



IT'S TIME ... TO TALK ABOUT IT! CONNECT. RESPECT. PREVENT SEXUAL VIOLENCE.

It's time ... to plan events for Sexual Assault Awareness Month.

The following list of events will help you with planning an effective Sexual Assault Awareness Month (SAAM) campaign. Adapt events and activities to meet your community's needs. Be sure to add your SAAM event(s) to the National Sexual Violence Resource Center's calendar at www.nsvrc.org to promote your event to individuals and organizations across the country.

Day of Action: Tuesday, April 3, 2012

For the 2012 SAAM Day of Action proclaim "It's time ... to talk about it" by using social media to join the conversation on how we connect, respect, and prevent sexual violence.

The tools we use to with our networks, like social media and networking sites, can help spread awareness and advocate for social change. By changing your profile pictures and focusing your status updates, tweets, and blog posts on SAAM and the Day of Action, you can engage online communities in sexual violence prevention.

Ways to connect

- Change your profile picture. On April 3, post a photo of yourself holding a clock to represent "It's time!"
- Use tweets, posts and status updates to spread the word about SAAM 2012. Check out our suggested posts for social networking sites.
- Post a SAAM or healthy sexuality-related video to the NSVRC YouTube channel at www.youtube.com/NSVRC.

- Tweet about it Tuesdays! Join us on Twitter for an hour-long town hall discussion starting on the Day of Action and continuing each Tuesday in April. For more information, visit: www.nsvrc.org/saam.
- Add a teal ribbon graphic, banner or background to your online profile or website.
- Highlight your event on the NSVRC event calendar, and check out events happening locally and across the country.
- Connect with NSVRC on [Facebook.com/nsvrc](https://www.facebook.com/nsvrc) and [Twitter.com/nsvrc](https://twitter.com/nsvrc), and stay tuned for SAAM-related updates all month long.
- Share your photos, videos, stories and posts by e-mail to resource@nsvrc.org or posting on NSVRC social networking sites.

Set up an awareness booth/table

Set up an information booth or table at a location in your community. Hang teal decorations, distribute campaign tip sheets and offer SAAM products and giveaways to attract visitors. To purchase SAAM products, visit the NSVRC store at www.nsvrc.org/saam.



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Launch a Bandana Project

This event, created by the Southern Poverty Law Center, raises awareness about the exploitation women working on farms. Decorated bandanas are a symbol of those worn by women while working to cover their faces in an attempt to avoid unwanted sexual attention and harassment. Bring community members together to decorate white bandanas in creative ways. Hang the bandanas in a public space to start dialogue about sexual violence prevention.

Showcase an art exhibit

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

Partner with local bars/nightclubs

Have a custom hand stamp created with a catchy slogan, like "consent is sexy" and your organization's website. Collaborate with local bars to use the stamp for entrance during the month of April in honor of SAAM. This is a great way to get the word out about your organization and promote a healthy sexuality message.

Host a "Breakfast With" event

Invite local legislators, who have sponsored legislation that addresses sexual violence to talk about contemporary trends in anti-sexual violence law. You can invite local business leaders, law enforcement agencies, attorneys, and others that would be impacted by pending or recently passed legislation.

Coordinate a Clothesline Project

Clothesline Projects use decorated T-shirts to promote awareness about sexual and domestic violence, hate crimes, and child abuse. Then the shirt is hung on a clothesline to be viewed by others as testimony to the problem of sexual violence. Most events include a shirt-making session, held in conjunction with a display of recently or previously created shirts. Consider asking local businesses to donate the shirts and other supplies for this event. For more, visit www.clotheslineproject.org.

Collaborate on "a cup of prevention"

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

Honor Denim Day

Denim Day, on April 25, 2012, is an international protest responding to the Italian Supreme Court's overruling of a rape conviction in 1999. An Italian woman was raped, and when the case went to trial, the jury found her assailant guilty. The Supreme Court then overturned the ruling, saying that jeans are too difficult to remove and the assailant could not have done so without the victim's help.

To honor Denim Day, people are encouraged to wear jeans to work or school in order to promote discussion of the misconceptions that surround sexual assault. Peace Over Violence (formerly the Los Angeles Commission on Assaults Against Women), sponsors a Denim Day in LA campaign with related resources. For more, visit www.denimdayinla.org.



