



FREEDOM FROM SEXUAL VIOLENCE

Sexual Assault Awareness Month

OUTREACH TIPS

What is Sexual Assault?

Sexual assault happens when someone forces or manipulates someone else into unwanted sexual activity without their consent. Absence of resistance or physical injury does not mean consent.¹

What is Sexual Assault Awareness Month?

The month of April has been designated Sexual Assault Awareness Month (SAAM) in the United States. The goal of SAAM is to raise public awareness about sexual violence and to educate communities and individuals on how to prevent sexual violence.

This April, the 2013 Sexual Assault Awareness Month (SAAM) campaign for Colorado focuses on bringing communities together and talking about it. Contact CCASA about SAAM and about how to create awareness raising activities in your community. **The 2013 Colorado SAAM theme is "Let's Talk About It! Colorado Communities Coming Together."**

Marketing & Outreach Tips for your SAAM Events

Consider these ideas first:

- **April may be a good time to "test" a new idea or mode of outreach** without fully committing to it for longer than a month. For instance, you may have wanted to launch a Twitter account or invest in an ad on Facebook. Try this for the month of April as part of your SAAM campaign and see if it gains momentum. If it does, consider expanding your use. If it doesn't, then at least you haven't committed to a full year or more of this new mode of outreach.
- **Spend time developing a cohesive message for SAAM.** You may choose to adopt the national theme or create your own based on your agency's current efforts. Either way, invest in a message that can carry throughout April and tie your outreach and events together. The message should be easily re-stated in print and at events and leave your audience with a message they can easily recall with regards to responding to or preventing sexual violence.

General Outreach Tips:

- Spend as much time (or more!) on marketing your events as you did planning them.
- Invest in traditional as well as non-traditional outreach. For instance, still use a press release and hard copy brochures and flyers, but also create events on your agency Facebook page and consider launching a blog or creating a outreach video during SAAM.
- Be concise and use lists when applicable. Audience attention spans continue to get shorter, so keep your outreach clear and to-the-point. Consider using lists on websites or in social media outreach.
- Don't just raise awareness...raise funds to support your work! Consider fun ways to fundraise like a "Rock Against Rape" concert, a 5K Run or Golf Tournament. Contact CCASA for support.
- Get event sponsors that can draw new people to support your work. Don't just "preach to the choir"...connect with area businesses, charity groups, and community leaders to be event sponsors and to help promote your message in April.
- Create media relationships. Develop a media list for outreach in your community, including TV, print, and online media.

Where can I learn more?

Colorado Coalition Against Sexual Assault (CCASA)
(p) 303.839.9999
info@ccasa.org
<http://www.ccasa.org>

National Sexual Violence Resource Center
(p) 717.909.0710
resources@nsvrc.org
www.nsvrc.org/saam

References

¹ National Sexual Violence Resource Center, 2011.