
SOCIAL MEDIA. SOCIAL MARKETING. SOCIAL CHANGE.



SEXUAL ASSAULT AWARENESS AND PREVENTION MONTH **APRIL 2012**

TEXAS ASSOCIATION AGAINST SEXUAL ASSAULT

Sexual Assault Awareness and Prevention Month

Every April agencies and organizations across the United States engage in a national effort to raise awareness and promote social change during Sexual Assault Awareness and Prevention Month (SAAPM). For Texas agencies and organizations, this is an amazing opportunity to take this national effort and make it local. Your agency's SAAPM activities represent a ripple in the wave of sexual assault awareness and prevention efforts.

There is a saying about our great state: "Everything's bigger in Texas!" So as we begin planning our Sexual Assault Awareness and Prevention activities, think **BIG** in our reach to marginalized populations, think **BIG** on building and sustaining relationships with various segments of our community and institutions, and think **BIG** on creating sustainable change that promotes the betterment of our community and its response to survivors of sexual assault.

The theme of TAASA's 2012 SAAPM packet is "Get Social". The intention behind this theme is to emphasize the connection between the community and its stakeholders and your agency. It also represents the importance of collaboration and the building of relationships to create awareness and social change. This packet will provide tools that promote both the traditional and the non-traditional use of social media, social marketing and social change methods to get your message across.

TAASA's goal with the 2012 SAAPM packet is to provide a comprehensive framework to maximize your agency's awareness and prevention efforts and activities. Our theme of "Get Social" refers to the inclusion of *Social Media*, *Social Marketing*, and *Social Change* strategies to accomplish this task. This packet will feature a section on each. The *Social Media* section offers strategies for obtaining an online presence. It will also provide specific examples to encourage your online community to take action. The *Social Marketing* section will discuss traditional media strategies to promote awareness and change in both the community as a whole and the system and institutions that exist within. The last section will illustrate *Social Change* work and provide helpful tools to incorporate into your SAAPM activities.



Throughout the packet the light bulb icon denotes an idea to incorporate into your SAAPM activities.

We are excited about our invitation to join the national effort in creating awareness and change... one community as a time. So let's "Get Social" Texas! Invigorate and motivate our communities to provide a healthy, sexual violence free environment.

As always, TAASA is here to help. Contact Rose Luna, rluna@taasa.org or Rick Gipprich, rgipprich@taasa.org with any questions regarding the 2012 Sexual Assault Awareness Month packet activities. Please don't hesitate to contact us.

Social Media

What is Social Media??

Facebook. Twitter. Blogs. YouTube. These are all perfect examples of *Social Media*. Since its inception, *Social Media* continues to be the single most important and effective way of communicating to audience. What started off as a simple technology based tool has grown into a global movement. According to Wikipedia, social media is defined as a “media for social interaction, using highly accessible and scalable communications techniques. *Social Media* is the use of web-based and mobile technologies to turn communication into interactive dialogue.”

In simpler terms, social media allows users to communicate back and forth, exchange ideas and express views on topics relevant to them. Using social media to further the anti-sexual violence movement has become increasingly popular and more effective than traditional methods. So the question is this, has your agency taken advantage of technology and communication evolution to further your mission in the community?

Social Media and Your Agency

For a lot of advocates in the fields, the idea of using social media to connect people to your agency can be scary and intimidating. Because messages and posts on social media sites can spread rapidly and to a lot of people, we tend to be a bit cautious and controlling over who is sending the messages out from your agency, and what tone is the message being sent in. Don't worry, it's ok to have hesitations. It wouldn't be good business practice if you didn't have them. Protecting your agency's reputation in the social media world and the survivors who access your services should be the most important thing. And in order to do that safely, and with respect for confidentiality, your agency should consider developing guidelines on how social media is used, and who in your agency is responsible for maintaining consistent, issue-positive, and effective posts.

Start with a plan. Simply creating a Facebook page or a Twitter account is not creating a plan. You have to be intentional in your usage of social media outlets. A good way to think about it is using the P.O.S.T method (*Li & Bernoff, Groundswell: Winning in a World Transformed by Social Technologies*).

- ▶ P = PEOPLE – Who are trying to engage?
- ▶ O = OBJECTIVES – What are you trying to achieve?
- ▶ S = STRATEGIES – What will it look like when you done?
- ▶ T = TECHNOLOGIES – What tools are you going to use?

Relevancy, necessity, and frequency are three of the best ways to use social media to your advantage. Knowing exactly who your audience is or what type of traffic you want to invite can determine how successful your efforts are. Make your topics relevant to them. Get them involved. Get them talking. Get them “socializing” with each other. If you need help in furthering your mission, or asking a community for assistance in spreading a message, social media is the best way to do that. But, remember to be consistent! Follow through with requests. Engage in the online discussions that are taking place. Thank users and followers for participating in the dialogue.

Making social media a habit and devoting time to posting and updating is important for your agency's online communication to succeed.

Here are 10 highly successful social media habits to ensure your agency's success (*Non Profits and Social Media: It Ain't Optional, Survey by Ventureneer & Caliber, 2010*)

1. Excel at social media by dedicating the time to it.

Nonprofits that are highly successful at social media Tweet at least daily and publish content to their blogs and update their social media profiles at least weekly. Providing the content for tweets, Facebook, and blogs requires research and writing, both of which take time.

2. Use social media for more purposes.

The more time a nonprofit puts into social media, the more it gets out of social media. Both nonprofits who merely dabble in social media and those who are power users are using it to:

- ▶ Boost a nonprofit's visibility
- ▶ Drive traffic to websites
- ▶ Build community

Nonprofits that spend a lot of time also tap social media to help with functions essential to the mission of the nonprofit:

- ▶ Raising money
- ▶ Advocacy
- ▶ Cause marketing

3. Start slowly, build a foundation, and then add more media (and time) to the mix.

That's how successful users of social media do it. The longer nonprofits use social media, the more kinds of media they use. The more kinds they use, the more successful their social media efforts are.

