 2001

"Together, We Can Say NO! to Sexual Assault"

SUGGESTED TALKING POINTS FOR SAAAW

- ☐ Sexual assault affects every man, woman, and child in Washington. **Sexual Assault Awareness into Action Week** is a time for us to reflect on how sexual assault affects every person in our communities, and to plan to take action to stop sexual assault.
- ☐ Most statistics about sexual assault tell us about the victims. We don't have as much research that tells us anything about the people who commit sexual assault. It's time to shift the lens from victim to perpetrator. If we're truly committed to stopping sexual assault we need to examine the *causes* of the crime, not the *effects*.
- ☐ Sexual assault affects every part of our communities. Studies show that an estimated 12.1 million women have been raped in the US.* Sexual assault is one of the most pervasive ills of our culture. **Sexual Assault Awareness into Action Week** is a time for us to come together on behalf of victims and survivors to promote healing and justice, and to create a tomorrow free of sexual violence.
- ☐ According to a recent study,* 69% of rape victims reported feeling at least somewhat or extremely concerned that others would blame them or hold them responsible for the rape. A significant part of the trauma that sexual assault victims face is the shame and stigma associated with the crime. It is our responsibility to show survivors that we hold offenders, not victims, accountable for sexual assault.
- ☐ Most media coverage of sexual assault examines the victims, and what individual victims could have done to avoid the assault. No amount of individual precaution is going to stop sexual assault from happening. Instead of thinking about *avoidance* strategies we need to be thinking about *prevention* strategies.
- ☐ In order to stop sexual assault every individual needs to become an agent of social change. Being an agent of social change means standing up to others who make light of sexual assault, or who perpetuate myths about sexual assault. Being an agent of social change means recognizing that unless we speak up and take action nothing will change.

*Source: "Rape in America: A Report to the Nation," National Victim Center and the Crime Victims Research & Treatment Center, 1992



April is Sexual Assault Awareness Month: **KNOW THE FACTS**

The myths surrounding sexual assault can compound the devastating effects of sexual assault for those who have survived it. These myths often shift responsibility and blame from the rapist to the victim. Unfortunately, these beliefs are widely held and are often reinforced through the media and the reactions of institutions, friends and family. Understanding and discrediting these myths is vital to supporting those who have experienced sexual assault.

MYTH: *Rape is caused by the rapist's uncontrollable sexual urge.*

FACT: Rape is an act of power and control not sex. Rapes are often planned or carried out by intimate partners, acquaintances, family member, or strangers.

MYTH: *The victim must have "asked for it" by being seductive, careless, drunk, high, etc....*

FACT: No one asks to be abused, injured, or humiliated. Individuals of all ages, from all walks of life, have been the targets of sexual assault.

Most rapes are planned. In one study 87% of the cases the assailant either carried a weapon or threatened the victim with death if she resisted. (*The Problem of Rape on Campus*. Project on the Status and Education of Women. Fact Sheet of the New Hampshire Coalition Against Domestic and Sexual Violence.)

MYTH: *Most rapists are strangers to their victims.*

FACT: Most rapes are committed by someone that the victim knows: a neighbor, friend, family member, acquaintance, co-worker, classmate, spouse, partner, or ex-partner.

Strangers are responsible for only one in five rapes. (Bureau of Justice Statistics, U.S. Department of Justice. (1996). *National Crime Victimization Survey*.)

Approximately 28% of victims are raped by husbands or boyfriends, 35% by acquaintances, and 5% by other relatives. (Bureau of Justice Statistics, U.S. Department of Justice. (1994). *Violence Against Women*.)

MYTH: *Women lie about sexual assault to save their reputation or to get revenge on a partner that has left them.*

FACT: Sexual assault is a vastly underreported crime. Women are more likely to lie and say that they *haven't* been sexually assaulted, out of shame or fear of further assaults or harassment.

The rate of "false reports" of rape (fabricated stories) is 2% to 3%, no different than that for other crimes. (Schafran, L. H. (1993). Writing and reading about rape: A primer. *St. John's Law Review*, 66, 979-1045.)

MYTH: *If victims didn't drink, they wouldn't be sexually assaulted.*

FACT: Alcohol is a weapon that some rapists use to control their victim and render them helpless. As part of their plan, a rapist will encourage the victim to use alcohol, or identify an individual who is already drunk. Alcohol is not a cause of rape; it is only one of many tools that rapists use.

"Men who have committed sexual assault also frequently report getting their female companion drunk as a way of making it easier to talk or force her into having sex." (Abbey, A., McAuslan, P. & Ross, L. (1998). Sexual assault perpetration by college men: The role of alcohol, misperception of sexual intent, and sexual beliefs and experiences. *Journal of Social and Clinical Psychology*, 17, 167-195.)

MYTH: *If the victim did not physically struggle with or fight the assailant, it wasn't really rape.*

FACT: Assailants are not looking for a fight and they use many forms of coercion, threats and manipulation to rape. Alcohol, and other drugs such as Rohypnol are often used to incapacitate victims.

Michigan defines sexual assault by the action of the perpetrator and not the victim. (Michigan Penal Code Section 750.250)

MYTH: *Men can not be sexually assaulted.*

FACT: Men can be and are sexually assaulted as boys and adults.

In one study, 5% of boys in grades 9-12 and 3% of boys in grades 5-8 reported that they had been sexually abused when asked "Have you ever been sexually abused?" (The Commonwealth Fund. (1997). *The Commonwealth Fund Survey of the Health of Adolescent Girls*. New York: The Commonwealth Fund.)

SAMPLE PROGRAM FACT SHEET

The (name of your program) provides the following services to the community:

- 24-hour hotline
- crisis intervention
- public education
- advocacy and accompaniment to hospitals, law enforcement agencies, medical, legal and mental health personnel and educators.
- volunteer training for crisis intervention
- groups for rape survivors, adult survivors of child sexual abuse, children, males, etc.
- referrals to other agencies
- (any other services specific to your program)

Montana citizens in our area received services from (your program.)

(Program name) fielded (# of calls) requesting general information about programs and services. The total number of hours spent delivering crisis intervention or counseling survivors was (# of hours)

The total number of friends and family members counseled was (#).

(#) groups were offered in which (#) individuals participated.

(#) referrals were made to other community agencies for additional services.

(#) new volunteers were trained in (time frame). (Program Name) utilizes a total of (#) individuals from the community as volunteers. These individuals donated (3) hours (time frame) providing (list) services to victims of sexual violence.

(#) training's were provided in educational programs to students, civic organizations and other community groups.

(Think of and list and other information specific to your program such as rallies, marches, etc.)

Adapted from the National Coalition Against Sexual Assault (NCASA): Organizing Materials

Fact Sheet

DRUG-FACILITATED SEXUAL ASSAULT

Understanding the Issue

Although alcohol is the most commonly used drug to facilitate sexual assaults, other drugs--such as Rohypnol and Gamma Hydroxybutyrate (GHB)--are being used more frequently to sedate victims in order to sexually assault them. (*SANE Program Start-Up Manual, "Testing for Drugs in Drug-Facilitated Sexual Assaults," 28 April 2000*)

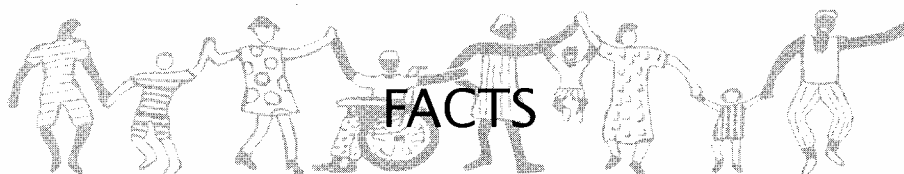
Commonly referred to as "date rape drugs" or "predatory drugs," Rohypnol and GHB can be given to victims without their knowledge and can prevent them from resisting sexual assaults. The drugs can create an amnesia-effect so that the victims are uncertain as to what-if anything--occurred. (*"Fact Sheet--Drug Facilitated Sexual Assault," 2000*)

Similar cases of sexual assault, victims of drug-facilitated sexual assaults cannot protect themselves from pregnancy, HIV, and other sexually transmitted diseases. (*"Fact Sheet--Drug Facilitated Sexual Assault," 2000*)

Effects of Rohypnol and GHB

When ingested, Rohypnol begins to effect the individual within 30 minutes. The results peak after two hours but can last for over eight. Psychomotor slowing, muscle relaxation, lowered blood pressure, sleepiness, and amnesia all may occur. In higher doses memory impairment may occur. Urine tests can determine the presence of Rohypnol in the body for 60-72 hours. (*"ONDCP Fact Sheet: Rohypnol," 1998*)

GHB begins to effect the individual within fifteen minutes of consumption and lasts for three to six hours. As a depressant, it may slow heart rates, cause respiratory depression, and create unconsciousness and comas. GHB can be detected in urine for 12 hours. (*SANE Program Start-Up Manual, "Testing for Drugs in Drug-Facilitated Sexual Assaults," 28 April 2000*)



In response to drug-facilitated sexual assaults, Rohypnol's manufacturer and the United States Federal Government have taken the following actions:

- ▶ Rohypnol's manufacturer--Hoffman-LaRoche--reformulated its medication to turn clear fluids green when dissolving and to slow dissolution rates. (*"ONDCP Fact Sheet: Rohypnol," 1998*)
- ▶ In 1990, the Food and Drug Administration prohibited the use of GHB except under a doctor's supervision (*"Date Rape Drug Trial Begins," 2000*)
- ▶ Effective October 13, 1996, Congress passed the Drug-Induced Rape Prevention and Punishment Act. The Act created harsher penalties for the distribution of a controlled substance to a person without her knowledge or consent and with the intention of victimizing her. (*"ONDCP Fact Sheet: Rohypnol," 1998*)
- ▶ On February 18, 2000 the "Hillary Farias and Samantha Reed Date-Rape Prohibition Act of 1999" was signed. It made GBL (the solvent used to create GHB) a List I chemical, subject to the Controlled Substances Act (CSA's) criminal, civil, and administrative sanctions. (*"DEA Press Release Fact Sheet," 2000*)
- ▶ Effective March 13, 2000 GHB became a Schedule I controlled substance, thus subject to the CSA's criminal, civil, and administrative sanctions and regulatory control. (*"DEA Press Release Fact Sheet," 2000*)

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The Latest Drug

"Fry cigarettes," the most recent drug used in drug-facilitated sexual assaults, consist of tobacco and marijuana cigarettes coated with embalming fluid. Also known as "water-water," "drank," and "wetdaddy," these cigarettes are incredibly dangerous, creating psychosis, hallucinations, delusions, and loss of consciousness. Of the first reported victims of drug-facilitated sexual assault involving these cigarettes, they all knew that the cigarettes their perpetrators offered them were chemically altered (cigarettes coated with embalming fluid taste like rubbing alcohol and smell like gasoline when lit), but they believed the treated cigarettes would provide a high. (*"Embalming Fluid Used in Date Rapes," 2 August 2000*)

"In recent years drug-facilitated sexual assault has become a growing concern,"
("Fact Sheet - Drug Facilitated Sexual Assault," 2000).

Slang Terms

Rohypnol

Roofies
Roach
Robutal
La Rocha
Rope
R-2s
Lunch Money
Minuses
Pluses

GHB

Grievous Bodily Harm
Liquid Ecstasy
Goop
Liquid X
Georgia Home Boy
Easy Lay
G-Juice
Sea Water
Cherry Meth

The following statistics - all from the U.S. Department of Justice, Drug Enforcement Administration's "DEA Press Release Fact Sheet" (13 March 2000) -- describe the availability of, and the danger involved with, GHB consumption. In addition to the physical and emotional injuries resulting from sexual assault, the drug-related dangers exemplified below also exist for victims of GHB-facilitated sexual assaults.

- ▶ Over the past decade the Drug Enforcement Administration (DEA) of the U.S. Department of Justice noted more than 7,100 law enforcement and medical encounters with GHB in 45 states.
- ▶ In 1996 there were over 600 GHB cases in Poison Control Databases; the number increased to more than 900 cases in 1997.
- ▶ According to the Drug Abuse Warning Network, there were 20 GHB-related emergency visits in 1992; 38 in 1993; 55 in 1994; 150 in 1995; 696 in 1996; 764 in 1997; and 1,343 in 1998.
- ▶ More than 60% of GHB-abusers are between 18 and 25 years old.
- ▶ Since 1995, 63 people died from GHB-overdoses: 29% of them were between 25 and 29 years old, and 40% were between 15 and 24 years old.

RESOURCES

Drug Enforcement Administration, U.S. Department of Justice, "DEA Press Release Fact Sheet," 13 March 2000.

Marshall, Nicole, *World*, "Embalming Fluid Used in Date Rapes," 2 August 2000.

Nanji, Ayaz, ABCNEWS.com, "Date Rape Drug Trial Begins," 7 February 2000.

Office of the National Drug Control Policy, "ONDCP Fact Sheet: Rohypnol," June 1998.

Sexual Assault Nurse Examiner Program Start-up Manual, "Testing for Drugs in Drug-Facilitated Sexual Assaults."

Sexuality Information and Education Council of the United States, "Fact Sheet - Drug Facilitated Sexual Assault," 28 April 2000.

