

# SEXUAL ASSAULT AWARENESS MONTH TOOLKIT

**Building  
Connected  
Communities**

**Sexual Assault  
Awareness Month  
2024**



# TABLE OF CONTENTS

03

## JANA'S CAMPAIGN

About Jana's Campaign

05

## SEXUAL VIOLENCE DEFINED

What is Sexual Violence?  
What is Rape?  
Forms of Sexual Violence

07

## WARNING SIGNS OF ABUSE

09

## CONSENT

11

## RAISING AWARENESS & EVENT PLANNING

14

## NATIONAL EVENTS

RAINN DAY  
Teal Day  
Denim Day

19

## RESOURCES

Websites  
How to Help

04

## SEXUAL ASSAULT AWARENESS MONTH Statistics

06

## SEXUAL VIOLENCE IN TODAY'S SOCIETY

Statistics

08

## GROOMING SAFETY PLANNING

10

## PREVENTING SEXUAL VIOLENCE

12

## SAMPLE EVENTS

#30DaysofSAAM Instagram Challenge  
Film Screening  
"Sole Survivor"  
The Clothesline Project  
"What Were You Wearing?"  
Online Pledge

15

## MATERIALS

#30DaysofSAAM Instagram  
Challenge  
Social Media Graphics



## ABOUT JANA'S CAMPAIGN

EDUCATION *about* and PREVENTION *against* gender and relationship violence



For more information about  
*Jana's Campaign*,  
visit [www.JanasCampaign.org](http://www.JanasCampaign.org)

*Jana's Campaign* is a national education and violence prevention organization with the single mission of reducing gender and relationship violence. In honor of the late Jana Mackey and other victims and survivors of gender and relationship violence, Jana's Campaign delivers educational programs that prevent domestic and dating violence, sexual violence, and stalking.



## JANA'S CAMPAIGN

is proud to present this resource in recognition of Sexual Assault Awareness Month (SAAM), which takes place throughout the month of April. The goal of SAAM is for individuals and organizations to raise awareness about sexual harassment, assault, abuse, and educate communities on how to prevent it. The 2024 theme for SAAM, selected by National Sexual Violence Resource Center (NSVRC)\*, is "Building Connected Communities." It emphasizes that we must all strive to create strong, connected communities that take care of one another and make decisions to ensure the safety and well-being of others to end sexual violence.

We invite you to join us and use this toolkit to increase your knowledge of sexual assault, harassment, and abuse. Help us raise awareness and promote ways to build connected communities that nurture equity and respect.

## MANY ARE AFFECTED BY SEXUAL VIOLENCE

- Over 53% of women and over 29% of men reported experiencing contact sexual violence in their lifetime.\*\*
- Most women and men across all sexual identities who experienced contact sexual violence reported that the person who harmed them was someone they knew.\*\*
- More than 1 and 4 non-Hispanic Black women (29%) in the United States were raped in their lifetime.\*\*\*
- 1 in 3 Hispanic women (34.8%) reported unwanted sexual contact in their lifetime.\*\*\*
- More than 4 in 5 American Indian and Alaska Native women (84.3%) have experienced violence in their lifetime.\*\*\*\*
- Approximately 80% of women and 30% of men with developmental disabilities have been sexually assaulted – half of these women have been assaulted more than 10 times.\*\*\*\*\*
- 47% of all transgender people have been sexually assaulted at some point in their life.\*\*\*\*\*

To learn more about our Prevention Education Programs, contact us at [JanasCampaign@gmail.com](mailto:JanasCampaign@gmail.com) or call 785-656-0324.

\*National Sexual Violence Resource Center. (2024). *About SAAM 2024*. <https://www.nsvrc.org/about-saam-2024>

\*\*Chen, J., Khatiwada, S., Chen, M. S., Smith, S. G., Leemis, R. W., Friar, N., Basile, K. C., and Kresnow, M. (2023). *The National Intimate Partner and Sexual Violence Survey (NISVS) 2016/2017: Report on Victimization by Sexual Identity*. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention. <https://www.cdc.gov/violenceprevention/pdf/nisvs/nisvsReportonSexualIdentity.pdf>

\*\*\*Basile, K. C., Smith, S. G., Kresnow, M., Khatiwada S., & Leemis, R. W. (2022). *The National Intimate Partner and Sexual Violence Survey: 2016/2017 report on sexual violence*. Centers for Disease Control and Prevention. <https://www.cdc.gov/violenceprevention/pdf/nisvs/nisvsReportonSexualViolence.pdf>

\*\*\*\*Rosay, A. B. (2016, September). Violence against American Indian and Alaska Native women and men. *NIJ Journal*, 277. National Institute of Justice. <http://nij.gov/journals/277/Pages/violence-againstamerican-indians-alaska-natives.aspx>

\*\*\*\*\*Weiss, T. C. (2023, August 3). *People with disabilities and sexual assault*. Disabled World. <https://www.disabled-world.com/disability/sexuality/assaults.php#ixzz2SXMEQWra>

\*\*\*\*\*James, S. E., Herman, J. L., Rankin, S., Keisling, M., Mottet, L., & Anafi, M. (2016). *The report of the 2015 U.S. Transgender Survey*. National Center for Transgender Equality. <https://transequality.org/sites/default/files/docs/usts/USTS-Full-Report-Dec17.pdf>

