

NATIONAL SEXUAL VIOLENCE RESOURCE CENTER

2003 Sexual Assault Awareness Month Campaign

The following document discusses the NSVRC's 2003 SAAM Campaign. It represents the second year of a 5-year campaign designed to increase national collaboration of SAAM activities and to promote a more unified national voice. This 5-year campaign plans to incorporate feedback over the five-year period and use the insight and experiences of programs from across the nation. Finally, it will build in momentum as it continues to promote cause recognition and public awareness.

The NSVRC offers this packet in support of state and local campaigns and initiatives. It hopes to enhance and not replace state and local activities. The NSVRC suggests that local programs check with their state coalitions to determine whether there are any state coordinated initiatives.

The NSVRC believes that its **2003 Campaign** builds upon the successes and momentum of the previous year. Its three parts serve to reinforce and augment cause recognition, to target the general public awareness with an effective message and to promote a more unified national voice. It includes the sale of static window decals, the distribution of poster art on a CD Rom and a plan to have a simultaneous, national "Shout Out" event.

Static Window Decals Promote Cause and Color Recognition

Last year, in order to establish cause and color recognition, the NSVRC's campaign package included samples of teal awareness ribbon pins on presentation cards. It offered larger quantities of these pins for sale at a cost-effective price to programs throughout the country. This successful pin promotion resulted in the distribution of over thirty thousand pins. Many programs developed their own presentation cards as a way of providing organizational information to the public. Because of the large demand last year, the NSVRC will offer the pins again in 2003.

Building on this previous success, the 2003 Campaign packet provides samples, and offers for sale at a very cost-effective rate, static window decals. The decals bear the teal ribbon and the winning anti-sexual violence slogan from the 2002 Slogan Contest. The NSVRC recognizes the importance of reinforcing the image and message over time. Just as the ongoing use of the red awareness ribbon resulted in fast public recognition of AIDS, so a repeated use of a teal ribbon will build public recognition of the cause of anti-sexual violence.

The static window decal incorporates the compelling winning slogan. Importantly, this slogan sends an imperative to the public. It says "Decide To End Sexual Violence" but inherent in this message is a challenge to first think about it, notice it, and then, decide to end sexual violence. It effectively empowers the readers by indicating that they can decide to end sexual violence and it speaks directly to them. Together the teal ribbon and this slogan presents a powerful image for cause recognition.

Another strong element of the window decal is that it will be clearly displayed in public. If cars have one on their window, passers-by in parking lots and in slow moving traffic will be challenged by it. They cannot avoid seeing this simple, clear message that speaks directly to them. Finally, the low unit-cost of the decal makes them quite affordable to small centers across the nation. It means that programs may purchase large quantities. It also means that there could be a significantly large distribution throughout the country, and therefore, increased cause recognition.

For prices and available quantities of the window decals and awareness ribbon pins, see the enclosed document entitled, ***Static Window Decals & Teal Awareness Ribbon Pins***.

Compact Disc of Posters for Cause Recognition and Organization Information

As part of the **SAAM Campaign 2003**, the NSVRC sends each program and center a compact disc (CD) with art for the production of several versions of an anti-sexual violence poster. The posters will feature the slogan, "Decide To End Sexual Violence," with a series of taglines relating to sexual violence. It also provides the same poster with blank areas for programs to select their own taglines. Posters will feature an area for organizations to provide contact information.

Programs may choose to produce a poster with the provided taglines and add their own contact information, or they may choose to add their own taglines and contact information. The CD also provides a poster template in Spanish. The CD provides posters in full color (full color or four-color process in printing) and in teal and black (two color process). Each poster comes in two sizes, (8 1/2 x 11 and 11x17) and there will be a place for programs to enter contact information. The CD offers these posters in several computer platforms.

The NSVRC provides this CD art because it realizes that many programs may not have the computer programs and capabilities to produce in-house graphics; a CD makes it possible for them to go to a printer to customize the posters by size, color, content and organizational information, as they wish.

This CD makes customization possible and helps to promote the distribution of the posters. Additionally, because they are relatively affordable and small in size, these posters make it possible for many centers to adapt this general design and format in their own manner while promoting cause recognition and organizational identity.

Along with the CD, the NSVRC sends sample posters in full color and in the two color process. The NSVRC asks that as various organizations customize the design with their own taglines, that they send a sample to the NSVRC.

For details on the content of this CD, see the enclosed document entitled, ***CD Rom with "Decide to End Sexual Violence" Poster Art***.

A National Shout Out – A day for Raising Our Voices Against Sexual Violence

As part of this year's campaign, the NSVRC encourages centers and programs across the country to plan a public event on April 9, 2003, to raise a collective voice against sexual violence. The idea of a simultaneous "Shout Out" expresses the power of many voices raised together and the impact of a unified message.

Whether such an event is called a Speak Out or a Shout Out, the notion is the same: Voice the truth about sexual violence; don't allow it to be ignored any longer! With one event here, and another there, one becomes many! As simultaneous events occur across the country, our voices become louder, and we will be heard.

There is no single prescription for a successful event. Basically it means selecting a location in a public building, choosing a theme and developing some visual elements, and most of all inviting a few dynamic speakers to take part. The specifics of the place, theme and invited speakers will vary from place to place, according to the characteristics and history of each area. The NSVRC offers some general guidelines for planning the event and ensuring its success, but encourages each center and program to think about what makes the most sense in their area and what will have the greatest impact.

The guidelines for planning the event, including pre-event activities, appear in the enclosed document entitled ***Guidelines for An April 9, 2003 SAAM Shout Out***. Note that the simultaneous nature of this coordinated event carries great significance and builds our unified voice. The NSVRC intends to issue a nationwide press release in early April to alert the media and public that these events will be happening on the 9th. Please let us know the details of your event.