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PLANNING

LOCAL

EVENTS

PLANNING LOCAL EVENTS OVERVIEW

Coalitions against sexual assault, local programs and rape crisis centers across the nation have participated in Sexual Assault Awareness Month in diverse, creative ways. Many have encouraged their local businesses, schools, universities, and elected officials to speak out against sexual violence. This section includes a sample of some of the innovative as well as traditional activities to commemorate Awareness Month. The following pages include:

EVENTS

A listing of **Event and Project Ideas** from the Montana Coalition Against Domestic & Sexual Assault

An **Event Planning Checklist** from the California Coalition Against Sexual Assault

Tips on **Community Organizing** from the Montana Coalition Against Domestic & Sexual Assault

Networking suggestions

Sample Letter to Community Leaders

Take Back the Night Herstory & Purpose

Take Back the Night Checklist of Tasks by Committee

Take Back the Night Suggested Timeline for Tasks

Suggested **Chants**

Details on the ***Flush Out Sexual Violence*** Campaign from the Texas Association Against Sexual Assault and Sample Flyer

USING THE INTERNET

Information on **Using the Internet** to promote local events

Fill-in-the-Blank Letter for Internet Links

SAMPLES

A Cup of Prevention Campaign flyer from the Montana Coalition Against Domestic & Sexual Assault

Date Rape bookmark from the Dove Center

I Will bookmark from the Kentucky Association of Sexual Assault Programs

Ad Slicks from the Pennsylvania Coalition Against Rape

Awareness Counts Flyer for Physicians from the Pennsylvania Coalition Against Rape

Speak Out Against Sexual Violence Poster from the California Coalition Against Sexual Assault

OUTREACH TO ELECTED OFFICIALS

A **sample article** for your legislator's constituent newsletter

Tips for **generating and publicizing a proclamation**

A **sample letter requesting a proclamation** from an elected official

A sample **national proclamation**

The Washington Coalition of Sexual Assault Programs 2001 Sexual Assault Awareness Month **proclamation**

A fill-in-the-blank proclamation for the **Office of the Mayor** from the Colorado Coalition Against Sexual Assault

OUTREACH TO SCHOOLS AND UNIVERSITIES

A listing of **youth activities** from the Texas Association Against Sexual Assault;

Tips for Working with Local Schools from the Washington Coalition of Sexual Assault Programs

Details and samples of the **Green Ribbon Campaign** from the Texas Association Against Sexual Assault

Activity Ideas

Sample Letter to school officials

Sexual Harassment recommended topic objectives

Teaching Points

Announcement Scripts

Sample handouts in English and Spanish

EVENT & PROJECT IDEAS

- Have the Mayor and/or County Commissioner issue a proclamation establishing Sexual Assault Awareness Week/Month in your area. Issue the proclamation publicly.
- Have bookstores do displays/readings of pertinent books.
- Design a book or poster display for public and school libraries. Encourage them to feature publications on Sexual Assault Awareness Month handouts.
- Publish statistics.
- Green is the color that signifies support for Sexual Assault Awareness Month. Tie a green ribbon to your car, your head, your clothing, etc. Start a green ribbon campaign in your community.
- Give a workshop for other professionals.
- Provide self-defense/assertiveness workshops for the public.
- Hold an open forum meeting or speak-out. Launch town meetings to continue throughout the year.
- Hold a candlelight vigil or rally.
- Ask local government officials to fly flags at half mast for sexual assault victims who were killed during the past year.
- Write letters to the editor or hold press conferences.
- Provide speakers for radio and TV talk shows.
- Plant trees in a public space and dedicate them to survivors of sexual violence.
- Use donated space on a billboard to put up a message.
- Create window displays in storefronts and restaurants.
- Sponsor a film festival with discussions following each film.
- Work with sexuality/health educators from schools and community clinics (I.e. Planned Parenthood) to focus on healthy sexuality as a positive approach to prevention.
- Contact a local celebrity to do a PSA or to endorse Sexual Assault Awareness Month.
- Create and display a banner or artwork created by survivors.
- Hold an open house or neighborhood block event.
- Table everywhere you can! Distribute ribbons, information, newsletters, etc. to raise awareness.
- Encourage continuing participation from your community in the effort to end sexual violence.
- Remember that April is also National Volunteer Recognition Month! Hold a recognition event to publicly thank volunteers and others (local programs, responsible media or legislators, contributors, etc.) who have made a commitment to preventing sexual assault and supporting survivors.

Event Planning Checklist

6 Weeks Prior

- ☐ Select event coordinator and committee
- ☐ Contact potential co-sponsors
- ☐ Secure event location, obtain necessary permits
- ☐ Arrange for sound and lighting system if necessary
- ☐ Contact/invite speakers and musicians
- ☐ Request proclamation or resolution from local government
- ☐ Notify CALCASA about event plans
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

5 Weeks Prior

- ☐ Contact local businesses for donation of products or services
- ☐ Order supplies (ribbons, signs, balloons, candles, fliers, posters, invitations, etc.)
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

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4 Weeks Prior

- ☐ Contact media about getting on community affairs programs (radio or television) or arranging a series of newspaper articles about sexual violence
- ☐ Send event announcement to community events calendar
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

3 Weeks Prior

- ☐ Write and send invitations and fliers to ally organizations and community leaders
- ☐ Draft media advisory or news release
- ☐ Sign up staff/volunteers to: set up; distribute information, ribbons, or other materials; greet participants; assist speakers and musicians; be safety monitors; and clean up
- ☐ Arrange for ASL and bilingual interpreters, childcare, and volunteer counselors
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

2 Weeks Prior

- ☐ Confirm event arrangements
- ☐ Send media advisory/news release
- ☐ Send opinion/editorial piece to newspaper
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

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1 Week Prior

- ☐ Reconfirm event site and arrangements
- ☐ Follow-up telephone calls to volunteers and invited guests
- ☐ Prepare media kits
- ☐ Pick up ribbons, candles, programs, and other supplies
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

The Week of

- ☐ Media spokesperson(s) prepare, review media talking points
- ☐ Follow up calls to the media
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Post Event

- ☐ Send thank you notes to participants, media who covered the event, volunteers and donors
- ☐ "Letter to the Editor" thanking the community for support
- ☐ _____
- ☐ _____

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Supply Checklist

- ☐ Public address system
- ☐ Lighting
- ☐ Extension cords
- ☐ Agency banner/logo
- ☐ Podium, tables, chairs
- ☐ Programs
- ☐ Speak Out Against Sexual Violence poster materials to distribute
- ☐ Lavender ribbons
- ☐ Non-drip candles
- ☐ Media kits
- ☐ Brochures
- ☐ Scissors, tape, tacks
- ☐ Markers, pens, pencils
- ☐ Trash and recycle cans/bags
- ☐ Water and cups
- ☐ -----
- ☐ -----
- ☐ -----
- ☐ -----
- ☐ -----
- ☐ -----
- ☐ -----
- ☐ -----

COMMUNITY ORGANIZING

- Become active in your block club, or begin a block club if you don't already have one. Your club might work with the police on thinking of solutions to safety issues in your community. For example, police might hold a seminar for women on safety. Also, many block clubs work with police to attempt to get saunas (which are fronts for prostitution) out of their neighborhoods. You might ask police to hold an informational session on sexual assault crimes in your neighborhood and what effect the new "community cops" will have on that.
- Organize a running or walking club. Put an ad in a local paper to set up a meeting for women (and possibly men) to organize a regular run or walk session so that people aren't walking/running alone.
- Become aware of the sexual violence prevention education at your child's school. Reinforce positive teaching and work to change inadequate teaching.
- Write articles to educate your local community and submit them to the local paper and/or write letters to the editor to express your views.
- Become active in local politics. Go to your precinct caucus and support candidates who work to eradicate sexual violence. Ask candidates what they are doing on this issue, so they know it is an important issue. Call your local/state/federal representatives or the MCADSV office to find out what legislation is current on this issue and ask your representative how they will be voting.
- Talk with your own children about safety: explain the difference between good-touch and bad-touch. Organize a safety session with someone from a local sexual assault center for neighborhood children.
- If businesses, publications, etc., act in ways that promote sexual violence, call, write or e-mail them and voice your displeasure. Get ten friends to also call.
- Become an active member of local community centers, YWCA, YMCA or other community organizations.
- Network with cultural centers in your area. They may have events you can volunteer for or you could table at these events as well.
- Attend conferences or events (for example: International Women's Day celebrations, Women's Expo, book signings, or lectures) and talk about your program or events.

NETWORKING

Sexual Assault Awareness Month will be a greater success with greater community involvement. Contact community groups to ask them to participate in the planning and implementation of SAAM activities. Here are some suggestions for possible contact:

- Public Schools
- Local colleges, universities, Technical/Vocational schools
- Local PTA's
- Domestic Violence shelters
- Child abuse prevention agencies
- Family planning programs
- Local women's organizations
- Senior citizens' organizations
- Gay/Lesbian/Bisexual/Transgender organizations
- Cultural organizations
- Girl Scouts/Boy Scouts
- Churches and Synagogues
- Law enforcement personnel
- Hospitals
- Law and medical associations
- District and County Attorney's Offices
- Local YWCA, YMCA
- Peace and justice groups and other groups working to end violence
- Mental health agencies

SAMPLE LETTER TO COMMUNITY LEADERS

DATE

NAME
ORGANIZATION
ADDRESS
CITY, STATE ZIP

Dear (Community Leader, School Principal, Pastor, Priest, Rabbi, Law Enforcement Official, Etc.,)

We at (your program's name) need your support in our efforts to stop sexual violence in our community.

April is Sexual Assault Awareness Month, a month set aside across the nation for every community to collectively focus upon the societal problem of sexual violence and ways in which services like ours are working to eradicate it.

Please take a look at the enclosed (information sheets, statistics, etc.) about sexual assault. This is the information we want to share with the community. Could you help us by making announcements, posting information on bulletin boards, volunteering, and/or making a financial contribution? (Be specific about your program's needs.)

Someone from our program will be contacting you within the next few weeks to confirm your support in making Sexual Assault Awareness Month 1999 a positive step in the direction of ending sexual violence. Thank You!

Sincerely,

Name of contact and/or program

HERSTORY AND PURPOSE

The first Take Back the Night event began in England in 1977 as a women-only protest against the violence and fear women encountered walking the streets at night. The first Take Back the Night rally in the United States was held in San Francisco in 1978 to protest violence against women, particularly sexual assault. Since then, Take Back the Night events have spread across the nation broadening in perspective and taking on many forms.

There is no "correct" way to organize a Take Back the Night march and rally. Organizers must decide for themselves what is most effective and empowering for their community. Some events are loud and noisy with chanting and singing, while others are carried out solemnly by candlelight. Many organizers have included a speak-out at their events to give survivors the opportunity to express themselves. Some organizers prefer to have marches with designated women-only space or an event with no specific gender set-up at all. With the increasing problems of sexual assault affecting many of us--women, men, children and our significant others; the trends for organizing Take Back the Night events in the 90's are involving more communities as a whole.

Whatever form you decide to organize your march, remember the unifying purpose of Take Back The Night is to empower those attending the event and to educate your community of the problems and solutions to sexual violence. This is also an opportunity for you to publicize the critical services your center provides for your community.

GET YOUR ENTIRE CENTER INVOLVED

Your center includes staff, volunteers, Board of Directors, Advisory Board members and other individuals who operate as your governing body. A successful Take Back The Night event should involve all these individuals to some degree. Involving more people in your event will generate more ideas for planning, will give you more resources to work with and will give you more people to carry out the tasks involved. Getting your entire center involved also helps foster a sense of ownership and commitment.

GET YOUR COMMUNITY INVOLVED

To organize a successful Take Back The Night event in your community, you have to get your community involved. Make a list of organizations that have an interest in issues concerning sexual assault, domestic violence, victim's rights, the empowerment of women, violence, crime, etc. Write them a letter that explains Take Back The Night, invites them to participate and encourages them to endorse your event. Ask them to publicize the event in their newsletters. Ask if you can speak about Take Back The Night at one of their meetings. This is a great opportunity to recruit more volunteers and to help publicize your event. Also, solicit local businesses, including broadcast stations and newspapers, to endorse your event.

Identify the leaders in your community that have particular concerns about sexual violence. Ask some of these community leaders to speak at your event about their commitment to the issue and what can be done in your community to help solve the problems of sexual violence.

Unattributed

TAKE BACK THE NIGHT CHECKLIST OF TASKS BY COMMITTEE

COORDINATION OF TASKS

- designate project/committee coordinators
- schedule planning sessions
- develop "countdown calendar" of tasks
- develop list of potential endorsers
- recruit volunteers from endorsing organizations
- develop list of potential speakers

CORRESPONDENCE

- write letters to potential endorsers
- write letters to potential speakers
- invite survivors and their supporters
- invite elected officials and dignitaries
- send thank you letters to everyone after the event

LOGISTICS

- plan route of march and site for rally
- obtain permits
- secure street closures for route and security
- arrange for music
- secure tables, bullhorns, ribbon
- secure sound system, stage, lighting, generator
- secure peacekeepers
- arrange for childcare and interpreters
- prepare sign-in sheets
- secure candles or glow sticks
- arrange for clean-up crew

PUBLICITY

- develop and distribute fliers
- design and produce programs
- order and sell buttons
- order and sell T-shirts
- prepare a banner
- organize a poster party
- contact media -- public service announcements
 - press releases
 - follow-up phoning
 - editor's advisory
- produce media kits

Unattributed

TAKE BACK THE NIGHT SUGGESTED TIMELINE FOR TASKS

5-6 MONTHS PRIOR

- schedule planning sessions
- coordinate committees (correspondence, logistics, publicity)
- develop "countdown calendar" of tasks
- develop list of potential endorsers
- plan route of march and sight for rally
- develop list of potential speakers and performers

4-5 MONTHS PRIOR

- write letters to potential endorsers
- write letters to potential speakers and performers

3 MONTHS PRIOR

- recruit volunteers from endorsing organizations
- obtain permits for route and rally
- secure street closures for march route
- arrange for security
- get donations for paper, supplies, copying, etc.
- make arrangements for child care
- find interpreters for the deaf
- order T-shirts and buttons

2 MONTHS PRIOR

- invite elected officials and dignitaries
- invite survivors and their supporters
- secure sound system, stage, lighting, generator
- finalize child care and interpreters
- print fliers/posters

1 MONTH PRIOR

- distribute PSAs and news releases to media
- finalize speakers and performers
- begin postering for event
- procure tables and bull horns (if legal in your community)
- design program
- secure peacekeepers

1 WEEK PRIOR

- send out editor's advisory
- call media

(continued)

Unattributed

- finish posting fliers
- get ribbon for arm bands and sashes
- secure candles or glow sticks
- confirm speakers
- prepare a banner
- organize poster making party
- finish all written materials (programs, fact sheet, resource info., route, etc.)
- assemble media kits
- prepare sign-in sheets
- meet with MC about announcements, logistics
- arrange for clean-up crew

DAY OF EVENT

- train peacekeepers
- poster around area
- set up information tables
- set up sound system
- circulate sign-in sheets
- pass out armbands and sashes
- sell T-shirts and buttons

FOLLOWING EVENT

- clean-up area
- send thank you letters
- evaluate event

Unattributed

CHANTS!!!

SURVIVORS UNITE/ TAKE BACK THE NIGHT

**TAKE BACK THE NIGHT/ THE TIME IS HERE/ WE WILL NOT BE
CONTROLLED BY FEAR**

JOIN TOGETHER/ FREE OUR LIVES/ WE WILL NOT BE VICTIMIZED

**WE HAVE THE POWER/ WE HAVE THE RIGHT/ THE STREETS ARE OURS/
TAKE BACK THE NIGHT**

HEY HEY/ HO HO/ SEXUAL ASSAULT/ HAS GOT TO GO

2-4-6-8/ NO MORE DATE RAPE

**YES MEANS YES/ NO MEANS NO/ WHATEVER WE WEAR/ WHEREVER WE
GO**

**OUT OF OUR HOMES (DORMS)/ INTO THE STREETS/ WE WON'T BE
RAPED/ WE WON'T BE BEAT**

WOMEN (SURVIVORS)/ UNITED/ WILL NEVER BE DEFEATED

**WE ARE WOMEN/ WE ARE STRONG/ VIOLENCE AGAINST US/ HAS LIVED
TOO LONG**

SEXIST/ RAPIST/ ANTI-GAY/ DON'T YOU TAKE OUR NIGHT AWAY

***** You should have a designated person(s) with a loud-speaker at your march to get
the chanting started and to keep it flowing.**

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"Flush Out Sexual Violence" Campaign FAQs

Why a restrooms campaign?

We are replicating a campaign that has been implemented in other states such as Colorado and New Mexico that was designed to offer information in an accessible and safe environment.

What are the benefits?

