

Stalking: Know it. Name it. Stop it.

# STALKING AWARENESS MONTH TOOLKIT



EDUCATION about and PREVENTION against gender and relationship violence.

# Welcome!

Jana's Campaign is proud to present this resource in honor of National Stalking Awareness Month (NSAM), an annual call to action to recognize and respond to stalking. Common stalking behaviors include following, repeated contact, surveillance, spreading rumors, and threats. Stalking is scary, involves multiple incidents, and involves a stalker targeting individual persons. Stalking is a serious crime that calls for prevention, safety planning, investigation, charging, and prosecution, as well as the development and implementation of policies and protocols to ensure an effective response.\*

We hope you use this toolkit to raise awareness about the warning signs of stalking and promote ways people can stay safe if they believe they have a stalker. Throughout this month, we encourage you to learn, act, and share information to prevent and end stalking on your campus and in your community.

To learn more about our violence prevention education programs, please contact us at [janascampaign@gmail.com](mailto:janascampaign@gmail.com) or call 785-656-0324.

## **Stalking: Know it. Name it. Stop it.**

# TABLE OF CONTENTS

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National Stalking Awareness Month _____	4
About Jana's Campaign	
History	
What is Stalking? _____	5
Stalking Statistics _____	6
Stalking Behaviors _____	7
Common Effects of Stalking _____	8
Stalking and Other Crimes _____	9
Supporting Those Experiencing Stalking _____	10
Safety Tips _____	10
Stalking and Technology _____	11
Technology Safety Plan _____	12
Teens and Technology _____	13
Sexting & Image-based Sexual Abuse (IBSA) _____	14
Common Forms of Image-based Sexual Abuse _____	14
Stalking Stereotypes _____	15
Stalking in Media _____	16
Stalking Prevention _____	17
Campus Stalking Public Awareness _____	18-19
Community Public Awareness _____	19
Activity Ideas _____	20
Resources _____	21-22
Hotlines	
Resource Centers	
Risk and Safety Resources _____	22
Materials _____	25

## About Jana's Campaign

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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-based violence, Jana's Campaign delivers evidence-based educational programs that prevent domestic and dating violence, sexual assault, and stalking.



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

## History of National Stalking Awareness Month

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In January 2004, The National Center for Victims of Crime started National Stalking Awareness Month (NSAM) in order to provide “an opportunity to focus on identifying and stopping stalking in your community.” According to the National Intimate Partner and Sexual Violence Survey, which collects data from state and federal agencies, “nearly 1 in 3 women and 1 in 6 men have experienced stalking in their lifetimes.”\*

NSAM began in response to a 2003 call to the Stalking Resource Center from Debbie Riddle, the sister of murdered stalking victim Peggy Klinke. Riddle wanted to transform her family’s painful tragedy into a force for good—and to help improve law enforcement’s response to stalking and save lives. Riddle’s call led to a concurrent Congressional resolution on stalking, and more. In July 2003, representative Wilson introduced a Congressional resolution to support NSAM. The following January, the National Center for Victims of Crime launched the first observance of National Stalking Awareness Month and supported communities across the nation in planning the event. In 2011, the White House issued the first Presidential Proclamation on National Stalking Awareness Month.\*\*

\*Smith, S.G., Basile, K.C., & Kresnow, M. (2022). The National Intimate Partner and Sexual Violence Survey (NISVS): 2016/2017 Report on Stalking. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention.

\*\*National stalking awareness month. (n.d.). Welcome to the National Center for Victims of Crime. <https://members.victimsofcrime.org/our-programs/past-programs/stalking-resource-center/resources/national-stalking-awareness-month>



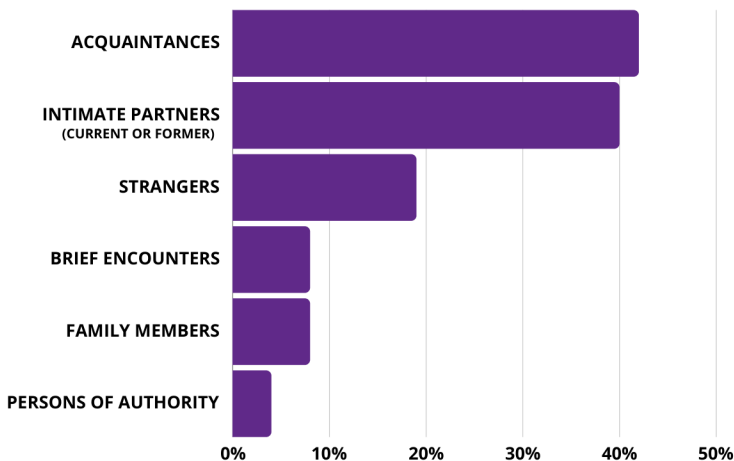
# What is Stalking?

While legal definitions of stalking vary between jurisdictions, a good working definition of stalking is: a pattern of behavior directed at a specific person that would cause a reasonable person to fear for their safety or the safety of others, or suffer substantial emotional distress.\*

It is important to note that fear is often masked by other emotions: anger, frustration, hopelessness or despair.

Many stalkers' behaviors seem innocent or even desirable to outsiders - for example, sending expensive gifts.

## WHO ARE STALKERS? \*\*



Stalking is **scary**, involves **multiple** incidents, and a stalker **targeting one** individual **victim**. Stalking is not just frustrating or annoying. It is **scary** and/or causes **severe** emotional **distress**. Stalking is **directed** at a **specific** individual, not a random person. Stalkers may **target other** people close to the primary victim – like family members or a new boyfriend or girlfriend. Or they may use people close to the victim to get to the victim.\*\*\*

## IN THE UNITED STATES\*\*

**72%** OF STALKING VICTIMS WERE  
THREATENED WITH  
**PHYSICAL HARM**



**84%** OF STALKING VICTIMS FELT  
**FEARFUL**  
THREATENED, OR  
CONCERNED FOR  
SAFETY

Stalking is a **pattern** of behavior that **requires 2 or more** behaviors. The behaviors can vary or be the same. Some behaviors are criminal on their own (like property damage) while others only become criminal when part of a stalking case (like excessive texting).\*\*\*

Stalking is a crime in all 50 states, the District of Columbia, U.S. territories, the military and tribal lands. Some of the behaviors that make up the crime of stalking are criminal on their own (like property damage). Even if the behavior is not a crime on its own (like texting excessively), it may be part of the pattern of stalking behavior and victims should consider documenting it.\*\*\*\*

**Stalking can affect anyone regardless of race, age, socioeconomic class, or gender. A majority of people who are stalked know the person such as a current or former intimate partner, acquaintance, or family member.\*\*\*\*\***

\*The Stalking Prevention, Awareness, and Resource Center | SPARC. (2018). Stalking fact sheet. [https://www.stalkingawareness.org/wp-content/uploads/2019/01/SPARC\\_StalkingFactSheet\\_2018\\_FINAL.pdf](https://www.stalkingawareness.org/wp-content/uploads/2019/01/SPARC_StalkingFactSheet_2018_FINAL.pdf)

\*\*Smith, S.G., Basile, K.C., & Kresnow, M. (2022). The National Intimate Partner and Sexual Violence Survey (NISVS): 2016/2017 Report on Stalking. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention.