4. Rely on social media to strengthen marketing, not reduce marketing expenditure.

Social media is about increasing cost efficiency and marketing effectiveness, using each medium to do what it does best.

The Big Four of social media are Twitter, Facebook, YouTube, and LinkedIn. Each has its own character, its own strengths and weaknesses.

- ▶ Facebook and Twitter are more effective at:
 - Boosting a nonprofit's visibility
 - Driving traffic to websites
 - Raising money
 - Mobilizing and coordinating people
 - Recruiting people
- ▶ All of the Big Four social media are effective at building community and advocacy
- ▶ Facebook is the most effective for cause marketing.
- ▶ Twitter is the most effective at increasing search engine rankings.
- ▶ YouTube is the most effective for selling products and services.
- ▶ LinkedIn is the most effective for researching people, companies and industries.

5. Dedicate a larger share of the marketing pie to social media.

Include social media campaigns in the budget allocations for fundraising, cause marketing, and advocacy efforts. Social media should be viewed as part of these efforts, not as a separate marketing function.

6. Maximize other marketing with social media.

There is a powerful synergy between social media and other marketing efforts, especially other e-marketing efforts, such as search engine optimization and email. When social media is integrated into efforts to drive traffic to websites and increase search engine rankings, it not only increases the quantity but the quality of traffic.

7. Allow people to learn in the way that works best for them. Different people learn differently.

Nonprofits need to choose the learning method that works best for the staff assigned to implement the social media program. Whether you have a team or a part-time person, training may require a variety of resources. However, if the nonprofit wants to become very successful, it must train its staff. Many learning resources are free, but the most successful organizations spend money on classes, conferences, books, and staff or consultants experienced with social media. Those who use social media most effectively and most often, take advantage of a wide range of tools.

8. Go with your strengths; outsource your weaknesses.

The more nonprofits use social media, the more they understand that some tasks are better done by outsiders. It's better to specialize and outsource what you don't do well to a firm or a freelancer who does know how to do it. If you're not a great copywriter, outsource the writing. Obviously, budget will need to be weighed in this decision, but don't forget to weigh effectiveness as well.

9. View social media as cross-functional.

Nonprofits that do not recognize the benefits of social media throughout the organization may function less efficiently and effectively than those that do. Nonprofits must break down the vertical organizational chart. In order for social media to work best, everyone in the organization must work together to maximize resources. In fact, social media may be the catalyst for a more collaborative culture.

10. Balance empowerment with accountability through policies and guidelines.

Developing policies and procedures for the use of social media is a new field so you will have to create your own rules (although you could start a social media discussion to find out what other nonprofits have done). You must provide boundaries and guidelines for employees who use social media both personally and professionally. An employee code of conduct sets guidelines for employees about their personal use of social media. An operations manual provides the policies and procedures for those involved with social media on behalf of the nonprofit. Both are necessary to protect your organization and leverage resources.

Social Media Activities

Facebook: *Create an invite challenging your friends to repost and share your posts during the month of April.*

Twitter: *The hash tag (#) represents a way to streamline conversation around a certain topic to join that conversation. We created **#txsaapm** to signify our work and conversations for the month of April. So join us in becoming a top trending item and include **#txsaapm** to all your tweets. Encourage your followers to do the same.*

Here are some suggested postings for social media engagement during Sexual Assault Awareness and Prevention Month.

APRIL 1, 2012

- Time to “Get Social!” – April is Sexual Assault Awareness and Prevention Month!
*Insert local agency website here. **#txsaapm***

APRIL 2, 2012 (IN SOLIDARITY WITH AGENCIES ACROSS THE COUNTRY – NATIONAL EFFORT)

- Let’s “Get Social!” – Change your profile picture for the #SAAPM Day of Action, 2moro, April 3.

APRIL 3, 2012 (IN SOLIDARITY WITH AGENCIES ACROSS THE COUNTRY – NATIONAL EFFORT)

- Today is #SAAPM Day of Action! Use your status, pic and posts to spread the word!! (Encourage both professional and personal contacts to take part) “Take a Stand Against Sexual Assault!”

APRIL 4, 2012

- Almost 2 million Texans have been sexually assaulted at some point in their lifetime. Who are the victims?
<http://www.taasa.org/resources/sexual-assault/who-are-the-survivors/> #txsaapm

APRIL 5, 2012

- In TX over 80% of rape victims were raped by someone KNOWN to them! Find out more about sexual assault at ***www.rainn.org #txsaapm***

APRIL 6, 2012

- Child Sexual Assault – Mandatory Reporting. What is TX law? Texas Family Code 261.101A
<http://www.statutes.legis.state.tx.us/docs/FA/htm/FA.261.htm> #txsaapm

APRIL 7, 2012

- Men deserve support and understanding. ***<http://www.rainn.org/get-information/types-of-sexual-assault/male-sexual-assault> #txsaapm***

APRIL 8, 2012

- How do we end sexual violence? Question rape myths!
http://health.uark.edu/myths_and_facts_about_sa.pdf #txsaapm

APRIL 9, 2012

- Over 60% of Texans are unaware a rape crisis center exists in their area! Find and support your local rape crisis center
<http://hopelaws.org/locations/> #txsaapm

APRIL 10, 2012

- It's timefor healthy relationships. Join us for #tweetaboutit Tuesday & learn more! **#txsaapm**

APRIL 11, 2012

- “Get Social” and write a letter to the Editor supporting the sexual assault response team in your community.

APRIL 12, 2012

- Only 18% of sexual assaults in TX reported to law enforcement ...thus the rapists in over 80% of rape cases remain undetected. What must we do about this? **#txsaapm** Start an online conversation.

