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FOR IMMEDIATE RELEASE

SCCADVASA Launches “Don’t Stand By” Campaign for Sexual Assault Awareness Month 2022

April 1, 2022 – The South Carolina Coalition Against Domestic Violence and Sexual Assault (SCCADVASA), South Carolina’s leading voice for the prevention of sexual and domestic violence, launches the “Don’t Stand By” campaign during Sexual Assault Awareness Month (SAAM) 2022.

SAAM takes place during the month of April to increase public awareness about sexual violence and educate communities on how it can be prevented. Building on our 2021 theme “*Everyone Has a Role to Play*”, the “**Don’t Stand By**” campaign calls for bystanders to act when they hear or witness inappropriate behavior, sexual harassment and/or violence.

South Carolina will also amplify this year’s [NSVRC Theme: “Building Safe Online Spaces Together”](#) highlighting that sexual harassment, assault, and abuse can happen anywhere, including in online spaces. **Building Safe Online Spaces Together** is possible when we practice digital consent, intervene when we see harmful content and behaviors, and promote online communities that value respect, inclusion, and safety.

“For far too long, our culture has allowed and even endorsed disrespectful, misogynistic behavior and attitudes towards women. It is this very culture that breeds sexual violence” said Sara Barber, SCCADVASA Executive Director. “When you see behaviors that encourage sexual violence like catcalls, innuendos, inappropriate comments, and harassment — don’t just stand by, step in. Only by working together can we begin to change the culture.”

As we begin Sexual Assault Awareness Month, we encourage individuals and communities to show support for survivors of sexual and intimate partner violence during the entire month of April by doing any of the following:

1. Participate in our “Don’t Stand By” campaign. A toolkit can be found [on our website](#).
2. Follow SCCADVASA’s social media channels (@sccadvasa on [Facebook](#), [Instagram](#) and [Twitter](#)) and help amplify our message of support for survivors.
3. Tuesday, April 5th is [SAAM Day of Action](#), wear teal clothing and take a selfie. Share it on all your social media accounts with #SAAM2022 #DontStandBy.
4. Participate in the [#30DaysofSAAM Challenge](#).
5. Participate in [Denim Day](#) on Wednesday, April 27th by wearing denim and share it to social media to take a stand against victim-blaming.
6. Visit www.levelupforchange.org to learn how to prevent sexual violence among teens and <https://www.nsvrc.org> for additional prevention resources.

To learn more about SCCADVASA and ways to support survivors visit www.sccadvasa.org.



About SCCADVASA:

The South Carolina Coalition Against Domestic Violence and Sexual Assault (SCCADVASA) serves as the collective voice promoting the prevention of domestic violence and sexual assault in South Carolina. Our vision is a South Carolina free from domestic violence and sexual assault. Our statewide coalition is made up of the 22 sexual assault and domestic violence direct service and advocacy programs in South Carolina and other allied organizations. Since 1981, SCCADVASA has been a leader in representing the critical needs of survivors and their families. Our dedicated staff advance our work through advocacy, education, and collaboration. Learn more at www.sccadvasa.org.

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