# SEXUAL VIOLENCE DEFINED

## WHAT IS SEXUAL VIOLENCE?

The term "sexual violence" is an all-encompassing, non-legal term that refers to crimes like sexual assault, rape, and sexual abuse. Please note that the legal definition of crimes vary from state to state. Sexual violence can include words and actions of a sexual nature against a person's will. An offender might also use force, threats, manipulation, or coercion to commit sexual violence.\*

## WHAT IS RAPE?

Rape is sexual assault, but a common misconception is that it is the only form of sexual violence. The FBI defines rape as: "the penetration, no matter how slight, of the vagina or anus with any body part or object, or oral penetration by a sex organ of another person, without the consent of the victim." \*\*

## FORMS OF SEXUAL VIOLENCE

- Attempted Rape
- Rape by acquaintance or by stranger
- Unwanted sexual contact/touching
- Sexual exploitation and trafficking
- Child sexual assault and incest
- Sexual abuse of mentally or physically disabled people
- Sexual assault by a person's spouse or partner
- Forced marriage or cohabitation, including the marriage of children
- Masturbating in public
- Unwanted sexual advances or sexual harassment, including demanding sex in return for favors
- Non-consensual taking and sharing images
- Watching someone engage in private acts without their knowledge or permission
- Exposing one's genitals or naked body to other(s) without consent
- Denial of the right to use contraception
- Forcing someone to perform sexual acts, such as oral sex or penetrating the perpetrator's body



If you are a victim, remember, sexual violence in any form is never your fault.

# SEXUAL VIOLENCE IN TODAY'S SOCIETY

Sexual violence impacts hundreds of millions of people each year in the United States from all ages, genders, races, ethnicities, and backgrounds. Those who sexually abuse can be acquaintances, family members, trusted individuals, or strangers. Researchers know the numbers underestimate this problem because many cases are unreported. Survivors may be ashamed, embarrassed, or afraid to tell the police, friends, or family about the violence. Victims may also keep quiet because they have been threatened with further harm if they tell anyone or do not think anyone will help them. Based on recent data, it is estimated that 531,810 adults, aged 18 or older, were raped (threatened, attempted, or completed) in the United States in 2022.\*

Every 68 seconds an American is sexually assaulted\*\*

## CHILDREN AND TEENS

- In 2022, there were 59,004 victims of sexual abuse under the age of 18.\*\*\*
- 93% of child victims know their perpetrator.\*\*\*
- 1 in 12 high school students experience sexual dating violence.\*\*\*\*
- In 2021, 11% of high school students were forced to do sexual things (including kissing, touching, or being physically forced to have sexual intercourse).\*\*\*\*\*
- More than 4 in 5 female rape survivors reported that they were first raped before age 25 and almost half were first raped before age 18.\*\*\*\*\*
- Nearly 8 in 10 male rape survivors reported that they were made to penetrate someone before age 25 and about 4 in 10 were first made to penetrate as a minor.\*\*\*\*\*

## COLLEGE CAMPUSES\*\*\*\*\*

- Almost one in four undergraduate women experienced sexual assault or misconduct at 33 of the nation's major universities.
- Significant increases in student knowledge about school definitions and procedures related to sexual assault and other sexual misconduct.
- 13% of all students experience rape or sexual assault through physical force, violence, or incapacitation (among all graduate and undergraduate students).
- Among graduate and professional students, 9.7% of females and 2.5% of males experience rape or sexual assault through physical force, violence, or incapacitation.
- Among undergraduate students, 26.4% of females and 6.8% of males experience rape or sexual assault through physical force, violence, or incapacitation.

The estimated lifetime cost of rape is \$122,461 per victim\*\*\*\*\*

\*\*Thompson, A., & Tapp, S. (2023, September 14). *Criminal victimization, 2022* (NCJ 307089). Bureau of Justice Statistics of the U.S. Department of Justice's Office of Justice Programs. <https://bjs.ojp.gov/library/publications/criminal-victimization-2022>

\*\*Morgan, R., & Truman, J. (2020, September). *Criminal victimization, 2019* (NCJ 255113). Bureau of Justice Statistics of the U.S. Department of Justice's Office of Justice Programs. <https://bjs.ojp.gov/content/pub/pdf/cv19.pdf>

\*\*\*U.S. Department of Health & Human Services, Administration for Children and Families, Administration on Children, Youth and Families, Children's Bureau. (2024). *Child Maltreatment 2022*. Available from <https://www.acf.hhs.gov/cb/data-research/child-maltreatment>.

\*\*\*\*Snyder, H. N. (2000). *Sexual assault of young children as reported to law enforcement: Victim, incident, and offender characteristics: A statistical report using data from the national incident-based reporting system*. Bureau of Justice Statistics (BJS). <https://bjs.ojp.gov/library/publications/sexual-assault-young-children-reported-law-enforcement-victim-incident-and>

\*\*\*\*\*Centers for Disease Control and Prevention. (2023, April 28). *Youth Risk Behavior Survey Data Summary & Trends Report: 2011–2021*. [https://www.cdc.gov/healthyyouth/data/yrbs/yrbs\\_data\\_summary\\_and\\_trends.htm](https://www.cdc.gov/healthyyouth/data/yrbs/yrbs_data_summary_and_trends.htm)

\*\*\*\*\*Centers for Disease Control and Prevention. (2023, July 23). *Fast facts: Preventing teen dating violence*. Retrieved March 21, 2024, from <https://www.cdc.gov/violenceprevention/intimatepartnerviolence/teendatingviolence/fastfact.html>