APRIL 13, 2012

- Support GLBT Survivors of sexual assault. [**http://gwired.gwu.edu/saccteam/glb/**](http://gwired.gwu.edu/saccteam/glb/) **#txsaapm**

APRIL 14, 2012

- With only 6% of rapists spending a day in jail, over 94% of rapists roam free in our communities. Who are these rapists? [**http://www.taasa.org/resources/sexual-assault/who-commits-it/**](http://www.taasa.org/resources/sexual-assault/who-commits-it/) **#txsaapm**

APRIL 15, 2012

- How can we end sexual violence? Work for full equality between men and women in society and personal relationships. **#txsaapm**

APRIL 16, 2012

- When someone tells you they've been raped, there's a simple response. *Start by believing.* [**www.startbybelieving.org**](http://www.startbybelieving.org) **#txsaapm**

APRIL 17, 2012

- #tweetaboutit Tuesdays! It's timeto learn about healthy sexuality & preventing sexual violence. Join the conversation. **#txsaapm**

APRIL 18, 2012

- Sexual Assault Awareness & Prevention Month: What can men do? [**http://www.acalltomen.com/**](http://www.acalltomen.com/) **#txsaapm**

APRIL 19, 2012

- How can we end sexual violence? Do not use “gay” as a put down. **#txsaapm** [**http://jezebel.com/5878383/defendant-in-texas-gang-rape-says-gay+bashing-made-him-do-it**](http://jezebel.com/5878383/defendant-in-texas-gang-rape-says-gay+bashing-made-him-do-it)

APRIL 20, 2012

- SANE's Rock!! What's a SANE? <http://iafn.org/> #txsaapm

APRIL 21, 2012

- How do you talk about it? Share your tips for starting the conversation! www.nsvrc.org/saam #txsaapm

APRIL 22, 2012

- How do you get youth involved? Start a Texas Peace Project chapter in your area.
<http://sayyourpeace.wordpress.com/texas-p-e-a-c-e-project/> #txsaapm

APRIL 23, 2012

- Sexual Assault Awareness & Prevention 2012!! What do gender roles have to do with it?
http://www.nsvrc.org/sites/default/files/SAAM_2012_Gender-norms.pdf #txsaapm

APRIL 24, 2012

- Wear denim tomorrow in support of Denim Day! What's denim day?? Check it out:
<http://www.denimdayusa.org/about/history> #txsaapm, #tweetaboutit

APRIL 25, 2012

- Denim Day!! Share pics on [facebook.com/taasa](https://www.facebook.com/taasa) #txsaapm

APRIL 26, 2012

- Spread the word, save the world! Get ur eco-friendly bags from the SAAM store to prevent sexual violence.
www.nsvrc.org/saam

APRIL 27, 2012

- Thank you to all who work tirelessly at rape crisis centers. You provide a valuable service to your community!
#txsaapm

APRIL 28, 2012

- Post pics of activities and sexual assault and prevention month efforts on www.facebook.com/taasa

APRIL 29, 2012

- Cops Care! Supporting the men and women of law enforcement who handle sexual assault cases with care!
#txsaapm

APRIL 30, 2012

- Commit to ending sexual violence! Volunteer at your local rape crisis center.
<http://hopelaws.org/locations/> #txsaapm

Social Marketing

There are numerous Social Marketing theories and guides existing in our culture. This section will provide TAASA's vision and approach to social marketing. It includes strategies to simultaneously engage institutions, systems, and the community at large. It will include techniques for a localized approach in creating awareness and change in the various pockets of your community.

Agency marketing efforts normally consist of saturating the community with flyers, marketing collateral (i.e. pens, coffee cups, etc.) or a public community event. These efforts are geared for the community as a whole and may inadvertently exclude various niches of our society. Although those events are still important we will discuss the traditional blanket awareness approach through city, county, and state proclamations, media outlets and various other forms of mass communication. We will also discuss social marketing techniques to reach the often forgotten parts of our community under the Social Marketing planning section.

What is Social Marketing?

The concept of Social Marketing is the utilization of commercial marketing techniques for social change initiatives. Let's begin with what social marketing is NOT. It is not a mass posting of flyers or airing of commercials – that is advertisement. It is NOT a mass posting of comments on Facebook or Twitter – that is social media. Advertisement and social media may in fact be a piece of your social marketing campaign however there is a clear distinction. Social marketing is a series of strategic targeted activities to engage the community. The goal of social marketing is to challenge the community by confronting the existing social, political and cultural norms. Social marketing is a long term commitment to social change.

Breaking Through

Engaging communities to take action is challenging. Conveying a message is difficult but having a message resonate is almost impossible without a strategy. The public is constantly bombarded with messages from various sources. Agency goals for SAAPM will be competing with those messages. Social marketing will provide tools for getting your agency's message on the radar of your community. The goal of social marketing is to take the community through the following stages.

1. To **Take Notice** of the issue
2. To **Consider the issue**
3. To make a **Choice** to engage
4. A concerted effort to **Take Action**

This is easier said than done. It is important to contextualize the above stages with the demands of life. As stated in the *Social Media* section, these demands include external forces such as lack of time, lack of funding, and work and life stressors. External forces inadvertently undermine our goal. The external forces as it pertains to an individual can be seen in four categories.

1. Time
2. Energy
3. Efforts
4. Risks

We must consider those forces and what they mean to the targeted communities as we plan our approach/activities.

The Top-Down, Bottom-Up Approach

Identifying top-down and bottom-up players are important. This approach accounts for both the systems and the community. Top-down players are the systems and/or individuals in power or in a position to influence or make decision. For example, mayors, school boards, parents, city councils, and politicians are top-down players. Bottom-up players are the communities you wish to engage or those members of communities that exhibit the behavior you wish to change. Change will not happen by engaging one alone. Most efforts in the community engage one and not the other. Both must be engaged if sustainable change is to occur.

EXAMPLE:

Child Obesity efforts aimed at the child may include a promotion of exercise and healthy snacks. What if the child lives in an area not conducive for playing outside? What power does the child have over the menu at school or at home? A top down & bottom up approach would involve working with the child and the systems that influence the child as it pertains to obesity.