\*\*\*Facilitator guide stalking: Know it, name it, stop it public awareness workshop. (2021, August). The Stalking Prevention, Awareness, and Resource Center | SPARC. Retrieved December 27, 2023, from <https://www.stalkingawareness.org/wp-content/uploads/2021/08/FacilitatorGuideandSpeakingNotes2021.pdf>

\*\*\*\*Stalking. (2021, March 22). Victim Connect Resource Center. <https://victimconnect.org/learn/types-of-crime/stalking/>

\*\*\*\*\*Definition & FAQ | Stalking awareness & prevention | SPARC. (2023, April 28). Stalking Awareness. <https://www.stalkingawareness.org/definition-faqs/#1537979698177-ceb119f0-52c9>

# Stalking Statistics

- 1 in 3 women and 1 in 6 men have experienced stalking in their lifetimes\*.
- 1 in 3 stalkers have stalked before\*\*.
- More than half of all victims of stalking indicate that they were stalked before the age of 25, and nearly 1 in 4 were stalked before the age of 18\*.
- Anyone can be a victim of stalking. However, women, young adults, individuals with disabilities, and lesbian, gay, bisexual, transgender, and queer individuals experience stalking at higher rates.\*\*\*
- 43% of college stalking victims who meet the legal criteria of 'stalking' do not identify their experience as 'stalking'.\*\*\*\*
- 48% of sexual assault survivors, ages 18-24, also experienced stalking.\*\*\*\*\*



- 48% of teens (ages 12-18) with dating experience were also stalked at some point in their lifetimes.\*\*\*\*\*
- Adolescent stalking victims were more likely than youths who had not been stalked to experience post-traumatic stress, depression, and hopelessness.\*\*\*\*\*

\*Smith, S.G., Basile, K.C., & Kresnow, M. (2022). The National Intimate Partner and Sexual Violence Survey (NISVS): 2016/2017 Report on Stalking. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention.

\*\*Mohandie, K., Meloy, J.R., McGowan, M.G., & Williams, J. (2006). The RECON Typology of Stalking: Reliability and Validity Based upon a Large Sample of North American Stalkers. *Journal of Forensic Sciences*, 51(1): 147-155.

\*\*\*Chen, J., Walters, M. L., Gilbert, L. K., & Patel, N. (2020). Sexual violence, stalking, and intimate partner violence by sexual orientation, United States. *Psychology of Violence*, 10(1), 110-119.

\*\*\*\*Morgan, R.E., & Truman, J.L. (2022). Stalking FAMILY MEMBER 1 2 1 3 1 STALKINGAWARENESS.ORG Victimization, 2019. Washington, DC: US DOJ, Bureau of Justice Statistics, Special Report.

\*\*\*\*\*Brady, P. Q., & Griffin, V. W. (November, 2019). Stalking the next generation: Examining stalking experiences and victim decision-making among Generation Z. Paper presented at the American Society of Criminology conference in San Francisco, CA.

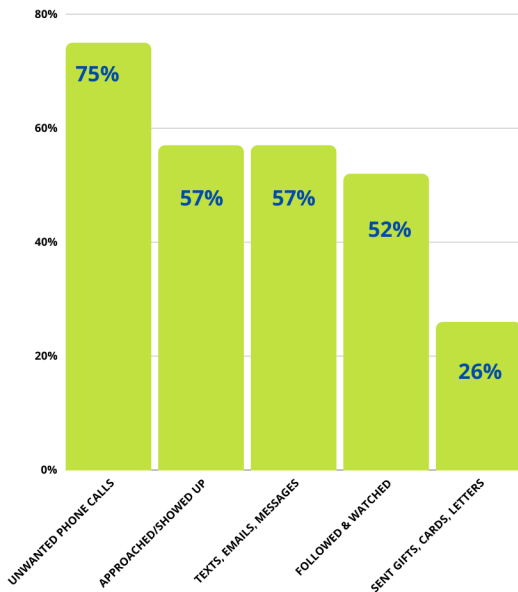
\*\*\*\*\*Brady, P. Q., & Woodward Griffin, V. (2019). The Intersection of Stalking and Sexual Assault Among Emerging Adults: Unpublished Preliminary Results. mTurk Findings, 2018.

\*\*\*\*\*Rothman, E. F., Bahrami, E., Okeke, N., & Mumford, E. (2020). Prevalence of and Risk Markers for Dating Abuse-Related Stalking and Harassment Victimization and Perpetration in a Nationally Representative Sample of US Adolescents. *Youth & Society*, 53(6), 955-978.

\*\*\*\*\*Reidy, D. E., Smith-Darden, J. P., & Kernsmith, P. D. (2016). Behavioral and mental health correlates of youth stalking victimization: A latent class approach. *American journal of preventive medicine*, 51(6), 1007-1014.

