



2024 Sexual Assault Awareness Month Toolkit: #ItsYourMove

Theme: Building on SCCADVASA's 2023 #TalkAboutIt SAAM theme and #LevelUpForChange prevention initiative, the #ItsYourMove campaign highlights the need to take action + make choices to help prevent sexual violence. Each week, #ItsYourMove is paired with a different tagline focusing on respect, communication, boundaries, and bystander intervention.

Weekly Themes + Taglines:

- **Week 1 (April 1 – 7): It's Your Move. *Choose Respect.***
 - Everyone should communicate with their partners when it comes to physical intimacy. Consent is an ongoing conversation, no matter your age or gender.
 - Men choosing to respect women is a foundation by which societal views surrounding social norms directly or indirectly condone violence and traditional ideas about masculinity.
- **Week 2 (April 8-14): It's Your Move. *Talk About It.***
 - When parents and guardians talk openly with their children about consent, boundaries, healthy relationships, and sex (especially men speaking with their sons/teens), it sets a positive example for healthy relationships.
- **Week 3: (April 15-21): It's Your Move. *Know Your Yeses & Nos.***
 - Open communication in healthy relationships and the shared understanding that only you get to make decisions about your boundaries lays the groundwork for consent. Parents/adults can set kids up for success by talking with them about identifying and communicating these boundaries.
- **Week 4 (April 22-30): It's Your Move. *Don't Stand By.***
 - The importance of bystander intervention + defining the 4 Ds of this intervention.
 - We need for boys/men to hold other boys/men accountable for sexist jokes/language and sexually, physically, and emotionally abusive behaviors that harm and degrade women.

Hashtags: #ItsYourMove #SAAM2024 #Prevention #PreventSexualViolence

Graphics: All images can be accessed via this [Shared Folder](#). Images have been inserted below for suggested placement with ALT text provided; some with multiple options. Spanish images and content are included.

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

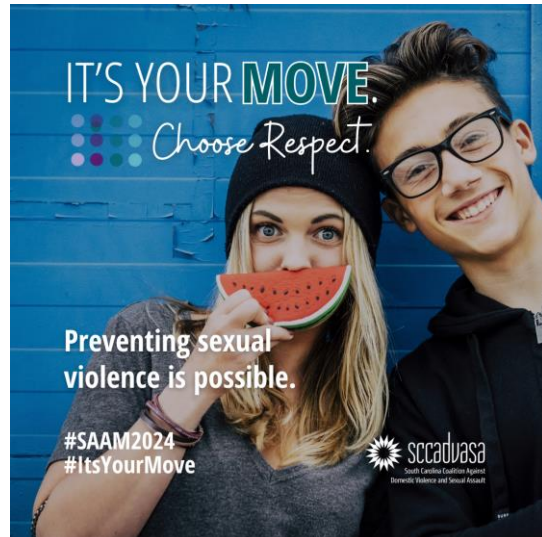
Sample Social Media Posts (SCCADVASA will be posting these weekly):

Week 1 (April 1-7): **It's Your Move. Choose Respect.**

- This Sexual Assault Awareness Month (#SAAM2024), make a move to choose respect by not assuming what your partner is ready to do. Healthy relationships start with open communication and consent is an ongoing conversation. Learn more from levelupforchange.org. #ItsYourMove #SAAM2024 #ChooseRespect



ALT: A young couple sit on a couch and smile at each other with text that says, “It’s Your Move. Choose Respect. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” 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, “It’s Your Move. Choose Respect. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

- [Spanish]: Este Mes de la Concientización sobre la Agresión Sexual (#SAAM2024), ánimoate a elegir el respeto y no hagas suposiciones sobre lo que está lista para hacer tu pareja. Las relaciones sanas comienzan con la comunicación abierta y hablando siempre sobre el consentimiento. Obtén más información en levelupforchange.org. #EsTuJugada #SAAM2024 #EligeElRespeto



ALT: Una pareja negra joven sentada en un sofá sonriéndose el uno al otro con texto que dice: “Es tu jugada. Elige el respeto. Prevenir la violencia sexual es posible”. #SAAM2024 #EsTuJugada (Aparece el logo de SCCADVASA)

