



IAASK

Campaign Toolkit & Social Media Guide

April 2019 - I Ask

About Sexual Assault Awareness Month

In the United States, April is Sexual Assault Awareness Month (SAAM). The goal of SAAM is to raise public awareness about sexual violence and educate communities on how to prevent it.

This year SAAM is celebrating its 18th anniversary with the theme I Ask. We know that one month alone isn't enough to solve the serious and widespread issue of sexual violence. However, the attention April generates is an opportunity to energize and expand prevention efforts throughout the year.

About the Toolkit

The SAAM Action Kit is intended for individuals and organizations looking to raise visibility about SAAM in their communities this April. This kit is a guide for how to plan, organize, and promote a SAAM campaign in your community.

If you're an organization, SAAM can be a great time to spread awareness about your services and resources while sharing critical information about preventing sexual violence. Individuals can use this toolkit to find out how to use your passion for this issue to bring about real and lasting change.

Visit www.nsvrc.org/saam for a full list of resources.



About the I Ask Campaign

Sexual Assault Awareness Month is about more than awareness – the ultimate goal is prevention. Since consent is a clear, concrete example of what it takes to end sexual harassment, abuse, and assault, it only made sense that this year’s theme center on empowering all of us to put consent into practice.

The campaign will champion the power of asking – whether it be asking to hold someone’s hand, for permission to share personal information with others, or if a partner is interested in sex. I Ask is the statement by which individuals will demonstrate that asking for consent is a healthy, normal, and necessary part of everyday interactions. I Ask is the statement by which we will uplift the importance of consent and transform it from being prescriptive to empowering.

Campaign Goals

The goal of the campaign is to empower everyone to put consent into practice. As individuals share the message of the campaign throughout their communities and online, they’ll

demonstrate the importance of consent and set an example for their partners, friends, and loved ones.

Key Messages

Sexual Violence & Prevention

Sexual assault is a serious and widespread problem. Nearly one in five women in the US have experienced rape or attempted rape at some time in their lives, and one in 67 American men have experienced rape or attempted rape.¹

When we talk about prevention, we mean stopping sexual violence before it even has a chance to happen. This means changing the social norms that allow it to exist in the first place, from individual attitudes, values, and behaviors to laws, institutions, and widespread social norms.

Prevention is everyone’s responsibility: All of us can create and promote safe environments. We can intervene to stop concerning behavior; promote and model healthy attitudes and relationships; and believe survivors and assist them in finding resources.



¹Smith, S. G., Chen, J., Basile, K. C., Gilbert, L. K., Merrick, M. T., Patel, N., ... Jain, A. (2017). *The National Intimate Partner and Sexual Violence Survey (NISVS): 2010-2012 state report*. Retrieved from the Centers for Disease Control and Prevention, National Center for Injury Prevention and Control: <https://www.cdc.gov/violenceprevention/pdf/NISVS-StateReportBook.pdf>

Consent

Asking for consent is a healthy, normal, and necessary part of everyday interactions.

Consent is about always choosing to respect the personal and emotional boundaries of others.

It's important for individuals to think about how their actions might make others feel and ask questions if they don't know.

When an individual wants to get close to someone – whether it's someone they're hooking up with for the first time or a partner in a committed relationship – it's important to know how to ask for consent.

All of us can practice consent in our lives by asking permission before assuming and showing respect for others' choices.

When it comes to sex, it's important that everyone is on the same page, and the best way to do that is by being direct and asking.

TIP: Change your social media cover photos to the I Ask graphic at the beginning of April.

Social Media

Hashtags & Tagging

#SAAM – Use this hashtag throughout the month when posting about events or anything related to the campaign.

#IAsk – Add this hashtag when sharing consent-based messages from the campaign.

@NSVRC – Tag us in your post (space permitting) as you share our resources or when directing others to learn more about the campaign.

Facebook & Instagram Sample Posts

April is Sexual Assault Awareness Month! This year's campaign focuses on the power of asking for consent – whether it be asking to hold someone's hand or how often they'd like to text. Conversations about consent help you feel more confident about what you're doing, and your partner will feel more comfortable getting close to you.