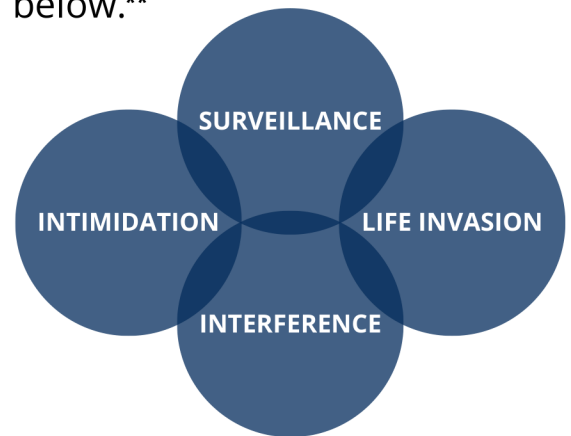
## IN THE UNITED STATES\*

### MOST COMMON STALKING TACTICS EXPERIENCED BY VICTIMS:



The Stalking Prevention, Awareness, & Resource Center (SPARC) has adapted stalking behaviors from T.K. Logan’s “Connecting the Dots: Advocates.” Stalking behaviors are split into four strategies: Surveillance, Life Invasion, Intimidation, and Interference through sabotage or attack. The possible behaviors for each strategy are explained below.\*\*

## SLII Strategies



Surveillance includes watching, tracking, and/or gathering information. Life invasion means showing up in the targeted person’s life where they do not want them to be. Interference includes sabotaging, attacking, humiliating, or otherwise changing the victim’s life for the worse. Intimidation means the ways a stalker threatens and/or scares the person.\*\*\*



### SURVEILLANCE

- Follows person
- Watches person
- Shows up unexpectedly
- Goes through trash/mail
- Seeks information about person from friends, family, etc.
- Accesses accounts such as social media or online finances
- Communicates obsessively
- Makes person concerned for their safety
- Plants a camera, GPS tracker, or other device on vehicle or in home
- Uses software on phone, tablet, etc., to track person



### LIFE INVASION

- Repeatedly initiates unwanted contact (phone calls, texts, messages, etc.)
- Sends gifts or leaves items for person to find
- Tries to contact person through third parties
- Spreads rumors
- Humiliates, or tries to in public
- Impersonates person online
- Hacks into accounts
- Sends photos of themselves frequently
- Invades property (lets themselves into the persons home or vehicle)



### INTIMIDATION

- Does anything to intimate, frighten, or alarm person
- Threatens person explicitly or implicitly, in-person and/or online
- Threatens family, friends, pets, or others that person cares about
- Threatens to destroy property, harm pets, or sabotage person in other ways
- Threatens to share/post private information about person unless they perform sexual acts
- Threatens to or actually harms themselves



### INTERFERENCE

- Significantly and directly interferes with person life
- Damages or steals property
- Causes person to have a serious accident
- Forcibly holds person against their will
- Assaults person while stalking, harassing, or threatening them
- Assaults person’s friends, family, or pets, or seriously attacks them in other ways
- Shares with others posted online private photos of person and/or information about them

\*Smith, S.G., Basile, K.C., & Kresnow, M. (2022). The National Intimate Partner and Sexual Violence Survey (NISVS): 2016/2017 Report on Stalking. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention.

\*\*Identifying stalking: SLII strategies. (2022, April). The Stalking Prevention, Awareness, and Resource Center | SPARC. <https://www.stalkingawareness.org/wp-content/uploads/2022/04/Identifying-Stalking-as-SLII-Strategies.pdf>

\*\*\*Logan, T.K. & Walker, R. (2017). Stalking: A Multidimensional Framework for Assessment and Safety Planning. Trauma, Violence & Abuse, 18(2): 200-222.

## Stalking victims often feel scared, angry, annoyed, and/or confused.

People who are stalked face unique challenges. Stalking behavior are often persistent, unpredictable, and can take place over a long period of time causing repeated trauma. It can affect a victim's physical and emotional health, their family and friends, financial stability, and their job. As a result, those stalked have a higher prevalence of anxiety, insomnia, social dysfunction, and severe depression than the general population.\*

## IMPACT OF STALKING

### Physical Health

- Headaches
- General aches and pains
- Feelings of weakness or numbness
- Sleeping too much or too little
- Nightmares
- Weight Changes
- Increased anxiety leading to shaking, chest pains, and panic attacks
- Confusion
- Inability to concentrate
- Fatigue

### Other

- Drug or alcohol abuse
- Social isolation

### Mental Health

- Anger
- Irritability
- Loss of confidence
- Loss of relationships
- Depression
- Embarrassment
- PTSD
- Emotional numbness
- Self-blame
- Fear
- Shame
- Shock
- Frustration
- Guilt
- Suicidal ideation
- Hypervigilance
- Inability to accomplish daily tasks

### Finances

- Property damage
- Legal processes
  - court fees, attorney fees, costs to travel, child care
- Medical bills (mental and physical health)
- Replacement of technology
- Relocation
- Lost wages

### Workplace

- Time off for court, meet with an advocate, or take care of mental or physical health
- Unpaid leave
- Discipline or termination
- Asked to resign due to trouble caused

Reactions from persons being stalked are diverse. However, there are a few common responses. One such is minimizing. Victims may minimize the stalker's behaviors and the risk the offender poses. They may say things like "they're only text messages" or "they would never really harm me." Avoiding others is another response. As previously mentioned, they may feel embarrassed, ashamed, or responsible for what is happening. Or they may agree to demands the stalker makes or maintain contact in an effort to prevent additional harm. And you may see them taking steps to improve their personal security, such as taking a different route to school or work, temporarily stay with a friend, or change the locks on their door.

Remember being stalked is not your fault.  
You cannot control the stalker's behavior.



# Stalking and Other Crimes

Stalking is often an indicator of other forms of criminal behavior. It may also be a precursor to other crimes, such as intimate partner violence. One study found that 81 percent of people stalked by a current or former intimate partner had been physically assaulted by that partner.\*

A common misconception is that stalking usually begins when a person in an unhealthy relationship leaves. Conversely, 57 percent of intimate partner stalking victims report that the stalking behaviors began before the relationship ended.\*\*

## Other crimes that may occur at the same time of stalking course include:

- Assault
- Burglary
- Child Abuse
- Criminal Mischief
- Eavesdropping
- Forgery/Fraud
- Harassment
- Hate Crimes
- Home Invasion
- Homicide
- Identity Theft
- Intimate Partner Violence
- Kidnapping
- Mail Theft
- Sharing victims' nude photos and videos without their consent
- Protective Order Violations
- Robbery
- Sexual Assault
- Theft
- Threats
- Trespass
- Utility Theft
- Vandalism
- Vehicle Tampering
- Vehicle Theft
- Voyeurism
- Wiretapping

Establishing a connection between stalking and other crimes serves a number of important purposes. This includes helping those harmed recover emotionally and understand it isn't their fault. It also helps law enforcement see how the stalker intentionally targeted the person. Thus, strengthening the overall criminal justice system response to stalking.

