



talk about it.

prevent sexual violence

interact

Sexual Assault Awareness Month Guide

April 2017

What is Sexual Assault Awareness Month?

Sexual Assault Awareness Month (SAAM) is an annual campaign to raise public awareness about sexual assault and educate communities and individuals on how to prevent sexual violence. It is observed in April.

Sexual violence happens in every community and affects people of all genders and ages. The impacts of sexual violence affect individuals, families, communities, and society as a whole. But prevention is possible. Together, we can change the conditions that contribute to sexual violence.

During Sexual Assault Awareness Month survivors and advocates engage the greater community in prevention efforts. We know that one month isn't enough to solve the serious and widespread issue of sexual violence. But the attention April generates is an opportunity to energize and expand prevention efforts. There's no better way to expand the scope of SAAM than by reaching out to a broader audience.

That's why Engaging New Voices is the theme of the 2017 National SAAM campaign. Because we can't reach everyone. But we can identify key leaders who will -- leaders whose influence is necessary in achieving cultural change not just in April, but all year long.

InterAct created this guide to inspire our community to actively and creatively promote messages about sexual violence and to take action to promote safety, respect, and equality.

About InterAct

InterAct provides domestic violence and sexual assault services in Wake County by saving lives, rebuilding lives and securing safer futures

InterAct reaches nearly 62,000 clients and community members through our outreach, education, training and direct service.

More than 8,800 of those we serve annually are direct victims of domestic violence and/or sexual assault and their children.



Learn The Facts

What is sexual violence?

Sexual violence is any type of unwanted sexual contact. This can include words and actions of a sexual nature against a person's will and without their consent. Consent is voluntary, mutual, and can be withdrawn at any time. Reasons someone might not consent include fear, age, illness, disability, and/or influence of alcohol or other drugs. A person may use force, threats, manipulation, or coercion to commit sexual violence. Anyone can experience sexual violence, including children, teens, adults, and elders. Those who sexually abuse can be acquaintances, family members, trusted individuals, or strangers.

Forms of sexual violence

- Rape or sexual assault
- Child sexual assault and incest
- Sexual assault by a person's spouse or partner
- Unwanted sexual contact/touching
- Sexual harassment
- Sexual exploitation and trafficking
- Exposing one's genitals or naked body to other(s) without consent
- Watching someone in private acts without their knowledge or permission

Sexual violence affects people of all genders, ages, races, religions, incomes, abilities, professions, ethnicities, and sexual orientations. There is a social context that surrounds sexual violence: oppression and social norms that allow for sexism, racism, and other forms of inequality are all contributing factors.

- Nearly 1 in 5 women in the United States have experienced rape or attempted rape some time in their lives (Black et al., 2011).
- In the United States, 1 in 71 men have experienced rape or attempted rape (Black et al., 2011).

Victims are never at fault.

It doesn't matter what someone is wearing or how they are acting, victims are never to blame. A person may use force, threats, manipulation, or coercion to commit sexual violence. An absence of injuries to the victim does not indicate consent.

Consent is

- Willing participation
- Based on choice
- Active, not passive
- Based on equal power

Consent is not

- Agreeing or giving in to sex because of fear or threats
- Going along in order to gain approval

Victims often know the person who sexually assaulted them.

People who sexually abuse usually target someone they know — a friend, classmate, neighbor, coworker, or relative.

- Nearly 3 out of 4 adolescents (74%) who have been sexually assaulted were victimized by someone they knew well. One-fifth (21.1%) were committed by a family member (Kilpatrick, Saunders, & Smith, 2003).
- In 2005-10, about 55% of rape or sexual assault victimizations occurred at or near the victim's home, and another 12% occurred at or near the home of a friend, relative, or acquaintance (Planty, Langton, Krebs, Berzofsky, & Smiley-McDonald, 2013).

Rape is often not reported or convicted.

- The majority of sexual assaults, an estimated 63%, are never reported to the police (Rennison, 2002).
- The prevalence of false reporting cases of sexual violence is low (Lisak et al., 2010), yet when survivors come forward, many face scrutiny or encounter barriers.