- (Tuesday, 4/2) Today is #SAAM2024 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. www.sccadvasa.org/saam #ItsYourMove
- When we think about preventing sexual violence, we often focus on what women and girls should and shouldn't do. However, preventing sexual violence starts with what we teach our sons. Make a move to having open and honest conversations about sex with the young men in your life to help them learn how to respect boundaries. #ItsYourMove #SAAM2024 #ChooseRespect





ALT: A diverse group of young adults gather and laugh at a party behind a table of red cups with text that says, “It’s Your Move. Choose Respect. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

ALT 2: A young man in a black t-shirt holds a beverage and leans into a young, laughing woman with long blonde hair at a party with text that says, “It’s Your Move. Choose Respect. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

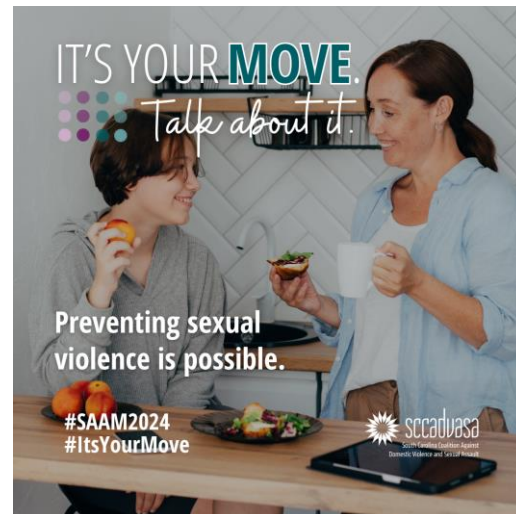
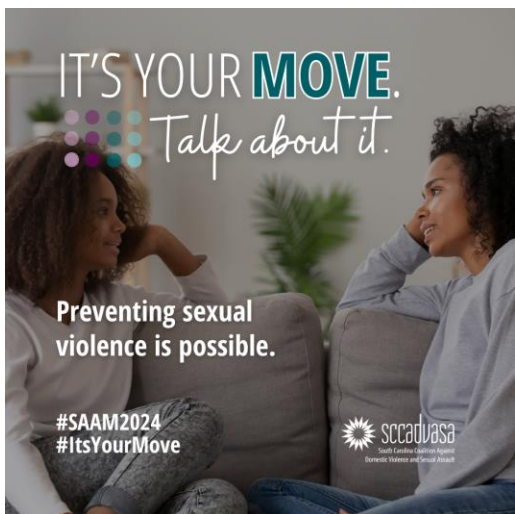
- [Spanish]: Cuando pensamos en prevenir la violencia sexual, solemos enfocarnos en lo que las mujeres y niñas deben o no deben de hacer. Sin embargo, la prevención de la violencia sexual comienza con lo que les enseñamos a nuestros hijos varones. Anímate a tener conversaciones abiertas y sinceras sobre el sexo con los hombres jóvenes que conoces para ayudarlos a aprender cómo respetar los límites. #EsTuJugada #SAAM2024 #EligeElRespeto



ALT: Un grupo diverso de adultos jóvenes reunidos en una fiesta, riendo detrás de una mesa con vasos rojos con texto que dice: “Es tu jugada. Elige el respeto. Prevenir la violencia sexual es posible”. #SAAM2024 #EsTuJugada (Aparece el logo de SCCADVASA)

Week 2: (April 8-14): **It's Your Move.** *Talk About It.*

- This #SAAM2024, make a move to talk to your kids about what healthy relationships look like, respecting boundaries, and talking with their partner about physical intimacy before it happens. Make sure they know that consent is required every time. Learn more at levelupforchange.org. #ItsYourMove #TalkAboutIt



ALT: A dad wears a blue button-down shirt and sits beside his teenage son wearing a white long-sleeved shirt and jeans with text that says, “It’s Your Move. Talk About It. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

ALT 2: A mom with long curly hair sits on a couch and talks with her teenage daughter with long brown hair with text that says, “It’s Your Move. Talk About It. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

ALT 3: A mom sits on a couch and talks with her teenage daughter. Both have shoulder length wavy brown hair and wear white long-sleeved shirts. Text says “It’s Your Move. Talk About It. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo



ALT 4: In a kitchen, a mom with long brown hair wears a blue shirt drinks coffee and talks with her teenage son with short brown hair and a gray shirt holding a peach with text that says, "It's Your Move. Talk About It. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove" SCCADVASA logo