\*Patricia Tjaden and Nancy Thoennes, "Stalking in America: Findings from the National Violence Against Women Survey," National Institute for Justice Centers for Disease Control Research in Brief (1998).

\*\*Tjaden, P. & Thoennes, N. (1998). Stalking in America: Findings from the national violence against women survey (NCJ# 169592). Washington, DC: National Institute of Justice Centers for Disease Control and Prevention.

People being stalked usually talk to a friend, family member, or someone else they know and trust about the situation before pursuing any sort of professional or legal help. If they confide in you, your response can significantly impact if they feel validated and/or seek help\*:

## Additional Tips To Support Others

- Believe and validate the them sharing their story and experiences with you
- Focus on the offender's actions, not the victim's responses
- Encourage them to seek help and document the stalking behaviors and incidences
- Respect their privacy
- Refer them to resources to make an individual safety plan and learn more about stalking.
- Continue to check in and be a source of support

## Safety Tips\*\*

- Consider obtaining a protective order against the stalker
- Trust your instincts. If you're somewhere that doesn't feel safe, either find ways to make it safer, or leave
- Work with a trained professional such as an advocate, domestic violence shelter, or even a law enforcement officer to develop a safety plan
- Notify the police immediately if you feel you are in danger
- Vary routines, including changing routes to work, school, the grocery store, and other places regularly frequented.
- Try not to travel alone
- Try to stay in public areas
- Get a new, unlisted phone number
- Do not interact with the person stalking or harassing you. Responding to stalker's actions may reinforce their behavior

**If you or a loved one is in immediate danger, call 911**

\*The Stalking Prevention, Awareness, and Resource Center | SPARC. (2018). Supporting loved ones experiencing stalking. <https://www.stalkingawareness.org/wp-content/uploads/2020/07/SupportingLovedOnesExperiencingStalking.pdf>

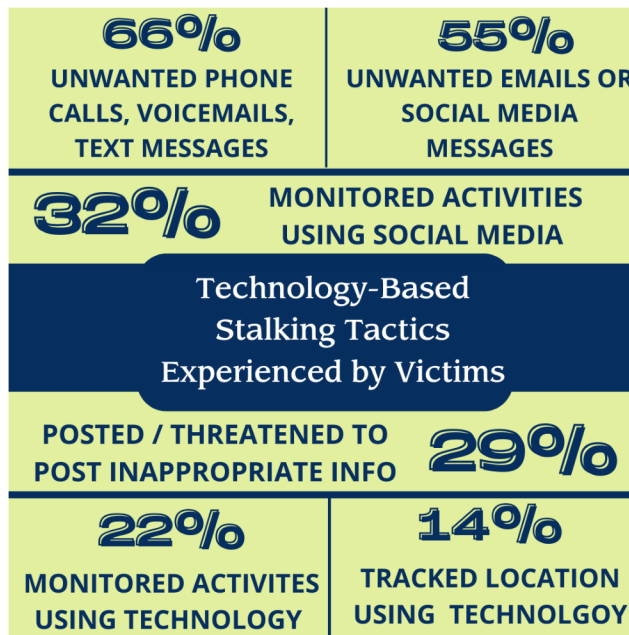
\*\*The Stalking Prevention, Awareness, and Resource Center | SPARC. (2019, November). Talking stalking: Tips for prevention/awareness educators. <https://www.stalkingawareness.org/wp-content/uploads/2019/11/SPARC-tips-strategies-FINAL-links3.pdf>



## 80% of stalking victims report being stalked with technology.\*

Technology-facilitated stalking (cyberstalking) should be given the same consideration and concern as in-person stalking. Nearly half of all stalking cases involve both in-person and technology-facilitated stalking.\*\*

Intimate partner and dating violence often include stalking through technology, sometimes called "digital abuse." Excessive contact, monitoring online activity, location tracking, demanding passwords, and hacking into accounts may be both digital abuse AND stalking.



Cyberstalking isn't always conducted by individuals and might involve a group of people. They could be targeting an individual, group or organization for various reasons. Cyberstalking is a federal offense and many states have cyberstalking laws. Cyberstalking falls under anti-stalking, slander and harassment laws that are already in place and are punished similarly.\*\*\*

**Victims of online stalking and/or harassment can experience many harmful and detrimental effects on their mental health, including depression, anxiety, PTSD, suicidal ideation, and panic attacks.\*\*\*\***

\*B Morgan, R.E., & Truman, J.L. (2022). Stalking Victimization, 2019. Washington, DC: US DOJ, Bureau of Justice Statistics, Special Report. <https://bjs.ojp.gov/content/pub/pdf/sv19.pdf>

\*\*Truman, J.L., & Morgan, R.E. (2021). Stalking Victimization, 2016. Washington, DC: US DOJ, Bureau of Justice Statistics, Special Report. <https://bjs.ojp.gov/library/publications/stalking-victimization-2016>

\*\*\*Stalking laws | Stalking awareness & prevention | SPARC. (2023, May 30). <https://www.stalkingawareness.org/map/>

\*\*\*\*G Stevens, F, Nurse, J.R.C., & Arief, B. (2021). Cyber Stalking, Cyber Harassment, and Adult Mental Health: A Systematic Review. *Cyberpsychology, Behavior, and Social Networking*, 24(6), 367-376. <http://doi.org/10.1089/cyber.2020.0253>

# Technology Safety Plan

The safety and privacy of survivors is often compromised by abusers who misuse technology and/or share the survivor's personal information. There isn't one "right" way to respond to abuse and online safety concerns - only ways that do or don't fit the survivor's situation. What works for one person may not work for another. Affected persons should always prioritize safety and trust their instincts.