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Participate in SlutWalk protests

SlutWalk protests and marches began in Toronto, Canada, to rally against victim-blaming attitudes that excuse or explain rape by referring to an individual's appearance or dress. Visit www.slutwalktoronto.com to learn more about this movement.

Sponsor an essay contest

Invite community members to write essays about the impact of sexual violence on their lives and their role in prevention. Collect and publish the essays. Distribute these stories around your community, to donors, and to partner organizations.

Organize a bookstore/library display or reading

Approach local bookstores and libraries about setting up displays related to sexual assault with SAAM flyers and your program's information. Organize a book or poetry reading about sexual assault or recovering from trauma.

Partner with corporations

Encourage major corporations in your community to add a note into employee's paychecks with your agency's information and information on sexual assault. This can also be done with utility and cable companies by requesting the information be placed in customers' bills.

Engage faith-based communities

During April, ask local faith communities to address sexual violence during their services, offer prayer sessions, or donations to local rape crisis centers.

Initiate a flag campaign

Purchase small teal flags and insert them into grassy areas throughout the community. For example, calculate the annual number of sexual assaults for the specific college or university and place this number of flags in the ground. Set up a table nearby to explain the purpose of the flags and distribute information about sexual assault. For some tips on using flags, visit the Red Flag Campaign at www.theredflagcampaign.org.

Launch a letter-writing campaign

Some organizations take part in political advocacy during SAAM by writing letters to local, state, territory, tribal and national government officials about policies related to sexual violence that impact your community.

Participate in a mock trial

Mock sexual assault trials are used across the country to educate communities about the legal process and address myths and facts about sexual assault. Mock trials are condensed productions of actual or possible trials. Some communities have adapted mock trial performances to explore the campus judicial hearing process. You may be able to hold the mock trial in a local courthouse, town hall or educational institution.

Sponsor a movie screening

There are several films you can highlight during SAAM. Use discussion guides to get the audience talking about sexual violence and the issues addressed in the film. Inquire at local theatres about having specific movies shown during April, with a portion of proceeds donated to local sexual violence centers. Visit



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www.nsvrc.org/saam to learn about SAAM discounts on Media Education Foundation documentary films.

Host an open house

An open house provides an opportunity for your organization to raise its profile in the community and to provide valuable information. Make brochures, signs and educational information available and provide information about volunteer opportunities.

Invite board members and local officials. Publicize the open house in newspapers, on radio stations and through online social networks.

Team up with law enforcement

Request permission to tie teal ribbons to the antennae of police cars. This is an opportunity to get to know your local law enforcement officers and it allows for them to become more involved with your agency.

Become a human ribbon

Place a lengthy teal ribbon around a person to form a life-size awareness ribbon. An advocate accompanies the human ribbon to engage onlookers. Local dignitaries could be recruited to be the "human ribbon." Have educational information available to distribute to observers.

Partner with a local restaurant

There is a wide range of ways you can incorporate local restaurants into your SAAM activities. Find a local restaurant that will provide an organizational discount, and host a corporate/legislative breakfast to (re)introduce your agency and board to the community. Or, request that the eatery contribute a small

percentage of the profits on the "SAAM Day of Action." Ask to promote your campaign by hanging an awareness poster in the restaurant

Organize a poetry slam

Poetry slams are events where poets perform and are judged on their writing and performance. These events can be large or small. You may partner with organizations or schools to locate a venue for the event. English and Performing Arts Departments at local universities may be interested in cosponsoring the event. Invite your local media to advertise and cover the event, or partner with your local radio stations for DJs, judges, and hosts.

Offer a poster contest

Hold a contest for students to create your organization's SAAM posters. Use social networking sites like Facebook or Twitter to promote the contest and announce the winner. Offer prizes to attract more submissions.

Give a presentation at a salon

A unique place to hold presentations about sexual violence is at local beauty salons. You can hang a poster with sexual assault information and your organization's services, or you can provide your organization's contact information to be added to stylists' business cards.

Create a restroom campaign

Take advantage of unconventional advertising space by placing flyers on the back of stall doors in the restrooms of college campuses, bars, businesses, and state agencies. Remember to ask permission before posting flyers.