This campaign offers centers the opportunity to reach a number of under-served communities. The TAASA "Flush Out Sexual Violence" campaign is a bilingual campaign that includes a Spanish language flyer. The flyers have been designed so that individual agencies may add their own contact information.

Where do we begin?

Select your target populations then identify all of the locations that are frequented by the specific groups, especially the under-served. Then set time for a face-to-face meeting to identify your center's campaign during SAAM, and ask the businesses for permission to place the flyers.

One day should be designated as the flyer canvassing day during Sexual Assault Awareness Month.

Follow-up

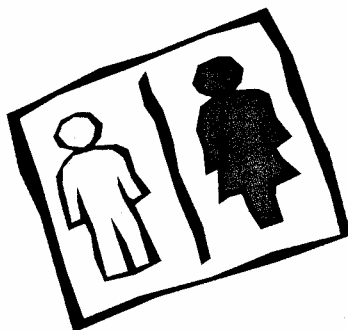
Once a business has agreed to allow the placement of the flyers, RCC staff and/or volunteers could also leave an adequate supply of brochures or cards with contact information in a "Take One" plastic pouch or a basket. The supply of the additional information should be periodically restocked.

Where could they be placed?

The flyers are for both men and women and could be placed in:

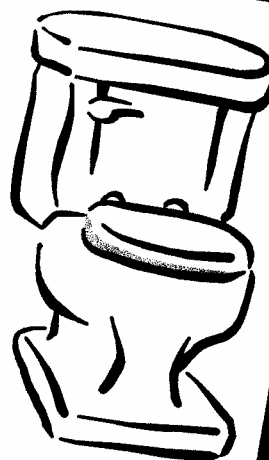
- ◆ restaurants
- ◆ bars
- ◆ clubs
- ◆ barber shops and beauty salons
- ◆ physical fitness centers
- ◆ ESL (English as a Second Language) class campuses

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1 in 4 women
1 in 6 men
have
suffered
some
form
of
sexual
violence
in
their
lives...

Flush Out Sexual Violence



Is someone forcing you to have sex against your will?

Is a partner making you perform sexual acts you don't want to do?

Is someone saying you "owe" them sex?

Is an employer using sex as a condition of employment?

Is someone sexually harassing you on the Internet?

As a child, did someone behave in a sexual manner with you?

**Texas
Association
Against
Sexual
Assault**
www.taasa.org

For more information on sexual assault, the rights of survivors, as well as FREE and CONFIDENTIAL services call: _____

USING THE INTERNET

The Internet is a valuable tool for raising awareness about sexual violence, listing local resources and data, and promoting events and volunteer opportunities. Many state and local programs already have their own web sites. Visit the NSVRC's web site (www.nsvrc.org) for a list of state and territory coalitions' web sites, as well as sites for federal agencies and national and allied organizations.

If your organization has a web site, be sure to post a notice that April is Sexual Assault Awareness Month and include a calendar listing local events that individuals can participate in.

LINKS FROM OTHER SITES

Explore the Internet to see what local businesses, government agencies, schools, or community organizations have their own web sites and see if they would include a link to your organization's site. Most cities, local government agencies and elected officials have their own Internet page. Write a letter to the person in charge of the content on their site and encourage them to link their web site to yours (see fill-in-the-blank letter for Internet links).

FILL-IN-THE-BLANK LETTER FOR INTERNET LINKS

March 15, 2001

Katherine Morrison
YWCA
123 Main Street
Wilmington, NC 22222

Dear Ms. Morrison:

As you may already be aware, April is Sexual Assault Awareness Month. During the month, sexual assault programs nationwide will hold events and activities to draw public attention to the epidemic of sexual violence, supporting rape survivors and letting attackers know that communities will hold them responsible.

In our community, our organization is sponsoring [DESCRIBE YOUR AWARENESS MONTH ACTIVITIES].

I am writing to ask you to provide a link on your web site to our organization's web site, [YOUR WEB SITE ADDRESS], to help promote Sexual Assault Awareness Month and the events we are hosting. Our site includes [STATISTICS ON SEXUAL ASSAULT, AVAILABLE LOCAL RESOURCES AND PROGRAMS, A CALENDAR OF LOCAL EVENTS AND VOLUNTEER OPPORTUNITIES, ETC.].

The statistics are staggering. Every 90 seconds a sexual assault occurs. More than five out of ten of all rape cases (54 percent) occurred before victims reached the age of eighteen. Among girls who were under age 13 at the time of their first sexual intercourse, 71 percent reported that it was non-voluntary or unwanted. Sexual violence affects all of us – every community, every family. This month, [YOUR ORGANIZATION] and other sexual assault programs are drawing public attention to this issue through local events and on the Internet, letting people know that they have a responsibility to work to prevent sexual violence and there are local resources available to victims and their families.

I look forward to talking to you about promoting our organizations efforts. If you have any questions, please do not hesitate to call me at [910/555-1212].

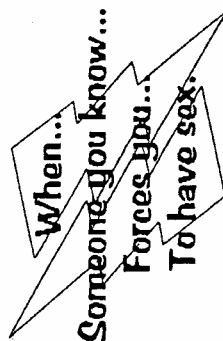
Sincerely,

[YOUR NAME]



Buy a cup of coffee from the Coffee Haus & they'll donate 5% to help fund rape prevention activities in our area and to support the healing of rape survivors.

Date Rape



Reasons may include:

- ✓ Sex role stereotypes
- ✓ Poor communication
- ✓ Mixed messages

Effects of date rape:

- ✓ Loss of trust
- ✓ Guilt & depression
- ✓ Fear
- ✓ Sexual problems

Some Ways to

Avoid date rape:

- Express clearly what you want
- Avoid secluded places
- Avoid alcohol & drugs
- Arrange your own transportation

Dove Center



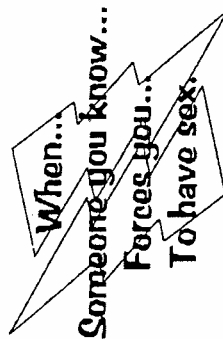
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24-Hours a Day

Confidential

Support ~ Options ~ free

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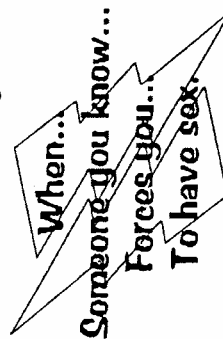
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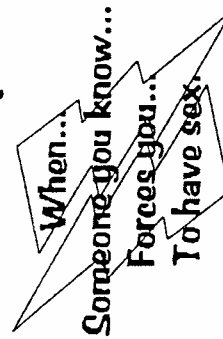
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- Arrange your own transportation

Dove Center



301-334-9000

24-Hours a Day

Confidential

Support ~ Options ~ free

**I WILL
BECOME
PART
OF THE
SOLUTION
TO END
RAPE**

I WILL

- ❖ Understand that cooperation is power
- ❖ Realize all women in my life are affected by rape
- ❖ Know that rape is not an aggressive form of sex, but a sexual form of aggression
- ❖ Remember, victims of rape are never at fault
- ❖ Not make or laugh at sexist, homophobic, or racist jokes
- ❖ Not buy or support pornography
- ❖ Not use crude language to describe women
- ❖ Treat women with respect
- ❖ Support her decisions about sex
- ❖ Talk to other men and speak out my anger about rape
- ❖ Take action today

For help or more information about sexual violence contact your local rape crisis center at

1-800-656-HOPE

Ad slicks for Sexual Assault Awareness Month in April 2000

**Some kids are afraid of monsters...
Others live with them.**

85% of all child sexual violence involves someone the child
knows and trusts - a parent, relative or babysitter.

To help a child or to get the facts, call

or the Statewide Hotline at
1.888.772.PCAR

*Some secrets need
to be shared.*

**SEXUAL
ASSAULT**
*it's not
your fault!*

For confidential help
or information, call

or the Statewide Hotline at
1.888.772.PCAR

24/7

**24 hours a day
7 days a week
365 days a year**

your local rape crisis center
is there to support you.

For confidential help
or information, call

or the Statewide Hotline at
1.888.772.PCAR

*61% of all rapes occur
before the victim
reaches age 18.*

**Our children
need to**

BELIEVE

**in a future
free from
sexual violence.**

Don't we owe it to them?

Take action! Call today!

SEXUAL VIOLENCE...
to ignore it is to condone it.

Be part of the solution

Become involved. Call today.

April is Sexual Assault Awareness Month

Awareness Counts

Physicians Taking the Lead
Against Sexual Violence

YOU as a physician can take the lead by:

- Stocking patient bathrooms with hotline cards and brochures from your local sexual assault center
- Calling the local sexual assault center at _____ to arrange for an in-service on sexual assault for your staff
- Giving teen patients the "Stay ALERT! Stay SAFE!" cards produced by ACOG to help reduce the risk of sexual violence
- Talking to parents about their children's and teenagers' safety
- Informing patients about the prevalence of sexual assault in the population
- Placing posters on the topics of sexual assault, statutory rape and child abuse in your office waiting rooms. Several posters are available at no charge from the Pennsylvania Coalition Against Rape
- Making the PCAR *Flair* magazine, which focuses on teen girls and date rape, available in your waiting rooms. *Flair* is an award winning magazine which can be obtained free of charge from PCAR

Referral/Reference Phone Numbers:

- PA ACOG 1-888-PA-OBGYN (726-2496)
- Area Sexual Assault Center:
- PA Coalition Against Rape 1-800-692-7445
- Pennsylvania Statewide Hotline Number 1-888-772-PCAR

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- Giving teen patients the "Stay ALERT! Stay SAFE!" cards produced by ACOG to help reduce the risk of sexual violence
- Talking to parents about their children's and teenagers' safety
- Informing patients about the prevalence of sexual assault in the population
- Placing posters on the topics of sexual assault, statutory rape and child abuse in your office waiting rooms. Several posters are available at no charge from the Pennsylvania Coalition Against Rape
- Making the PCAR *Flair* magazine, which focuses on teen girls and date rape, available in your waiting rooms. *Flair* is an award winning magazine which can be obtained free of charge from PCAR

Referral/Reference Phone Numbers:

- PA ACOG 1-888-PA-OBGYN (726-2496)
- Area Sexual Assault Center:
- PA Coalition Against Rape 1-800-692-7445
- Pennsylvania Statewide Hotline Number 1-888-772-PCAR

Awareness Counts

Physicians Taking the Lead
Against Sexual Violence

YOU as a physician can take the lead by:

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Sexual Violence.... What exactly is it?

Sexual violence is a combination of many different things. Some of these include brushing up against a body, grabbing or touching in ways that are indecent, obscene phone calls, offensive jokes, pornography, harassment, etc. It may begin with emotional abuse but can progress to a much worse physical form such as molestation, rape or even murder.

Statistically Speaking

- Sexual assault continues to represent the most rapidly growing violent crime in America, claiming a victim every 45 seconds.
(source: American Medical Association)
- Over 700,000 women are sexually assaulted each year.
(source: American Medical Association)
- Male victims represent five percent of reported sexual assaults.
(source: American Medical Association)
- Rape victims are 9 times more likely to attempt suicide.
(source: Connecticut Sexual Assault Crisis Services)
- Women raped before the age of 18 are twice as likely to be raped as an adult, compared with women who have not been raped before 18.
(source: Research & Advocacy Digest)
- Estimates suggest that males may account for 25% to 35% of child sexual abuse victims.
(source: Research & Advocacy Digest)

PHYSICIANS NEED TO KNOW

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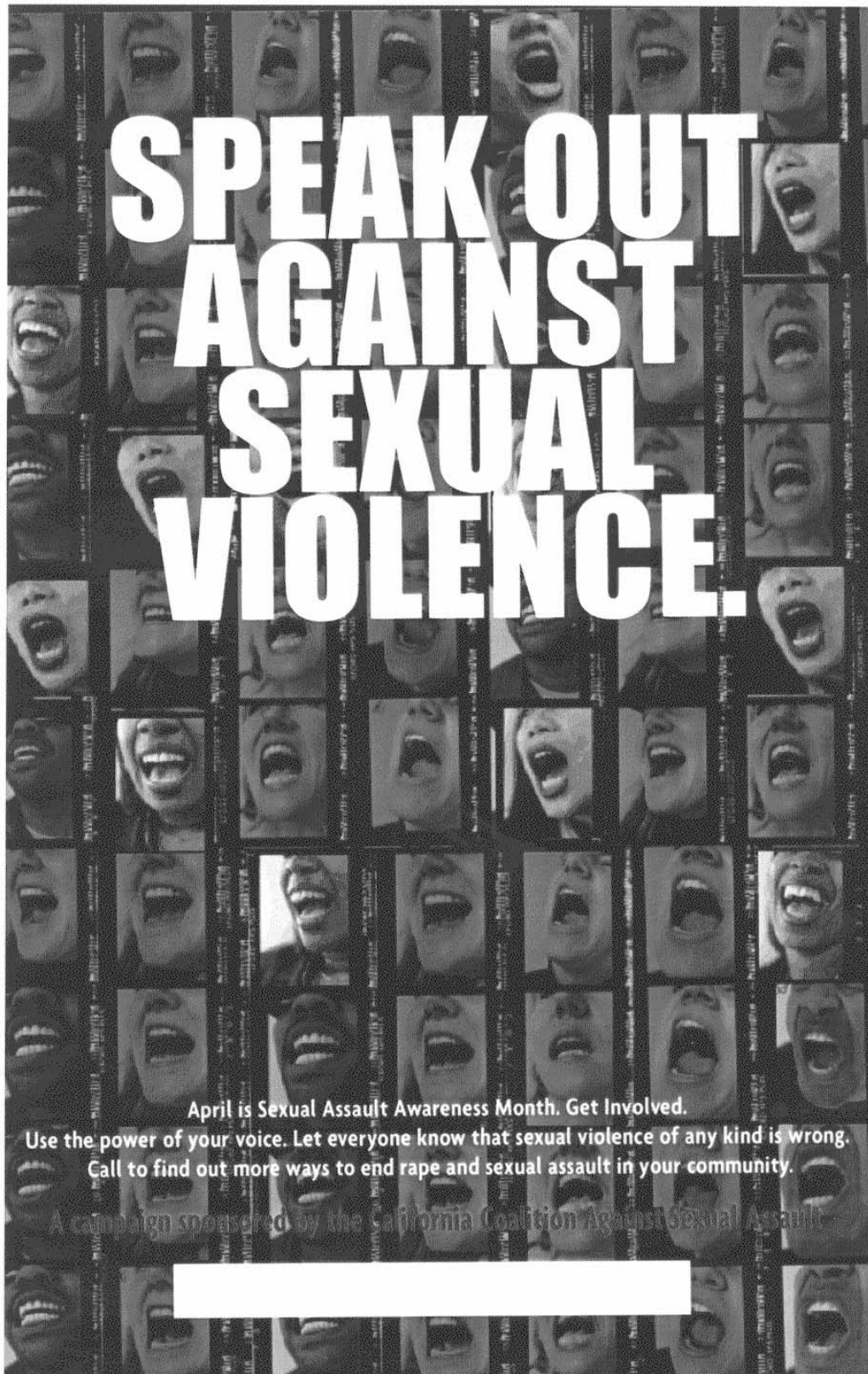
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PHYSICIANS NEED TO KNOW

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SPEAK OUT AGAINST SEXUAL VIOLENCE.

