

## 2016 Sexual Assault Awareness Month

### Day-of-Action Toolkit April 5, 2016

The WV Intercollegiate Council Against Sexual Violence has organized a statewide campus-based day-of-action. We ask that you join us in commemorating Sexual Assault Awareness Month on April 5, 2016 by organizing a pledge event with your campus community.

- **Our message:** We will use the [It's On Us](#) campaign, from the White House Task Force to Protect Students from Sexual Assault.
- **Our goals:** Raise awareness by creating a day-long event to demonstrate our solidarity and commitment to prevent sexual violence on college campuses, and encourage the campus community to intervene in situations that could lead to sexual assault.
- **Day of Action:** Utilize social media to create interest, 'host' the event, and conduct follow-up discussions with resources.
  - Reach as many people on campus – have them complete the It's On Us...to Stop Sexual Assault [pledge](#) at [www.itsonus.org](http://www.itsonus.org), take a photo and upload it to social media. (See the timeline of events below.)

I pledge:

- To RECOGNIZE that non-consensual sex is sexual assault.
- To IDENTIFY situations in which sexual assault may occur.
- To INTERVENE in situations where consent has not or cannot be given.
- To CREATE an environment in which sexual assault is unacceptable and survivors are supported.

### Day of Action: Timeline – April 5, 2016

**9:00am – 11:00am:** Pre-event posts/reminders (See examples below.)

**11:00am – 2:00pm:** Main event – Participants take the online pledge and post to social media.

**2:00pm – 4:00pm:** Follow-up posts and resources.



**Statement to Kick Off Your Event** (Consider breaking it into 3 parts to post on social media.)

**PREVENTION IS EVERYONE'S RESPONSIBILITY**

Sexual violence is any type of unwanted sexual contact.

- Nearly 1 in 5 women and 1 in 71 men in the U.S. have experienced rape or attempted rape some time in their lives (Black et al., 2011).
- One in 5 women and 1 in 16 men are sexually assaulted while in college (Krebs, Lindquist, Warner, Fisher, & Martin, 2007).
- People who sexually abuse usually target someone they know — a friend, classmate, neighbor, coworker, or relative.

Sexual violence happens in every community and affects people of all genders and ages. It impacts individuals, families, communities, and society as a whole. Sexism, racism, and other forms of inequality are all contributing factors associated with a culture that allows sexual violence to occur. Together, we can change those conditions and reduce violence in WV.

**PREVENTION** is possible! Prevention aims to stop sexual violence before it has a chance to happen. As individuals, all of us have a role to play in creating safe environments and communities.

We can all...

- ✓ Intervene to stop disrespectful behavior that can lead to violence
- ✓ Promote and model healthy attitudes, behaviors, and relationships by creating a culture of empathy, respect, and equity
- ✓ Believe survivors and assist them in utilizing resources

**It's On Us...to stop sexual assault!**

Black, M. C., Basile, K.C., Breiding, M. J., Smith, S. G., Walters, M. L., Merrick, M. T., Chen, J., & Stevens, M. R. (2011). *National intimate partner and sexual violence survey: 2010 summary report*. Retrieved from the U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Injury Prevention and Control.: [http://www.cdc.gov/ViolencePrevention/pdf/NISVS\\_Report2010-a.pdf](http://www.cdc.gov/ViolencePrevention/pdf/NISVS_Report2010-a.pdf)

Krebs, C. P., Lindquist, C. H., Warner, T. D., Fisher, B. S., & Martin, S. L. (2007) *The Campus Sexual Assault (CSA) Study* (NCJ 221153). Retrieved from the National Criminal Justice Reference Service: <https://www.ncjrs.gov/pdffiles1/nij/grants/221153.pdf>



## Preparation for the Day-of-Action:

- Organize a team of helpers from your staff, rape crisis center, student population and/or community.
- Review the 2015 [It's On Us Toolkit](#) for additional suggestions on event planning and tools. This guide will help you create excitement leading up to your event!
- Identify roles and responsibilities for event organizing and implementation. Please have advocates on stand-by for support.
- Once you have planned out your event, find a good location (if planning an outside event, have a back-up plan for inclement weather) to hold the event.
- Start highlighting the event by sharing the information with colleagues, faculty, students, student organizations, etc.
- Join the Facebook event page, 2016 SAAM Day-of-Action (set-up by Nikki at FRIS).