There are many reasons why someone may choose not to report to law enforcement or tell anyone about an experience. Some include:

- Concern about not being believed
- Fear of the attackers getting back at them
- Shame or fear of being blamed
- Pressure from others not to tell
- Distrust of law enforcement
- Belief that there is not enough evidence
- Desire to protect the attacker

Sexual violence is preventable.

We can all help create a culture of empathy, respect, and equity. Prevention starts with challenging victim-blaming and believing survivors when they disclose. In your personal life, you can model supportive relationships and behaviors and speak up when you hear sexist, racist, transphobic, or homophobic comments. Each of us is essential in challenging harmful attitudes and the societal acceptance of rape.

Help is available.

InterAct's 24 Hour Crisis Hotlines

Domestic Violence: 919-828-7740

Sexual Assault: 919-828-3005

Solace Center: 919-828-3067

Spanish Hotline: 844-203-8896

For more information, visit interactofwake.org or nsvrc.org.



Tips For Raising Awareness During Sexual Assault Awareness Month

Using social media is a great way to raise awareness. Take some time away from your daily posts and share something that will get your friends talking about sexual violence. **Your voice matters!**

Use these hashtags when you tweet, post to Facebook or share photos on Instagram. We want to hear about how you and your friends are making your voices heard this April:

#SAAM

This is the official hashtag Sexual Assault Awareness Month.

#DENIMDAY

Use this hashtag to promote National Denim Day (April 26th).

We want to hear from you! Make sure to tag InterAct when posting to social media.

Not sure what to post? Don't worry, we've got some ideas! Use the sample messages below.

Nearly 1 in 5 women in the United States have experienced rape or attempted rape some time in their lives. #SAAM

Every 98 seconds, another American is sexually assaulted. #SAAM

Sexual assault is a public health issue impacting women, men and children throughout their lives and can be devastating for individuals, families and communities. #SAAM

I wear jeans to take a stand against sexual violence and to promote healthy relationships! #SAAM
#DENIMDAY

You can also repost from @InterAct_Wake on Twitter or @interactofwake on Instagram.

Tips For Raising Awareness During Sexual Assault Awareness Month

Sexual violence prevention requires many voices and roles. We're calling on individuals, communities and the private sector to be a part of the solution by taking action during and beyond SAAM to create the cultural shift necessary to eliminate sexual violence once and for all.

Individuals can get involved by

- Intervening to stop harmful behavior;
- Promoting and modeling healthy attitudes, behaviors and relationships; and
- Believing and assisting survivors.

Communities can make a difference by

- Creating and strengthening policies to promote safety, equality and respect;
- Assessing the risks in their environment;
- Promoting respectful behaviors;
- Providing support for survivors;
- Holding those who harm others accountable and ensuring that appropriate treatment options are available.

The private sector can help by

- Promoting prevention and support for survivors through policies and education;
- Modeling healthy attitudes and relationships in engagement with clients and consumers;
- Promoting positive messages and behaviors through marketing campaigns and advertising content; and
- Investing funding to make sexual violence prevention a corporate social responsibility priority.



Denim Day – April 27, 2016

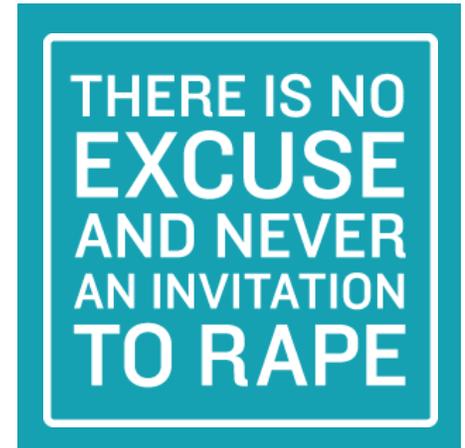
For more than 15 years, Peace Over Violence has run its Denim Day campaign on a Wednesday in April in honor of Sexual Violence Awareness Month. The campaign was originally triggered by a ruling by the Italian Supreme Court where a rape conviction was overturned because the justices felt that since the victim was wearing tight jeans she must have helped her rapist remove her jeans, thereby implying consent. The following day, the women in the Italian Parliament came to work wearing jeans in solidarity with the victim.