April is Sexual Assault Awareness Month. Get Involved.

Use the power of your voice. Let everyone know that sexual violence of any kind is wrong.
Call to find out more ways to end rape and sexual assault in your community.

A campaign sponsored by the California Coalition Against Sexual Assault

SAMPLE ARTICLE TO ASK YOUR REPRESENTATIVE
OR SENATOR TO INSERT INTO HER/HIS CONSTITUENT
NEWSLETTER IN APRIL

***During Sexual Assault Awareness Month,
[Member of Congress] Promotes Legislation to Stop Rape and Sexual
Violence***

April is *Sexual Assault Awareness Month* – a time when every person should consider what he or she can do to help stop the epidemic of sexual violence that plagues our [district/state] and our nation.

The statistics are staggering. A sexual assault occurs every 90 seconds in this country. Here in [your state], [insert statistics – number of assaults, calls to hotlines, people seeking medical care, etc.]

[Member of Congress] is deeply concerned about stopping sexual assault. [S/he] supports [name legislation that this Member is sponsoring or co-sponsoring this year, or has supported in the past.]

"Our community has to come together to stop this epidemic," said [Member of Congress]. "We can all do more to stop sexual assault, and help the women, children and men who are its victims. That is why I am [mention action s/he is taking]."

"And I am proud to support [your agency], which is [mention your *Sexual Assault Awareness Month* activities] this month," [s/he added].

If you are a victim of rape or sexual assault, help is available from the [name of agency] at [hotline number or other contact information].

If you want more information on actions Congress is taking to stop sexual assault and aid victims, contact [phone or email for Congressional office].

GENERATING A PROCLAMATION

Write a letter to the Mayor's Chief of Staff requesting a meeting to discuss the possibility that the Mayor will officially proclaim April Sexual Assault Awareness Month. In your letter discuss the prevalence of sexual assault in your community and offer local statistics. Indicate that you will follow up a few days later with a telephone call.

If you are able to get a meeting with the Mayor or the Chief of Staff, bring a sample proclamation, using the language you would like the Mayor to use in issuing a proclamation in your city. If you are going to hold a news conference around the proclamation, you will need to coordinate date, time, and place with the Mayor's press secretary.

PUBLICIZING A PROCLAMATION

Work with the Mayor's press secretary to select a suitable date, time, and place for a news conference, if you are going to hold one to announce the proclamation. You will want to work with the press secretary to coordinate media work, including drafting an advisory and contacting area journalists. (*See the Media Outreach section for assistance developing a press lists and drafting advisories.*) If you hold a press conference you will also need media statements by the Mayor and your program director, as well as copies of the proclamation to distribute to the media.

A "paper release," through which you distribute a news release about the Mayor's proclamation (and a copy of the proclamation) is a much less labor-intensive route. On the day the Mayor proclaims that April is Sexual Assault Awareness Month, you can fax around your news release and copies of the proclamation. If you do not have a fax machine, news releases and proclamations should be mailed out two days beforehand. You will also need to coordinate a "paper release" with the Mayor's press office, as they may have their own plans for publicizing the proclamation.

SAMPLE LETTER REQUESTING A PROCLAMATION

The Honorable [NAME]
[TITLE]
[STREET ADDRESS]
[CITY, STATE ZIPCODE]

Dear [NAME]:

Across the country, communities are declaring April to be Sexual Assault Awareness Month. During this month, [YOUR ORGANIZATION] is planning a series of activities to educate the citizens of [CITY] about sexual assault, to honor the many victims, and to raise awareness of the resources available in our community.

We would be honored if you sponsored an official proclamation to recognize April as "Sexual Assault Awareness Month in [CITY]." Such a proclamation will emphasize your commitment to this important cause and recognize the efforts of those individuals who work to end violence. I have enclosed sample proclamation text; please feel free to call me if you would like more information about sexual violence or our organization's efforts to prevent it.

[INCLUDE INFORMATION ON AN ACTIVITY OR EVENT THAT YOU HAVE PLANNED FOR AWARENESS MONTH. BE SURE TO INCLUDE THE TIME AND PLACE OF THE EVENT] We invite you to participate in our [MARCH, BALLOON RELEASE, ETC.], and we would be pleased if you presented the proclamation at that time. If you are unable to attend, we would be honored to read your proclamation to our supporters.

Thank you for your consideration of this request. We appreciate your support and commitment to end sexual violence.

Sincerely,

[YOUR NAME]
[PHONE NUMBER]

NATIONAL SEXUAL ASSAULT AWARENESS MONTH

A PROCLAMATION

Whereas, non-stranger and stranger rape and sexual assault affect women, children and men of all racial, cultural and economic backgrounds; and

Whereas, women, children and men suffer multiple types of sexual violence; and

Whereas, the Department of Justice reports that a sexual assault occurs every 90 seconds; and

Whereas, it is estimated by the Bureau of Justice Statistics that over 70% of rapes are never reported to police; and

Whereas, in addition to the immediate physical and emotional costs, sexual assault may also have associated consequences of post-traumatic stress disorder, substance abuse, major depression, homelessness, eating disorders, and suicide; and

Whereas, it is important to recognize the compassion and dedication of the individuals who provide services to survivors and work to increase the public understanding of this significant problem; and

Whereas, state coalitions and local rape crisis centers across the nation are committed to increasing public awareness of sexual violence and its prevalence, and to eliminating it through education; and

Whereas, important partnerships have been formed among criminal and juvenile justice agencies, allied professionals and victim services; and

Whereas, the Centers for Disease Control and Prevention have identified sexual assault as a significant, costly, and preventable health issue; and

Whereas, the US government has expressed a commitment to eliminating sexual violence in society with various legislative actions and appropriations including: the Violence Against Women Act, Grants to Combat Violence Against Women on Campus, and through projects of the Centers For Disease Control and Prevention; *therefore be it*

Resolved, that individual and collective efforts reflect our dream for a nation where no sexual assault victim goes un-served or ever feels there is no path to justice, and where citizens work toward eliminating all forms of sexual violence; and *be it further*

Resolved, that the United States government expresses its commitment to eliminating sexual violence from society by acknowledging the work of organizations and individuals across the nation, and by designating the month of April as National Sexual Assault Awareness Month in perpetuity.

Reprinted with permission, Washington Coalition of Sexual Assault Programs

Sexual Assault **Awareness into Action** Week, April 8-14, 2001

“Together, We Can Say NO! to Sexual Assault”

GOVERNOR’S PROCLAMATION

The following proclamation was sent to Governor Locke in January for his formal endorsement.

His office has indicated that he intends to sign the proclamation.

Whereas, the Washington Coalition of Sexual Assault Programs (WCSAP) promotes services for survivors of sexual assault through Community Sexual Assault Programs and other providers; and

Whereas, WCSAP is committed to eliminating sexual assault through education and community action across the state of Washington; and

Whereas, WCSAP believes that every community has the potential to help eliminate sexual violence by working together to promote social change; and

Whereas, WCSAP urges individuals and communities to adopt and promote this year’s theme *“Together, We Can Say NO! to Sexual Assault”*;

Now, therefore, I, Gary Locke, Governor of the State of Washington, do hereby proclaim April 8-14, 2001, as

Sexual Assault Awareness into Action Week

in Washington State, and I urge all citizens and communities to join me in this observance.

**Reprinted with permission, Colorado Coalition Against Sexual Assault
(Sample Proclamation)**

Office of the Mayor

WHEREAS, sexual assault affects every person of (your city/state) as a victim survivor or as a family member, significant other, neighbor or co-worker of a victim survivor; and

WHEREAS, many citizens of (your city/state) are working to provide quality services and assistance to sexual assault survivors; and dedicated volunteers help staff 24-hour hotlines, respond to emergency calls and offer support, comfort, and advocacy during medical exams, criminal proceedings, and throughout the healing process; and

WHEREAS, (your city/state) staff and volunteers of sexual assault programs are promoting prevention education by offering training to schools, churches, and civic organizations, as well as medical, mental health, law enforcement, education, and criminal justice personnel regarding sexual assault issues; and

WHEREAS, it is vitally important that continued educational efforts to provide information about prevention and services for sexual assault be supported and enhanced; and

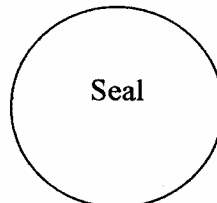
WHEREAS, it is critical to intensify public awareness of sexual assault, to educate people about the need for citizen involvement in efforts to reduce sexual violence, to increase support for agencies providing sexual assault services, and to increase awareness of the healing power of creative expression; and

WHEREAS, (your organization) requests public support and assistance as it continues to work toward a society where all women, children, and men can live in peace, free from violence and exploitation;

NOW, THEREFORE, I, (name), Mayor of (city) do hereby proclaim the month of April as

SEXUAL ASSAULT AWARENESS MONTH

in (city/state), and I commend this observance to all citizens.



Signed by, (Name)
Mayor

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SEXUAL ASSAULT AWARENESS MONTH PACKET 2001

"KIDS AGAINST VIOLENCE" MARCH

- What:** To provide an opportunity for children to participate in a positive action against violence.
To give children a sense of control over their environment.
To inspire children on their ability to make changes.
To balance the negative influence of sexual aggression in their lives.
- Who:** **Schools:** contact administrators and teachers for help to mobilize school children.
Youth organizations: identify and contact local youth organizations e.g., Boy/Girl Scouts, Little League, and Big Brothers/Big Sisters.
Church youth groups: identify and contact youth ministry of local churches, e.g., Sunday School classes.
Neighborhood organizations: contact local librarians for a list of organizations and post flyers to let the community learn about the event.
Media: contact local newspapers, radio stations and television stations for publicity.
Law enforcement agencies: contact police or sheriff's department for traffic patrol and to ensure order and safety during the march.
- How:** Provide materials for children to make their own posters and slogans at the gathering place for the march. A good location is a local park. Encourage slogans to be written in different languages. Give awards to well written and creative slogans. The march should last about 30 to 45 minutes and in the neighborhood around the park. Contact local merchants to sponsor the event e.g., pizza or hamburger restaurants to provide food and drinks for the children after the march and give out toys and games for prizes.

POETRY/ESSAY CONTEST

- What:** A poetry or essay contest about sexual assault or the impact of sexual violence
- Who:** Junior high or high school students
- How:** Send a letter/flier to all schools in your area at least eight weeks before you announce the winners. Savings bonds could be used as prizes for the winning entries. Make the deadline for entries at least four weeks before announcing the winners.
- Pick a committee to judge the entries (local law enforcement personnel, district attorney's office personnel, medical center personnel, etc. or your own advisory board if you have one).
- Display winning pieces at an open house or some other function your program is having during SAAM and award the prizes at that function. Be sure and get signed releases from the winners or state in the letter/fliers that "all material submitted will become the property of (agency name)".
- The winning entries could be reprinted in your local newsletter, newspaper or magazine and/or in the school newspaper of the winning author.

Reprinted with permission, Texas Association Against Sexual Assault

SEXUAL ASSAULT AWARENESS MONTH PACKET 2001

BALLOON RELEASE <i>Youth Activity</i>	How: Pick a day during Sexual Assault Awareness Month. Have the students stand out on the football field and release a balloon every 2 minutes for a 50 minute class period to show the number of women sexually assaulted during that brief time.
PLANT A GARDEN <i>Youth Activity</i>	How: This activity is similar to the one that some abortion opponents use. Have a class make plastic flowers out of the six-pack can holders. Put them on shish kabob skewers and spray paint. Plant enough in a central location to show how many men and women are sexually assault in a 24-hour period. School courtyards are very good for this. This activity is very visual and is a great opportunity for media attention.
GREEN RIBBON WEEK <i>Community Activity</i>	How: This activity is good for involving the whole community. Have green ribbons made for the kids to wear at school, law enforcement, and medical personnel. You can also have big green ribbons around light poles and telephone poles or trees that are near the courthouse.

SUGGESTIONS FOR SUCCESSFUL SAAM PROJECTS

- * **Be original**-- don't let your cause get lost amongst all the others. Unless a signature event is still well-received and anticipated, try a new direction.
- * **Keep it simple**-- bigger isn't always better. Sometimes a few, easy projects are more effective than one larger, labor-intensive event that stresses everyone out.
- * **Set priorities**-- who do you really want to target? For example, if you want more visibility within your Hispanic community, target your appeal to that group. Do what will work, not necessarily how you have done things in the past.
- * **Target youth**-- we know this age group is over-represented in victimization so focus attention specifically to reach them. Call the high school newspaper and talk to the editor about running an article or interview. Invite teens to participate on your SAAM planning committee.
- * **Distribute literature**-- keep supplying the same old places but expand to include new places, i.e. doctor/dentist waiting rooms, laundry mats, grocery store kiosks, bail bondsmen offices, liquor stores, check-cashing places (where does everyone in your community hang out?)
- * **Diversify your projects**-- you can't be all things to all people but you can try. Some people will never participate in a rally or vigil but they will take a self defense course. Try to mix the practical with the spiritual with the political, etc.

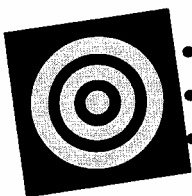
Reprinted with permission, Washington Coalition of Sexual Assault Programs

Sexual Assault **Awareness into Action** Week, April 8-14, 2001

"Together, We Can Say NO! to Sexual Assault"

TIPS FOR WORKING WITH LOCAL SCHOOLS

- ☐ Take advantage of relevant times and events to gain access to schools, such as in response to a crisis situation in the school; during a theme week (e.g. SAAAW, Child Abuse Awareness Month, Crime Victims Rights Week, etc.); in response to related events in the media.
- ☐ Take time to introduce teachers and other school personnel to your program and your approach to the topic of sexual assault. Put together a packet of information that includes a presentation outline, sample handouts, qualifications of the speaker, and an evaluation form. Develop a reference list of people teachers can call to find out about your experience and qualifications. Ensure that your presentations and materials match your high standards.
- ☐ Follow up on any contacts you have developed in the past. If you or someone from your program has given presentations in a school before, approach those contact people first. Use each successful contact to find more contacts in the schools.
- ☐ Approach school counselors, nurses, or students themselves about the extent of the problem of sexual assault in their school. Offer to help by making presentations, and/or delivering resource materials.
- ☐ Talk with teachers through mutual friends. Find out what limitations and restrictions they face in addressing this topic in their classrooms. Find out what they need, and ask what you can do to help. Focus on collaboration and addressing mutual goals (e.g. concern for students' safety and well being). Take time to build relationships and build trust.
- ☐ Write letters to the School Board or Superintendent for the District. Attend board meetings. Make presentations in which you advocate for more sexual assault prevention education in the school.
- ☐ Approach PTA or other parent groups as well as teachers' groups and ask for their support. Ask for support from parents of students who volunteer for your program, or whom you otherwise know.
- ☐ Reach out to students who are part of Peer Helper groups.
- ☐ Bring SAAAW materials and other resource materials to schools. Offer to give teachers and administrators posters for the classrooms and brochures for the counseling centers.
- ☐ Take advantage of other contacts in the community to gain access to school personnel. Talk to other important people in the community to see if they know anyone in the schools who will help. Approach community groups such as Rotary or Kiwanis.