## Suggested Materials:

- 2-3 tables staffed with volunteers
- A backdrop for taking pictures (The Council is working to provide a banner with several campus and rape crisis center logos featured around the It's On Us WV logo (separate file). If this is not available, choose a backdrop with your school's logo if possible.)
- 11x17 or 16x20 'statement posters' which individuals can hold when taking pictures (**See 'SAAM day-of-action posters' document.**)
- The statement posters can be hand written (ahead of time and/or by participants) on white poster boards. (Follow this link to see similar examples: <http://projectunbreakable.tumblr.com/>.)
- Awareness items with the It's On Us WV logo and hotline number (provided by FRIS)
- Pledge information
- Create an information card or large poster with the following instructions for participants (**and post it to social media prior to your event**):
  1. Sign-In.
  2. Go to [itsonus.org](http://itsonus.org) and take the pledge.
  3. Take a selfie or group photo in front of the backdrop holding a 'statement poster,' (found in a separate document) and upload it to Facebook, Twitter, Tumblr and Instagram telling your friends you've taken the pledge to stop sexual assault. Use the hashtags #ItsOnUs and #ItsOnUsWV.
- Sign-in sheet (See the It's On Us toolkit to download a template.)

## Event Details:

Use Facebook, Twitter, Instagram, Tumblr, etc., leading up to the event and the day of the event to let students, faculty, and/or community members know what is happening on your campus.

## Prior to the Event:

Use the following sample posts or create your own to let others know what will happen prior to the event. **Share at least 2 posts a day the week prior to the event.**

*April is Sexual Assault Awareness Month. Join us on April 5<sup>th</sup> to take the pledge to help end sexual violence on college campuses. #ItsOnUs #ItsOnUsWV  
<https://www.youtube.com/watch?v=wNMZo31LziM>*

*On April 5<sup>th</sup> college campuses around the State will collectively take a stand against sexual violence. Take the pledge! #ItsOnUS #ItsOnUSWV*

*1 in 5 women and 1 in 16 men will experience attempted or completed sexual assault while in college. #ItsOnUs to stop sexual assault! #ItsOnUsWV  
<https://www.youtube.com/watch?v=LNVPkmZTQ4>*

*Everyone has a role to play in stopping sexual assault. Join (School) on April 5<sup>th</sup> for a day-of-action event between 11am and 2pm (PLACE). #ItsOnUs #ItsOnUSWV*

*Join (Group on Campus) on April 5<sup>th</sup> (PLACE) to help end sexual violence on our campus and across the state. Together we can create change! #ItsOnUS #ItsOnUsWV*

*#ItsOnUsWV to stop campus sexual assault. Join the movement growing on campuses nationwide! #ItsOnUs*

*#ItsOnUs, (School)! Come to (EVENT) tomorrow at (PLACE & TIME). Take a stand to end sexual violence!*



## Example Posts for April 5<sup>th</sup>, Day-of-Action

**Start sharing posts every 15-20 minutes until the event starts at 11am or once people start posting/sharing consistently. Our goal is to create a rapid movement on social media between 11am and 2pm.**

### 9:00 A.M. – 11:00 A.M.

*(SCHOOL) is kicking off the #ItsOnUsWV Day-of-Action TODAY with a pledge drive at (PLACE) between 11am and 2pm! #ItsOnUs*

*Join campuses across WV to help end sexual violence on campuses and in our communities. Show your school pride and take the pledge TODAY! #ItsOnUs #ItsOnUsWV*

*Talk to your friends honestly and openly about sexual assault. Take action. Stand with students at (SCHOOL) to end sexual violence on college campuses. #ItsOnUs #ItsOnUsWV*

*#ItsOnUs, (SCHOOL)! Join us today at (PLACE and TIME) for (EVENT). #ItsOnUsWV  
(If it's too long, you can always create a link which lists the event, time, and place.)*