Community Segmentation

The heart of marketing success is market segmentation. Market segmentation is the process of grouping segments of the community based on commonalities and/or similarities. (i.e. women, teenagers, Hispanics communities). Target market (audience) – the particular segment of a total population to which the message/activity/intervention is aimed. (i.e. teenage girls, Hispanic women over the age of 50, etc.) The process of market segmentation allows for agencies to tailor its message in a way that will resonate with the intended audience. The goal of the agency remains the same; however, framing of the message and activities will change depending on the target market.

Social Marketing Planning:

Your overarching main goal is to create awareness and change around sexual assault. You will accomplish this goal in a variety of ways with a variety of audiences.

1. Analyze the community. What are the demographics of the community? What groups exist in the community (both formal and informal)? Who are the marginalized populations in the community? Create a list of both top-down and bottom-up players in your community. Your top-down list should consist of groups/systems/communities that have power and/or influence. A bottom-up list consists of community groups and populations, both formal and informal. This could be broken down into neighborhoods, or types of community members. For example, single moms, senior citizens, Gay & Lesbian communities, particular housing sections or apartment complexes, and local businesses. A comprehensive list of both top-down and bottom-up players allows for exploration of the various segments within the community.
2. Once your list is complete decide which groups you would like to target (What makes sense for your community and your goals). Then devise a plan tailored for each group.
3. What is your goal for Group _____? Create a strategy that will resonate with that particular community (Keeping in mind your overall goal of SAAPM awareness).
4. Implement your plan.
5. Follow up to maintain an ongoing relationship with that group.

Utilize April to revive and/or cultivate new relationships with the various populations within your targeted community. Here is a list of community wide events as well as ideas specific to community groups and individuals. Now... let's "Get Social!"

Community Wide Awareness

TRADITIONAL MEDIA:

Every community has media some form of media outlet available to them. Perhaps it's a local radio or morning TV show, community calendar, newspaper or neighborhood recorder, or even bulletin boards at local grocery stores or coffee shops. Whichever outlet is available to you, use it! It is a great way to promote your agency, the work you do in the community, and advertise your SAAPM event.

PRESS RELEASE:

A press release is a great way to inform a community and a news outlet about upcoming events, announcement, or important goings-on in the anti-sexual violence movement. It is simply a news story that provides details and information to the media. Even if you feel that the media won't care about your event or announcement, it doesn't hurt to send out a press release. In fact, make it a habit. At least you're getting the attention of local press and they may in fact want to highlight your agency another time.

Here is an example of a press release that could be used for Sexual Assault Awareness Month:

FOR IMMEDIATE RELEASE

April 1st, 2012

Contact: * *Executive Director or Community Relations Person Here, with phone number* *

April 2012 is Sexual Assault Awareness & Prevention Month – Texans Commit to Ending Sexual Violence in our State

Your city, TX – Governor Rick Perry designated April 2012 as Sexual Assault Awareness and Prevention Month (SAAPM) in Texas. *Your agency* joins rape crisis centers across the state in commemorating Sexual Assault Awareness and Prevention Month to promote awareness and encourage support of this issue. This year’s theme, “Let’s Get Social,” is motivating your agency to host list of events or individual event this April.

If this release is about a specific event, describe it in this paragraph. Talk about why it’s important and how it relates to the SAAPM theme “Let’s Get Social”, if applicable.

According to a 2003 study conducted by the Texas Association Against Sexual Assault and the University of Texas at Austin School of Social Work, nearly 2 million Texans have been sexually assaulted. That equals 1 in 5 women and 1 in 20 men in our state. Unfortunately, fewer than 20 percent of sexual assaults are ever reported to police.

Sexual violence is a form of oppression, and it is linked to all other forms of oppression. In order to create a world without sexual violence, it is imperative that each of us takes a stand against all forms of oppression – whether based on gender, age, race or ethnicity, sexual orientation or gender identity, ability or economic class. ***Related quote from spokesperson.*** In order to foster healthy communities, all citizens must support the effort to end sexual violence every month of the year.

A boilerplate paragraph consists of four to five sentences that briefly state your agency’s mission and other important information. Replace the following boilerplate paragraph with your agency’s.

The Texas Association Against Sexual Assault (TAASA) is the statewide organization committed to ending sexual violence in Texas. A non-profit educational and advocacy organization based in Austin, TAASA member agencies comprise a statewide network of more than 80 crisis centers that serve rural as well as metropolitan areas. Founded in 1982, the agency has a strong record of success in community education, legal services, youth outreach, law enforcement training, legislative advocacy and curricula and materials development. Additional information about TAASA can be found at www.taasa.org.

The National Sexual Assault Hotline number is 1-800-656-HOPE. ***Include a link to your website as well as your calendar of events, if you have one.***



Contact the press for the various SAAPM events you have planned. Also invite the press for a special meeting, luncheon, coffee, or press conference to begin a relationship. This gesture can be the beginning of a mutually beneficial relationship.

LETTER TO THE EDITOR:

Writing an op-ed (short for opposite the editorials) is an effective way to educate people about issues that are important to you and your organization. Unlike a press release, an op-ed should articulate an opinion that can be argued. You should check with your local publication to see what their requirements are, but typically op-eds are between 600 and 1,200 words. The topic should not be a response to a story that ran in the paper (that would be best expressed in a letter to the editor), but a longer piece discussing an issue that affects your community. Getting an op-ed published in a larger publication can be very competitive, so keep in mind smaller city/town papers, community publications, and college papers as well.

As always, when approaching a newspaper to run a story, the op-ed should cover a timely issue, otherwise it won't be considered for publication. To increase your chances of having your op-ed published, frequently read the op-eds that your local papers publish to get an idea of what they accept.

HOW TO WRITE A LETTER TO THE EDITOR

If you wish to respond to a specific story that ran in a publication, you can do so with a letter to the editor. Make your case, but stay brief. Sometimes, publications will contact you and ask you to shorten your letter for publication. If this happens, make sure that you reply promptly or you may miss your opportunity.