Activity Ideas

Green Ribbon Week Student Activity Ideas

Have a **Poetry/Essay/Song Lyrics Contest** and focus on the impact of peer sexual harassment. (See enclosed entry form)

Hold an **Art Contest**. (See enclosed entry form and optional outline sheets)

Possible themes:

- ✂ gender respect
- ✂ words can hurt
- ✂ the difference between flirting and sexual harassment
- ✂ personal boundaries
- ✂ hall safety
- ✂ rigid gender expectations and assumptions
- ✂ school bus safety

Submit **articles to school and local newspapers**.

Display self-help information posters.

Theme: "What you can do if you are harassed?" (See poster information guidelines)

Have students work with teachers to identify appropriate display areas to hang message posters. (*Ideally, it should be the whole school*)

School Announcements

Have different students read a brief message regarding gender respect and have classrooms take notes of announcements. (See scripts)

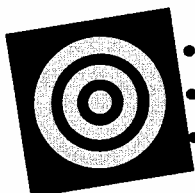
OR

If morning school announcements are not feasible, teachers may have students record the messages and play the recording as time permits in the classroom.

Gender respect puzzle/word search activity sheets may be used to reinforce risk reduction messages after students have received information on the issue.

Have a **Green Ribbon Pizza Party** for intermediate school students.

The class with the most students wearing their ribbons on a designated day wins.



Sample Letter

Date:

Dear (Principal, Counselor, or Communities In Schools Coordinator):

Governor _____ has proclaimed the month of April Sexual Assault Awareness Month in Texas. To increase public awareness about the problem of sexual assault and to encourage citizen involvement, the Texas Association Against Sexual Assault and the Office of the Attorney General have adopted the theme: **"Empowering Communities for Change: Everyone Has A Role."** _____ *(Your center's name here)* is extending an invitation to some local schools to proactively support Sexual Assault Awareness Month on behalf of our youth by participating in risk reduction activities that focus on gender bullying and peer sexual harassment.

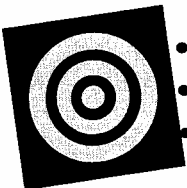
Reports of student-on-student sexual harassment among middle school and high school students are increasing, and peer-to-peer sexual harassment often occurs openly in schools, in front of school personnel and other students. *(The Girls Report, National Council for Research on Women)*

Locally, girls and boys often as young as ten, suffer sexual harassment in their schools on a daily basis. The sexual harassment may be manifested by: lewd comments, sexual rumors, obscene gestures, sexual propositions, public humiliation, and/or fondling.

The Green Ribbon Campaign offers schools the opportunity to promote campus in conjunction with Sexual Assault Awareness Month. Enclosed you will find a variety of activity ideas and school announcement scripts that may be utilized during Green Ribbon Week, **April 2 – 6, 2001**. By implementing some or all of these activities you will participate in a statewide effort to promote dignity, respect, and safe peer relationships on school campuses.

Sincerely,

Your Name



Sexual Harassment

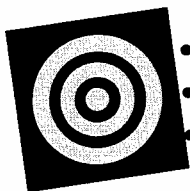
Sexual Harassment

From seventh to ninth grade, sexual harassment is the most common form of sexual abuse among peers for both boys and girls.

Reports of student-on-student sexual harassment among middle and high school students are increasing, and peer to peer sexual harassment often occurs openly in schools, in front of school personnel and other students (The Girls Report, *National Council for Research on Women*).

Recommended Topic Objectives

- ⌘ Define and describe sexual harassment
- ⌘ Describe the effects of student sexual harassment
- ⌘ How to help youth distinguish between flirting and sexual harassment
- ⌘ How to encourage communication, respect, and accountability
- ⌘ How to promote tolerance and acceptance
- ⌘ How to identify options for dealing with sexual harassment problems



Teaching Points

Sexual harassment is any behavior of a sexual nature that:

- is unwanted and not liked
- occurs on a frequent basis

Sexual harassment can be:

Verbal

- teasing, sexual jokes
- singing sexually explicit song lyrics
- telephone calls
- sexual propositions
- rumors

Written

- notes/letters
- derogatory signs or messages on walls, lockers, restroom stalls

Electronic

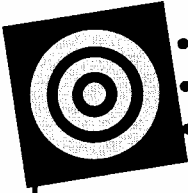
- email messages

Gestures

- suggestive lip licking and tongue movement
- mimicking sexual activity
- staring

Physical

- touching, grabbing
- "pantying" or "wedgies"
- pressing up against someone
- immobilization – blocking a doorway



Scripts

Gender Respect Announcement Scripts

Day 1 Announcement

Governor _____ has proclaimed the month of April Sexual Assault Awareness Month in Texas. Our school has been invited to participate in Green Ribbon Week. We will be promoting campus safety through gender respect activities all this week.

Day 2 Announcement

From 7th to 9th grades, sexual harassment is the most common form of sexual abuse among peers (for both boys and girls).

Sexual harassment is any behavior of a sexual nature that:

- ✂ is unwanted & not liked.
- ✂ is unwelcome.
- ✂ occurs on a frequent basis.

Day 3 Announcement

Sexual harassment can be:

- ✂ physical (touching, grabbing, "pantsing").
- ✂ verbal (teasing, sexual jokes, rumors, telephone calls).
- ✂ written (notes, letters, email).

Every student has the right to feel safe at school. If someone is harassing you and you don't feel comfortable telling them to stop, make sure you tell a teacher, counselor, or principal immediately.

Day 4 Announcement

Flirting and sexual harassment are not the same. There are big differences between the two.

A behavior is called flirting when it is wanted by both. Sexual harassment is not wanted.

Flirting can make you feel flattered and attractive. Sexual harassment makes you feel put down and ugly. Flirting can go both ways. Sexual harassment is one-sided. Make sure you're flirting and not hurting.

Day 5 Announcement

Students sexually harass because:

- ✂ of peer pressure.
- ✂ they think it's funny.
- ✂ they think everyone does it.
- ✂ they don't know it's inappropriate.

Sexual harassment isn't just embarrassing, it can hurt a student's health, self-esteem, and grades.

REMEMBER YOUR PLEDGE TO RESPECT YOURSELF AND OTHERS AND HELP OUR CAMPUS BE SAFE FOR EVERYONE THROUGHOUT THE YEAR.

SEXUAL HARASSMENT

can be:

VERBAL

- ✗ teasing, sexual jokes
- ✗ telephone calls
- ✗ sexual invitations
- ✗ rumors

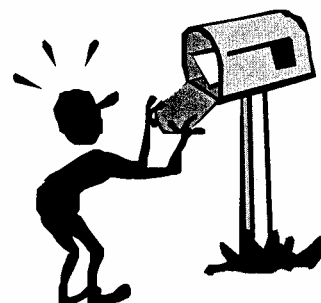


PHYSICAL

- ✗ touching, grabbing
- ✗ "pantying" or "wedgies"
- ✗ pressing up against someone

WRITTEN

- ✗ notes/letters/email
- ✗ public putdowns



EI ACOSO SEXUAL

puede ser:

VERBAL

- ✕ burlas, chistes sexuales
- ✕ llamadas telefónicas
- ✕ proposiciones sexuales
- ✕ rumores

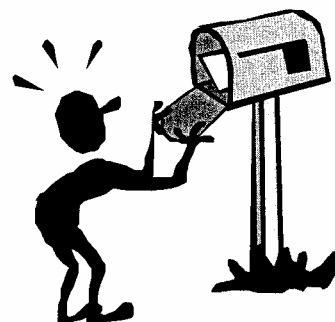


FÍSICO

- ✕ manoseos, toqueteos
- ✕ bajando los pantalones
- ✕ frotarse con otro/a

ESCRITO

- ✕ difamación
- ✕ notas/cartas/
correo electrónico



MEDIA

OUTREACH

MEDIA OUTREACH OVERVIEW

The media is an important partner in our efforts to prevent sexual assault, to raise awareness of sexual violence in our communities, to educate the public about sexual violence, and to encourage them to join us in our efforts. The media is also a critical tool to reach opinion leaders and policymakers.

As you know, there are many ways to use the media to disseminate messages about sexual assault to the American public. They include: television and radio news programs and talk shows; newspaper articles; feature stories; columns; editorials; letters-to-the-editor and guest editorials; and community, specialty and ethnic newspapers. This section of the Sexual Assault Awareness Month Resource Book will provide information on how to use each to promote your program's April activities.

Many of the state coalitions and local programs have been doing great media outreach for Sexual Assault Awareness Month for years. Included at the end of this chapter are sample materials taken from that work. You also will find fill-in-the-blank materials.

A GLOSSARY OF TERMS

EVENTS

News Conference: an event staged exclusively for the press. One or more spokespeople (but not more than four) read prepared statements and answer reporters' queries. You should call a news conference *only* if you have something timely and extremely important to announce. Announcing that April is Sexual Assault Awareness Month will not be enough to draw reporters to a news conference. Some ideas for a news conference that may draw reporters include: a proclamation signed by the mayor – and presented by the mayor – in conjunction with the month; the release of interesting new research on sexual assault; or the presentation of a completed petition signed by men against sexual assault.

Press Briefing: an informal, by-invitation-only meeting at which advocates give reporters background and information. Press briefings often take place over breakfast, and usually involve one to three briefers and up to twelve reporters. Ordinarily, you would hold a briefing to bring reporters up to speed on facts relating to an incident or a report that might be important to the program and the community. Fact sheets and other background materials should be distributed. Sexual Assault Awareness Month might be a good opportunity to educate key reporters in your area about the pervasiveness of sexual assault in your city and nationwide and about local programs to address sexual violence.

Press Opportunity: an event that is not planned for the media, but which reporters may attend. Rallies, marches, candlelight vigils, fundraisers, public speeches or appearances, awards ceremonies, and issue forums are press opportunities.

Photo Opportunity: a press opportunity that has a particularly good visual component, worthy of space in a newspaper or on television.

Pre-interview: a telephone conversation with a producer at a talk show. These are used to be certain that the guest is intelligent, articulate, well versed in the issues, quick on his or her feet, and interesting to hear. A pre-interview requires the same serious preparation as the interview itself.

MATERIALS

Media Advisory or Media Alert: a one-page dated announcement of an upcoming event such as a press opportunity or photo opportunity. It includes a contact name and telephone number, so reporters can call for further information, and is sent to assignment editors, reporters, editors, and producers from a press list.

News Release: a two- to four-page report of a newsworthy event. It is written as an article; portions of good news releases often appear in print. A news release must contain a contact to call for further information, a headline, a first sentence that grabs the reader, a quote from a spokesperson, and additional background information. You may want to put out a news release in conjunction with the events or activities you hold for Sexual Assault Awareness Month. The news release is distributed at the time of the event, either through mailing, faxing or handing it out.

Backgrounders: in-depth explanations of an issue that can be used to bring a reporter who is completely new to an issue up to speed.

Fact Sheets: one-page information sheets that often contain statistics or other data.

Statements: brief (one page or less) prepared remarks of a spokesperson. They should be dated and include a contact name and phone number. If you hold a news conference, a rally or any other public event, you will want statements for all the speakers to distribute to the press. Statements can also be used to respond quickly to a breaking story (such as a highly publicized sexual assault incident). They must be prepared quickly and be less than one page. Dictate, deliver, or fax a statement within an hour or two of an event.

Press Kits: sets of information for the media, usually in a pocket folder, distributed at news conferences, press briefings or in response to requests for information. Press kits contain news releases, statements, backgrounders, fact sheets, and materials that are not designed specifically for the media (like newsletters or brochures). As you work to publicize your Sexual Assault Awareness Month events and/or activities with the media, you will want to have press kits about your program to give reporters.

Calendar Announcements: short, one-page notifications of events that are of interest to the public. A calendar announcement is intended to air or to be published.

Pitch Letters: personalized notes that specifically urge a particular reporter to cover an event or issue. They often describe a particularly newsworthy aspect of the event.

Edit Memos: short memoranda addressed to editorial page editors or members of an editorial board asking them to devote space to an issue. A good editorial memorandum contains several well-written paragraphs that can be lifted and used in an editorial. You may want to send an edit memo at the beginning of April which alerts editorial page editors or editorial board members to Sexual Assault Awareness Month and urges them to editorialize in favor of all people making it their business to help stop sexual assault. Include suggestions for actions people can take.

Op/ed Pieces. 500 to 700 word signed guest editorials submitted to newspapers. They should emphasize the writer's opinion or experience and be of interest to the general public. For example, an op/ed on Sexual Assault Awareness Month could address the pervasiveness of rape in your community, and discuss the importance of every person taking it upon him or herself to take action to prevent sexual assault (i.e.: making a donation to or volunteering with a program; wearing a tee shirt; putting a bumper sticker on a car; talking with someone who has been assaulted, etc.).

Letters to the Editor. letters from newspaper readers that respond to reports or editorials with a confirming or opposing point of view, often expanding on a point made in the original article. They should be brief -- no more than a page, four or five very short paragraphs -- signed by the program director, a survivor, or another representative.

Public Service Announcements (PSAs, Public Service Spots). brief announcements made on behalf of nonprofit organizations on both radio and TV. Like commercials, they are limited to specific lengths. They must be non-political and of wide interest and benefit to the public. April may be a prime month for media outlets to accept and run PSAs.

DEVELOPING A PRESS LIST

If you do not already have a list of area media to whom you distribute press materials, such as news releases, media advisories, press statements, etc., you will need to create one.

BUILDING YOUR LIST

You can build a media list by supplementing the list of reporters, producers, and editors you already know with a day or two of telephone calls to ensure that your list is comprehensive. Your media list should include:

BROADCAST (TV, cable TV and radio):

- talk or public affairs show producers, bookers, and hosts;
- television news assignment editors, reporters and producers covering women, children, health, crime and violence; and
- radio news directors, assignment editors, reporters, and public service directors, including those at college and university radio and cable television stations (personnel at these outlets can be particularly useful if you are located in a rural area).

PRINT (newspapers, magazines and wire services):

- wire service bureau chiefs, assignment editors, and reporters covering women, children, health, crime and violence;
- newspaper editorial page editors, op/ed page editors (at the largest papers), national editors, city or metro editors, education editors and reporters, health editors and reporters, crime editors and reporters, columnists who write on issues relevant to women, children, health, crime and violence, calendar column editors, and anyone who has covered the issue, local program activities, or events sponsored by allied organizations in the recent past;
- relevant local magazine editors and reporters; and
- managing editors at community, ethnic, foreign language, alternative, gay, or seniors' newspapers.

Reporters, editors and producers change jobs and beats frequently. You should update your media list at least twice a year.

