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FOR IMMEDIATE RELEASE

SCCADVASA Launches “It’s Your Move” Campaign for Sexual Assault Awareness Month

March 25, 2024 (COLUMBIA, S.C.) – 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 “[It’s Your Move](#)” campaign during Sexual Assault Awareness Month (SAAM) 2024.

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 SCCADVASA’s 2023 #TalkAboutIt SAAM theme and #LevelUpForChange prevention initiative, the #ItsYourMove campaign highlights actions and choices to help prevent sexual violence. Each week, #ItsYourMove is paired with a different tagline focusing on respect, communication, boundaries, and bystander intervention.

“We all can make a move to prevent sexual violence,” said Sara Barber, SCCADVASA Executive Director. “Whether it’s talking openly with our children, especially our sons, about consent and healthy relationships, holding others accountable for language and behaviors that harm and degrade women, or having conversations with our partners about physical intimacy and boundaries.”

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 “It’s Your Move” 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 2nd is [SAAM Day of Action](#), wear teal clothing and take a selfie. Share it on all your social media accounts with #SAAM2024 #ItsYourMove
4. Participate in [Denim Day](#) on Wednesday, April 24th by wearing denim and share it to social media to take a stand against victim-blaming.
5. Visit www.levelupforchange.org to learn how to prevent sexual violence among teens and NSVRC.org for additional prevention resources.

(more)

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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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