- [Spanish]: En este #SAAM2024, ámate a hablar con tus hijos sobre las relaciones sanas, los límites y de cómo hablar con su pareja sobre la intimidación física antes de que la tengan. Asegúrate de que sepan que el consentimiento se obtiene cada vez. #EsTuJugada #TocaElTema www.sccadvasa.org/saam



ALT: Una mamá de cabello largo y rizado sentada en un sofá con su hija adolescente de cabello largo y castaño con texto que dice: "Es tu jugada. Toca el tema. Prevenir la violencia sexual es posible". #SAAM2024 #EsTuJugada (Aparece el logo de SCCADVASA)

- Open communication with your partner about boundaries is key to a healthy, consensual relationship. Consent is an ongoing conversation. Never make assumptions about what your partner is ready to do – make a move to #TalkAboutIt. Learn more at levelupforchange.org. #ItsYourMove



ALT: A man with short dark brown hair and glasses stands behind a man with short dark hair and a beard with his hands on his shoulders while both men laugh with text that says, "It's Your Move. Talk about it. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove" SCCADVASA logo



ALT 2: A woman with long dark hair laughs and leans into a young man who is laughing with text that says, "It's Your Move. Talk about it. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove" SCCADVASA logo

- [Spanish]: Comunicarte abiertamente con tu pareja acerca de los límites es fundamental para una relación sana y consensuada. Siempre hay que hablar del consentimiento. Nunca hagas suposiciones sobre lo que tu pareja está preparada para hacer: ¡ánimate y #TocaElTema #EsTuJugada www.sccadvasa.org/saam



ALT: Una mujer con cabello largo y oscuro ríe y se apoya en un hombre joven que ríe con texto que dice: “Es tu Jagada. Toca el Tema. Prevenir la violencia sexual es posible”. #SAAM2024 #EsTuJugada (Aparece el logo de SCCADVASA)

- This #SAAM2024, make a move to having open and honest conversations about consent with the young men in your life to help them learn how to respect boundaries and understand consent. #ItsYourMove #TalkAboutIt



ALT: A man with black shorts and a red sweatshirt sits in stands at a sports field and laughs with a teenage boy with black shorts and a blue tank top with text that says, “It’s Your Move. Talk about it. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

ALT 2: A dad with brown hair wears a white t-shirt with beard and glasses has arm around teenage son with curly brown hair and blue t-shirt with text that says, “It’s Your Move. Talk about it. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

Week 3: (April 15-21): *It's Your Move. Know Your Yeses and Nos.*

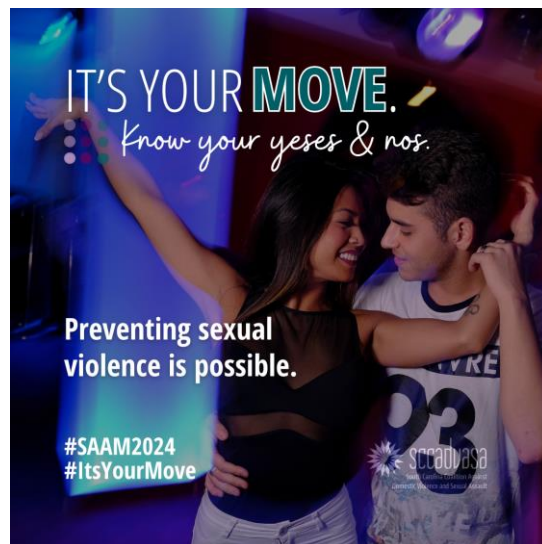
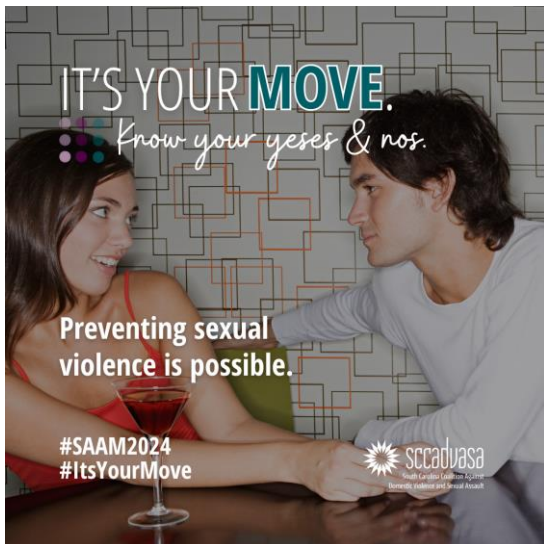
- Setting and respecting boundaries of all types – physical, digital, emotional – is central to any healthy relationship. It’s important that your kids understand how to set boundaries and that everyone’s yeses and nos should be honored. Learn more: levelupforchange.org/youth #ItsYourMove #SAAM2024