Here is a sample – Keep in mind that it should be written on your agency's letterhead

- (Name of Organization)*
- (Address)*
- (Building, floor, suite, other address info)*
- (City), (State) (Zip code)*
- (Date)*

Dear Editor:

State your reason for writing here. Use the 1st sentence to reference the title of the article to which you are responding, author and date it appeared.

State your case here. Include facts and references to establish credibility.

End with a strongly worded positive statement.

Sincerely,

- Writer's signature if this is a paper copy*
- Name of writer*
- Writer's title*
- Agency name*

PROCLAMATION:

A proclamation is an official announcement that “legitimizes” and provides visual recognition to an issue. For example, every year TAASA requests the Governor’s Office to proclaim April of each year to be “Sexual Assault Awareness and Prevention Month”.



A sexual assault awareness month proclamation from your local city officials/mayor can have a tremendous impact and sends a strong message. Utilize the proclamation and couple with a media event/press release and an open house inviting city officials, law enforcement and community members to become aware of the valuable resource your agency is to the community.

START BY BELIEVING CAMPAIGN

“Start By Believing” – A public awareness campaign created by Ending Violence Against Women, Intl. (EVAW). EVAW is an organization founded by Joanne Archambault, former Sergeant of Sex Crimes Unit at San Diego Police Department. The End Violence Against Women International organization has a tremendous reputation for its work with multidisciplinary organizations around the world to protect women from all forms of violence including sexual assault, domestic violence and stalking. EVAW International’s mission is to educate those who respond to gender-based violence, and equip them with knowledge and tools needed to support victims and hold perpetrators accountable. (<http://www.army.mil/article/72055/>)

The “Start by Believing” Campaign works to challenge society’s response to sexual assault. The campaign includes materials, videos, power points, post cards and bracelets. The materials are available for use and can be easily incorporated into Sexual Assault Awareness and Prevention Month efforts. Find materials at www.startbybelieving.org

HONOR DENIM DAY

Denim Day 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 awareness. (www.nsvrc.org/saam)



Your organization can also print stickers or buttons with Denim Day slogans on them, to encourage people to ask, “What is Denim Day?” To make this event successful, effective promotion is key. Publicize this event to as many businesses and schools as possible. Information about sexual assault should be sent out with the information about Denim Day. Peace Over Violence (formerly the Los Angeles Commission on Assaults Against Women), sponsors a Denim Day in LA campaign with related resources. For more, visit www.nsvrc.org/saam.

Professional/Systems Outreach and Awareness

LAW ENFORCEMENT

The relationship between law enforcement and advocates at times can be adversarial. Although both work on behalf of victims each have different goals. Presentations, writings and recommendations have been published throughout the years on how to improve the relationship to maximize the benefits for the survivor. This April revive or establish a relationship with your local law enforcement.



During April host a training or series of trainings. Utilize local experts and begin a dialogue about sexual assault issues relevant to the community. Offering TCLEOSE credits (continuing education hours required for law enforcement officers) increases attendance. TAASA trainers are TCLEOSE certified and can be of assistance as you begin this process.

HOST A VIEWING



The International Association of Chiefs of Police (IACP) has recently released a roll call training video entitled, ***“Bringing Sexual Assault Offenders to Justice: A Law Enforcement Response.”*** The goal of the video is to help officers generate stronger cases by reframing sexual assault crimes, providing tools to conduct perpetrator-focused investigations, and building an understanding of victim behavior. *“Bringing Sexual Assault Offenders to Justice”* will help officers and others identify victim trauma and provide information about victim behavior (such as delayed reporting, alcohol or substance abuse, and encounters that start out consensually) that can be used to support a sexual assault report. This video also provides useful information detailing how perpetrators often have a history of unreported acts of sexual violence and may select victims with vulnerabilities to exploit.

IACP is offering copies of the video. Please contact Aviva Kurash, Senior Program Manager at [***kurasha@theiacp.org***](mailto:kurasha@theiacp.org).

TEAM UP WITH LAW ENFORCEMENT



Request permission to tie teal ribbons to the antennae of police cars in your community. 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. This could also be a great opportunity for the local media to cover the campaign. ([***www.nsvrc.org/saam***](http://www.nsvrc.org/saam))

COLLABORATE ON A WHITE RIBBON CAMPAIGN



This is a great project to do in conjunction with your local law enforcement agencies and colleges, and it makes for a great press event. The goals of the campaign are to involve men in working to end men's violence against women, to raise awareness 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 information, visit www.whiteribbon.ca. (www.nsvrc.org/saam)

"HONOR THE _____" LUNCHEON EVENT.



Utilize the top down list created under social marketing planning to identify the systems in your area.

1. Recognize an agency/individual/department's (i.e. Sheriff, Detective, Judge, D.A. etc.) excellent work by honoring them at a lunch event.
2. Invite the mayor, city council, etc. as you celebrate this individual/agency/department.

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 also invite local business leaders, law enforcement agencies, attorneys, and other groups that would be impacted by pending or recently passed legislation. Make sure that your organization's services are highlighted during the presentation. If possible, have speakers and presenters wear stickers, pins, or T-shirts advertising your organization. (www.nsvrc.org/saam)

WOMEN, INFANT, AND CHILDREN PROGRAM



Partner with the local Women, Infant and Children program to include agency materials in the program's informational packets. Secure a segment in the informational session during April to talk about your agency.

TARGETED COMMUNITY ENGAGEMENT

According to the 2010 U.S. Census data, Texas has experienced a 20.6% population increase with an exponential increase in the Latino population at 41% and a strong increase of the African American population at 20.2% (www.census.gov) Outreach efforts to both communities must be incorporated into agency SAAPM efforts.