## Ways to Increase Online Safety\*

- Learn more about stalking by contacting a victim advocates in your area. They can tell survivor about options and local resources, and help them create a safety plan
- Use a safer device if you think that someone is monitoring your computer, tablet, or mobile device (i.e., a computer at a library or a friend's phone)
- Put a passcode on your phone
- Use anti-virus and anti-spyware software on your phone
- Change passwords and usernames
- Check your connected devices & privacy settings
- Turn off any location tracker on your devices
- Limit the information you give out about yourself when creating online accounts
- Use virtual phone numbers
- Try not to store sensitive information on your phone
- Consider using a personal safety apps developed or advertised specifically for survivors of violence

## Documentation\*\*

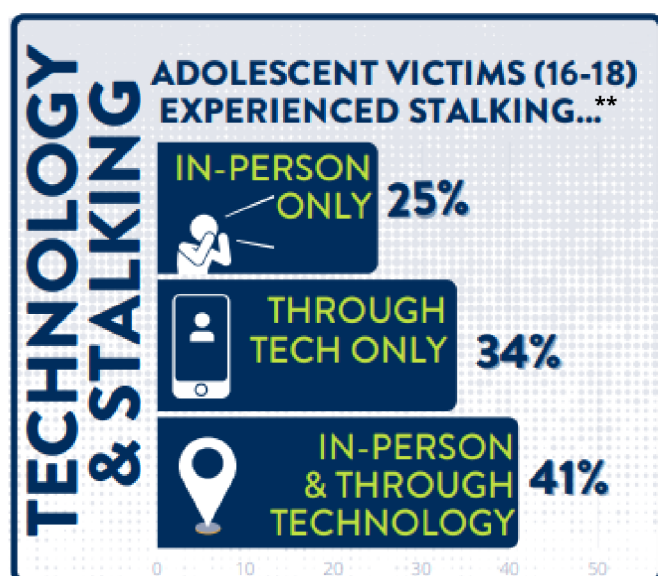
- Keep a log of all incidents such as the date, time, location, witnesses, suspected technology (i.e., phone, email, etc.), and a brief description of what the abuser did
- Save everything related to the event or incident - take screenshots to capture all images and information posted with it. Also record the web address (or "URL") of the sites. Keep a record of any other harassing or unwanted contact to you or anyone you know. Make sure to save all original emails or messages
- Think about technology the stalker could be using
- Limit the information you give out about yourself when creating online accounts

\*Technology safety plan: A guide for survivors and advocates. (2018). Safety Net Project. <https://www.techsafety.org/resources-survivors/technology-safety-plan>

\*\*Documentation tips for survivors — Safety net project. (2014). Safety Net Project. <https://www.techsafety.org/documentationsiptips>

# Teens and Technology

Technology abuse is a common tactic within the context of teen dating violence. Abuser may use social media, texting, and other forms of technology to gain power and control. Technology abuse does not happen in isolation. In fact, many young people also experience psychological abuse, physical abuse, and sexual coercion\*. These examples are only a few examples of technology abuse. It is important to increase awareness about the dynamics of tech misuse so that teens and those that support them can be prepared to respond and empowered around tech misuse.



## Five Ways to Talk To Young People\*\*\*

1. Discuss online safety
2. Help them identify tech boundaries.
3. Discuss how to use technology as a tool for good (i.e., hashtags, viral videos, educational posts)
4. Help them find alternative ways to explore interesting online activities and connect with resources
5. Make sure everyone has access to technology - Teenagers living in low-income areas may have limited access to technology and therefore won't be as knowledgeable or aware of technology abuse

\*Teens and tech abuse — Safety net project. (2022). Safety Net Project. Retrieved December 20, 2023, from <https://www.techsafety.org/teens-and-tech-abuse>

\*\*National Crime Victimization Survey. (2016). Bureau of Justice Statistics. U.S. Department of Justice.

\*\*\*Teens and tech engage — Safety net project. (2022). Safety Net Project. Retrieved December 20, 2023, from <https://www.techsafety.org/teens-and-tech-engage>

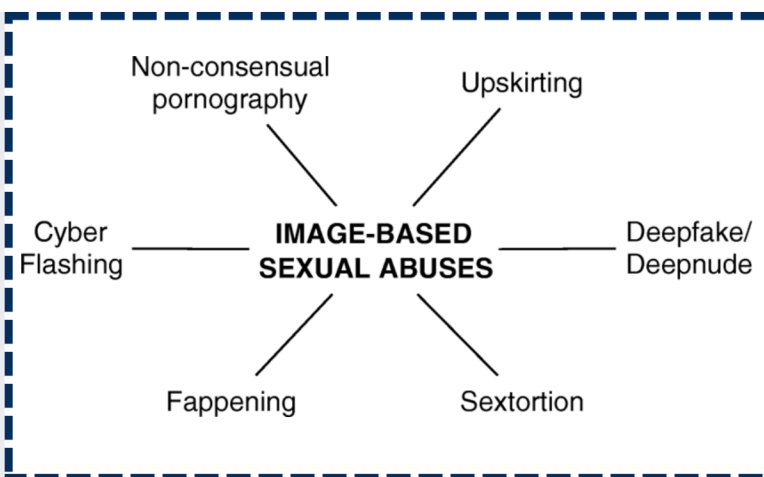
# Sexting & Image-based Sexual Abuse (IBSA)

Image-based Sexual Abuse (IBSA) is a catch all term that includes a range of abusive tactics that involve photos, images, videos, or created content. IBSA can include “deepfakes”, sextortion, and non-consensual intimate image (NCII) sharing, among other behaviors.\*

IBSA can be perpetrated by strangers, a current or ex intimate partner, friend, or acquaintance. It is important to understand people sharing images is not the problem. But sharing an image of someone else without their consent is abusive and wrong. If an intimate image or video is shared without consent, the person harmed has a right to get support and take action in order to protect themselves. \*\*

## Common Forms of Image-based Sexual Abuse

- Sharing of sexually explicit or sexualized images without consent
- Recording of a person in a sexual manner (including so-called “down blousing,” “upskirting,” or recording in places such as restrooms and locker rooms)
- Pressuring or harassing someone into creating or sharing sexually explicit or sexualized images of themselves
- Using sexually explicit images or sexualized materials for purposes of blackmailing the person(s) depicted in the images
- Creating fake pornographic images of a person, by editing images of their face onto nude bodies (popularly referred to as “deepfake” or “cheap fake” pornography)
- Sexual harassment or assault in virtual or augmented reality (such as sexual harassment via direct messaging or sexual assault of avatars) \*\*\*



\*Understanding sexting and NCII sharing — Safety net project. (2022). Safety Net Project. <https://www.techsafety.org/understanding-sexting-and-ncii-sharing>

\*\*Rothman, E. F., Bahrami, E., Okeke, N., & Mumford, E. (2020). Prevalence of and Risk Markers for Dating Abuse-Related Stalking and Harassment Victimization and Perpetration in a Nationally Representative Sample of US Adolescents. *Youth & Society*, 53(6), 955-978.