PREPARING FOR AN INTERVIEW

DEVELOPING YOUR MESSAGE

When preparing for interview, the first step is to decide on your message. Come up with two or three points that you most want to make. Write them up as "talking points." Each should be clear and brief, no more than two complete sentences.

Make your message compelling. As much as is possible, use colorful words. People respond better to things they are familiar with, so use analogies and contemporary references as appropriate. Tangible numbers speak volumes, say "one in four," rather than citing a huge number.

YOU HAVE THE RIGHT:

- **To be comfortable.** Don't agree to be interviewed anywhere you do not feel comfortable.
- **To be prepared.** Find out in advance what the interview will be about and how long it will take. Ask how the interviewer was briefed and send her or him any information you have that would be relevant.
- **To be treated fairly.** Find out who will interview you and who else they will be interviewing or have interviewed. If you are going to be on a radio or television talk show, ask about the interview style of the host. Find out in advance if the program takes calls from listeners or viewers.

ANTICIPATING THE QUESTIONS

There are three kinds of questions you should devise answers to before you do a media interview.

1. The questions you are most likely to be asked.
2. The questions you are most afraid to be asked.
3. The questions you most want to be asked.

TAKING CONTROL OF THE INTERVIEW

You, not the reporter, have the primary responsibility for the interview. Look at each question as an opportunity to deliver your message. If you are asked a stupid question, try to turn it around. The following lines might give you some ideas...

"The issue here is not what was the woman wearing. The issue is. . . ."

"NO, that's not really accurate, Dan, but I can tell you that. . ."

"I think what you are really getting at here is..."

PREPARING A SURVIVOR FOR A MEDIA INTERVIEW

It's the nature of the media that they want to talk to someone directly affected by the issues on which they are reporting. You have probably been asked to identify a survivor of sexual assault who will agree to an interview, and you probably will be asked again.

Be sure to find out all the information you would find out before you would do an interview: the topic; the length of the interview; who the reporter will be; who else they have spoken to; and who else will be interviewed (particularly if the interview is in a panel or talk show format). Ask if the survivor will be identified by name in the story and make that clear to anyone you ask to do the interview. If the survivor does not want to be identified by name or any other distinguishing characteristics, be sure the reporter or producer agrees beforehand so that no mistakes occur.

Review some of the questions the survivor is likely to be asked in the interview and go over his or her answers. Explain that the guest (interviewee) does not have to answer any questions that make him or her uncomfortable, and talk about ways to address those questions.

LOOKING GOOD ON-CAMERA

Tips for Everyone:

- Throughout the interview, sit up straight and pay attention to your posture.
- Use hand gestures for animation but contain them so that they don't go off the screen. Remember that the camera is focused on just your face and neck most of the time.
- If you usually wear glasses keep them on while you are on camera. Otherwise, you may squint.
- If possible wear solid colors, but avoid white and any color that blends in with your skin tone.
- Do not wear large bows or ties at the neck. Unless you're very good with scarf-tying, don't wear a scarf.
- Avoid loud plaids, stripes or patterns; very small patterns (like black-and-white houndstooth); and fabrics that sparkle (like lurex) or have a high sheen (like silk or satin charmeuse).

Tips for Women:

- If you usually do not wear any make-up, at minimum, wear a lipstick color that is slightly darker than your natural lip color, so that your face doesn't look monochrome. Some stations in the larger media markets have experts who will do your make up. Ask in advance.
- Wear simple clothes, like a blouse or sweater and a jacket or blazer, or a dress.
- Avoid large earrings, necklaces that may be a distraction, and bracelets or bangles that could clang into a microphone.

Tips for Men:

- Avoid loud ties and ties with small, complicated patterns.
- If someone offers to powder your face, accept it. Powder is generally used to keep guests from looking shiny or sweaty on television.

RESPONDING TO MEDIA STORIES

There are several ways to respond to media stories that are breaking or have already been in the news.

STATEMENTS

Statements should be two or three paragraphs long, and no more than a page, double-spaced. Because its purpose is to be included in a news story, a statement **MUST BE** pithy, succinct, and quotable. It should reflect and make a persuasive case for the position or policies of your program. Any statement you issue will probably be under the name of your program director or executive director. A statement should be dated and include a media contact name and phone number.

If you hold a news conference, a rally, or any other public event, you will want statements for all the speakers to distribute to the press. Statements can also be used to respond quickly to a breaking story (such as a comment by an official on sexual assault, passage of a piece of legislation, or a highly publicized incident of rape). They must be prepared quickly. Dictate, deliver, or fax a statement within an hour or two of an event. A statement faxed the next day, when stories already have been filed, is useless.

LETTERS TO THE EDITOR

Letters-to-the-Editor is one of the most widely read sections of the newspaper, and is relatively easy to get into. You should monitor all area print media for stories on sexual assault, including alternative, ethnic, and community newspapers and magazines and respond with letters to the editor whenever appropriate. Be sure the letter is signed by someone who has credibility on the issue it addresses – probably your program's director, a person aided by your services, or another program representative.

The letter should be addressed Letters-to-the-Editor at the address of the newspaper or magazine. It is a good idea to both mail and fax the letter and then follow-up with a telephone call to be sure it was received.

TALK RADIO

Radio call-in shows are extremely popular and can be a good way to get your message out.

Try to schedule appearances on programs that air during drive time (7 am to 9 am or 4 PM to 7 PM) or other maximum exposure slots.

Before you book anyone on a show, find out what kind of show you will be putting yourself or someone else on. If the show is in your area, listen to it. If not, ask the producer about the type of show it is and the style of the interviewer.

Ask questions:

- ✓ What is the format of the show?
- ✓ What kind of guests does the show usually use: people offering community services or people discussing issues?

- ✓ When does it air?
- ✓ Is it live or taped?
- ✓ Is it call-in?
- ✓ How long are guest segments?
- ✓ Is the host aggressive? Hostile? A good questioner?
- ✓ Is there a producer other than the host?
- ✓ How far ahead does the show book guests? (Most public affairs shows book at least two weeks ahead.)

Send the producer a pitch letter proposing a topic and spokesperson. In your letter highlight Sexual Assault Awareness Month and the events or activities your program is initiating or involved in. Briefly explain your spokesperson's qualifications, provide some simple background material, and include a daytime phone number. Follow-up with a telephone call.

BOOKING A GUEST ON TALK RADIO

Once you've booked someone on a talk radio show, make sure you know:

- ✓ Will the regular host be there or is s/he planning a vacation?
- ✓ How long will your spokesperson be on the air?
- ✓ Will there be live telephone calls with questions?
- ✓ Will there be other guests? Who will they be?
- ✓ At what time should the guest be at the studio?

A TIP:

Ask people you know (program staff, colleagues, or friends) to call in with pre-planned questions and comments. If the show is extremely popular, ask them to call before it actually goes on the air, so that they get through before the switchboard gets tied up. *This is not cheating!!! People do this all the time.*

GENERATING MEDIA COVERAGE

OP/EDS

An op/ed is a 500 to 700 word signed guest editorial submitted to a newspaper. It should emphasize the writer's opinion or experience and be of interest to the general public. An op/ed on Sexual Assault Awareness Month might address the pervasiveness of rape in your community, and discuss the importance of every person taking it upon him or herself to take action to prevent sexual assault (i.e.: making a donation to or volunteering with a program; wearing a tee shirt; putting a bumper sticker on a car; talking with someone who has been assaulted, etc.).

You can submit an op/ed to more than one newspaper, but once you know that a paper is going to use it, you must contact the others to withdraw the op/ed from them.

Send the op/ed with a letter to the Op/Ed Page Editor (you can call the newspaper to get that person's name and fax number). Frequently, the op/ed page editor and the editorial page editor are the same person. As with a letter to the editor, you should both fax and mail the op/ed. In both the op/ed and the letter include the name, title, organization and telephone number of the author. In the letter, which should be brief – one or two paragraphs – explain the expertise of the author about the topic that the op/ed addresses.

A few days after you submit the op/ed, follow up with a telephone call to make sure it was received. If it was not, you can resend it.

EDITORIAL MEMORANDA (EDIT MEMOS)

An edit memo is a memorandum addressed to newspaper or magazine editorial page editors or writers which encourages them to editorialize on an issue from a particular perspective. An edit memo can also request a meeting with editorial staff.

An edit memo should be no more than two to four paragraphs long. Include some paragraphs that can be lifted and used in an editorial. It is all right to make an emotional plea in an editorial memorandum – the more compelling your argument, the more likely you are to convince the editor and subsequently the readers. Use short sentences and avoid jargon.

You may want to send an edit memo at the beginning of April alerting editorial page editors or editorial board members to Sexual Assault Awareness Month and urging them to editorialize to encourage every reader to make it her or his business to help end sexual assault. You may want to make suggestions for actions people can take.

Near the beginning of the edit memo specify that you are requesting that the newspaper publish an editorial and explain your expertise in the area of sexual assault. If you are requesting a meeting, spell that out and suggest a time period within which you would be available. At the end, give your full name and title, as well as a telephone number at which you can be contacted.

A TIP

Timing is very important. If possible you should send an edit memo two weeks prior to the date on which you would like the editorial to appear. Weekly newspapers need more lead time than that. A few days after you have sent the edit memo, follow up with a telephone call to be sure it was received.

COLUMNISTS

Newspaper columnists are often widely read, and they are interested in writing about timely issues of importance to the community. Many respond well to letters or telephone calls suggesting topics. Before you pitch a columnist on an idea, read her or his column a few times so that you get an idea of the kinds of issues she or he tackles.

Address your pitch letter to the columnist directly. Explain why your topic is timely (April is Sexual Assault Awareness Month) and why readers should know more about it (x of x city residents have been sexually assaulted). Indicate that you are writing to ask the columnist to address sexual assault in her or his column.

With your pitch letter you might also want to include information on your program and your activities. Keep in mind that the columnist may want to focus on a personal story, and want to interview a survivor, so you may need to identify and prepare someone. Mention that you will follow up with a telephone call in a few days. Also be sure to include your name, title, organization, and telephone number at the end of your letter.

After you have sent your pitch letter, follow up with a telephone call to ensure that the columnist has received your letter, to determine the level of interest and to see if you can offer any additional information.

CALENDAR ANNOUNCEMENTS

The event listings that appear in most daily and many weekly and community newspapers are a great way to publicize events you are holding in conjunction with Sexual Assault Awareness Month.

Contact the calendar editor at your local newspapers (check local community, ethnic, and alternative newspapers to see if they have events calendars as well) and find out what kinds of events they include, when the calendar runs and how far in advance you need to submit an announcement.

Send or fax the calendar editor a one-paragraph calendar announcement of your event or activity. Briefly describe the event in one or two sentences, and include the sponsors. List the date, time, and place for the event or activity. Mention whether or not there is a charge to the public and how much is being charged. Include the name and telephone number of the person whom the public should contact about attending the event or participating in the activity.

A TIP FOR RURAL COMMUNITIES

If you are in a rural community, be sure that you maintain contact with the editors of weekly and/or monthly community newspapers or newsletters. As you plan your activities for Sexual Assault Awareness Month, be sure to alert them with advance telephone calls, as well as media advisories and news releases. Newspapers and newsletters that come out weekly or monthly require more lead time than dailies, so ask the editor how much time she or he will need to ensure that your event is mentioned in the calendar or in an article. You will want your event or activity to be included in the community calendar, and you might consider submitting an article about the event afterwards, accompanied by a black and white photograph of the event or activity. Ask the editors of community papers and newsletters if they would be willing to let you place advertising for your Sexual Assault Awareness Month event at a reduced rate or if they will donate space for an ad.

RADIO AND CABLE ACCESS STATIONS

Ask the public information or community affairs directors at area radio stations and cable television stations about their community calendars. In most cases you should be able to get information about your event or activity included in those calendars if you get the information to the station early enough.

COMMUNITY BULLETIN BOARDS

Community bulletin boards are usually more accessible and efficient public outreach tools in rural areas. Ask area churches, synagogues, mosques, Y's, supermarkets and community centers about access to their bulletin boards. You may be able to post fliers about the events you are planning on any or all of their bulletin boards.

PLACING A PUBLIC SERVICE ANNOUNCEMENT (PSA)

SUBMITTING A PUBLIC SERVICE ANNOUNCEMENT TO TELEVISION OR RADIO STATIONS

Using your press list or the phone book, compile a list of all the radio and TV outlets in your area (include cable stations in addition to regular broadcast television) and call each to find out if they run public service announcements. If they do, get the name of the community affairs director.

Write a letter to the community affairs director in which you ask her or him to run your PSA. Be sure to mention the length of the spot. You might also want to include some local statistics on sexual assault to better make the case that they should run the PSA. Include a copy of the script (radio) or story board (television) with your letter. Include in the letter your name, title, affiliation, and a telephone number with the best times to reach you.

Follow up your letter a couple of days later with a telephone call to the community affairs director. Ask if she or he received the letter and if the station is willing to consider airing the spot. (If the letter was not received you can explain why you're calling on the phone or offer to send or fax a copy of it.)

SUBMITTING A PUBLIC SERVICE ANNOUNCEMENT TO NEWSPAPERS OR LOCAL MAGAZINES

Compile a list of all the newspapers (including weekly, community, alternative, and ethnic newspapers), newsletters, and local magazines (again, be sure your list is comprehensive and includes alternative and ethnic magazines) in your area. Call the display advertising department or the advertising department (if there is no display advertising department) at each to find out if they accept PSAs. In some cases, you may get referred on to someone else at the outlet. Keep trying until you find the right person to talk to.

Send the appropriate person at each outlet a letter in which you ask her or him to run the PSA. Enclose a camera-ready copy of the PSA with your letter (in a 10" x 13" envelope, so that the PSA doesn't get bent or folded). In your letter, include some local statistics on sexual assault and your name, title, affiliation, and a telephone number with the best times to reach you. Also mention that a camera-ready copy of the PSA is enclosed.

Follow up on your letter a couple of days later with a telephone call to the person to whom you sent the letter. Ask if she or he received the letter and if they will run your PSA. If the person you speak to did not receive the PSA, ask if you can send over another copy with a copy of your letter.

FILL-IN-THE-BLANK CALENDAR ANNOUNCEMENT

[April 20, 2001]

CONTACT: [Linda Jimenez]
[312/555-1212]

The [University of Chicago Latino Students' Union] is co-sponsoring an [evening candlelight vigil with sexual assault survivors] to kick off Sexual Assault Awareness Month at [5:30 PM, Monday, April 9 on the front steps of The Main Library, 123 Magnolia Avenue] [The vigil, "Remember, Reclaim and Rebuild,"] is co-sponsored by [South Chicago Rape Crisis Center]. The [vigil] is the first of several activities scheduled for April, which is Sexual Assault Awareness Month.