\*\*\*\*\*Centers for Disease Control and Prevention. (2023, July 23). *Fast facts: Preventing sexual violence*. Retrieved March 21, 2024, from <https://www.cdc.gov/violenceprevention/sexualviolence/fastfact.html>

\*\*\*\*\*Cantor, D., Fisher, B., Chibnall, S., Harps, S., Townsend, R., Thomas, G., Lee, H., Kranz, V., Herbison, R., & Madden, K. (2019). *Report on the AAU Climate Survey on Sexual Assault and Sexual Misconduct*. Association of American Universities. [https://www.aau.edu/sites/default/files/AAU-Files/Key-Issues/Campus-Safety/Revised%20Aggregate%20report%20and%20appendices%201-7\\_\(01-16-2020\\_FINAL\).pdf](https://www.aau.edu/sites/default/files/AAU-Files/Key-Issues/Campus-Safety/Revised%20Aggregate%20report%20and%20appendices%201-7_(01-16-2020_FINAL).pdf)

\*\*\*\*\*Peterson, C., DeGue, S., Florence, C., & Lokey, C. N. (2017). Lifetime economic burden of rape among U.S. adults. *American Journal of Preventive Medicine*, 52(6), 691–701

# WARNING SIGNS OF SEXUAL ABUSE

Sexual violence, like many other crimes, can occur anywhere at any time. When a person comes forward, it is important to reaffirm that you believe them and that it's not their fault.



## COMMON WARNING SIGNS\*

- Developing new anxieties or worries
- Avoiding and dislike of specific places, smells, sounds, situations, or people and specific situations or places
- Falling grades or withdrawing from classes
- Increase in drug or alcohol use
- Consistent stress within relationships,
- Fear of intimacy
- Difficulty establishing boundaries
- Fear of being alone
- Inability to trust another person.
- Sexually transmitted infections (STIs)

People respond to sexual abuse in various ways. Many contributing factors influence how a person may respond, including how old the victim is, how frequent and severe the abuse is, what happens during the abuse, and who's responsible for the abuse.

Individuals who have experienced sexual abuse may not always disclose their experiences directly. Instead, one might observe indicators such as physical signs or alterations in a person's behavior and emotions. These signs can vary greatly, ranging from subtle cues to the absence of any observable indications.

## OTHER WARNING SIGNS THAT MAY OCCUR

### PHYSICAL HEALTH

- Significant weight changes
- Unhealthy eating patterns
- Pain when going to the bathroom
- Difficulty walking or sitting
- Injuries, discomfort, bruises, or bleeding in or around their abdomen
- Sexually transmitted infections (STIs)
- Urinary tract infections

### SCHOOL AND SOCIAL LIFE

- Spending more time alone
- Changing friendship groups
- Avoiding particular people or places, like a friend's house or a sports group
- Avoiding activities or events that they usually enjoy
- Grades declining

### CHANGE IN BEHAVIOR

- Dressing differently
- Changes in self-care - paying less attention to hygiene/appearance
- Acquires clothing, shoes, jewelry, electronics, etc., from an unknown source
- Change in sleep or appetite
- Drug or alcohol abuse
- Taking Risks, including risky sexual behavior
- Causing harm to others
- Self-harm or mutilation
- Secretive about online communications
- Running away from home

### CHANGE IN EMOTIONS

- Being withdrawn or angry often
- Low self-esteem
- Angry or upset when a specific person or place is mentioned
- Suicidal ideation
- Trouble developing or maintaining relationships
- Headaches or stomach aches without a physical cause
- Increased Nightmares
- Signs of depression, such as persistent sadness, lack of energy
- Anxious or worried

# IF YOU OR A LOVED ONE IS IN IMMEDIATE DANGER, CALL 911.

\*Sources used for information include:

Raising Children Network. (2023, January 23). *Signs of sexual abuse in children and teenagers*. <https://raisingchildren.net.au/school-age/safety/child-sexual-abuse/signs-of-sexual-abuse#sexual-abuse-in-children-and-teenagers-recognising-the-signs-nav-title>

Rape, Abuse & Incest National Network (RAINN). (n.d.). *Warning signs for teens*. Retrieved March 15, 2024, from <https://www.rainn.org/articles/warning-signs-teens>

Boucher LLP. (2023, August 30). *Signs of sexual abuse in adults*. <https://boucher.la/blog/signs-of-sexual-abuse-in-adults/>

## GROOMING

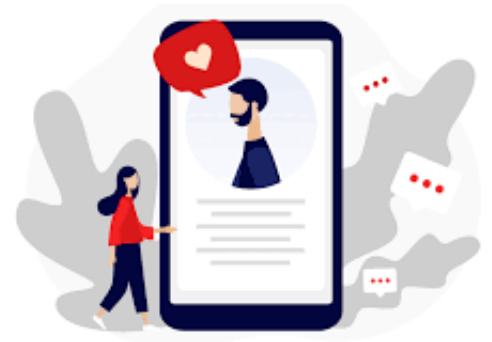
Grooming is a common tactic used by individuals who sexually abuse, characterized by manipulative behaviors aimed at gaining access to potential victims, coercing them into acquiescing to abuse, and minimizing the risk of detection.\* While predominantly targeting younger children, teenagers and vulnerable adults are also susceptible to grooming.

This insidious process can occur both online and in person, typically orchestrated by someone within the victim's trusted circle, such as a family member, coach, teacher, or youth group leader - individuals with regular interaction with the victim.