LATINO COMMUNITY

A Texas based national Latina focused agency (Arte Sana) led a national collaborative effort in creating the *Existe Ayuda (Help Exists) Toolkit*, a resource to improve cultural competence and accessibility for Spanish-speaking victims of sexual assault. The toolkit features victim rights pocket cards, fact sheets, public service announcements scripts, PowerPoint presentations, glossaries and more. The toolkit is available for use and can be obtained at <http://www.ovc.gov/pubs/existeayuda/>

FIND AND USE CULTURALLY RELEVANT MATERIALS

In 2003, just two years after the first nationally observed Sexual Assault Awareness Month, Arte Sana offered the first bilingual SAAPM e-toolkit. This toolkit was distributed across the United States and in Puerto Rico. This year, Arte Sana will debut a new toolkit to help bilingual advocates engage Spanish speaking communities in SAAPM activities. The 2012 “*Caja de Herramientas*” toolkit will only be available for a limited time. Contact ayusa_latina@yahoo.com for more information.



Have a cultural event highlighting a relevant topic of concern (i.e. know your rights, implications of anti immigrant sentiment and victims). This event will help build a bridge to this community. This requires foresight, planning and a relationship with both formal and informal leaders within the community. Be sure to provide accommodations for time of day and families including but not limited to food, childcare and kid friendly activities.

STAY AT HOME MOMS



Stay at home moms are a group not often considered for outreach. Host an event targeting stay at home moms. Have a specific goal in mind for this group. How does this segment of the community fit into the agency's sexual assault awareness month goals? Be sure to accommodate child care needs.

AFRICAN AMERICAN COMMUNITIES



The African American community experienced a strong percentage increase of 20% from 2000 – 2010 in Texas. (www.census.gov) Creating a collaborative relationship with the African American Community is important. Agency's can begin to build inroads by supporting local festivals, events, providing information and working together on issues of importance to both the community and the agency. Church in the African American community is a focal point of support and information. Invite the pastors of the various churches for coffee or a breakfast meeting to become acquainted and begin a partnership.

PUBLIC LIBRARY

The public library is a source of information and technology for the local community. It attracts various segments of the population for a variety of reasons. Public libraries host literary events, English as a Second Language classes, computer classes and more. The library is a great opportunity to reach across the various segments of your community.



Coordinate with the local public library to host an awareness event geared toward the various populations. (i.e. general awareness of sexual assault, the valuable service your agency provides to the community, or a "know your rights" for recently arrived immigrants.) Accommodate for the fears, safety and needs of the intended audience. (child care, translators, etc.)

BUSINESSES

Establishing a relationship with local businesses is beneficial to both the agency and the business. Both seek to create awareness about their services and products to the community. Don't forget to include the local businesses in the rural town in your service area as well. Small town local businesses are a great way to make inroads with citizens of a rural town.



Collaborate for "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. (www.nsvrc.org/saam)

***To add a local flair designate the percentage of sales for a specific line item relevant to the area (i.e. this money will provide transportation for a victim of sexual assault to obtain counseling, treatment or etc.) In return highlight the business in your newsletters, website, social media or the like.*

ORGANIZE A BOOKSTORE/LIBRARY DISPLAY OR READING



Approach local bookstores and libraries about setting up displays of books related to sexual assault with a Sexual Assault Awareness Month flyer and your program's information. Organize a book or poetry reading about sexual assault and healing. (www.nsvrc.org/saam)

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. (www.nsvrc.org/saam)

Don't forget the rural towns in your service area. Often times, utility bills are produced by local utility companies.

CHAMBERS OF COMMERCE

A Chambers of Commerce is a local network of businesses and entities. The chamber hosts regular meetings, features guest speakers and offers opportunities for businesses to connect with community.



Get involved and join your local chamber of commerce. Volunteer to speak at a meeting about your agency. This is a great opportunity to galvanize the business community during sexual assault awareness month. Don't forget the rural towns in your service area. Rural chambers of commerce are a great resource in reaching small town U.S.A.

Fostering Community Dialogue Around Social Change

It's time....talk about gender norms. (www.nsvrc.org/saam)

Sexual violence is an issue that affects everyone in a community. Understanding gender norms and their impact on sexuality can help to create a society free from sexual violence. This section will have discuss ways of creating dialogue around this issue.

WHAT ARE GENDER NORMS?

Gender norms are a set of “rules” or ideas about how each gender should behave. They are not based in biology, but instead determined by a culture or society. For example, women are not better than men at doing housework, but often they are expected to perform those tasks. It is important to remember that gender norms can be very different from one culture to another. What may be acceptable behavior for a male in one culture may be unacceptable in another.

WHAT DO GENDER NORMS HAVE TO DO WITH SEXUALITY?

For most people, being treated a certain way because of one’s gender begins at a young age. For example, think about the different toys for boys and girls. Oftentimes, girls play with dolls, while boys play with action figures. This is an example of early gender norms. As children age, they are taught what it means to act “female” or “male” in a culture. This strongly influences behaviors in relationships and sexuality.

Body image and self-esteem.

- Gender norms tell us the way women and men “should” look. Too often representations are unrealistic and unhealthy. Feeling unhappy with our bodies can impact how we behave sexually and how we feel about sex.

How one views sex.

- Gender norms can include “double standards.” A “double standard” means something is OK for one gender but not the other. For example, it is OK for men to be highly sexual, but women should be reserved. This supports the idea that men are always seeking sex, while women are less interested in sex.

How one behaves sexually.

- Often, males are taught to be aggressive, while women are taught to set limits when it comes to sex. This can be a contributing factor in sexual violence (Gallagher & Parrott, 2011).

Sexual risk-taking.

- Research shows that those who adhere to stricter gender norms are more likely to engage in risky sexual behavior including unsafe sex (Noar & Morokoff, 2002). This means that following strict gender norms may actually impact an individual's health and safety.

Bullying and harassment.

- Strict gender norms influence bullying and harassment. Often, bullying is focused on sexual orientation and gender expression (GLSEN, 2005). Those who identify as, or are perceived as, lesbian, gay, bisexual, trans-gender, queer or questioning (LGBTQ) are harassed and mistreated for not fitting into the norm.