Reprinted with permission, Colorado Coalition Against Sexual Assault

(Your Letterhead)

(Sample Press Release)

For Immediate Release

Date

Contact: (Your name and organization)
(Your telephone number and after hours number)

Sexual Assault Awareness Month 2000 – Believe, Talk, Act

(City) – Governor Bill Owens has declared April as Sexual Assault Awareness Month in Colorado. To increase public awareness about the problem of sexual assault and to encourage citizen involvement, the Colorado Coalition Against Sexual Assault (CCASA) has adopted the theme: Believe, Talk, Act.

The 2000 theme was chosen to reflect the efforts of CCASA and our work throughout the state to encourage community members to believe that sexual assault is occurring at epidemic proportions, to talk about the issue with friends and family, and to take action to stop this horrific crime.

Sexual assault has long been held a secret – in our families, in our churches, in our schools, and in our community. Believing, talking, and acting are the first steps in supporting sexual assault survivors, holding perpetrators accountable, and preventing sexual assault from continuing.

Centers are available throughout the state that offer services to sexual assault survivor's, their significant others, friends and family members. Whether the assault happened last night or 30 years ago; whether the perpetrator was a stranger, an acquaintance or a family member; whether it happened in the victims home or in some unfamiliar place; whatever the circumstance, help is available.

“Believe, talk, act also applies to the community we live in. Until we are able to believe survivors, talk about issues surrounding sexual assault, and come together to take action against this crime, we will be unable to continue to change the attitudes that have made this crime acceptable to so many,” says (name) (title and agency affiliation).

— More —

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Page 2 – Sexual Assault Awareness Month 2000

We encourage you to join us in April in our efforts to promote community involvement and education about an issue that affects all of us.

(Add a paragraph listing activities going on in your community throughout April).

For more information about scheduled activities or how you can get involved, contact (name) at (number).

Reprinted with permission, Washington Coalition of Sexual Assault Programs

Sexual Assault **Awareness into Action** Week, April 8-14, 2001

"Together, We Can Say NO! to Sexual Assault"

SAMPLE NEWS RELEASE

FOR IMMEDIATE RELEASE
[Today's Date]

CONTACT: [Name]
[Agency]
[Phone Number]

COMMUNITIES UNITE TO SAY "NO" TO SEXUAL ASSAULT

In honor of Washington State's annual **Sexual Assault Awareness into Action Week**, members of the [name of community] community are joining together to raise awareness about sexual violence. During the week of April 8 - 14, Awareness into Action Week organizers invite all local residents to participate in taking a stand against sexual assault.

The Awareness into Action Week's events include [names, dates and locations of events].

In accordance with their message, ***"Together, We Can Say NO! To Sexual Assault,"*** Awareness into Action Week organizers stress that all individuals have important contributions to make in the fight against sexual violence. Organizers hope that community members will turn out in force to lend their voices to the effort. At all events, informational materials and posters will be distributed that provide men, women, children and communities with both important awareness information and with tips for how individuals can take action against sexual assault.

Suzanne Brown, Executive Director of the Washington Coalition of Sexual Assault Programs in Olympia, adds, "Every member of the community has a role to play in stopping sexual assault, whether it be providing services, creating public policy, or simply being supportive of those who have been affected by sexual violence. **Sexual Assault Awareness into Action Week** is a specific time we target to focus on the issues of sexual assault, but every week provides a new opportunity for communities to stop sexual assault."

For more information, please contact [sexual assault program and contact information]. [Sexual assault program] is a community sexual assault program that provides [brief list of available services.]

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PRESS RELEASE

FOR IMMEDIATE RELEASE
(DATE)

CONTACT: (YOUR NAME)
PHONE: (YOUR PHONE)

The Texas Association Against Sexual Assault (TAASA) is sponsoring the **Eighteenth Annual Sexual Assault Awareness Month, April 2001.** The theme of this year's observance is "*Empowering Communities for Change: Everyone Has A Role*". The focus will be on the potential strength of unified communities working together to fight the sexual violence that plagues our great state.

During this month, sexual assault programs across the state will intensify their efforts to promote public awareness of sexual assault issues, including the need for citizen involvement in reducing sexual assault and the need to increase community support for agencies providing sexual assault crisis and educational services.

For more information contact (your agency name). There are over 70 sexual assault programs in Texas. (your agency name) is proud to serve this community (or list neighboring community if you serve more than one).

Or contact the staff at 1-888-91-TAASA. TAASA is an organization of sexual assault programs/rape crisis centers and others who have joined together to support each other in their work and to provide the State of Texas and its citizens with a central source of information on sexual assault.

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SAMPLE STATEMENT

STATEMENT OF [Glenda Newsome],
[Executive Director, West Oakland Community Center]
[April 2, 2001]

CONTACT: [Joe Jefferson]
[510/555-1212]

Today we join Americans across the country to say no more to sexual violence. We must all join together in this effort.

Sexual assault does not discriminate. It knows no racial barriers, no economic barriers, no social barriers, no age barriers. Sexual assault exists in all neighborhoods, in all cities and in all countries. Only by coming together can we stop the epidemic of sexual assault once and for all.

We know that in addition to the immediate physical and emotional costs, sexual assault may lead to post-traumatic stress disorder, substance abuse, major depression, homelessness, eating disorders, and suicide.

Today we recognize the compassion and dedication of those who work selflessly to provide services to survivors and to increase the public understanding of sexual violence. We also call on each of us to take a stand and do what we can to reduce sexual violence. I encourage everyone here to sign the petition and make a promise to take action to reduce sexual violence whenever and wherever they can.

FILL-IN-THE-BLANK EDITORIAL MEMORANDUM (EDIT MEMO)

MEMORANDUM

March 25, 2001

TO: Editors, Reporters, Producers
FROM: [Julie Garbus, Executive Director, Ann Arbor Against Sexual Assault]
RE: Sexual Assault Awareness Month

April is Sexual Assault Awareness Month. This month, sexual assault programs in [Ann Arbor] and across the nation are working to focus public awareness on the epidemic of sexual violence and encouraging all Americans to become part of the solution.

Sexual assault has reached epidemic proportions. In the United States, sexual assault occurs every 90 seconds. Rape and sexual assault affect women, children, and men of all racial, cultural, and economic backgrounds. And here in [Ann Arbor], [one in every xxx residents has been sexually assaulted, and a call is placed to a local hotlines once every xx minutes, etc.].

No college student should be afraid to walk around campus. No child should dread coming home out of fear of sexual violence. No one should ever have to suffer sexual violence at the hands of someone who is supposed to love her or him. Help is out there. This month, sexual assault prevention advocates will be raising public awareness of sexual violence, providing people with ideas for action, and letting people who have been a victim of sexual assault know that they are not alone and that help is available.

Sexual violence affects all of us – every community, every family. And we all have a responsibility to end sexual assault. Action can be as simple as contributing money to a local rape crisis center. Some people might prefer to volunteer their time. Others might advocate for prevention programs in local schools. Individuals who are looking for ways to help, or would like to participate in Sexual Assault Awareness Month activities can call [734/555-1212] for more information.

I encourage you to editorialize in support of Sexual Assault Awareness Month and to urge your readers to join in the efforts of programs and advocates to reduce sexual violence in our communities. Everyone must learn the facts about sexual violence, and working together we can stop sexual assault.

If you have any questions, please contact me at [734/555-1212 between 9 AM and 5:30 PM Monday through Friday].

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Sexual Assault **Awareness into Action** Week, April 8-14, 2001

“Together, We Can Say NO! to Sexual Assault”

SAMPLE LETTER TO MEDIA

Date

Name/Title

Organization

Address

Phone/Fax

Dear [*Name of Editor, Reporter*]

April 8 – 14 is **Sexual Assault Awareness into Action Week** in Washington State. Locally and around the State, individuals, youth, communities, schools, and agencies will be taking action to increase awareness about sexual assault and to end sexual violence. I am writing to ask for your help in this work.

The issue is pressing. One out of every four girls, and one out of every seven boys will be sexually abused before the age of 16. One out of four women experiences rape or attempted rape. To address these startling statistics, [*local community*] will be the site of a series of community events and activities, including:

- [*Event, Date*]
- [*Event, Date*]

The theme of this year's *Awareness into Action* Week is ***Together, We Can Say NO! To Sexual Assault***. We hope to encourage both individuals and communities to find unique and powerful ways that they can take a stand against sexual assault. You can help us in this endeavor by providing coverage of local **Sexual Assault Awareness into Action Week** events. We also hope you will consider reporting on some of the following:

- Highlight [*local sexual assault program*] and its work in the community
- Provide information about the prevalence of sexual assault
- Discuss common misconceptions about sexual assault and provide accurate information about sexual violence
- Highlight the sexual assault prevention efforts of a community group, or of youth
- Explore connections between media messages and attitudes that support rape or violence

I can assist you in getting additional information about local events and about issues surrounding sexual assault. Your assistance in reporting on the issue of sexual assault is greatly appreciated. Thank you for your time and consideration.

Sincerely,

FILL-IN-THE-BLANK RADIO TALK SHOW PITCH LETTER

[March 15, 2001]

[Jeannie White
A Community Forum
WXYZ-AM
1224 Market Street
Philadelphia, PA 21115]

Dear [Ms. White]:

As you may already be aware, April is Sexual Assault Awareness Month. During the month, sexual assault programs nationwide will hold events and activities to draw public attention to the epidemic of sexual violence, supporting rape survivors and letting attackers know that communities will hold them responsible.

I am writing to ask you to interview [Gina Colata, the Executive Director of the Germantown Sexual Assault Coalition] about Sexual Assault Awareness Month activities in [the Philadelphia area] on A Community Forum. [The Germantown Coalition provides a hotline and other services and resources for women in the Germantown, Philadelphia area]. On April 10, [Germantown Coalition] will [hold a speakout with songs and poetry in English and Spanish to remember women who have lost their lives to sexual assault and to celebrate survivors of sexual violence. The speakout will be followed by a march the next morning calling on people of all backgrounds to take responsibility to help prevent sexual violence. City councilwoman Emily Cocanour will lead the march.]

The statistics are staggering. Every 90 seconds a sexual assault occurs. More than five out of ten of all rape cases (54 percent) occurred before victims reached the age of eighteen. Among girls who were under age 13 at the time of their first sexual intercourse, 71 percent reported that it was non-voluntary or unwanted. Sexual violence affects all of us – every community, every family. This month, [the Germantown Coalition] and other sexual assault programs are drawing public attention to this issue and letting people know that they have a responsibility to work to prevent sexual violence.

I hope you will consider having [Gina Colata] on your show. I will call you in a few days to follow up. In the meantime, if you have any questions, please do not hesitate to call me at [215/555-1212].

Sincerely,

[Frances Williamson]

SAMPLE COLUMNIST PITCH LETTER

March 27, 2001

Ellen Goodman
Boston Globe
135 Morrissey Blvd.
Boston, MA 02017

Dear Ms. Goodman:

April is Sexual Assault Awareness Month. Throughout the month in Boston and across the country, sexual assault programs will be raising public awareness of sexual violence and urging people to take action to help stem this epidemic. Sexual assault affects all Americans in all communities, and it will take the efforts of people in every community to stop the violence.

Here in Boston a group of Boston College students have taken it upon themselves to be part of the solution. They will spend the month paying visits to area high schools to talk to students about sexual violence. The group, known as BC Students Against Sexual Violence (BCASV), is working in conjunction with the Boston Area Rape Crisis Center to reach out to high school students. BCASV's mission is to educate Boston youth about sexual violence, and to encourage young people to focus on healthy sexuality as a positive approach to prevention.

Sexual violence is a serious problem in our nation. In the United States, sexual assault occurs every 90 seconds. Rape and sexual assault affect women, children, and men of all racial, cultural, and economic backgrounds. Sexual assault knows no socio-economic barriers and it does not discriminate on the basis of age or race. By taking action and setting an example, the Boston College students who have formed BCASV are helping to spread the message that together we can stop sexual violence.

I hope you will consider a column on Sexual Assault Awareness Month and the BCASV program. I will call you in a few days to follow up. In the meantime, if you have any questions, please call me at 617/555-1212.

Sincerely,

Elizabeth S. Holmes

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Sexual Assault **Awareness into Action** Week, April 8-14, 2001

“Together, We Can Say NO! to Sexual Assault”

SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

Public service announcements may be recorded for radio or television, or they may be written for print media, including newspapers, newsletters, or bulletins. If you are going to record a PSA for radio or television, consider asking a local celebrity to do the recording for you. This will increase the chances that your PSA will be aired, heard, and remembered!

Consider including this year’s campaign slogan: ***“Together, we can say NO! to sexual assault”*** in each PSA you produce in order to link it with our statewide campaign.

Topic: Sexual Assault Awareness into Action Week - Length: 20 seconds

April 8-14th is **Sexual Assault Awareness into Action Week** in Washington. Sexual assault hurts us all. ***Together, we can say NO! to sexual assault.*** Take action – help stop sexual assault. For more information, contact [local sexual assault program] at [phone number].

Topic: Break the Silence - Length: 15 seconds

Sexual assault is a difficult subject to think about. But we have to think about it. Sexual assault hurts us all. Help stop sexual assault. Break the silence. Show you care. Call [local sexual assault program] at [phone number].

Topic: Services - Length: 25 seconds

Did you know that in [local community] the [local sexual assault program] provides services to victims of sexual assault and their families? [Local sexual assault program] has been providing services for over [#] of years in [local community]. This week is **Sexual Assault Awareness into Action Week** in Washington – it’s the perfect time to put your awareness into action. Please support [local sexual assault program] and help make [local community] a safer place to live.

Topic: Services - Length: 20 seconds

Last year, sexual assault programs in [local community] helped over [#] victims of sexual assault. If you or someone you know is a victim of sexual assault, help is only a phone call away. Contact [local sexual assault program] at [phone number].

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Sexual Assault **Awareness into Action** Week, April 8-14, 2001

"Together, We Can Say NO! to Sexual Assault"

Topic: What You Can Do – Length: 50 seconds

Sexual assault is a horrible crime that affects all of us. And all of us can do SOMETHING to help make our communities safer. It doesn't have to be big - even simple everyday acts make a difference. Tell those who make jokes about sexual assault to stop. Advocate for prevention programs in your local schools. Listen to a survivor's story and focus on the courage it has taken that person to survive. Educate yourself further by reading an article on the subject of sexual assault. Don't buy lattes for a week - for a day - and donate the money you save to your local sexual assault program.

This year, we can all do something to better understand and stop sexual assault. No matter how big or small an effort, all of us can do SOMETHING to help end this crime!

April 8-14th is **Sexual Assault Awareness into Action Week** in Washington. ***Together, we can say NO! to sexual assault.*** For more information, contact [local sexual assault program] at [phone number].

Topic: Sexual Abuse Prevention for Children – Length: 60 seconds

Sexual abuse is a difficult subject to think about. It's hard to consider anyone taking advantage of a child or young person in a sexual way. And yet sexual abuse is a common problem. While there is no way to guarantee the prevention of sexual abuse, there are things you can do to help lessen children's vulnerability to sexual abuse.

- You can tell children they have a right to decide who touches them.
- You can tell children they can say "No" to touches or behavior that makes them feel embarrassed, confused, or uncomfortable.
- You can teach children that it's never OK for an older person to see or touch the private parts of their bodies and to ask them to keep it a secret.
- You can encourage children to tell an adult if someone tries to touch them or behave in a way that's not OK.