Although grooming tactics may vary, they often follow a similar pattern.

### These patterns may include the following:

- Initiating contact and isolating the victim.
- Establish trust with potential victim(s) by offering gifts, attention, sharing personal information, and other methods to create the illusion of a caring relationship.
- Gradual exposure to physical contact and conversation about sexual subjects.
- Work to normalize their actions, minimizing the chances of suspicion.



## SAFETY PLANNING

A safety plan is a personalized and practical strategy designed to enhance your safety while navigating through abusive circumstances, whether you are currently experiencing abuse, preparing to leave an abusive situation, or have already left.\*\* This plan is tailored to your individual needs and provides crucial information to help you prepare for and address various scenarios, including disclosing your situation to friends and family, managing your emotions, and accessing appropriate resources.

While some aspects of creating a safety plan may seem straightforward, it can be challenging to think clearly or make rational decisions during times of crisis. Having a safety plan in place beforehand can assist you in safeguarding yourself and others during high-stress situations. It's important to note that any form of violence, whether emotional, physical, or sexual experienced within or outside of a relationship warrants the creation of a safety plan.

Although online resources are accessible for creating a safety plan independently, *Jana's Campaign* strongly advises contacting your local, state, or national domestic violence agency to develop a safety plan with a trained victim advocate. Please refer to the Resource page of this Toolkit or contact us at [JanasCampaign@gmail.com](mailto:JanasCampaign@gmail.com) or 785-656-0324 for assistance in locating resources in your area.

\*Rape, Abuse & Incest National Network (RAINN). (n.d.). *Grooming: Know the warning signs*. Retrieved March 15, 2024, from [www.rainn.org/news/grooming-know-warning-signs](http://www.rainn.org/news/grooming-know-warning-signs)

\*\*Love is respect. (2022, April 14). *Create a safety plan*. <https://www.loveisrespect.org/personal-safety/create-a-safety-plan/>



# CONSENT

An essential element of every healthy relationship involves grasping the concept of consent. While consent is often linked to sexual violence, as it pertains to obtaining permission for sexual activities, its relevance extends to various situations. Seeking consent for actions such as giving a hug or borrowing a charger exemplifies its broader application. Asking "Can I give you a hug?" or "Can I borrow your charger?" demonstrates consent, as does inquiring "Would you like to \_\_\_\_\_?"

Below is a graphic of key components to enhance individuals' comprehension of consent.

CLEAR	COHERENT	WILLING	ONGOING
<p>Consent is active.</p> <p>It's expressed through words or actions that create mutually understandable permission.</p> <p>Consent is never implied, and the absence of a no is not a yes.</p> <p>Silence is NOT consent.</p> <p>"I'm not sure." "I don't know." "Maybe." and similar phrases are NOT consent.</p>	<p>People incapacitated by drugs or alcohol cannot consent.</p> <p>Someone who cannot make rational, reasonable decisions because they lack the capacity to understand the "who, what, when where, why, or how" of the situation cannot consent.</p> <p>People who are asleep or in another vulnerable position cannot consent.</p>	<p>Consent is never given under pressure.</p> <p>Consent is not obtained through psychological or emotional manipulation.</p> <p>Consent cannot be obtained through physical violent or threat.</p> <p>Someone in an unbalanced power situation (i.e. someone under your authority cannot consent).</p>	<p>Consent must be granted every time.</p> <p>Consent must be obtained at each step of physical intimacy.</p> <p>If someone consents to one sexual activity, they may or may not be willing to go further.</p> <p>Just because you are in a relationship, does not mean consent is automatic.</p>

- For consent to be given, individuals must fully comprehend the request made to them.
- Consent encompasses more than just sexual activities; it applies to actions like kissing, cuddling, and general physical intimacy.
- Each instance of physical contact requires explicit consent, even if it has been given previously.
- Initiating a sexual activity with consent does not obligate its completion. At any point, for any reason, an individual can withdraw their consent.\*



# PREVENTING SEXUAL VIOLENCE

Sexual violence (SV) is a serious problem that can have lasting, harmful effects on victims and their family, friends, and communities. The Centers for Disease Control and Prevention (CDC) developed a resource, “Sexual Violence Prevention Resource for Action,” to help communities take advantage of the best available evidence to prevent sexual violence. One approach is prevention education to challenge out-of-date and victim-blaming attitudes that place the responsibility on potential victims to protect themselves and frames sexual violence as a public health issue. It requires that we make the connection between all forms of oppression (including racism, sexism, homophobia, ableism, adultism, ageism, and others) and how these create a culture in which inequality thrives and violence is seen as normal.\*

S	<p style="text-align: center; margin: 0;"><b>Promote <span style="color: #009682;">Social Norms</span> that Protect Against Violence</b></p> <ul style="list-style-type: none"> <li>Bystanding Approaches</li> <li>Mobilizing men and boys as allies</li> </ul>
T	<p style="text-align: center; margin: 0;"><b>Teach Skills to Prevent Sexual Violence</b></p> <ul style="list-style-type: none"> <li>Social-emotional learning</li> <li>Teaching healthy, safe dating and intimate relationship skills to adolescents</li> <li>Promoting healthy sexuality</li> <li>Empowerment-based training</li> </ul>
O	<p style="text-align: center; margin: 0;"><b>Provide <span style="color: #009682;">Opportunities</span> to Empower and Support Girls and Women</b></p> <ul style="list-style-type: none"> <li>Strengthening economic supports for women and families</li> <li>Strengthening leadership and opportunities for girls</li> </ul>
P	<p style="text-align: center; margin: 0;"><b>Create <span style="color: #009682;">Protective</span> Environments</b></p> <ul style="list-style-type: none"> <li>Improving safety and monitoring in schools</li> <li>Establishing and consistently applying workplace policies</li> <li>Addressing community-level risks through environmental approaches</li> </ul>
SV	<p style="text-align: center; margin: 0;"><b>Support Victims/Survivors to Lessen Harms</b></p> <ul style="list-style-type: none"> <li>Victim-centered services</li> <li>Treatment for victims of SV</li> <li>Treatment for at-risk children and families to prevent problem behavior including sex offending</li> </ul>