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Get moving for prevention

Many social and health causes have started annual walk or run events to raise money and awareness. You can plan a walk for sexual violence awareness, or you may consider reaching out to other organizations that are holding walks and runs during April to form a team to represent the anti-sexual violence movement. Consider hosting a Zumba, yoga or dance class during April for another way to get your community moving to end sexual violence.

Shine "Light" on sexual violence

The concept of "Shine the Light on Sexual Violence" was originally developed by the YWCA of Greater Los Angeles Sexual Assault Crisis Program. Shine the Light can be as simple as encouraging the community to use car headlights, candles, lamps, or flashlights to develop awareness about sexual violence. You may also choose to coordinate a community event, such as a candlelight vigil at dusk.

Shop to end sexual violence

Partner with local businesses to offer discount coupons for purchases made during SAAM. Proceeds can benefit community or campus rape prevention programs.

Showcase a "Sole Survivor" event

Set up a display of shoes to represent the number of victims of sexual assault on campus in one year, or another statistic that represents sexual violence. Display a mix of men's, women's and children's shoes. Staff a table to answer questions about the display and distribute information on local resources.

Welcome survivors to "Speak Out"

This type of event creates a safe space for survivors of all forms of sexual violence to "speak out" about their experience, recovery, and healing. Choose a fairly quiet location for your event and ensure that local rape crisis center professionals are on hand to provide assistance to speakers and/or audience members in need. One option is to have two podiums and microphones set up, one for survivors that are willing to have their stories recorded by local or campus media, and one for those who do not.

Throw a "Rock Against Rape" concert

This benefit concert invites local musicians to play during SAAM. Proceeds can benefit community or campus rape prevention programs. You may want to have multiple performers come to one venue, or arrange with local bars and restaurants to host a variety of live musicians over a couple of evenings.

Plan a "Take Back the Night" march

Take Back the Night (TBTN) is an international phenomenon that began in the early 1970s in response to sexual assaults and violence against women. Local communities in the United States, Canada, Latin America, India, and Europe have organized TBTN marches and rallies to unify individuals against violence in their communities.

TBTN can include a candlelight vigil, a rally, a survivor speak out, and a large-scale public march. Many organizations have incorporated the arts into events with banner-making contests, musical performances, poetry, and exhibits. Visit www.takebackthenight.org for more information and resources.



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“Walk a Mile in Her Shoes”

During “Walk a Mile in Her Shoes” marches, men walk one mile in women’s high-heeled shoes to help men gain a better understanding and appreciation of women’s experiences. These marches are designed to benefit rape crisis centers, and provide a fun opportunity for men to participate in educating communities about sexual violence. Consider partnering with local businesses to provide women’s shoes. For information, visit www.walkamileinhershoes.org.

Support V-Day

V-Day promotes creative events to increase awareness, raise money, and stop violence against women and girls. V-Day generates global attention for the fight to stop violence, including rape, battery, incest, female genital mutilation (FGM), and sexual slavery. Through V-Day campaigns, local volunteers and college students produce annual benefit performances of “The Vagina Monologues” to raise awareness and funds for anti-violence groups within their own communities. For more, visit www.vday.org.

Collaborate on a White Ribbon Campaign

The goals of the campaign are to involve men in working to end men’s violence against women, to raise awareness in the community, and to support organizations that deal with the consequences of men’s violence against women. Men who choose to participate wear a white ribbon and sign a pledge card stating that they will never commit, condone, or remain silent about violence against women. For more, visit www.whiteribbon.ca.

Plant for prevention

Tree and flower planting ceremonies during SAAM give recognition to those who have been sexually assaulted in our communities and counteract pollution in the environment. These events provide communities an opportunity to honor a relative, friend, or other victim and/or survivor with the new life of a tree or plant. These ceremonies may be held in conjunction with Arbor Week, Earth Day or Arbor Day, all take place during April. Partner with local home and garden businesses and greenhouses, and consider asking these companies to donate trees or flowers to plant during your event.

Promote a “Teal Ribbon Campaign”

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

Share your ideas!

E-mail your Sexual Assault Awareness Month (SAAM) event ideas to: resources@nsvrc.org