



2023 Sexual Assault Awareness Month Toolkit: #TalkAboutIt

Theme: In correlation with a forthcoming Op-Ed focused on the importance of prevention and the need for our youth to become responsible sexual citizens, SCCADVASA is launching the “**Talk About It**” campaign during Sexual Assault Awareness Month 2023.

Building on our “#DontStandBy” 2022 campaign and our 2023 #LevelUp Prevention Digital Campaign, this campaign will highlight:

- *The need for parents and guardians to talk openly with their children about consent, boundaries, healthy relationships, and sex.*
- *The need for individuals of all ages and demographics to communicate with their partners when it comes to physical intimacy.*
- *The need for community educators and leaders to spearhead prevention efforts in educating our young people about consent, boundaries, and healthy relationships.*
- *Above all, removing the “taboo” that surrounds talking about sex and sexual violence.*

We will also highlight this year’s NSVRC Theme: “Drawing Connections: Prevention Demands Equity”. You can find more info and ways to [get involved here](#).

Rationale: Utilizing the hashtag #TalkAboutIt, along with the “Embrace Awkward” call to action, ***we will encourage a greater level of individual and community involvement when it comes to educating our youth about what it means to be responsible sexual citizens.***

Although it can feel awkward, if we do not boldly and consistently speak to our young people about boundaries, consent, and sex, how well are we preparing them to have safe and fulfilling sexual lives when they become adults? Think about how much time we spend teaching our kids to be safe and responsible drivers versus what so few of us put into teaching them how to be safe and responsible sexual citizens.

Preventing sexual violence, especially among youth, means it is critical we teach our kids in an age-appropriate manner to understand and respect boundaries, know what healthy (and unhealthy) relationships look like, be equipped to talk with their partner about physical intimacy before it happens, and know that consent is required every time.

We can no longer leave our young people unprepared. If we don’t talk to them and teach them, they will find out from other sources. And with rising levels of hate, violence, and destructive rhetoric across the internet — that is a very dangerous thing.



Weekly Topics:

- Kick-off: (March 31 – April 3) Introduction SAAM + #TalkAboutIt + NSVRC Theme
- Week 1: (April 4 - 9) Start Early: How to talk to your kids about boundaries.
- Week 2: (April 10 - 16) Healthy Relationships + Community Leaders Involvement
- Week 3: (April 17-23) Talking About Sex: With Kids + Among Partners
- Week 4: (April 23-30) Consent is an ongoing conversation.

Hashtags: #TalkAboutIt #SAAM2023 #EmbraceAwkward #Prevention #PreventSexualViolence

Graphics: All images can be accessed via this [Shared Folder](#). All images have been inserted below for suggested placement with ALT text provided; some with multiple options. Additional Spanish images are available in the 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: (March 31-April 3) Introduction SAAM + #TalkAboutIt + NSVRC Theme

- Preventing sexual violence is possible. This Sexual Assault Awareness Month make a commitment to get out of your comfort zone and start a conversation with your partner and the young people in your life. #TalkAboutIt #SAAM2023 #EmbraceAwkward www.sccadvasa.org/saam



ALT: a Black father stands next to his teenage son and places his arm around his shoulders with text that says 'Preventing sexual violence is possible. Embrace awkward. Talk About It. #SAAM2023 #TalkAboutIt' includes SCCADVASA logo

- [above in Spanish] La prevención de la violencia sexual es posible. Este mes de la concientización sobre la violencia sexual, comprométete a tocar el tema con tu pareja y con los jóvenes en tu vida, aunque sea incómodo. #AunqueSeaIncómodo #TocaElTema



[Texto alternativo: Un padre afroamericano está abrazando a su hijo adolescente de lado. El texto dice “La prevención de la violencia sexual es posible. Aunque sea incómodo. Toca el tema. #TocaElTema #MesDeConcientizaciónSobreLaAgresiónSexual2023” incluye el logotipo de SCCADVASA]



- ICYMI: Sara Barber, SCCADVASA’s Executive Director, penned this article highlighting the importance of prevention and parental + community involvement in order to prevent sexual violence. #TalkaboutIt #SAAM2023 #EmbraceAwkward
- *INSERT POST FROM NSVRC (toolkit still pending)*

Week 1: (April 4 - 9) Start Early: How to talk to your kids about boundaries.