\*\*\*Image-Based Sexual Abuse: A Little-Known Term, but a Pervasive Problem -- National Center on Sexual Exploitation (2022). <https://endsexualexploitation.org/articles/image-based-sexual-abuse-a-little-known-term-but-a-pervasive-problem/>



Stalking is a serious, prevalent, and dangerous crime that impacts many communities. While awareness and public discussion of intimate partner violence and sexual assault have increased in recent years, stalking remains frequently misunderstood and rarely discussed.

The casual use of the word “stalking” can make this crime seem less serious than it really is. It is often used casually and incorrectly. There are many problematic media portrayals of stalking where stalking is often shown as romantic, harmless, and/or funny. Or you may have heard – or said – something similar to “I was stalking you on Facebook” or “I was stalking you online” when what was happening was not actually stalking. If you are simply looking at a picture and there is no fear involved, it is not stalking. Hearing “stalking” used incorrectly so often can negatively impact our sense of urgency around this crime. It can lead both victims and responders to minimize the experience and think that stalking is not so bad. As a result, **most victims do not report to law enforcement. Stalking often goes unnamed and unreported.**

I've been stalking you on Instagram! Your new posts are so cute!

## Reporting Stalking



- Less than a third (29%) of all stalking victims reported their victimization to police in 2019\*
- 21% of victims of both traditional stalking and stalking with technology sought victim services\*
- More than 60% of stalking victims who sought and received victim services obtained counseling or therapy\*
- 43% of college stalking victims who meet the legal criteria of 'stalking' do not identify their experience as 'stalking\*\*
- 92% of college-stalking victims only told their family members and/or friends\*\*
- 18-24-year-olds experience the highest rates of stalking among adults. This makes it vital for colleges to appropriately address stalking on campus and ensure services are accessible to all victims\*\*

Hearing “stalking” used incorrectly so often can negatively impact our sense of urgency around this crime. It can lead both victims and responders to minimize the experience and think that stalking is not so bad.

Key message: **Do not minimize stalking.**

\*Morgan, R. E., Truman, J. L., Thompson, A., & Mueller, S. (2022, February). Stalking victimization, 2019. The Bureau of Justice Statistics of the U.S. Department of Justice. <https://bjs.ojp.gov/content/pub/pdf/sv19.pdf>

\*\*J Cantor, D., Fisher, B., Chibnall, S., Madden, K. (2020). Report on the AAU campus climate survey on sexual assault and misconduct. Westat

Another place the term “stalking” is portrayed incorrectly is in the media. Rather than being presented as the prevalent, traumatic, and dangerous crime that it is, stalking is typically presented as harmless, funny, and/or romantic. However, these gestures are often scary in real life. Popular love stories often include elements of obsession where the protagonist will “stop at nothing” to “get” the other person to love them. The protagonist pushes past the victim’s rejection until they accept and love them. These messages that the media sends can create a warped landscape in which stalking is minimized, normalized, accepted and/or laughed off.\*



### Impacts of Media Normalization

- Builds empathy with stalkers rather than victims.
- Leads victims to minimize experiences.
- Leads potential supports/friends of victims to dismiss experiences.
- Misinforms general public about dangers and realities of stalking.
- Creates an environment where stalkers can get away with stalking.

SPARC

Stalking in media often creates a fantasy of stalking that is different than the reality. Stalkers may be presented as attractive strangers or secret admirers with good intentions. In reality, stalkers are usually known to the victim, intend to cause fear, and are likely to become threatening and/or violent.

## Word of Caution

Media does not cause stalking. Casually using the term “stalking” does not cause stalking. Many people are exposed to the same media and language and do not choose to stalk. **Only perpetrators** are responsible for their behavior.

STALKING	
FANTASY	REALITY
The stalker is an attractive stranger, charming chance encounter, or desirable “secret admirer.”	The stalker is usually known to the victim, most often an acquaintance or intimate partner (current or former).
The stalker has only good and pure intentions, usually romantic.	Stalkers have different motivations, but often intend to scare their victims and/or do not stop when the victim is scared.
The stalker’s actions range from sexy to flattering to harmless. At worst, they’re awkward or misguided.	Stalking behaviors are interfering, invasive, disturbing, and violent. Stalking can escalate quickly and often co-occurs with or predicts serious violence, including homicide.
The stalker’s target should feel grateful, amused, flattered and/or affectionate towards the stalker. It’s nice to get this attention and feel special.	Most stalking victims feel extreme fear and emotional distress. Many significantly change their daily lives and even relocate to try to get away from the stalker.



# Stalking Prevention

It is important for everyone to work together to end stalking. Creating awareness about stalking is vital so everyone can work together to end stalking. There are many findings that highlight the importance of early prevention and support efforts, which can include:



- Empowering everyone to understand, recognize, and address stalking behaviors when seen
- Educate yourself and others on the dynamics of unhealthy relationships
- Mobilizing non-victims as allies in prevention efforts
- Creating and supporting safe environments within relationships, schools, and communities through programs and policies that reduce risk and promote healthy relationships
- Use Bystander Intervention strategies like “Direct, Delegate and Distract” when you see warning signs of stalking behavior
- Use the power of your voice and vote to support legislation aimed at prevention education

**IT'S**  
 EMOTIONAL ABUSE  
 DIGITAL ABUSE  
 SHOWING UP  
 WATCHING & WAITING  
 EXCESSIVE CONTACT  
 SPREADING RUMORS  
**STALKING.**

KNOW IT. **NAME IT.** STOP IT.  
 StalkingAwareness.org

NATIONAL  
**STALKING**  
 AWARENESS MONTH

Stalking is a dynamic and complex crime. There's a lot of information. Make sure you continue to educate yourself on stalking as it impacts every population in every community. Bring stalking awareness to groups where you have influence: it could be through your school, sorority or fraternity, religious community, or other clubs and networks. Educating your community on stalking can make victims more aware of when they are being stalked and more likely to take the threat seriously and seek help.

Documentation is critical to show how stalking incidents are adding up. This log is available for free as part of this toolkit and on [www.stalkingawareness.org](http://www.stalkingawareness.org).