April 8-14th is **Sexual Assault Awareness into Action Week** in Washington. ***Together, we can say NO! to sexual assault.*** For help or more information, contact [local sexual assault program] at [phone number].

SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

TOPIC: MCADSV SERVICES ~ LENGTH: 10 SECONDS

April is Sexual Assault Awareness Month. For more information on how you can stop sexual violence in your community, call the Montana Coalition Against Domestic and Sexual Violence at (406) 443-7794

TOPIC: SERVICES ~ LENGTH: 15 SECONDS

Last year, sexual assault programs in (county) helped over (number) victims of sexual violence. If you or someone you know is a victim of sexual violence, help is only a phone call away. Contact (your center's name) at (center's phone number). We're on your side.

TOPIC: DATE RAPE ~ LENGTH: 15 SECONDS

One out of every four female college students has been the victim of rape or attempted rape. Most of the victims knew their attacker. Rape often does happen by someone you know! For help or information call (your center's name) at (center's phone number).

TOPIC: SEXUAL ASSAULT AWARENESS MONTH ~ LENGTH: 30 SECONDS

One out of three women will be raped in her lifetime, probably by someone she knows. Thousands of girls and boys will be victims of sexual abuse. April is Sexual Assault Awareness Month in Montana. To find out how you can help end sexual violence, call (your center's name) at (center's phone number).

BE CREATIVE.....ADD SOME OF YOUR OWN!!!!!!

Adapted from the National Coalition Against Sexual Assault: Sample PSA's

Reprinted with permission, Colorado Coalition Against Sexual Assault

Sample Public Service Announcements

10 – Second Spots:

- April is Sexual Assault Awareness Month. To find out what you can do to make a difference in your community call (agency name) at (telephone number).
- April is Sexual Assault Awareness Month. Remember that an assault can happen to anyone. If you or someone you know has been victimized, call (agency name) at (hotline number) for support.

15 – Second Spots:

- This April, show your support for Sexual Assault Awareness Month by talking about the issue with friends or family. To find out more information about how you can make a difference in your community, call (agency name) at (telephone number).
- Everyone has the right to refuse sex, even in a marriage or relationship. If you or someone you know has been sexually assaulted, confidential support is only a phone call away. Contact (agency name) at (hotline number).
- 1 in 4 women and 1 in 17 men in Colorado has been a victim of sexual assault in their lifetime. If you or someone you know has been victimized, know that you are not alone. Help is only a phone call away. Contact (agency name) at (hotline number).
- April is Sexual Assault Awareness Month. To show your support for survivors, wear (item) on (day) throughout the month. For more information about how you can get involved to end sexual violence, call (agency name) at (telephone number).

20 – Second Spots:

- 1 in 4 girls and 1 in 6 boys are sexually assault before age 18. The perpetrator is most often someone who knows the child. Talk to your child about good secrets and bad secrets and how to find a safe adult if something bad happens. For more information about child sexual abuse, call (agency name) at (telephone/hotline number).
- 84 percent of all sexual assaults are committed by an acquaintance of the victim. Almost all cases of date and acquaintance sexual assault go unreported. If you or someone close to you has been sexually assaulted, know that help is available. Contact (agency name) at (hotline number) for support.

Reprinted with permission, Colorado Coalition Against Sexual Assault

Page 2 – Sample PSA's

- In Colorado, the month of April has been designated Sexual Assault Awareness Month by Governor Bill Owens. Show your support by wearing black on Thursdays throughout the month. To find out more about the services available to victims of sexual assault or what you can do to help end sexual violence, contact (agency name) at (telephone/hotline number).

30 – Second Spots:

- Sexual Assault is the most under-reported crime in the United States. Approximately 70 percent of victims fear that people will blame them for the assault if they report the crime to law enforcement. A victim is never to blame for an assault. To show your support for survivors, wear black every Thursday during April for Sexual Assault Awareness Month. To find how what you can do to help end sexual violence contact (agency name) at (telephone number).
- Approximately 62 percent of all sexual assault victims in the US are less than 17 years old. An additional 22 percent are between 18 and 24 years old. This April, during Sexual Assault Awareness Month, help make a difference by talking to a young person in your life about sexual assault. For educational materials or for more information about what services are available in your community, contact (agency name) at (telephone number).

SAMPLE PSAs

(15 second)

As we observe Sexual Assault Awareness Month, we are reminded that everyone has a role in eliminating sexual violence. Your contribution as an educator, police officer, health care provider, social activist, or responsible neighbor can make a difference in the life of a potential sexual abuse victim or recovering survivor. Challenge yourself to make a positive difference in your community.

(30 second)

When we think of sexual violence we normally picture women or young girls, but this type of abuse is not restricted to females. A significant portion of sexual abuse victims are men and boys, and perhaps we aren't doing enough to reach this under served population. If you or someone you love have been victimized, know that services and support are also available to you. Contact your local sexual assault hotline at _____, 24 hours a day. We are here when you need us.

(30 second)

Sexual violence is a scary topic and it's little wonder that most people would rather avoid thinking about it. But, as we observe Sexual Assault Awareness Month, please keep your safety and security in the forefront of your mind. The number of people directly affected by sexual abuse is staggering, but we can make a difference in our own corner of the world. Contact your local rape crisis center at _____ to find out how you can make a difference in your community.

(30 second)

"If you love me you'll do it." "If you don't do it, I'll find someone who will." "I'm going to teach you about love." These are some of the phrases that are used to pressure and convince children and women into having sex against their will. In most cases, the perpetrators are family members, partners, or acquaintances. Instead of receiving support or help, the victims are often blamed, and that is why most survivors of sexual abuse never tell or report their abuse.

(30 second)

Because of shame or fear of how their family or community might react, many victims suffer in silence and never receive that support that they deserve. BELIEVE THE VICTIMS not the perpetrators, for they need our understanding and support in order to heal. April is Sexual Assault Awareness Month. To find out more about this subject and about free existing services, call the nearest Rape Crisis Center _____ at _____.

PUBLIC SERVICE ANNOUNCEMENTS FOR RURAL COMMUNITIES

1. According to the National Crime Center, over 700,000 women are sexually assaulted each year.

Most of the rapists were not sinister strangers in ski masks. They were friends, neighbors, co-workers, and classmates of the victims.

Most of these assaults did NOT occur in dark alleyways in big cities. They happened in the victim's own home or in the home of the assailant, in our own community and in communities just like ours.

Familiar surroundings do not provide security. Rape is NOT a big city problem. It is a social problem and it affects us all. April is Sexual Assault Awareness Month. For more information about how to stop this problem in our community contact your local Rape Crisis Center _____, at _____.

2. Billy was known as a troublemaker at school. He had a hard time concentrating and was quick to become angry and fight with the other children. He never considered telling his teacher or anyone else about the intimidation and sexual abuse he endured at home. Who would believe him? His stepfather was well respected in the community. And Billy had heard how the adults in his community responded to stories of sexual abuse. "Thank Heaven those kind of things don't go on in our little town." Billy would keep his secret, survive this nightmare in silence, and accept the labels that others wrongfully gave him.

DON'T TURN YOUR HEAD THE OTHER WAY. Sexual abuse happens everywhere. Help protect our children. April is Sexual Assault Awareness Month. Learn more about how to identify symptoms of child sexual abuse and what you can do to help stop this abuse in our community. For more information contact our local Rape Crisis Center _____ at _____.

3. If your partner forces or intimidates you into having sex against your will, it is NOT ok. Even if you have had sex with the person before, and even if you are married, no one has the right to force or coerce you into doing something you do not want to do. Sexual contact that occurs without the other person's consent is called SEXUAL ASSAULT. And it is against Texas law. April is Sexual Assault Awareness Month. If you or someone you know has experienced forced sexual activity please contact the nearest rape crisis center _____ at _____.

4. Jason and his friends had been celebrating their upcoming graduation into the early hours of the morning. Cindy who had been flirting with Jason throughout the night was nearly passed out in the back bedroom. Jason's friends kept encouraging him to go to her. "It's obvious she wants you!" they urged. Feeling justified because of her flirtations and her drunkenness Jason went to the back room and had sex with Cindy. He is now awaiting trial in his cell at County Jail.

Do not make the same mistake that Jason made. According to Texas law if someone is drunk or unconscious they cannot give consent. Sex without legal consent is RAPE and it is a FELONY. April is Sexual Assault Awareness Month. Learn more about these issues by contacting the nearest rape crisis center _____ at _____.

OPINION EDITORIAL

This is a sample and should be edited to reflect the views and concerns of your individual program. It may be condensed to a letter to the editor.

Contact: [Name and phone]

Dear Editor:

Governor [Governor's name here] has proclaimed the month of April Sexual Assault Awareness Month in Texas to increase public awareness about this important issue. While we frequently hear about sexual assaults in the news, we still like to think rape happens to other people in other communities.

And it makes us feel better to blame the victim. If the victim "asked for it" then we are safe. Rape cannot happen to us.

Rapists do not rape, for example, because the victim is dressed a certain way. Rapists choose victims who are vulnerable. That is why almost any woman or child is a potential victim. In fact, the majority of rapes are committed against minors, and most rapes occur in a home, not in a dark alley as many believe.

Every hour approximately six women in Texas are raped. One in five women will be raped in her lifetime and one in four will experience an attempted rape.

Despite these staggering statistics, rape remains a silent crime in our community and throughout Texas. Rape isn't polite. We don't talk about rape. Because we doubt the validity of victims' experiences, rape is the least reported of all crimes. We all know someone who has been a victim of sexual assault, but you may not know it. Victims hide this secret because we blame them. They are afraid they will not be believed and supported.

That is why less than 15 percent of rapes are reported to authorities. And less than two percent of rapists actually serve time in prison.

The wounds of sexual assault are usually not apparent on the outside, but they can be profound emotional wounds. Life may never be the same for a sexual assault victim, whether the rapist was a stranger, date, acquaintance, or family member. Thirteen percent of rape victims even attempt suicide.

[Your agency] sees not only the damage done to survivors, but to those who care about them. As a community, we are damaging ourselves by not talking about it. We continue to place our most vulnerable residents at risk by not supporting victims and not holding perpetrators accountable.

Let us pause and ask ourselves how we can work together to reduce sexual assault and respond to survivors of this violence in a way that enables them to heal and regain control in their lives.

We encourage you to join us this month in our efforts to reach out to survivors to take down their masks and share their secrets. And let us commit to face the reality that rape lives in our own backyards.

By,

[Name and title of Board Chair, Executive Director and/or Sexual Assault Program Director]

[Agency]

[Address]

[Phone]

SURVEY OF NSVRC'S 2001 SAAM RESOURCE BOOK

We want the information we send you to be as useful as possible. To help us, please fill out this survey and fax it to Ridgely Benjamin at 202/371-9142. Or mail it to: PR Solutions, 1420 New York Ave., NW, Suite 650N, Washington, DC 20005. Thank you!

Did you find the 2001 SAAM Resource Book?

☐ Very Helpful ☐ Somewhat Helpful ☐ Not Helpful

What did you find most useful in the 2001 SAAM Resource Book? Check as many as apply.

- ☐ Messages (Instructions for Constructing a Message, Talking Points, Q & A)
- ☐ Factsheet
- ☐ Ideas for local events with sample materials
- ☐ Ideas for outreach to schools and universities with sample materials
- ☐ Using the Internet as a tool to promote events
- ☐ Tips on reaching out to policymakers
- ☐ National proclamation
- ☐ Fill-in-the-blank proclamation
- ☐ Press list and interview preparation
- ☐ Reactive media (letters-to-the-editor, statements, talk radio)
- ☐ Generating media interest (opeds, editorial memo, columnists, calendar announcements)
- ☐ Placing PSAs
- ☐ Fill-in-the-blank materials
- ☐ Sample media materials

Please describe how you used the materials:

How could have the Resource Book been more helpful?

Did you use any events described in the 2001 Resource Book as a model for a local activity?

If so, please describe:

What were your goals for SAAM 2001? Check as many as apply.

- ☐ Increase public awareness about sexual assault
- ☐ Generate media coverage
- ☐ Raise money
- ☐ Activate the community
- ☐ Build your volunteer base
- ☐ Recognize individuals/organizations that are trying to stop sexual assault
- ☐ Involve businesses in effort to stop sexual assault
- ☐ Involve public officials in efforts to stop sexual assault
- ☐ Involve specific communities in efforts to stop sexual assault
- ☐ Other (Please describe):

When would you like to receive Sexual Assault Awareness Month mailings?

☐ November/December ☐ January / February ☐ March

What types of information would you find most useful? Check as many as apply.

- ☐ Sample public service announcements
- ☐ Sample posters/stickers/radio tapes that you can localize
- ☐ Descriptions of other programs' Awareness Month activities
- ☐ Sample fill-in-the-blank media materials and tips on generating media coverage
- ☐ Fact sheets on sexual assault
- ☐ Tips and information on community organizing
- ☐ Awareness Month themes/logos
- ☐ Other (please specify)

Would you like to get them in languages other than English and Spanish? YES NO

If so, what languages would be most helpful to you?

Is there anything else we should know in order to develop materials that are more useful to you?

EVENT DESCRIPTION

WE WOULD LIKE TO INCLUDE MORE EVENT DESCRIPTIONS AND SAMPLE MATERIALS IN NEXT YEAR'S RESOURCE BOOK. PLEASE TELL US ABOUT YOUR SUCCESSFUL EVENTS SO THAT WE CAN SHARE THEM WITH OTHERS. PLEASE MAIL YOUR DESCRIPTION AND ANY ATTACHMENTS TO:
NATIONAL SEXUAL VIOLENCE RESOURCE CENTER
123 N. ENOLA DRIVE
ENOLA, PA 17025

NAME OF EVENT:

SPONSORING ORGANIZATION:

CONTACT INFORMATION:

ORGANIZER/CONTACT NAME _____

STREET ADDRESS _____

CITY/STATE/ZIP _____

PHONE (____) _____ FAX (____) _____

Please answer the following questions about your event, attaching additional sheets as necessary.

Please briefly describe the event including goals, program content, location, and attendance.

Who was involved in event planning from your organization and the community?

If you had a planning group, were there subcommittees for specific tasks? If so, please list committees and their major responsibilities.

How long did the event take to plan? Attach timeline of major tasks if available.

What funding/other resources were needed to carry out the event? How did you procure them?

How did you publicize the event?

Do you feel that the event was successful? If so, what are the indicators of this (i.e. attendance, media coverage, post-event activism, etc.)?

Now that the event is over, what have you learned about what worked and didn't? What would you do differently next time?

Will you be planning a similar event next year? Why/why not?

National Sexual Violence Resource Center
A project of the Pennsylvania Coalition Against Rape
123 N. Enola Drive
Enola, PA 17025
Phone: 717-909-0710 Toll Free: 877-739-3895
Fax: 717-909-0714 TTY: 717-909-0715
Email: resource@nsvrc.org