



## 2022 Sexual Assault Awareness Month Toolkit: #DontStandBy

**Theme:** In correlation with our Op-Ed calling for bystanders to act when they hear or witness inappropriate behavior, sexual harassment and/or violence, SCCADVASA is launching the “Don’t Stand By” campaign during Sexual Assault Awareness Month 2022.

Building on our “Everyone Has a Role to Play” 2021 campaign, this campaign will highlight:

- *The need for a cultural shift in our attitudes related to women and harassment*
- *The long-term, positive impact of prevention efforts*
- *The need to acknowledge our past in order to create a better future*
- *The necessity of recognizing that violence against women is not a private matter, but a far-reaching community health crisis*

We will also highlight this year’s NSVRC Theme: “Building Safe Online Spaces Together” – these posts have been incorporated below. You can find more info and ways to [get involved here](#).

### Rationale:

Utilizing the hashtag #DontStandBy, ***we will encourage a greater level of community and bystander accountability when it comes to violence***, especially sexual violence against women. For far too long, our culture has allowed and even endorsed disrespectful, misogynistic behavior and attitudes towards women. And it is this very culture that breeds sexual violence.

*“Recently, I learned that my grown daughter endured similar harassment as a teenager. She even resorted to taking cabs to and from school without our permission to avoid these men, these predators. I was crestfallen, saddened, and distraught at the fact that I’ve watched three generations of my family suffer harm at the hands of our community and it seems as though nothing has changed.*

*Over the course of my life, the most significant thing I can tell you about these instances, and countless others, is that on almost every single occasion people have stood by and watched the harassment, inappropriate language, nonconsensual touching, and even assault of Black women without saying a word.”*

*– Excerpt from SCCADVASA’s 2022 SAAM Op-Ed, written by Dr. Valerie Ekue, Director of Member Support & Community Justice*

There is also global recognition of this issue. As we were preparing this campaign, Mayor of London Sadiq Khan launched a similar campaign to address the epidemic of male violence against women and girls. You can learn more about the [#HaveAWord campaign here](#).



### Weekly Topics:

- Kick-off: (April 1-4) Introduction SAAM + #DontStandBy + #BeKindOnline
- Week 1: (April 5-10) How locker room talk & sexist jokes contribute to a culture of violence + Know the Facts about online sexual abuse
- Week 2: (April 11-17) Calling out catcallers: change starts with you (acknowledging the problem) + Practicing digital consent
- Week 3: (April 18-24) Sexism is taught early: how to change the cycle for the next generation (Prevention) + Keeping kids safe online
- Week 4: (April 25-30) Don't stand by, step in (community health crisis) + Take Action to Intervene (online bystander intervention)

Hashtags: #DontStandBy #SAAM2022 #SCSaysNoMore #BeKindOnline #SAAMSafeOnlineSpaces

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

For More Info or Social Media Assistance: Email [communications@sccadvasa.org](mailto:communications@sccadvasa.org).

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

Kick-off: (April 1-4) Introduction SAAM + #DontStandBy + #BeKindOnline

- April is Sexual Assault Awareness Month. Everyone has a role to play in ending sexual assault, harassment, and abuse. What's yours? #DontStandBy #SAAM2022 #SCSaysNoMore <https://www.sccadvasa.org/saam2022/>
- [above in Spanish] Abril es el mes de la concientización sobre la agresión sexual. Todo el mundo tiene un papel que desempeñar para acabar con las agresiones, el acoso, y el abuso sexual. ¿Cuál es tuyo? #DontStandBy #SAAM2022 #SCSaysNoMore <https://www.sccadvasa.org/saam2022/>
- ICYMI: Dr. Valerie Ekue, Director of Member Support & Community justice, penned this article highlighting the necessity for bystanders to step up and speak out against harassment and sexual violence. #DontStandBy #SAAM2022 #SCSaysNoMore
- Whether you're online or offline, connect with respect. During #SAAM2022, learn from @NSVRC about the values, skills, and actions to build communities that thrive online and offline. #BeKindOnline #SAAMSafeOnlineSpaces <https://nsvrc.co/SAAM2022>

Week 1: (April 5-10) How sexist jokes contribute to a culture of violence + Know the Facts about online sexual abuse

- Sexist jokes, rape jokes, and victim-blaming comments may seem harmless, but they contribute to the same way of thinking that fuels real-life violence. #DontStandBy when



you hear this type of talk. <https://www.nsvrc.org/blogs/taking-sexual-assault-seriously-online-and-offline> #SCSaysNoMore #SAAM2022