Peace Over Violence developed the Denim Day campaign in response to this case and the activism surrounding it. Since then, wearing jeans on Denim Day has become a symbol of protest against erroneous and destructive attitudes about sexual assault.

In this rape prevention education campaign we ask community members, elected officials, businesses and students to make a social statement with their fashion by wearing jeans on this day as a visible means of protest against the misconceptions that surround sexual assault.

Learn more about Denim Day at denimdayinfo.org.

Download InterAct's 2017 Denim Day flyer at interactofwake.org.





I WEAR JEANS BECAUSE...

#DENIMDAY

#SAAM



April is

SEXUAL ASSAULT AWARENESS MONTH

Sexual Assault Awareness Social Media Campaign

Like InterAct on Facebook! Follow us on Twitter and Instagram!

1 in 3 women and 1 in 4 men will be a victim of domestic or sexual violence in their lifetime. InterAct reaches nearly 62,000 Wake County residents every year by saving lives, rebuilding lives, and securing safer futures for adults and children in our community.

In April donate your status throughout the month and share sexual assault facts and statistics from InterAct on your page.



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[InterActPassItOn](#)
[InterActTeen](#)



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[interact_teen](#)

04
TUE

Crime Victims' Rights Week Ceremony 2017

In observance of National Crime Victims' Rights Week (April 2-8), the Victim Services Interagency Council of North Carolina invites you to attend the annual Crime Victims' Rights Week Ceremony. The names of crime victims in North Carolina will be read.

Light reception immediately following.

WHEN: Tuesday, April 4 at 6 pm

WHERE: North Carolina State Capitol - 1 East Edenton Street - Raleigh, NC

SEXUAL ASSAULT AWARENESS MONTH

05
WED

Crime Victims' Rights Week Memorial Garden Ceremony

In observance of National Crime Victims' Rights Week (April 2-8), The North Carolina Victim Assistance Network is hosting a Crime Victims' Rights Week Victim Memorial Garden Ceremony.

Nation Hahn is the survivor speaker. In April 2013, Nation's wife Jamie was taken by violence. Jamie was a bright light in the world and the Jamie Kirk Hahn Foundation was created to keep her light shining. Nation serves his community as Board President of the Jamie Kirk Hahn Foundation, and through a variety of other board roles focused on food-related issues, poverty, and education— issues about which Jamie was passionate. Nation has also served as an Aspen Ideas Fest Fellow, an inaugural attendee of Vox Conversations public policy discussions, and as a member of the Z. Smith Reynolds Community Leadership Council. Nation grew up in Lenoir, North Carolina, and attended UNC Chapel Hill.

WHEN: Wednesday, April 5 at 11 am

WHERE: NCVAN Crime Victim Memorial Garden – Victims' Voices: Silent No More (corner of E. Lane and Wilmington Streets)

24
MON

Coffee & Consent at NC State Women's Center

Consent is necessary for all sexual activity, but what is consent exactly? Who can give consent? Who can't? And how do you know?

Join the NC State Women's Center and InterAct for a discussion on consent and the opportunity to share what consent means to you and how you think we can make consent a more comfortable topic.

WHEN: Monday, April 24 from 11am – 1 pm

WHERE: NCSU Women's Center – 5210 Tally Student Union, Raleigh NC Building #102 on this [campus map](#).

SEXUAL ASSAULT AWARENESS MONTH

26
WED

National Denim Day

For more than 15 years, Peace Over Violence has organized Denim Day across the United States. It is a rape prevention education campaign, where community members, elected officials, businesses and students are asked to make a social statement with their fashion and on this day wear jeans as a visible means of protest against misconceptions that surround sexual assault.

Wear jeans with a purpose and say there is no excuse for and never an invitation to rape.

Learn more at denimdayinfo.org. Download InterAct's Denim Day Flyer at interactofwake.org.

WHEN: Wednesday, April 26

InterAct

1012 Oberlin Road, Suite 100
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www.interactofwake.org

24 Hour Crisis Hotlines

Domestic Violence: 919-828-7740
Sexual Assault: 919-828-3004
Solace Center: 919-828-3067
Spanish Hotline: 844-203-8896

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