*It's on all of us to stop sexual assault. Join us today at (TIME) at (PLACE) for (EVENT). #It'sOnUsWV*

*(SCHOOL) invites you to join us as we claim this DAY-OF-ACTION! Take the pledge at ItsOnUs.org. #ItsOnUs #ItsOnUsWV*

*Nearly 1 in 5 women and 1 in 21 men in WV will experience an attempted or completed forcible sexual assault during their lifetime. #ItsOnUs #ItsOnUsWV  
<https://www.youtube.com/watch?v=Dx54t8h5Q5U>*

*#ItsOnUsWV to stop sexual assault. Join us from 11am-2pm and take the pledge at ItsOnUs.org!*

*Get involved. Take a stand. Don't be a bystander to violence. #ItsOnUs #ItsOnUSWV  
<https://www.youtube.com/watch?v=ZmWBrN7QV6Y>*



**11:00 A.M. – 2:00 P.M.**

**\*\*\*From: 11 A.M- 2 P.M tweet, share, post pictures of students and your event (holding poster statements) using the hashtags #ItsOnUs and #ItsOnUsWV. Add to your social media posts if you are offering give-away items or other incentives.\*\*\***

*(EVENT) is starting NOW. Come to (PLACE) between 11am and 2pm, take the pledge to help end sexual violence on college campuses, take a picture, and share it with friends. #ItsOnUsWV #ItsOnUs*

*Everyone has a role to play in stopping sexual assault. Take the pledge at [ItsOnUs.org](http://ItsOnUs.org). #ItsOnUsWV*

*Consent is voluntary and mutual, and can be withdrawn at any time. #ItsOnUs #ItsOnUsWV  
<https://www.youtube.com/watch?v=fGoWLWS4-kU>*

*Understand that if someone does not or cannot consent to sex, it's rape. #ItsOnUs #ItsOnUsWV*

*Past consent does not mean current or future consent. #ItsOnUS #ItsOnUsWV*

*One in 5 women and 1 in 16 men will be a victim of completed or attempted sexual assault while in college. #ItsOnUs #ItsOnUsWV*

*Among college women, nine out of 10 victims of rape knew the person who assaulted them. #ItsOnUs #ItsOnUsWV*

*Sexual Violence impacts everyone. We all have a responsibility to prevent violence on our campuses. #ItsOnUs #ItsOnUsWV*

*In WV, 85% of sexual assault victims knew their offender. Trust your gut and find a way to intervene. Don't be a bystander to violence. #ItsOnUs #ItsOnUsWV*

*Prevention is everyone's responsibility. Find out what you can do at [notalone.gov](http://notalone.gov). #ItsOnUs #ItsOnUsWV*

**2:00pm – 4:00pm**

**Share follow-up posts with information and resources. Thank everyone for their participation!**

*Thank you to everyone who participated in (EVENT)!! #ItsOnUs #ItsOnUsWV*

*If you or someone you know has been sexually assaulted, help is available. Contact an advocate at (Rape Crisis Center number).*

*(Note: Share on and off campus resources.)*

*(Rape Crisis Center) services are free and confidential. Counseling is available. #ItsOnUs #ItsOnUsWV #youcanheal*

***If you do not have a rape crisis center in your area:***

*Need help? Call 800.656.HOPE to be connected with a trained staff member from a sexual assault service provider in your area.*

*Sexual violence affects all campuses and communities. Because of this, it's on all of us to help prevent violence before it happens. #ItsOnUsWV to stop sexual violence. Learn more at [www.notalone.gov](http://www.notalone.gov).*

*To learn more about sexual violence, visit the National Sexual Violence Resource Center at [www.nsrvc.org](http://www.nsrvc.org).*

*Thanks again to everyone who participated in (EVENT). #ItsOnUs #ItsOnUsWV*

*It's on all of us to prevent sexual violence. To join future efforts on campus contact (Name, Phone, Email). #ItsOnUs #ItsOnUsWV*

*Thank you to (SCHOOL) students, staff, faculty and administrators for raising awareness and taking part to end sexual violence on our campus!*