**Stalking is a serious, prevalent, and dangerous issue that impacts every campus in the United States; is a violation of student conduct codes and Title IX; and is a crime under the laws of the 50 states, District of Columbia, U.S. Territories, and Federal government\***

You may want to start an awareness campaign through focus groups, surveys, discussion sessions, advisory committees, internships, and/or more—to decide what the message should be and how it should be delivered.

Focus on providing information and positive social norm messaging has proven to be the most effective. Social norms refer to values, beliefs, attitudes, and/or behaviors shared by a group of people. They are often based on what people believe to be normal, typical, or appropriate. People generally follow social norms because they want to fit in with the people around them. It is through awareness education fellow students will “see through” the normalization and misinformation about stalking they may have been exposed to.

**Individuals 18-24 years old experience the highest rates of stalking (among adults)\*\* and many college stalking victims disclose to their friends before talking to anyone else.\*\*\* This provides a unique opportunity for universities to increase awareness around stalking and support victims.**

## Choose a Main Goal/Message

Make sure your main goal and message are relevant to your campus community. Most stalkers and victims know each other—on campuses, stalkers are often current or former intimate partners, acquaintances, friends, or classmates.\*\*\*

## Decide How and When to Deliver Message

A few ideas include having an event during general campus programming, like dorm floor meetings, Greek life programming, and orientations. You'll need to decide what day, week, or month which you'll be distributing materials. Then what social media platforms and messaging platforms to use. Consider what types of content students pay attention to - Posters, videos, podcasts, websites, in-person workshops, virtual workshops, in-person events, virtual events? And how students like to engage with content. Do they passively listen, watch, or read? Do they create or share? Are students more likely to scan a QR code, type in a URL, click on a link, or engage with a person?

**Awareness does not necessarily mean action—but it's often the first step towards the changes you may want to see on your campus.**

\*34 C.F.R. §106

\*\*Smith, S.G., Zhang, X., Basile, K.C., Merrick, M.T., Wang, J., Kresnow, M., & Chen, J. (2018). The National Intimate Partner and Sexual Violence Survey (NISVS): 2015 Data Brief. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention.

\*\*\*Cantor, D., Fisher, B., Chibnall, S., Madden, K. (2020). Report on the AAU campus climate survey on sexual assault and misconduct. Westat.

## Other Campus Awareness Activities

- Invite speakers to campus, including stalking survivors and/or local victim service providers.
- Hold an in-person or online “Know It, Name It, Stop It” campus workshop for students.
- Use the discussion guides from SPARC ([www.stalkingawareness.org](http://www.stalkingawareness.org)) for the Netflix series “You” and other activities for campus programming.
- Challenge students to create content that can be shared on social media (for example, TikTok challenges) or around campus (for example, artwork that can be displayed on campus or used on a brochure, website, or in next year’s public awareness campaign).
- Having a chalk art contest where the campus provides chalk and drywall as well as music, pizza, and prizes. Students can either bring art they created ahead of time or have a set amount of time to create something.
- Invite students to create PSAs for social media, short videos, and/or podcasts around stalking.
- Engage American Studies, Women’s/Gender/Feminist Studies, and/or other departments to conduct scholarly events around stalking, such as the media normalization of stalking.

## Community Public Awareness

A collective community response is required to end stalking. Friends and family members are usually the first people a stalking victim talks to about what’s going on. Their responses heavily influence whether or not a victim seeks further help. When friends, family, neighbors, teachers, mentors, and colleagues know how to identify stalking, they are better able to support victims and help keep them safe. Below are a few ideas to help promote awareness in your community.



- Write a Letter to the Editor or Press Release for Stalking Awareness Month
- Plan a Public Awareness Campaign
- If You are An Educator - Incorporate Stalking Into Existing Curriculum Such as Bystander Intervention
- Lead a Workshop About Stalking Using Materials From the Stalking Prevention, Awareness, & Resource Center (SPARC)
  - Materials from SPARC include everything you need to successfully lead a training - a Facilitator’s Script, PowerPoint slides, Handouts, Videos, and more! Go to [www.stalkingawareness.org/know-it-name-it-stop-it/](http://www.stalkingawareness.org/know-it-name-it-stop-it/) for more information.
- Lead a Workshop About How Stalking is Portrayed in the Media
  - Again, materials from SPARC include everything you need to successfully lead a training to provide information on how stalking is portrayed in popular culture. View the workshop information here: [www.stalkingawareness.org/stalking-in-media-slides/](http://www.stalkingawareness.org/stalking-in-media-slides/)
- Offer Brochures about Stalking at Work/School or Ask to Place Them Around Frequent Community Areas such as the Library

## Save the date! January 18th, 2023 is the first ever National Day of Action for Stalking Awareness!

On January 18, 2003, 28 year old Peggy Klinke's life was taken by her stalker. In order to raise further awareness about stalking the National Day of Action was created.



On January 18, post a photo of you and/or your friends and family sparkling against stalking! Print the provided signs we have provided in with our Materials in this Toolkit (or write one yourself) and consider wearing something sparkly or shiny, posing in front of a sparkly curtain, or repurposing tinsel or other sparkly décor from the holiday season.

### Sign the National Stalking Awareness Month Commitment Pledge

Located in Materials in this Toolkit

### Stalking Behavior Cards

In pairs or small groups, take a card and read one at a time (cards may be adapted for group settings; card examples are included in this toolkit under "Materials"). Consider each card as part of a pattern of behavior/course of conduct from the same victim.

After each card you select, discuss the following questions as a group:

- How would you feel if this happened to you or to a friend? Scared? Confused? Flattered? Annoyed?
- Does this seem like a stalking case?
- Is this potentially criminal behavior? Why or why not?
- What are some ways that you could plan for safety?



## POST ON SOCIAL MEDIA

### Watch and Share Awareness Videos from SPARC

Located at [www.stalkingawareness.org/videos/](http://www.stalkingawareness.org/videos/)

### How Does Stalking Look? Sound? Feel?

Give participants drawing materials (such as large pieces of flipchart paper and markers) and a time limit. Have the questions, "What does stalking look like? What does stalking sound like? What does stalking feel like?" on separate pieces of paper so that people move from one chart to another.

Allow them to draw or write answers from a victim's perspective and/or from an outsider's (such as a friend) perspective and use their answers to discuss stereotypes and misconceptions about stalking, as well as other information found in this toolkit.