ALT: A diverse group of young adults smiles and walks down the stairs with text that says, “It’s Your Move. Know your yeses and nos. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

ALT 2: A young woman wearing a white top with jeans stands outside a home and looks at her phone with text that says, “It’s Your Move. Know your yeses and nos. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

- Knowing your partner’s boundaries is key to a healthy, consensual relationship. Just because your partner says yes to one thing, doesn’t mean they’ve consented to going further and it doesn’t mean it’s a “given” every time. #ItsYourMove #SAAM2024



ALT: A young man with shoulder length brown hair and a white shirt leans across a table towards a young woman with brown long hair wearing an orange tank top who leans



away with text that says, “It’s Your Move. Know your yeses and nos. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

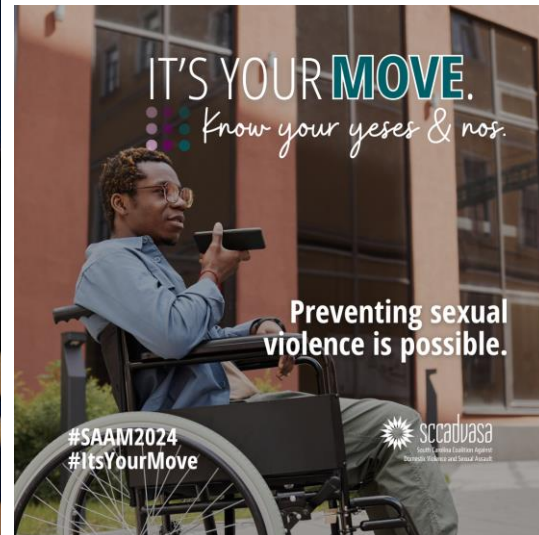
ALT 2: A young couple stands and smiles with arms around each other with text that says, “It’s Your Move. Know your yeses and nos. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

- [Spanish): Conocer los límites de tu pareja es fundamental para tener una relación sana y consensuada. Solo porque tu pareja diga que sí a algo, no significa que hayan aceptado ir más lejos ni que pueda darse por hecho cada vez. #EsTuJugada #SAAM2024



ALT: Una pareja hispana joven sonríe de pie, rodeándose el uno al otro con los brazos, con texto que dice: “Es tu jugada. Conoce tus ‘sí’ y tus ‘no’”. Prevenir la violencia sexual es posible”. #SAAM2024 #EsTuJugada (Aparece el logo de SCCADVASA)

- This #SAAM2024, make a move to ensure your kids understand that setting boundaries also means knowing their yeses and nos when it comes to interacting with others online. #ItsYourMove



ALT: A young woman with dark hair and glasses stands outside and looks down at her phone with text that says, “It’s Your Move. Know your yeses and nos. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

ALT 2: A young man with glasses and a blue long-sleeved shirt sits outside of a building in a wheelchair and speaks into his phone with text that says, “It’s Your Move. Know your yeses and nos. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