- Talk early and often. Sexual development is just as important as physical, cognitive, and emotional development. Having age-appropriate conversations throughout development means kids may feel more comfortable seeking out honest and open conversations about their bodies, sex, boundaries, and consent.

Here are 7 books to help you get started: <https://www.today.com/parents/7-best-kids-books-teach-about-consent-body-autonomy-t206517> #TalkAboutIt #SAAM2023





ALT: An Asian woman sits on the couch with her young daughter and they both look at a tablet together with text that says with text that says 'Preventing sexual violence is possible. Embrace awkward. Talk About It. #SAAM2023 #TalkAboutIt' includes SCCADVASA logo

- [Above in Spanish] Habla sobre el sexo con tus hijos seguido y desde una temprana edad. El desarrollo sexual es tan importante como el desarrollo físico, cognitivo, y emocional. Al tener conversaciones apropiadas para la edad a través del desarrollo, ayudará a que los niños se sientan en más confianza para tener conversaciones abiertas y honestas sobre sus cuerpos, el sexo, los límites, y el consentimiento.

Aquí hay 7 libros que te pueden ayudar: <https://www.today.com/parents/7-best-kids-books-teach-about-consent-body-autonomy-t206517> #TocaElTema #MesDeConcientizaciónSobreLaAgresiónSexual2023

[Texto alternativo: Una mujer asiática está sentada en un sillón con su hija pequeña. Están mirando una tableta juntas. El texto dice "La prevención de la violencia sexual es posible. Aunque sea incómodo. Toca el tema. #TocaElTema #MesDeConcientizaciónSobreLaAgresiónSexual2023" incluye el logotipo de SCCADVASA]



- (Tuesday, 4/4 *assuming) Today is #SAAM2023 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. #TalkAboutIt www.sccadvasa.org/saam
- Teaching bodily autonomy results in a child who is capable of setting boundaries, feels empowered to say 'no,' and is able to navigate a world that often does not set them up for success. Here are 8 ways to teach kids about consent & healthy boundaries. <https://endsexualviolencect.org/8-ways-to-teach-kids-about-consent-and-healthy-boundaries/> #TalkAboutIt #SAAM2023



ALT: A mother with red curly hair sits next to her young son and they both look at a book together with text that says 'Preventing sexual violence is possible. Embrace awkward. Talk About It. #SAAM2023 #TalkAboutIt' includes SCCADVASA logo

ALT 2: a Black father speaks to his young son with text that says 'Preventing sexual violence is possible. Embrace awkward. Talk about It. #SAAM2023 #TalkAboutIt' includes SCCADVASA logo

- *INSERT POST FROM NSVRC (toolkit still pending)*

Week 2: (April 10 - 16) Talking About Sex: With Kids + Among Partners

- DYK parents are the most important influence on a young person's decisions about relationships and sex — even more important than friends, siblings, or the media?

Most teens say they share their parents' values about sex, and making decisions about delaying sex would be easier if they could talk openly and honestly with their parents.

Check out this resource from @Health.Gov for tips to talk to your kids:

<https://health.gov/myhealthfinder/healthy-living/sexual-health/talk-your-kids-about-sex-and-healthy-relationships> #TalkAboutIt.



ALT: A Latina mother and daughter stand outside and are smiling and laughing while they embrace with text that says 'Preventing sexual violence is possible. Embrace awkward. Talk About It. #SAAM2023 #TalkAboutIt' includes SCCADVASA logo



ALT 2: A teenage couple stands in front of a blue wall, the young man smiles and the girl is holding a watermelon in front of her mouth with text that says ‘Preventing sexual violence is possible. Embrace awkward. Talk About It. #SAAM2023 #TalkAboutIt’ includes SCCADVASA logo

- [above in Spanish] ¿Sabías que los padres son la influencia más importante para las decisiones que toman los jóvenes sobre sus relaciones y el sexo - más importante que los amigos, hermanos, o los medios?