# Stalking: Know it. Name it. Stop it.



## Hotlines (U.S. Only)

National Center for Victims of Crime:

<https://victimsofcrime.org/>  
1-202-467-8700

Victim Connect:

<https://victimconnect.org/>  
1-855-4VICTIM (1-855-484-2846)

Cyber Civil Rights Initiative Helpline:

[cybercivilrights.org](http://cybercivilrights.org)  
844-878-CCRI (2274)

National Domestic Violence Hotline:

[www.thehotline.org](http://www.thehotline.org)  
1-800-799-7233 or TTY 1-800-787-3224 En Español

The National Sexual Assault Hotline:

[www.rainn.org](http://www.rainn.org)  
1-800-656-HOPE (4673)

StrongHearts Native Helpline:

<https://strongheartshelpline.org>  
844-762-8483

National Deaf Domestic Violence Hotline:

[www.thedeafhotline.org](http://www.thedeafhotline.org)  
855-812-1001 (video phone)

The Network/La Red LGBTQ Hotline:

[www.tnlr.org/en/24-hour-hotline/](http://www.tnlr.org/en/24-hour-hotline/)  
800-832-1901

Love is Respect:

[loveisrespect.org](http://loveisrespect.org)  
1-866-331-9474



## Resource Centers

SPARC (Stalking Prevention and Resource Center):  
[www.stalkingawareness.org](http://www.stalkingawareness.org)

The United States Department of Justice:  
[www.justice.gov/ovw/stalking](http://www.justice.gov/ovw/stalking)

Stalking: Know it. Name it. Stop it.  
[www.cdc.gov/injury/features/prevent-stalking/index.html](http://www.cdc.gov/injury/features/prevent-stalking/index.html)

Safety Net Project:  
[www.techsafety.org](http://www.techsafety.org)

National Organization for Victim Assistance:  
[www.trynova.org](http://www.trynova.org)

Coercive Control - SHARP:  
[www.cdar.uky.edu](http://www.cdar.uky.edu)

WomensLaw (not just for women):  
[www.womenslaw.org](http://www.womenslaw.org)

Email Hotline Only (no phone #):  
<https://hotline.womenslaw.org>

Cybercrime Support Network:  
<https://fightcybercrime.org/>



## Risk and Safety Resources

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### Stalking Incident and Behavior Log

The stalking log should be used to record and document all stalking-related behavior, including harassing phone calls, text messages, letters, e-mail messages, acts of vandalism, and threats communicated through third parties.

### Stalking and Harassment Assessment and Risk Profile (SHARP)

SHARP is a tool designed specifically to examine and assess stalking. It is free to use and provides both a narrative of the stalking situation and the risk profile as well as information about stalking risks and safety suggestions. It can be found on the following website: [www.stalkingawareness.org/sharp](http://www.stalkingawareness.org/sharp).



# STALKING INCIDENT AND BEHAVIOR LOG



**7.5 million  
PEOPLE are  
STALKED  
each year**

If you are a victim of stalking, it can be critical to maintain a log of stalking-related incidents and behavior, especially if you choose to engage with the criminal or civil justice systems. Recording this information will help to document the behavior for protection order applications, divorce and child custody cases, or criminal prosecution. It can also help preserve your memory of individual incidents about which you might later report or testify.

The stalking log should be used to record and document all stalking-related behavior, including harassing phone calls, text messages, letters, e-mail messages, acts of vandalism, and threats communicated through third parties. When reporting the incidents to law enforcement, always write down the officer's name and badge number for your own records. Even if the officers do not make an arrest, you can ask them to make a written report and request a copy for your records.



## WHAT IS STALKING?

While legal definitions of stalking vary from one jurisdiction to another, a good working definition of stalking is:  
**a course of conduct directed at a specific person that would cause a reasonable person to feel fear.**

Important note: Since this information could potentially be introduced as evidence or inadvertently shared with the stalker at a future time, **do not include any information that you do not want the offender to see.**

Attach a photograph of the stalker, photocopies of restraining orders, police reports, and other relevant documents. Keep the log in a safe place and tell only someone you trust where you keep your log.

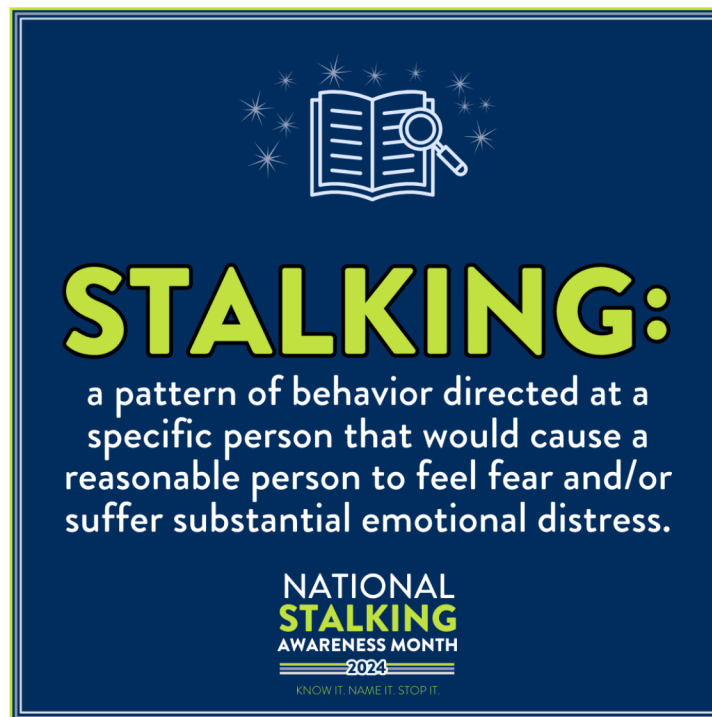
Documenting stalking behavior can be a difficult and emotionally exhausting task. A local advocate in your community can provide support, information about the options available to you, and assistance with safety planning.



National Stalking Awareness Month “Day of Action” Printable Sign

Stalking Behavior Cards for Discussions

National Stalking Awareness Month Commitment Pledge



**Follow Jana's Campaign on social media for more information about National Stalking Awareness Month.**

**Stalking: Know it. Name it. Stop it.**

# Connect with us!



Jana's Campaign



@JanasCampaign



Janas Campaign



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Janas Campaign1

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*jana's*  
CAMPAIGN™