## RAISING AWARENESS

Change starts with Awareness. Start Today. Plan, Organize, or Attend an Event to start having conversations that will help bring into focus a safer world for us all.

### RECRUIT VOLUNTEERS

Coordinating Sexual Assault Awareness Month events requires more than one person. It is important to recruit volunteers who are committed to the success of raising awareness and educating others about sexual violence. Reach out to your friends, family, co-workers, or neighbors and start organizing local and national events. Invite someone to join you at an awareness event.

## EVENT PLANNING

### MARKETING AND ADVERTISING TIPS

#### Social Media

- Create a Facebook Event and invite as many people as possible
- Ask your school or work if you can take over their official handles for the day of event
- Keep your posts short and consistent
- Use hashtags on Facebook, Instagram and Twitter
- Create a custom Snapchat filter

#### Print Materials

- Create custom flyers for each event
- Make info cards, bookmarks, postcards, posters, etc.
- Ask permission to hang materials at school, work and local organizations
- List contact information on all materials
- Many organizations, such as RAINN.org, have ready-to-use print materials available.

#### Other Ideas

- Advertise through local radio or TV station
- Write a press release for local paper
- Use sidewalk chalk to promote and direct people to event
- Send a mass email or text message
- Adapt your in-person event to an online event



## SAMPLE EVENTS

- Pop-Up Gallery Create a pop-up gallery of survivors' artwork and host a silent auction to raise funds for local rape crisis centers or other anti-sexual violence organizations.
- Kindness Rocks Decorate rocks with messages of support for survivors and leave them in well-traveled spaces.
- Paint the Town Teal Decorate the community with teal flags, ribbons, and other decorations or illuminate prominent buildings with a teal light.
- Chalk the Walk Write messages about consent (yes means yes!) on the sidewalk.
- Window Displays or Library Displays Work with local businesses to make SAAM window displays. Ask libraries to create book displays featuring titles about consent and healthy relationships.
- Partner with a local coffee shop and give them I Ask for Consent coffee sleeves to put on customers' hot drinks throughout April.
- Hold a K-12 Consent Poster Contest. Have students design posters for SAAM centering around themes like "What is Consent?" or "A Healthy Relationship/Friendship Looks Like..." The posters can be displayed for the month.
- Host a workshop on consent and healthy relationships.

### #30DAYSOFSAAM INSTAGRAM CHALLENGE

In the past, advocates, survivors, and supporters have joined in the #30DaysofSAAM Instagram challenge hosted by the National Sexual Violence Resource Center (NSVRC).

To begin, every day, in April, NSVRC provides an open-ended prompt and you're encouraged to share a snapshot that captures your goals, hopes, and feelings about SAAM. Respond to the prompt by posting a photo, collage, illustration, digital art, video, or other original content on your Instagram account using #30DaysofSAAM.

To take a closer look at the rules, criteria, and daily prompts visit:  
[www.nsvrc.org/resource/2500/30daysofsaam-instagram-challenge-2024](http://www.nsvrc.org/resource/2500/30daysofsaam-instagram-challenge-2024)

### HOST A PANEL, VIRTUAL DISCUSSION, OR FILM SCREENING

Host panel discussions around topics like consent or Q&As. Consider holding a virtual discussion via Facebook Live, Skype, Zoom, or another video conferencing platform. This can help community members feel empowered to ask questions and educate themselves about these topics from the comfort of their own homes. In addition, it is important to recognize that a large number of movies we watch portray sexual violence. Some movies address issues (such as violence against women) in an appropriate way, while others may help society normalize the violence. Some examples of movies that appropriately portray the reality of sexual violence are:

- I AM EVIDENCE
- Boys Don't Cry
- The Invisible War
- The Hunting Ground
- Precious
- Audrie & Daisy\*

\*Film Screening for Audrie & Daisy Discussion Questions can be found at: [www.audrieanddaisy.com/watch-and-discuss/discussion-guide-for-screenings](http://www.audrieanddaisy.com/watch-and-discuss/discussion-guide-for-screenings)

# SAMPLE EVENTS

## "SOLE SURVIVOR"

This event is intended to showcase how many people have experienced sexual violence. Shoes are used to display how victims can be any age or gender, and come from any background. The goal is to challenge people's perception of what a victim looks like. For the event, display a mix of men's, women's and children's shoes. Set up a table near the display to answer questions, provide local resources and educate viewers about sexual violence. To make it an online event, encourage participants to take pictures of shoes and make a collage to display on social media.



## THE CLOTHESLINE PROJECT

The Clothesline Project is a visual display of t-shirts with statistics, messages and/or illustrations about sexual and domestic violence, hate crimes, and child abuse. Participants decorate t-shirts that are then hung on a clothesline for others to view as testimony to the problem of sexual violence.