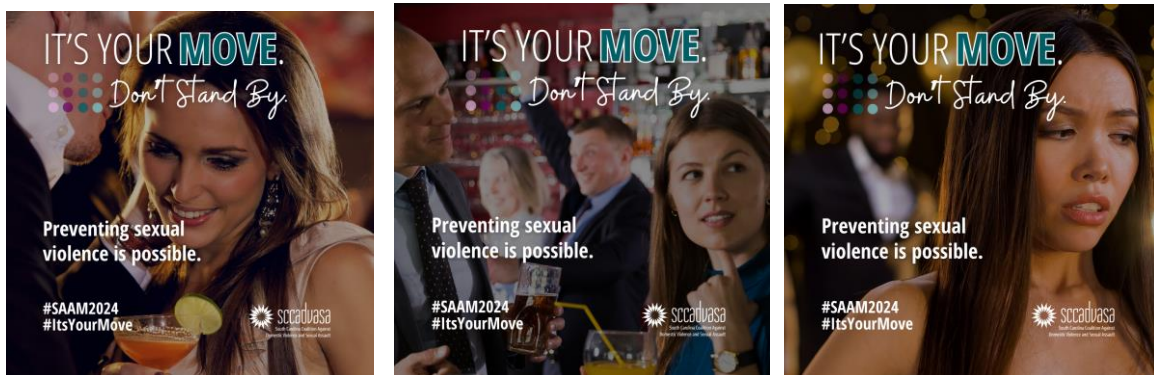
- [Spanish]: Este #SAAM2024, asegúrate que tus hijos sepan que el establecer límites también implica conocer sus “sí” y sus “no” cuando interactúan con otras personas en línea. #EsTuJugada



ALT: Una mujer con cabello oscuro y anteojos mira su teléfono con texto que dice: “Es tu jugada. Conoce tus ‘sí’ y tus ‘no’. Prevenir la violencia sexual es posible”. #SAAM2024 #EsTuJugada (Aparece el logo de SCCADVASA)

Week 4 (April 22-30): *It’s Your Move. Don’t Stand By.*

- Intervention from a bystander sends a powerful message about what is acceptable behavior. If you see something that doesn’t seem right, make a move to prevent sexual violence. Learn about the “4 Ds” of bystander intervention: levelupforchange.org/youth #ItsYourMove #SAAM2024 #DontStandBy

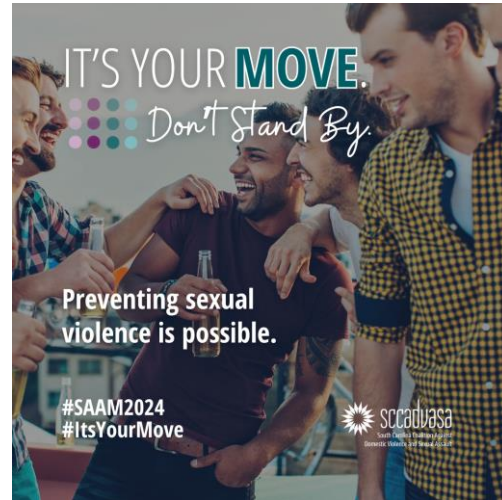


ALT: A man in a bar reaches for a woman with long blond hair as she holds a drink, smiling and looking down with text that says, “It’s Your Move. Don’t Stand By. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

ALT 2: A man wearing a suit stands at a party and looks at a woman who smiles timidly while looking over her shoulder with text that says, “It’s Your Move. Don’t Stand By. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

ALT 3: A woman with long dark hair looks worried while a man is seen in the distance behind her with text that says, “It’s Your Move. Don’t Stand By. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

- (Wednesday, 4/24) On #DenimDay2024, 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> #SAAM2024 #ItsYourMove
- Catcalling, sexist jokes, and vulgar gestures may seem harmless, but they contribute to the same way of thinking that fuels real-life violence. #DontStandBy when you see behaviors that encourage sexual violence. When you hear this type of talk, make a move to speak out. #SAAM2024 #ItsYourMove



ALT: Two men wearing jackets stand outside and smile and gesture at a woman with dark hair walking away with text that says, “It’s Your Move. Don’t Stand By. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo is shown

ALT 2: Diverse group of young men gather and laugh with text that says, “It’s Your Move. Don’t Stand By. Preventing sexual violence is possible. #SAAM2024 #ItsYourMove” SCCADVASA logo

- [Spanish]: Puede que el acoso callejero, los chistes sexistas y los gestos vulgares parezcan inofensivos, pero contribuyen a la misma forma de pensar que fomenta la violencia real. #NoTeQuedesSinHacerNada cuando veas conductas que fomentan la violencia sexual. Cuando oigas este tipo de palabras, ámate a expresarte al respecto. #SAAM2024 #EsTuJugada