La mayoría de los adolescentes dicen que comparten los mismos valores que sus padres sobre el sexo, y que sería más fácil tomar decisiones sobre esperar para tener sexo si pudieran hablar abierta y honestamente con sus padres.

Vean este recurso de @Helth.Gov para ver tips sobre como hablar con tus hijos sobre el sexo: [Habla con tus hijos sobre el sexo y las relaciones saludables - MyHealthfinder | health.gov](#) #TocaElTema

[Texto Alternativo: Una madre latina y su hija están paradas afuera y sonríen mientras se abrazan. El texto dice “La prevención de la violencia sexual es posible. Aunque sea incómodo. Toca el tema. #TocaElTema #MesDeConcientizaciónSobreLaAgresiónSexual2023” incluye el logotipo de SCCADVASA]

[Texto Alternativo 2: Una pareja adolescente está parada en frente de una pared azul, el joven sonríe y la joven sostiene un pedazo de sandía sobre su boca. El texto dice “La prevención de la violencia sexual es posible. Aunque sea incómodo. Toca el tema. #TocaElTema #MesDeConcientizaciónSobreLaAgresiónSexual2023” incluye el logotipo de SCCADVASA]



- Healthy relationships start with communication, and having a solid foundation is critical when it comes to physical intimacy. Never make assumptions about what your partner is ready for — if you can’t #TalkAboutIt openly, you can’t gain consent.



Learn more about healthy relationships, boundaries, and consent from @loveisrespect: <https://www.loveisrespect.org/everyone-deserves-a-healthy-relationship/>

- Talking to teens about sex-related topics can be awkward, but studies show that young people who talk with their parents about sex are more likely to delay having sex and to make healthy choices, like using condoms to prevent pregnancy and STDs (sexually transmitted diseases), when they do have sex.

For actions and approaches parents can take to #TalkAboutIt visit:

https://www.cdc.gov/healthyouth/protective/factsheets/talking_teens.htm



ALT: A Caucasian father with a beard and glasses stands next to and puts his arm around his teenage son's shoulders, they are both smiling, with text that says 'Preventing sexual violence is possible. Embrace awkward. Talk About It. #SAAM2023 #TalkAboutIt' includes SCCADVASA logo

ALT 2: A young couple sits next to each other smiling and looking into each other's eyes with text that says 'Preventing sexual violence is possible. Embrace awkward. Talk About It. #SAAM2023 #TalkAboutIt' includes SCCADVASA logo

- *INSERT POST FROM NSVRC (toolkit still pending)*

Week 3: (April 17-23) Community Leaders Involvement + Healthy Relationships

- Elected officials and community leaders can play a key role in the prevention of sexual violence by advocating for comprehensive sex education. Providing young people with the skills and tools to make healthy decisions about sex and relationships is far more effective than denying them information and simply telling them not to have sex.

If we want to prevent it, we've got to #TalkAboutIt.

Learn how @Advocates for Youth is working with young people, parents, educators, policy makers and health care providers for honest sex education:

<https://www.advocatesforyouth.org/issue/honest-sex-education/>



ALT: The SC State House stands against a blue sky with some clouds and text that says ‘Preventing sexual violence is possible. Embrace awkward. Talk About It. #SAAM2023 #TalkAboutIt’ includes SCCADVASA logo

- [above in Spanish] Los funcionarios electos y líderes de la comunidad podrían tener un papel clave en la prevención de la violencia sexual al apoyar la educación sexual completa. Es mucho más efectivo proveerle a los jóvenes las habilidades y herramientas para que tomen decisiones saludables sobre el sexo y sus relaciones que simplemente negarles la información y decirles que no tengan sexo.

Si queremos prevenir la violencia sexual, tenemos que tocar el tema.