## "WHAT WERE YOU WEARING?"

The "What Were You Wearing?" event features several stories of sexual violence and representations of what the victim was wearing at the time of their assault. The installation is a visual contradiction of the victim-blaming myth that clothing contributes to the risk of sexual violence and encourage individuals to place responsibility where it belongs, on those who caused harm. Collaborate with your local campus or community victim advocacy center to bring this powerful display to your community.



**TIP:** This installation may bring up difficult feelings or memories for participants. Be sure to hold this event in a safe place and post "trigger warnings" at any entrances to the display.

For more information about "What Were You Wearing?" visit: <https://sapec.ku.edu/wwwy>

## HOST AN ONLINE PLEDGE DRIVE

Host an online pledge drive using any social media platform, designate a theme or call to action and a hashtag. You may participate in existing online pledge efforts or tailor this effort to an existing program or slogan for your community. Here are some pledge drives already in action:

- It's On Us
- No More
- Start By Believing

For more ideas regarding planning events visit: [www.nsvrc.org/saam](http://www.nsvrc.org/saam)

# NATIONAL EVENTS

## 1. RAINN DAY

Partner with your local college or university to host an event with the Rape, Abuse & Incest National Network (RAINN). Each year, college students participate on campus and online by hosting events to educate students about sexual violence, bystander intervention, and the resources available for survivors on campus and in the community. RAINN Day 2024 will be Sunday, April 14. Students are encouraged to draw a blue triangle on their hand. The triangle symbolizes a megaphone and students' commitment that they #WontStayQuiet about sexual violence on college campuses

**TIP:** Write statistics on umbrellas and create other props for students to take photos with after drawing a blue triangle on their hands. Encourage students to post pictures on social media and tag RAINN.

For more information about RAINN Day visit: [www.rainn.org/rainnday](http://www.rainn.org/rainnday)

## 2. TEAL DAY

The first Tuesday of every April is the SAAM Day of Action. The Day of Action is an opportunity to start off the month with highly visible and coordinated actions. April 2, 2024 is the SAAM Day of Action. Help turn social media teal — the color of sexual assault awareness and prevention — by sharing a teal selfie using #SAAM. Teal ribbons, t-shirts, nails, hair, makeup, jewelry, ties, and other accessories have been popular items worn in the past. Some folks have even gotten creative and dressed their pets with teal clothes or accessories. Wearing teal will serve as a conversation starter for important issues like consent, respect, and supporting survivors. You can share the following message with the post: Today is the Sexual Assault Awareness Month Day of Action, and I'm going teal to show my support for survivors. #SAAM #IAsk

## 3. DENIM DAY







Denim Day is April 24, 2024! This campaign began after a ruling by the Italian Supreme Court in which a rape conviction was overturned because justices felt that since the victim was wearing tight jeans she must have helped the rapist remove the jeans, implying consent. Since then, wearing jeans on Denim Day has become a symbol of protest against the misconceptions that surround sexual violence. Encourage members of your community to rock a button, t-shirt, or stickers to support sexual violence prevention efforts. Wear jeans with a purpose and get educated about all forms of sexual violence.

For more information about Denim Day visit: [denimday.org](http://denimday.org)