Healthier, less restrictive gender norms can create healthier sexual interactions.

- There are many examples of how gender norms impact sexuality, but how could healthier, less-restrictive gender norms actually help create healthier sexual interactions?

Improve communication.

- Less restrictive gender norms would allow for individuals to express themselves more freely and assertively. Communication in relationships and sexual interactions would likely improve.

Improve body image and self-esteem.

- Gender norms that allow for various body types and ideas of attractiveness would allow individuals to feel good about themselves and how they look.

Eliminate double standards.

- Less restrictive gender norms would allow for a fair and equal view of sexuality, not one that is split by gender. Women would be free to enjoy their sexuality just like men.

Provide balance and respectful sexual behavior.

- It is important that all genders behave in a way that respects the rights of others. Behavior should be assertive, not aggressive.

Lessen sexual risks.

- If all genders are taught to be assertive and communicate around issues of sexuality and sexual health, the result is likely to be more sexual interactions that are safe and consensual.

Support LGBTQ individuals.

- If gender norms were less limiting, bullying would likely decrease. Everyone deserves the freedom to be who they are and be treated with respect.

Social Change

The Foundation for Social Change defines social change as **efforts that aim to transform society** to think and act on behalf of solving social problems. Certainly sexual assault falls under the category of a social problem since it impacts so many people. According to the US Department of Justice, as many as 1 in 4 women will experience a completed or attempted rape before leaving college (<https://www.ncjrs.gov/pdffiles1/nij/182369.pdf>). Likewise, **1in6.org** reports that roughly 16% of men are sexually abused by the time they reach the age of 18 (Dube, S.R., Anda, R.F., Whitfield, C.L., et al. 2005, *Long-term consequences of childhood sexual abuse by gender of victim, American Journal of Preventive Medicine*, 28, 430–438). That is about 40% of the population and we know that sexual assault is vastly under reported. These statistics don't reflect other aspects of sexualized violence, such as sexual harassment and coercion, which are also harmful. Also, we must include the significant collateral damage caused by sexual assault. Factor in things like high rates of depression, post-traumatic stress disorder, substance abuse, and suicide – all of which have an impact that reach far beyond the survivor. All things considered, sexual violence is a massive social problem that impacts (directly and indirectly) a large part of the population.

To create social change regarding sexual violence, we must first understand why sexual violence exists in the first place. We must understand the social conditions (attitudes, beliefs and actions) that create space for sexual violence in our world. While sexual violence is a problem in and of itself, it is also a symptom of other social problems. If our aim is to end rape, sexual assault, and the like, we must then take steps to eliminate the social conditions that make room them in society. Think of our society like the weather. Our climate (hot or cold, rain or shine, etc.) is determined by the conditions in our atmosphere. Ideal, stable conditions produce ideal, stable weather – 76 degrees and sunny. However, when conditions become unstable and/or unbalanced, so does the weather. When conditions are really unstable and/or unbalanced, we experience everything from drought to tornadoes to floods. The weather can become extremely volatile and dangerous. Our social climate operates much the same way. When social conditions are equitable (ideal), then the social climate is very livable and enjoyable for everyone. Likewise, when social conditions are not equitable then the social climate begins to deteriorate and gives rise to imbalances in power and status between groups of people. Examples of this social deterioration are discrimination, prejudice, bigotry and oppression. When our social climate includes these conditions, our “forecast” will always include a chance of abuse and violence, including forms of sexual violence.

While we cannot dictate the actual weather, we can at the very least influence our social climate to decrease the chances of a storm erupting. At best (and over time), we can convert our social climate to a tropical paradise of equity and balance for all. To do this we must engage in social change work. We must look beyond the fact that the weather inclement and determine what social conditions are in place that causing the clouds to form. It is this line of thinking that helped TAASA develop the Texas PEACE Project – our youth engagement program. The intent of the Texas PEACE Project is to engage, encourage, educate and support youth activists and their adult allies to create social change and equality across Texas in order to end sexual and dating violence. The project focuses on building the capacity of youth activist to educate and mobilize their peers to eliminate forms of oppression like sexism, racism, homophobia and adultism as they are some of the root causes of sexual violence. Through peer education, community-based events and social media participants in the Texas PEACE Project are creating social change by sparking a critical dialogue about their local social climate and taking action to build equality and restore balance.



One example of a community-based event that you could do as part of Sexual Assault Awareness and Prevention Month is to host a community-wide film screening and discussion. There are some fantastic, thought-provoking films that shine a light on social issues that contribute to a culture of sexual violence. Here is a list of films that would be excellent choices:

- ***“The Codes of Gender: Identity and Performance in Pop Culture”***
- ***“Generation M: Misogyny in Media and Culture”***
- ***“Hip Hop: Beyond Beats and Rhymes”***
- ***“The Price of Pleasure: Pornography, Sexuality and Relationships”***
- ***“The Bro Code: How Contemporary Culture Creates Sexist Men”***
- ***“Killing Us Softly 4: Advertising’s Image of Women”***
- ***“Dreamworlds 3: Desire, Sex and Power in Music Video”***
- ***“Tough Guise: Violence, Media and the Crisis in Masculinity”***

All of these films are available, in very limited quantities, from the TAASA lending library on a first come-first serve basis or for purchase (discounted rates for non-profits and personal use) from the **Media Education Foundation**. Each of them comes with a Study Guide (available by download at MEF) that includes discussion questions designed to generate a rich dialogue and hopefully provide some direction for the social change work that needs to be done in your community.

Want to do more?



