



SAAM

SEXUAL ASSAULT AWARENESS MONTH

This toolkit is designed to provide you with tools to assist you in communicating about the services your organization provides, and how your organization contributes to making effective change for your community. This toolkit contains a guide describing the key components of an effective message and how to elicit action from your audience.

This toolkit is based on and informed by RALIANCE and Berkeley Media Studies Group 2018 Guide *Where we're going and where we've been: Making the case for preventing sexual violence.*

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HOW TO USE THIS TOOLKIT



#SAAM2019



#AMPLIFY

This year's Sexual Assault Awareness Month Toolkit: Amplify provides the framework to create effective messages that elevate the work you, Rape Crisis Center programs, are doing and share this information to your audience with plain language.

Each part of the framework is a “tip” to create messages that are appropriate for your audience, whether it’s a community member, a parent, a leader in the community, or a legislative representative that you are trying to reach.

Tell your community what you are up to, what events you’ll be doing and why it matters to end and prevent sexual violence in a way that resonates with them. The goal isn’t just raising awareness, but channeling awareness into action.

Use this toolkit to tweet, post on Facebook, talk to the media, tell everyone about your events, and create your talking points during meetings with public officials. Inform your community about the needs of sexual assault survivors, the needs for prevention, and showcase the success of your work!

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THE PLAN FOR MESSAGING

Messaging conveys key information about your organization, sexual violence, or both to a target audience.

Before creating a message or campaign we first need to determine what we are trying to say, how we want to say it, and why. We should also identify who we are trying to reach. Keep in mind that the roadmap is flexible; circumstances and factors may change. Planning will allow for efficiency and proper allocation of time, funds, and resources.

Before beginning, be mindful about inclusivity, equity, and justice. Consider these questions:

- Whose perspectives need to be part of the strategy from the beginning?
- How can we center the voices of people most affected, including those most often left out?
- Are there any allies we can bring to the table?
- What is the change you want to see?

Remember that the solution does not have to only focus on raising awareness. Making real change channels awareness into action. Think about how to mobilize the audience around a solution(s).

- Who has the power to make change?
- Is the target audience a person or a group of people?
- What is your relationship with the audience?
- How do you have influence with them?
- What tactics might be most effective?
- What motivates the audience to take action?
- What spaces do these groups want to occupy?
- Who can help deliver the message?
- What values or experiences will your audience share with the messenger?

TOOLS TO CREATE AN EFFECTIVE MESSAGE

These are the areas that will help create your message.

SPEAK TO COMMON VALUES

People often use their values as cues to make decisions or motivate their actions. Values move our messages and motivate our audience to take action. They allow our audience to focus more on the outcome we are working towards.

When we do not lead our messages with values, our audience may react from a place of fear and shut down from everything we are trying to say.

ACKNOWLEDGE BARRIERS

Audiences who receive messages that acknowledge their discomfort and barriers about sexual violence stay connected and remain open to hearing more. What's key here is to help audiences manage barriers rather than interpreting them as a reason to avoid the subject.

We also need to create a path to solutions and action. It's important to help the audience think beyond those barriers. We can focus on what to do to prevent sexual violence and model a path forward.

DESCRIBE A JOURNEY TOWARD CHANGE

Our audience needs to be able to relate to our story and journey towards change. Giving real life journeys can help turn their own fears into actions. It often helps to tell these stories through multiple steps describing the change process.

STATE THE PROBLEM

There are many circumstances that create opportunities for sexual assault to continue to happen; it is important to state the problem of focus so we can create a clear path to a solution. Deciding what you want to focus on depends on the strategy.

NAME SOLUTIONS

People are more likely to believe we can end sexual violence when they are shown real solutions. Ending sexual violence is realistic and achievable. Narrow the focus to real life examples in line with your overall strategy. Avoid using vague language like "changing culture" or "training and education."

POINT TO SUCCESS

Our audience should be aware about sexual assault, but they should also be able to see that prevention and intervention works. Success can be demonstrated through data, stories, and examples. Remember, success does not have to be dramatic.

TOOLS TO CREATE AN EFFECTIVE MESSAGE (cont.)

■ SPEAK TO COMMON VALUES

Values allow others to remain open about our ideas.

■ ACKNOWLEDGE BARRIERS

Acknowledging the negative feeling allows us to manage them and refocus on shared values and action.

DESCRIBE A JOURNEY TOWARD CHANGE

Describing a journey allows the audience to relate to our goal.

STATE THE PROBLEM

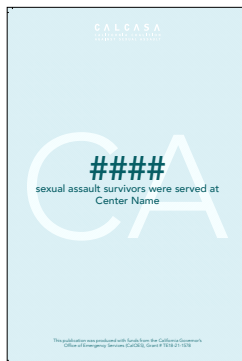
Focus on just one aspect of the problem at a time.

■ NAME SOLUTIONS

Name realistic and achievable solutions.

■ POINT TO SUCCESS

Identify examples of what success can look like.



Here's an example, keep in mind you don't have to address all of the points above.

Let's go through a message that amplifies:

It's important for every member of our community to feel safe and supported; facing sexual assault can be scary, and overwhelming.

At (Rape Crisis Center Name) we help sexual assault survivors.

We provide counseling, host a 24/7 hotline, provide support when speaking with law enforcement, we accompany medical exams, and we also provide community education.

We are here for sexual assault survivors; we are here for our community.

With our training and years of expertise of addressing sexual assault in this county we can support survivors in ways that meet their unique experience and their needs.

In 2017 we helped (amount) survivors.

AMPLIFY YOUR MESSAGE

Now it's your turn, follow this guide to create your message. Feel free to refer back to the previous example (page 5).

Talking to Legislators: "It's overwhelming to think of how many Californians are sexual assault survivors. It makes it hard to think any one solution can really help. If you look at your community and the district you represent, they already have solutions that do help. Rape crisis center program (name) located in (name of county/city) offers counseling, a 24/7 hotline, and provides community education."

"Most people think that 'Walk a Mile in Her Shoes' is just a fun event to have men wear heels.

Some of our volunteers thought this once too.

In fact, some were introduced to our organization through this event. Through their involvement, they came to realize the impact the event has on raising awareness. By supporting our center and work, we can grow the impact we have to make create change in our community."

ACKNOWLEDGE BARRIERS

What barriers exist between you and your audience?

DESCRIBE A JOURNEY TOWARD CHANGE

What does change look like?

- Starting point

- Acknowledging complacency

- Turning Point

AMPLIFY YOUR MESSAGE (cont.)

"Our school district offers a sex education course to all students, but what's missing from the program are conversations around consent. These conversations would cover topics of respect and healthy relationships. We can bring this concern to the school board and propose a new curriculum where consent is covered. We can also start a petition, with student and parent signatures, we will have more concrete support for our ask."

STATE THE PROBLEM

What will their participation fix?

NAME SOLUTIONS

What is the solution? (More volunteers, new policies, added funding, etc.)

POINT TO SUCCESS

What are some of the outcomes of success in your community?

How many people and groups in your community have you reached? What has changed because of your work? (i.e. school or city policies, resources that are now available)

You can create your messages using any of these points, use them in whatever order makes sense for your story. Don't forget, amplify your messages on social media using #SAAM2019 #Amplify. For more information on social media refer to our latest Social Media Activism Guide: A toolkit Tapping Into Online Youth Culture. Visit calcasa.org/SAAM for more information.