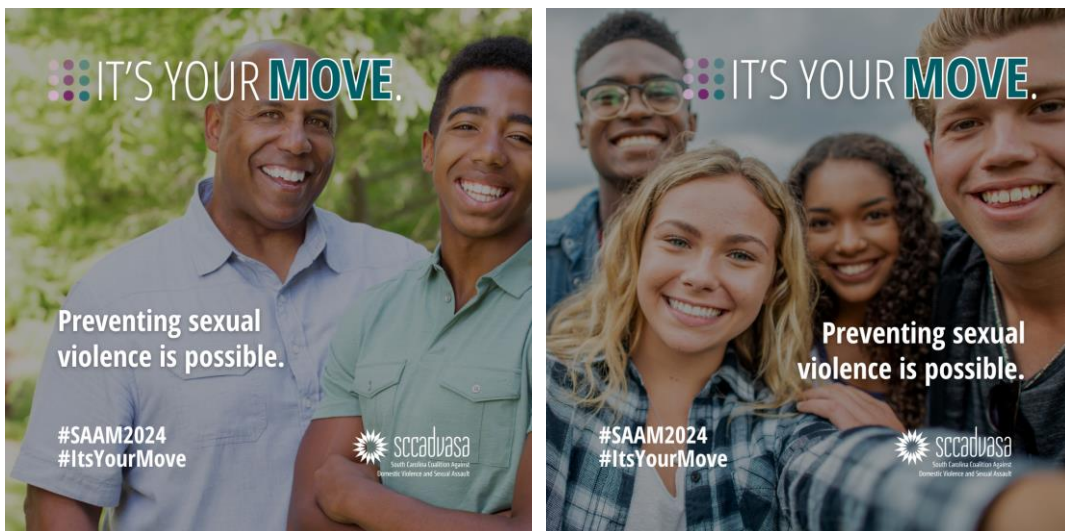




ALT: Un grupo diverso de hombres jóvenes reunidos y riendo con texto que dice: “Es tu jugada. No te quedes sin hacer nada. Prevenir la violencia sexual es posible”.

#SAAM2024 #EsTuJugada (Aparece el logo de SCCADVASA)

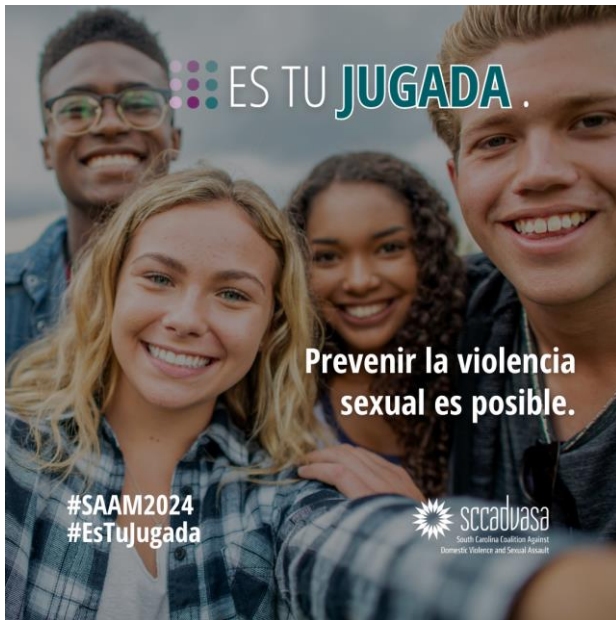
- As we bring #SAAM2024 to a close, remember that preventing sexual violence is possible. By making a move to choose respect, have open communication about consent and boundaries, and practice bystander intervention, you can help end sexual violence in our communities. #ItsYourMove



ALT: A dad stands outside and smiles with his teenage son with text that says, “It’s Your Move. Preventing sexual violence is possible.” #SAAM2024 #ItsYourMove SCCADVASA logo

ALT 2: Diverse group of young adults gather and smile with text that says, “It’s Your Move. Preventing sexual violence is possible.” #SAAM2024 #ItsYourMove SCCADVASA logo

- [Spanish]: Ahora que el #SAAM2024 se está terminando, recuerda que prevenir la violencia sexual es posible. Al animarte a elegir el respeto, comunicarte abiertamente acerca del consentimiento y los límites e intervenir cuando eres transeúnte, puedes ayudar a erradicar la violencia sexual en nuestras comunidades. #EsTuJugada



ALT: Un grupo diverso de adultos jóvenes reunidos y sonriendo con texto que dice: “Es tu jugada. Prevenir la violencia sexual es posible”. #SAAM2024 #EsTuJugada (Aparece el logo de SCCADVASA)

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