Some of you may be interested in doing even more. Fantastic! Here are some suggestions to do just that:

- ▶ Invite a guest speaker
- ▶ Include an expert panel
- ▶ Make it a series and show 1 film a week
- ▶ Show all of the films as part of a social change-themed film festival
- ▶ Ask community members to make video blogs or short films on their connections to various forms of oppression
- ▶ Start a Texas PEACE Project chapter in your community

STARTING A TEXAS PEACE PROJECT CHAPTER

Sexual Assault Awareness and Prevention Month can make for an excellent launch pad for starting a local chapter of the Texas PEACE Project. The Texas PEACE Project is flexible, so it can be used as a stand-alone program or as an overlay to the work you are already doing. TAASA provides all the program materials and technical assistance at no cost to you. If you are interested in starting a chapter in your community or would like more information, please contact us at tppinfo@taasa.org.

HOW TO ORGANIZE A FILM SCREENING

Step I: Plan

- ▶ Identify and network with local partners: location, promotional group, target audience
- ▶ Find a screening venue: business, movie theatre, school, community center, museum, computer center, hotel, park, etc.
- ▶ Set a date; think strategically to avoid conflicts and maybe even piggyback on a similar event. Avoid holiday weekends, coordinate with local events. Consider attitudes and activities affected by seasons, holidays and events.
- ▶ Make a list of all necessary equipment; figure out the format you will use (VHS, DVD, Beta) and secure the equipment for projection. You might be able to get projection equipment inexpensively if you partner with the provider of venue and/or equipment.
- ▶ Plan the event; will you host a screening and/or discussion? Will there be supportive activities? Can any other films/videos be screened? Can you hold a thematic reception that focuses on the content of your story? Consider showing your film with one or two additional programs on similar or contrasting topics. By sharing space and expanding the audience, you can attract more people and have a greater impact.

Step II: Promotion

- ▶ Create and distribute flyers, send e-mail announcements, post on local and online calendars, call community leaders and activists in the topic area of your program.
- ▶ Media; write a news release and send it to local newspapers, radio and television stations, magazines and online publications, follow-up with phone calls
- ▶ Promotional materials; print postcards, business cards, posters or other promotional material for your movie. Join with partners to produce a one-sheet about how people follow up on the screening with action. Set-up a table where these materials can be displayed

Step III: The Screening

- ▶ Confirmation; the day before the event, make sure all key people will be there. Solve any problems that are identified.
- ▶ Be positive and flexible; things don't always work out as planned, create back-up plans and recruit backup people. Keep a positive attitude -- and make it fun!
- ▶ Document your event; ask a volunteer to take pictures and you might even videotape the event to create next year's trailer!
 - Pictures
 - Evaluation forms
 - Videotape key elements
 - Attendance list, and count
 - Document all equipment, supplies, timing and efforts involved (make a cookbook for next time)
- ▶ Ask all attendees, volunteers, partners and supporters to add their name and contact information to your mailing list

Step IV: Follow Up

- ▶ Send thank you notes to all key people who worked, volunteered, supported, and encouraged your project.
- ▶ Add a summary of the event to your website, blog or newsletter. People want to know how you perceived the event and others who couldn't make it will want to come next time!
- ▶ Be sure to let everyone know when your NEXT event is!

Step IV: Evaluate

- ▶ Document and evaluate the event; hand out and collect evaluation forms to everyone who attends, and ask people what they thought. These comments can be used as testimonials on future promotional materials.
- ▶ Learn from experience; use your experience, your notes, and the feedback from evaluation forms to make your next screening even better.

By making your event memorable with fun and involvement, you will help the people who attend the screening think and talk about your mission and the topics addressed in your film. They will also be ready to attend your next big event!

Resources from the National Sexual Violence Resource Center – 2012 SAAM www.nsvrc.org/saam

TIPS FOR PARTNERING WITH MEN’S ORGANIZATIONS

Bringing men into anti-sexual violence work is a key part of primary prevention and long-term social change. Not only do men experience sexual violence, but it impacts their partners, siblings, children, parents, and other people that they love. Changing the norms that support violence against women requires support and insight from men of all ages and backgrounds.

To begin, make a list of the groups and organizations that have large male populations such as fraternities, faith-based groups, athletic teams, veterans’ organizations, musicians, fatherhood groups and Boy Scouts. Approach the leaders of these groups with a specific request, such as giving a workshop on sexual assault during a team meeting or leading a discussion about keeping communities safe. Outline your objectives and clarify any necessary time commitments so participants know what to expect.

Before you begin your discussion, give the group a chance to share their stories about the impact of sexual violence on themselves and the people they love. Many may want to help but just do not know how. Emphasize the positive roles that men can play in preventing sexual violence and promoting healthy relationships. Provide examples such as listening to what the women in their lives have to say about rape and sexual assault, asking for consent, refraining from making derogatory jokes and comments about women, and by speaking up when they see other men acting inappropriately.

Once you begin partnerships with men’s groups, it will be easier to strengthen relationships with the male leaders in your community. Consider hosting a men’s group through your organization or a special program for men. Invite participants to further discuss their role in creating new, non-violent masculinities and using their influence to increase awareness and raise money for the prevention of rape and sexual assault. Some resources for male-focused programs include:

- ▶ Men Can Stop Rape: www.mencanstoprape.org
- ▶ Mentors in Violence Prevention: www.jacksonkatz.com/vp.html
- ▶ The White Ribbon Campaign: www.whiteribbon.ca
- ▶ One in Four: www.oneinfourusa.org
- ▶ Men Stopping Violence: www.menstoppingviolence.org
- ▶ A Call to Men: www.acalltomen.com
- ▶ 1in6: www.1in6.org
- ▶ Toolkit for Working with Men and Boys: <http://toolkit.endabuse.org/Home.html>

For more information on the NSVRC’s 2012 SAAM packet visit www.nsvrc.org/saam

OTHER RESOURCES

- ▶ American Medical Student Association's Gender and sexuality resources www.amsa.org/AMSA/Homepage/About/Committees/GenderandSexuality.aspx
- ▶ Gay, Lesbian, and Straight Education Network www.glsen.org
- ▶ Population Council's It's all one curriculum http://www.popcouncil.org/publications/books/2010_ItsAllOne.asp
- ▶ TrueChild, www.truechild.org

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