# #30DAYSOFSAAM INSTAGRAM CHALLENGE

## APRIL 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat	
	<b>1 Share about SAAM</b> To kick off SAAM, Share a snapshot that captures your goals, hopes, and feelings about SAAM and the theme "Building Connected Communities"	<b>2 SAAM Day of Action</b> Wear teal and share a group or individual photo. Be sure to cross-post on other social media pages using #SAAM.	<b>3 Affirmations for Survivors</b> Share a message of support and affirmation for survivors. Think about what you want survivors to know or encourage-ment for hard times. For example, "You Are Not Alone", "You Are Enough", and "We Believe You."	<b>4 SAAM Event Shout-Out</b> Many SAAM events are happening this year to unite and educate communities. Post details about one you're hosting or share a flashback photo from a previous event.	<b>5 Get Creative and Spell It Out</b> Get creative and use objects (flowers, food, art supplies, etc.) to form the letters "S-A-A-M" and snap a photo.	<b>6 Paint the Town Teal</b> Find a way to bring the color teal and a message of awareness somewhere new. 	
<b>7 Community Connection Sundays</b> Highlight a group that's building connections and making positive changes in your community. #BuildingConnectedCommunities	<b>8 Show Survivors Love</b> Share messages that show your support for survivors and celebrate both their healing and resilience. 	<b>9 Something I Made</b> Share a photo of something you made (a resource, art piece, recipe, craft, or more) and explain how it relates to SAAM in the caption.	<b>10 Celebrate Changemakers</b> Shine a spotlight on someone in the movement to end sexual violence helping communities become more equitable and create a graphic or find another way to highlight them.	<b>11 Thoughtful Thursdays</b> Reflect on what has helped you learn more about sexual violence, its impact, and how to show support for survivors.	<b>12 Building Connected Communities</b> Share in a creative way a piece of information, a statistic, or a topic you have learned from SAAM 2024 or something you think others should take away from this year's theme.	<b>13 Highlight a quote from an Activist</b> Share a quote from an activist that stuck with you and could inspire others to get involved in preventing sexual violence through building connected, inclusive, and equitable communities!	
<b>14 Community Connection Sundays</b> Highlight a local organization or national project related to sexual violence or supporting survivors and encourage others to get involved.	<b>15 My Message to Advocates</b> Tell the advocates in your community and worldwide what their work to support survivors and educate communities means to you.	<b>16 C-o-n-n-e-c-t-e-d</b> Use each letter of the word "Connected" in a word or phrase that describes what makes connected, inclusive, and equitable communities. (i.e. C is for Caring for one another, O = Open, etc.) 	<b>17 Empowerment Playlist</b> Share a song that inspires, uplifts and/or promotes making a positive impact or change in our society #SAAMPlaylist	<b>18 Thoughtful Thursdays</b> Reflect on what makes you feel like you belong. How can you help others to feel like they are welcome and can make a difference in your community?	<b>19 Handwritten Words of Encouragement</b> Share a SAAM haiku, quote, sidewalk chalk drawing, or inspirational message in your own writing or style	<b>20 SAAManimals!</b> Animals play a role in both healing and bringing people together. Capture how the animals in your community are showing up for SAAM.	
<b>21 Community Connection Sundays</b> Another week, another opportunity to celebrate changemakers. Spotlight a resource in your community that everyone should know how others can support their work.	<b>22 Looking Ahead to a Brighter Future</b> Preventing sexual harassment, abuse, and assault takes awareness and action beyond one month. What future events/programs are you working on? Share an opportunity to stay involved after April.	<b>23 Connected Communi-teas</b> Tea? Coffee? Something else altogether? Show us what brings members of your community around the table and fuels meaningful connections. 	<b>24 Denim Day: Wear Jeans with a Purpose</b> Join millions who will wear jeans to take a stand against victim-blaming in honor of Denim Day. Head over to DenimDayInfo.org to learn more about the campaign.	<b>25 Thoughtful Thursdays</b> Reflect on community care. How can people support one another to foster a sense of belonging and promote positive change? 	<b>26 ___Of Course We're Connected</b> "I'm [blank], of course I'm going to [blank]." Are behaviors in your community a no-brainer? Tell us about it by following the "Of course" meme trend.	<b>27 SAAMThoughts</b> Consider what books or films have made a difference in your thinking. Looking back on and sharing our lessons learned and "aha" moments can remind others of their potential to learn and change.	
<b>27 Community Connection Sundays</b> On this last Community Connection Sunday, share an organization or group that brings people together and builds community.	<b>29 One Takeaway from SAAM 2024</b> Closeout SAAM by sharing something everyone can do to promote health equity and community connectedness in the coming year. Find a way to demonstrate, illustrate, or share this message in writing.	<b>30 You Did It! Gratefulness Shout-Out</b> Give thanks to someone or something that made your participation in the #30DaysofSAAM possible. This might be yourself, your team, or a supportive person, place, or practice.	<b>Way to Go!</b> Thank you for participating in the #30DaysofSAAM contest. Your creative ideas are sure to inspire others! 	<div style="border: 1px solid black; padding: 5px;"> <p>Join advocates, activists, survivors, and supporters who are getting involved in Sexual Assault Awareness Month this April on Instagram. Daily prompts encourage creative ways for you to raise awareness, educate, and connect with others - plus you have a chance to win prizes every day you participate.</p> </div>			

### Participation guidelines

- Anyone can participate: individual accounts, organizational accounts, accounts created just for the contest, etc.
- Submission posts must tag @NSVRC.
- Posts must include #30DaysofSAAM and a hashtag identifying the prompt you're responding to (i.e., #Day1, #Day2, etc.)
- 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).
- Posts that feature thoughtful captions will be given extra consideration.

### Prices and eligibility

- **Daily Prizes** - A winner will be chosen for each prompt daily and awarded a \$25 gift card to Etsy.com - plus their submission will be featured on NSVRC's account.
- **Grand Prize** - There are two ways to become eligible for our grand prize drawing: (1) participate every Tuesday in April or (2) participate everyday in April. Those that participate every day will have their names entered into the drawing twice.
- The grand prize is a \$250 gift card to Etsy.

# SOCIAL MEDIA GRAPHICS - FREE TO USE




EDUCATION *about* and PREVENTION *against* gender and relationship violence



# SOCIAL MEDIA GRAPHICS - FREE TO USE

**APRIL IS SEXUAL ASSAULT AWARENESS MONTH**




**OVER 53% OF WOMEN AND OVER 29% OF MEN WILL EXPERIENCE CONTACT SEXUAL VIOLENCE IN THEIR LIFETIME**



**53% WOMEN**      **29% MEN**

CDC National Intimate Partner and Sexual Violence Survey (NISVS) 2016/2017: Report on Victimization by Sexual Identity (2023)



**1 IN 4 UNDERGRADUATE WOMEN EXPERIENCED SEXUAL ASSAULT AT 33 OF THE NATIONS MAJOR UNIVERSITIES**





**APRIL IS SEXUAL ASSAULT AWARENESS MONTH**


2019 Report on the AAU Climate Survey on Sexual Assault and Sexual Misconduct. Association of American Universities



**APRIL IS SEXUAL ASSAULT AWARENESS MONTH**





**1 IN 12 HIGH SCHOOL STUDENTS EXPERIENCE SEXUAL DATING VIOLENCE**



CDC, Youth Risk Behavior Survey Data Summary & Trends Report: 2011–2021.