Learn more: www.nsvrc.org/saam



Day of Action

Tuesday, April 2nd, 2019

Wear teal, the color of sexual assault awareness and prevention, on the SAAM Day of Action. Wearing teal – whether it's a teal ribbon, shirt, or other accessory – will serve as a conversation-starter about topics like consent, respect, and supporting survivors.

Share a selfie of your teal look online using hashtags #SAAM, #IAsk, and #Teal.

Visit bit.ly/SAAMAction to learn more about ways to get involved in the Day of Action!

RSVP: Join the Facebook event to connect with other individuals gearing up for the Day of Action: bit.ly/SAAMDOA

Other Important Dates

- **International Anti-Street Harassment Week** - April 7th - 13th, 2019. Meet Us On the Street: International Anti-Street Harassment Week is an opportunity to collectively raise awareness that street harassment happens and it's not okay.
- **Day of Silence** - April 12th, 2019. A student-led national event where folks take a vow of silence to highlight the silencing and erasure of LGBTQ people at school.
- **Denim Day** - April 24th, 2019. Wear jeans with a purpose, support survivors, and educate yourself and others about all forms of sexual violence.

When you want to get close to someone – whether you're hooking up for the first time or in a long-term relationship – it's important to know how to ask for consent. This year's Sexual Assault Awareness Month campaign takes a look at when and how to ask for consent – and all the other ways consent shows up in our lives. Learn more at www.nsvrc.org/saam.

TIP: For share graphics, cover photos, shareable videos, and more online resources, visit www.nsvrc.org/saam

Twitter Posts

Everyone can get involved in @NSVRC's Sexual Assault Awareness Month campaign this April! Visit www.nsvrc.org/saam to find out how you can make a difference! #SAAM #IAsk

It only takes one person to make a difference. Find out how you can educate your community and #SupportSurvivors this April during #SAAM. Visit www.nsvrc.org/saam #IAsk

April is Sexual Assault Awareness Month and @NSVRC's #IAsk campaign is about the importance of consent. Learn more: www.nsvrc.org/saam #SAAM

Sexual assault, harassment, and abuse are preventable. During Sexual Assault Awareness Month, learn how asking for consent can put an end to sexual violence. Visit www.nsvrc.org/saam #IAsk #SAAM

April is Sexual Assault Awareness Month! This year, we're focused on the power of asking for consent. Learn more: www.nsvrc.org/saam #IAsk #SAAM

Get involved in this April's Sexual Assault Awareness Month campaign! Learn everything you need to know about consent and feel empowered to ask. Visit www.nsvrc.org/saam. #IAsk #SAAM

Consent Focused

#IAsk – do you? Asking for consent is important before kissing, cuddling, and any kind of sex. #SAAM

Asking for consent is a healthy, normal, and necessary part of relationships. #IAsk #SAAM

Consent should be a part of your interactions with others when you're texting or using social media. #Ask #SAAM



Consider how your actions might make another person feel and ask questions if you don't know. #IAsk #SAAM

#IAsk for consent in a way that communicates I'm okay with the answer – no matter what it is. #SAAM

Instagram

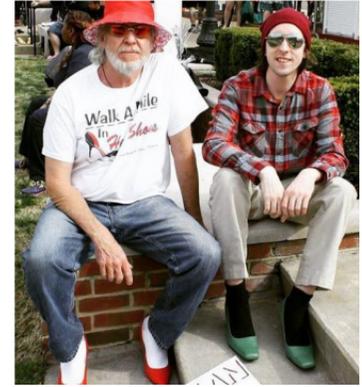
Use the following hashtags with your SAAM-related posts: #SAAM, #IAsk, #sexualassault, #believesurvivors, #supportsurvivors, #consent, #NSVRC

#30DaysofSAAM Instagram Contest

Here's How It Works

Each day of April, you have a chance to win prizes with the #30DaysofSAAM Instagram Contest! Participating in the contest is a great way to stay engaged in SAAM throughout April and to spread the word to your friends and followers.

Check out daily prompts, which are intentionally open-ended, and respond with a photo. We'll choose one prompt winner each day,



who will receive a prize pack. Those who participate **every day** in April will be eligible for the grand prize at the end of the month.