- (Tuesday, 4/5) Today is #SAAM Day of Action! Wear teal, the color of sexual violence prevention, and share your selfie or a collage with your friends or coworkers. Show your support for survivors + learn how you can take action to help end sexual violence. #DontStandBy <https://www.nsvrc.org/saam/2022/getinvolved>
- “Just log off” is not always an effective solution – rather than expecting victims to change or limit their online presence, we must address the root causes of sexual harassment. Learn more @NSVRC. #BeKindOnline #SAAM2022 <https://nsvrc.co/KnowTheFacts>

Week 2: (April 11-17) Calling out catcallers: change starts with you + Practicing digital consent

- While catcalling, innuendos, inappropriate comments, and vulgar gestures aren’t illegal, this doesn’t make them less threatening or harmful to the person experiencing them. #DontStandBy when you see behaviors that encourage sexual violence. You can be the change — bystander tips & strategies are available: [https://www.nsvrc.org/sites/default/files/2018-02/publications\\_nsvrc\\_tip-sheet\\_bystander-intervention-tips-and-strategies\\_1.pdf](https://www.nsvrc.org/sites/default/files/2018-02/publications_nsvrc_tip-sheet_bystander-intervention-tips-and-strategies_1.pdf)
- Consent is an ongoing conversation. Remember that consent is voluntary, never assume, respect boundaries, and always communicate clearly. These are just a few ways to respectfully determine our needs and the needs of others. #SAAM2022 #SAAMSafeOnlineSpaces <https://nsvrc.co/DigitalConsent2022>
- In the U.S., more than more than 1 in 3 women experienced sexual violence involving physical contact during her lifetime. But we cannot change the things that we don’t acknowledge. Let’s finally come together and hold one another accountable to build a better tomorrow. #DontStandBy #SAAM2022 <https://www.cdc.gov/violenceprevention/sexualviolence/fastfact.html>
- [above in Spanish] En Estados Unidos, más de 1 de cada 3 mujeres ha sufrido violencia sexual con contacto físico a lo largo de su vida. Pero no podemos cambiar las cosas que no reconocemos. Unámonos por fin y responsabilizarnos los unos a otros de construir un mañana mejor. #DontStandBy #SAAM2022 <https://www.cdc.gov/violenceprevention/sexualviolence/fastfact.html>

Week 3: (April 18-24) Sexism is taught young/how to change the cycle for the next generation (Prevention) + Keeping kids safe online

- DYK: 1 in 10 girls is catcalled before her 11<sup>th</sup> Birthday? Objectification and inappropriate comments about girls’ and women’s bodies contribute to a culture where the female



body is seen as up for grabs — both literally and figuratively. #DontStandBy and watch this happen in your community. Invest in education & prevention efforts to help break the cycle of harm, sexual harassment, and violence.

<https://www.girlscouts.org/en/raising-girls/happy-and-healthy/happy/stop-catcalling-girls-and-sexual-harassment.html>

- Parents and caregivers can help kids stay safe online by having regular, age-appropriate conversations about healthy and unhealthy ways to communicate online. #SAAM2022 #BeKindOnline <https://nsvrc.co/KeepingKidsSafe>
- Almost 19% of black women, 24% of mixed-race women, and 34% of American Indian and Alaska Native women will be raped during their lifetimes. Women of color are subjected to *both* racism and sexism, putting them at higher risk for sexual violence. We must reject sexual stereotypes and racial injustice – in our homes and our communities. #DontStandBy #SAAM2022 [https://endsexualviolence.org/where\\_we\\_stand/racism-and-rape/](https://endsexualviolence.org/where_we_stand/racism-and-rape/)

Week 4: (April 25-30) Don't stand by, step in (community health crisis) + Take Action to Intervene (online bystander intervention)

- You can change the world from where you are. If you witness disrespectful behavior or harmful attitudes that normalize abuse against women, #DontStandBy, step up. Together we can create a #ViolenceFreeSC. #SAAM2022
- [above in Spanish] Puedes cambiar el mundo desde donde estás. Si eres testigo de comportamientos irrespetuosos o actitudes perjudiciales que normalizan los abusos contra las mujeres, #DontStandBy, haz algo. Juntos podemos crear un #ViolenceFreeSC. #SAAM2022
- (Wednesday, 4/27) On #DenimDay2022, 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. There is no excuse and never an invitation to rape. <https://www.denimdayinfo.org>
- Being a bystander online means we can disrupt online harassment and abuse by reporting harmful comments, creating new threads of conversation to distract attention, and showing direct support for the victim. #DontStandBy #SAAM2022 #BeKindOnline <https://nsvrc.co/TakingAction>
- As we bring #SAAM2022 to a close, we hope you are moved to act – today, tomorrow and every day. Our words have power. So, remember that little ears are always listening and remaining silent will never lead to a better tomorrow. #DontStandBy #SCSaysNoMore <https://www.sccadvasa.org/saam2022/>