



2021 Sexual Assault Awareness Month Toolkit

Theme: Utilize the NSVRC Theme: “We Can Build Safe Online Spaces” alongside our own “Everyone Has a Role to Play” which highlights the need for a cultural shift, the long-term impact of prevention efforts, and the importance of believing survivors. Utilize NSVRC toolkit and SC 2020 Sexual Assault Statistics.

- Sexual harassment, assault, and abuse can happen anywhere, including in online spaces. We can work together to prevent it -- learn how. #SAAM2021 #SAAMWeCanBuild
- April is Sexual Assault Awareness Month. Everyone has a role to play in ending sexual assault, harassment, and abuse. What’s yours? #SAAM2021 #SCSaysNoMore
- April is Sexual Assault Awareness Month, a time to honor the voices and experiences of victims and survivors. #SAAM2021 #BelieveSurvivors

Rationale:

Sexual harassment, assault, and abuse can happen anywhere, including in online spaces. As we connect online, we can learn how to practice digital consent, intervene when we see harmful content or behaviors, and ensure that online spaces — whether they be workspaces, classrooms, social media platforms, or otherwise — are respectful and safe. Victims and survivors of sexual assault/violence come from every part of the community regardless of race, gender, sexual orientation and economic status. They often need many different types of support in order to find safety.

“From sexual assault to catcalling, acts of sexual violence fall within a spectrum of behaviors. Certain behaviors are clear-cut examples of online sexual abuse, like “Zoom-bombing” links to pornography, while there are other behaviors, like sending a partner an unwanted sexual text on a dating app, that may seem like less of a big deal. The reality is that both of these behaviors are influenced by the same attitudes and beliefs that lead to sexual violence, such as social norms that directly or indirectly condone violence, traditional ideas about masculinity, attempts to demand and degrade women, and other forms of oppression.” [NSVRC 2021 Campaign](#)

Everyone has a role to play in ending sexual violence. In our current social and political climate, there continues to be “shock” when women share stories of surviving sexual assault and violence. We need to change the narrative and change how we as a culture are raising our youth to think that sexual violence and hyper-masculinization (i.e. rape culture) is an acceptable norm. We can be better, and we must do better. We can start by believing survivors.



Weekly Topics:

- Kick-off: (April 1-4) Introduction SAAM + “Everyone Has a Role to Play”
- Week 1: (April 5-11) Online Abuse Awareness + Believing/Supporting Survivors
- Week 2: (April 12-18) Online Community Prevention + Stop Being Shocked
- Week 3: (April 19-25) Consent + Understanding Trauma (digital + in-person)
- Week 4: (April 26-30) Keeping Kids Safe Online + Believe Young Survivors + Healing/Self-Care

Hashtags: #SAAM2021 #SCSaysNoMore #SAAMWeCanBuild

Graphics: All images can be accessed via this [Shared Folder](#)

For More Info or Social Media Assistance: Email communications@sccadvasa.org.

Sample Social Media Posts (SCCADVASA will be posting these weekly):

Kick-off: (April 1-4) General Messaging/Introduction SAAM

- April is Sexual Assault Awareness Month. Everyone has a role to play in ending sexual assault, harassment, and abuse. What’s yours? #SAAM2021 #SCSaysNoMore <https://www.sccadvasa.org/saam2021>
- In 2018, S.C. had 7299 new primary survivors of sexual assault, including 2696 children under 18. During Sexual Assault Awareness Month, we honor their voices and experiences as victims and survivors. #SAAM2021 #BelieveSurvivors #SCSaysNoMore
- In South Carolina, 92% of those who experience sexual assault had a relationship with the offender, 47% were a relative, parent, parent’s partner or sibling, and 15% were a current/former spouse or boyfriend. Confidentiality is key to ensure survivors’ safety when reporting abuse. #SAAM2021 #BelieveSurvivors #SCSaysNoMore <INSERT Graphic or Op-Ed Link>

Week 1: (April 5-11) Online Abuse Awareness + Believing/Supporting Survivors

- Sexual harassment, assault, and abuse can happen anywhere, including in online spaces. We can work together to prevent it -- learn how. #SAAMWeCanBuild #SAAM2021 <http://nsvrc.co/SAAM2021>
- (Tuesday, 4/6) Today is SAAM Day of Action! Wear teal and share a selfie to show your support for survivors of sexual harassment and abuse during #SAAM2021 + learn your role in ending this type of violence. #SAAMWeCanBuild <http://nsvrc.co/SAAM2021>



- We live in a society with a pervasive rape culture where marginalized communities are more likely to be harmed than those in the majority. And unfortunately, when reporting assault, victims oftentimes find they are dismissed, shamed or ignored. This #SAAM2021, commit to be part of the change. Commit to #BelieveSurvivors. #SCSaysNoMore <https://www.salon.com/2021/03/18/sarah-everard-and-the-atlanta-spa-shootings-show-how-victim-blaming-continues-even-after-metoo/>