Aprende cómo @Advocates for Youth está trabajando con jóvenes, padres, educadores, políticos, y proveedores de servicios médicos para la educación sexual honesta: [Honest Sex Education - Advocates for Youth](#)

[Texto Alternativo: El Capitolio de Carolina del Sur frente a un cielo azul con nubes. El texto dice “La prevención de la violencia sexual es posible. Aunque sea incómodo. Toca el tema. #TocaElTema #MesDeConcientizaciónSobreLaAgresiónSexual2023” incluye el logotipo de SCCADVASA]



- Setting and respecting boundaries of all types – physical, digital, emotional – is central to any healthy relationship. It’s important that both partners feel comfortable expressing their wants, goals, fears, and limits — and everyone’s boundaries are

honored. Learn more about setting boundaries from @loveisrespect:

<https://www.loveisrespect.org/everyone-deserves-a-healthy-relationship/how-to-set-boundaries/>



ALT: A male couple smiles with their arms around one another and text that says 'Preventing sexual violence is possible. Embrace awkward. Talk About It. #SAAM2023 #TalkAboutIt' includes SCCADVASA logo

ALT 2: An adult couple in their 30s sits together at a table with a tablet in front of them and laugh with text that says 'Preventing sexual violence is possible. Embrace awkward. Talk About It. #SAAM2023 #TalkAboutIt' includes SCCADVASA logo

ALT 3: A female couple sits next to each other and laughs with text that says 'Preventing sexual violence is possible. Embrace awkward. Talk About It. #SAAM2023 #TalkAboutIt' includes SCCADVASA logo

- *INSERT POST FROM NSVRC (toolkit still pending)*

Week 4: (April 23-30) Consent must be gained every time for everything.

- Does your teen know what healthy consent looks like? Do you? Put simply, consent is an ongoing mutual agreement between partners about what they want to experience. To learn more about what consent does - and doesn't - look like visit:

<https://www.loveisrespect.org/resources/what-consent-does-and-doesnt-look-like/>





ALT: A young couple sits outside, the male is in a wheelchair and they are both talking and smiling with text that says 'Preventing sexual violence is possible. Embrace awkward. Talk About It. #SAAM2023 #TalkAboutIt' includes SCCADVASA logo

- [above in Spanish] ¿Tu adolescente sabe cómo se ve el consentimiento sano? ¿Lo sabes tú? En pocas palabras, el consentimiento es un acuerdo mutuo entre parejas sobre lo que quieren experimentar; el consentimiento está constantemente en desarrollo. Para aprender más sobre cómo se ve -y cómo no se ve- el consentimiento, visita: <https://espanol.loveisrespect.org/resources/se-ve-no/>

[Texto Alternativo: Una pareja joven está sentada afuera. El joven está en una silla de ruedas y los dos están platicando y sonriendo. El texto dice "La prevención de la violencia sexual es posible. Aunque sea incómodo. Toca el tema. #TocaElTema #MesDeConcientizaciónSobreLaAgresiónSexual2023" incluye el logotipo de SCCADVASA]



- Consent is an ongoing conversation. Just because your partner says yes to one thing, doesn't mean they've consented to going further, it also doesn't mean it's a "given" every time. Remember sex and consent are mutually inclusive. Communication and intimacy go hand in hand. In any relationship, you've got to #TalkAboutIt. #SAAM2023





ALT: An African American couple speaks to one another using sign language with text that says 'Preventing sexual violence is possible. Embrace awkward. Talk About It. #SAAM2023 #TalkAboutIt' includes SCCADVASA logo

- (Wednesday, 4/26) On #DenimDay2023, 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> #SAAM2023
- *INSERT POST FROM NSVRC (toolkit still pending)*
- As we bring #SAAM2023 to a close, remember that preventing sexual violence is possible if we all commit to finding ways to #TalkAboutIt — with youth, our partners, and as a community. Join us an #EmbraceAwkward today. The change starts with you.



ALT: A college student stands at a podium with a microphone and speaks using hand gestures with text that says 'Preventing sexual violence is possible. Embrace awkward. Talk About It. #SAAM2023 #TalkAboutIt' includes SCCADVASA logo