Criteria

- Submissions will be judged on originality, creativity, and meaning.

Rules

- Submission posts must tag @NSVRC.
- Posts must include #30DaysofSAAM and a hashtag identifying the prompt you're responding to (i.e. #Day1, #Day2, etc).
- Posts can come from organizations or individuals.
- All types of posts are accepted including video, photos, digital artwork, photos of illustrations, collages, poems, etc.
- Posts **MUST** be original content (not reposted from somewhere else).

Instagram Prompts

Round One*

#30DaysofSAAM Week One

Monday, April 1: How I Gear Up For SAAM

Tuesday, April 2: Day of Action – Wear Teal

Wednesday, April 3: My SAAM Haiku

Thursday, April 4: How #IAsk for Consent

Friday, April 5: End Victim Blaming

Saturday, April 6: My Consent Meme

Sunday, April 7: Teal Ribbon

*For a full list of the daily prompts in April, visit www.nsvrc.org/saam

Participation

- Every day you participate, you are entered to win the prompt prize that day.
- Only those that participate each day in April will be entered to win the grand prize at the end of the month.

Prizes

- Each prompt prize winner receives a SAAM sticker pack and teal ribbon keychain.
- The grand prize winner will receive a \$100 Amazon gift card, SAAM t-shirt, tote bag, water bottle, sticker pack, keychain, and more!

About NSVRC

The National Sexual Violence Resource Center (NSVRC) is the leading nonprofit in providing information and tools to prevent and respond to sexual violence. NSVRC translates research and trends into best practices that help individuals, communities, and service providers achieve real and lasting change. The

center also works with the media to promote informed reporting. Every April, NSVRC leads Sexual Assault Awareness Month (SAAM), a campaign to educate and engage the public in addressing this widespread issue.

What We Believe

We understand sexual violence to be an overarching term that includes an array of behaviors, both physical and non-physical, that constitute unwanted or age-inappropriate sexual activity and can impact people of any age, gender, race, religion, ethnicity, identity, etc.

We believe sexual violence is rooted in power inequities and is connected to other forms of oppression including ableism, adultism, ageism, classism, heterosexism, racism, sexism, the basis of religion, and other constructs that value certain people or groups over others.

We use our national leadership position to promote a greater understanding of sexual violence and how to prevent it.



Resources & Supplies



I Ask for Consent Palm Card covers the basics of knowing how to ask for and recognize consent.



I Ask for Digital Consent Palm Card discusses the importance of consent in online interactions.



I Ask How to Teach Consent Early Palm Card instructs parents on how to model consent with children in late childhood and early adolescence.



I Ask How Power Impacts Consent Palm Card looks at the way imbalances of power impact consent.

Free resources are available online at www.nsvrc.org/saam such as printable posters, sample letters to the editor, coloring pages, and more!



T-Shirt



V-Neck - Also available in black



Tank Top



Coffee Sleeves



Sticker



Buttons



Tote Bag



Believe Survivors Keychain

Porque tú me importas, Te Pregunto

Cada año, el Mes de la Conciencia sobre la Agresión Sexual (SAAM, por sus siglas en inglés) es una oportunidad para vincular individuos y comunidades en la prevención de la violencia sexual. Es por eso que en 2019 Te Pregunto será la campaña que lidere el empoderamiento en todos nosotros y pondrá en práctica el consentimiento como algo natural, que hará parte de nuestra vida diaria. Esta campaña defenderá el poder de preguntar, bien sea a la hora de sostener la mano de alguien, al pedir permiso para compartir información personal con otros, o al momento de tener intimidad sexual.

Te Pregunto será la bandera de tod@s, y en su versión en español estará dirigida especialmente hacia la comunidad latina e hispana en los Estados Unidos. Nuestro objetivo es poner en práctica un cambio en el imaginario colectivo de que preguntar es raro o innecesario. De ahora en adelante, el consentimiento sexual será un tema de discusión abierto, claro, sin tabúes ni restricciones.

Porque tú me importas, Te Pregunto. Está atent@ a más información y recursos gratuitos en: www.nsvrc.org/es/saam

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Sexual Assault
Awareness Month

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