Week 2: (April 12-18) Online Community Prevention + Stop Being Shocked

- While we oftentimes focus on in-person offenses, online sexual harassment and abuse are widespread, common, and not always taken seriously. During #SAAM2021, @NSVRC provides guidance on how we can build safe online spaces. #SAAMWeCanBuild <http://nsvrc.co/SAAM2021>
- As more women come forward around the world, sharing painful stories of trauma and abuse, it's time to acknowledge that until we change our views + actions surrounding social norms that directly or indirectly condone violence, traditional ideas about masculinity, attempts to demean and degrade women, and other forms of oppression, we will never see a South Carolina free from sexual violence. #SAAM2021 #BelieveSurvivors #SCSaysNoMore <https://www.theguardian.com/society/2021/feb/27/the-trouble-with-boys-what-lies-behind-the-flood-of-teenage-sexual-assault-stories>
- El acceso al idioma es una prioridad para SCCADVASA en nuestro trabajo con los miembros y en el suministro de materiales importantes en español. Encuentre información sobre cómo interrumpir la violencia sexual y recursos para personas que han sido víctimas de violación o agresión sexual. #SAAM2021 <https://www.sccadvasa.org/sccadvasa-resources/?type=42>
Translation: Language access is a priority for SCCADVASA in our work with members and in providing important materials in Spanish. Find information on how to interrupt sexual violence and resources for individuals who've been the victim of rape or sexual assault #SAAM2021. <https://www.sccadvasa.org/sccadvasa-resources/?type=42>
- We can build online spaces safe from harassment and abuse by addressing the bigger picture in which these forms of violence occur. Just like in in-person spaces, leaders in online spaces must develop policies and rules that promote respect and discourage harmful behaviors. #SAAMWeCanBuild #SAAM2021 <https://nsvrc.co/SAAMprevention>

Week 3: (April 19-25) Consent + Understanding Trauma (digital + in-person)

- Consent is essential in any intimate encounter and digital consent is the baseline for moving forward with any sexual interaction online. Learn how it may look different in



online spaces. #YesMeansYes #DigitalConsent #SAAM2021

<http://nsvrc.co/SAAMconsent>

- El acoso, la agresión y el abuso sexuales pueden ocurrir en cualquier lugar, incluso en los espacios en línea. Si usted o alguien que conoce está sufriendo violencia sexual y necesita ayuda, RAINN ofrece apoyo gratuito las 24 horas al día, 7 días por semana para los sobrevivientes de la violencia sexual y sus seres queridos. #SAAM2021 #SCSaysNoMore <https://www.rainn.org/es>

Translation: Sexual harassment, assault, and abuse can happen anywhere, including in online spaces. If you or someone you know is experiencing sexual violence and needs help, RAINN offers free 24/7 support for survivors of sexual violence and their loved ones.

#SAAM2021 #SCSaysNoMore <https://www.rainn.org/es>

- Online sexual abuse can be traumatic and left untreated can lead to PTSD and other long-term health issues. If you have experienced online sexual abuse, know that you are not alone, the harm you have experienced is valid, and you can seek support. Find + contact your local provider today: <https://www.sccadvasa.org/sccadvasa/Get-Help/> #SAAM2021 #SCSaysNoMore
- **Communities of color often face multiple barriers when dealing with the aftermath of sexual violence** and survivors of color may be more reluctant to report victimization because they fear facing a biased criminal justice and legal system. Please know that confidential help is available: <https://www.sccadvasa.org/sccadvasa/Get-Help/> #SAAM2021 #SCSaysNoMore

Week 4: (April 26-30) Keeping Kids Safe Online + Believe Young Survivors + Healing/Self-Care

- During #SAAM2021, parents + caregivers can learn about and help kids identify red flags that indicate online grooming. #SAAMWeCanBuild <http://nsvrc.co/onlinesafety>
- In 2018, 46% of sexual assault survivors in S.C. were under 18 years of age. If someone confides in you that they've experienced sexual violence, the first step towards healing is belief. Here's a great resource for young people who've experienced trauma: "Student's Guide to Radical Healing" from UNLV's Jane Nidetch CARE Center https://drive.google.com/file/d/1JrRnQp3MIx6nC9B-pJUS_HMuu6D7IRA0/view #SAAM2021 #BelieveSurvivors
- (Wednesday, 4/28) On #DenimDay2021, take a stand against victim-blaming and wear jeans with a purpose. We join @PeaceOverViolence and organizations across the globe to practice solidarity and #SupportSurvivors, reminding you there is no excuse and never an invitation to rape. <https://www.denimdayinfo.org>



- Victim/Survivor Advocates deal daily with violence and trauma. Self-care is foundational to their power, resilience, creativity, health and collective impact. Here's a wonderful resource from @Move to End Violence: "Self-Care for Sustainability and Impact Workbook". #SelfCare #VictimAdvocates #SAAM2021
https://drive.google.com/file/d/1FjQBnj4rl-htALVMGpgZgDfYOoP72vXU/view?inf_contact_key=ef534173599c945338aa7bcf54bc04ed
- As we bring #SAAM2021 to a close, we recognize that sexual assault survivors are experiencing the deep impact of the ongoing COVID-19 pandemic in ways we could have never imagined. Here are 6 tips and tools to navigate the pandemic. @Me Too Movement #SAAM2021 https://metoomvmt.org/wp-content/uploads/2020/05/MeToo-COVID-Response_TOOLKIT.pdf