**APRIL IS SEXUAL ASSAULT AWARENESS MONTH**



**13%**

**OF ALL GRADUATE AND UNDERGRADUATE STUDENTS EXPERIENCED RAPE OR SEXUAL ASSAULT THROUGH PHYSICAL FORCE, VIOLENCE, OR INCAPACITATION**

2019 Report on the AAU Climate Survey on Sexual Assault and Sexual Misconduct. Association of American Universities



EDUCATION *about* and PREVENTION *against* gender and relationship violence

Chen, J., Khatiwada, S., Chen, M. S., Smith, S. G., Leemis, R. W., Friar, N., Basile, K. C., and Kresnow, M. (2023). *The National Intimate Partner and Sexual Violence Survey (NISVS) 2016/2017: Report on Victimization by Sexual Identity*. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention. <https://www.cdc.gov/violenceprevention/pdf/nisvs/nisvsReportonSexualIdentity.pdf>

Cantor, D., Fisher, B., Chibnall, S., Harps, S., Townsend, R., Thomas, G., Lee, H., Kranz, V., Herbison, R., & Madden, K. (2019). Report on the AAU Climate Survey on Sexual Assault and Sexual Misconduct. Association of American Universities. [www.aau.edu/sites/default/files/AAU-Files/Key-Issues/Campus-Safety/Revised%20Aggregate%20report%20%20and%20appendices%201-7\\_\(01-16-2020\\_FINAL\).pdf](http://www.aau.edu/sites/default/files/AAU-Files/Key-Issues/Campus-Safety/Revised%20Aggregate%20report%20%20and%20appendices%201-7_(01-16-2020_FINAL).pdf)

Centers for Disease Control and Prevention. (2023, April 28). *Youth Risk Behavior Survey Data Summary & Trends Report: 2011–2021*. [https://www.cdc.gov/healthyyouth/data/yrebs/yrebs\\_data\\_summary\\_and\\_trends.htm](https://www.cdc.gov/healthyyouth/data/yrebs/yrebs_data_summary_and_trends.htm)

# SOCIAL MEDIA GRAPHICS - FREE TO USE

**2022**

**531,810 ADULTS, AGED 18 OR OLDER, WERE RAPED (THREATENED, ATTEMPTED, OR COMPLETED) IN THE U.S.**

**APRIL IS SEXUAL ASSAULT AWARENESS MONTH**

Bureau of Justice Statistics, Criminal victimization, 2022

jana's  
CAMPAIGN™

**BUILDING CONNECTED COMMUNITIES**

**BELIEVE.  
SUPPORT WITHOUT JUDGMENT.**

**Kansas Crisis Hotline:  
1-888-END-ABUSE**

**National Sexual Assault Hotline:  
1-800-656-HOPE**

jana's  
CAMPAIGN™

#SAAM2024 #KSAgainstSexualAssault

**BUILDING CONNECTED COMMUNITIES**

**SEXUAL ASSAULT**

**Affects people you know, people you love, people in this room.  
Yes, this Room.**

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CAMPAIGN™

#SAAM2024 #KSAgainstSexualAssault

**BUILDING CONNECTED COMMUNITIES**

**SEXUAL ASSAULT & HARASSMENT  
CAN OCCUR ONLINE.**

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#SAAM2024 #KSAgainstSexualAssault

EDUCATION *about* and PREVENTION *against* gender and relationship violence

## ADDITIONAL RESOURCES

### WEBSITES

National Sexual Assault Hotline (1-800-656-4673)  
National Domestic Violence Hotline (1-800-799-7233)  
RAINN (Rape, Abuse & Incest National Network) ([www.rainn.org](http://www.rainn.org))  
National Center on Domestic and Sexual Violence ([www.ncdsv.org](http://www.ncdsv.org))  
GLBT National Help Center ([www.glbthotline.org](http://www.glbthotline.org))  
Department of Defense (DoD) Safe Helpline (1-877-995-5247)  
VictimConnect ([victimconnect.org](http://victimconnect.org)) 1-855-4-VICTIM  
Futures Without Violence ([www.futureswithoutviolence.org](http://www.futureswithoutviolence.org))  
National Sexual Violence Resource Center ([www.nsvrc.org](http://www.nsvrc.org))  
Start By Believing ([www.startbybelieving.org](http://www.startbybelieving.org))  
Safety Planning ([www.domesticshelters.org](http://www.domesticshelters.org))  
It's On Us ([www.itsonus.org](http://www.itsonus.org))  
NO MORE ([nomore.org](http://nomore.org))

### WHAT CAN I DO? HOW CAN I HELP?

It can be difficult to know what to do after a sexual assault. There are a number of options available and you can decide which next steps are best for you:

## HOW TO HELP SOMEONE YOU KNOW


- Believe them!
- Listen
- Be There
- Offer Support
- Be Patient
- Encourage Self-Care
- Remind Them It's Not Their Fault
- Tell Them They Are Not Alone

- Call 911 For Immediate Assistance
- Contact Local Domestic Violence Agency to be in contact with an advocate
- Seek Medical Attention
- Learn About Your Legal Options
- Contact Your School's Title IX Coordinator
- Seek Support for Mental Health
- Remember to Care for Yourself


## WHAT CAN I DO?



 [JanasCampaign.org](http://JanasCampaign.org)

 785-656-0324

 [JanasCampaign@gmail.com](mailto:JanasCampaign@gmail.com)

 PO Box 647 | Hays, KS 67601

 [CampaignForJana](https://www.facebook.com/CampaignForJana)

 [@janascampaign1](https://www.tiktok.com/@janascampaign1)

   [@janascampaign](https://www.youtube.com/@janascampaign)