

#SAAMfromHome Resources

March 23, 2020

While we know agencies have a lot on their plate right now ensuring that services are being provided safely, April is quickly approaching! We have heard some folks express interest in doing something for Sexual Assault Awareness Month in spite of the need to cancel all in-person events, and we'd like to help with some resources to help you plan a social distancing-friendly SAAM event or as I have been referring to them, #SAAMfromHome:

Livestreaming: This could be a way to still hold an event that you had planned to have in-person, or you could plan something totally different. You could use your agency social media to provide trainings or presentations for different sectors of your community: youth, parents, teachers, businesses, etc. Or you could share short videos on self-care strategies and coping skills like grounding techniques, stretching, meditation, etc.

- This article explains how to livestream on a few different platforms: <https://livestream.com/blog/social-media-streaming-livestream>
- This article goes a little more in-depth on some considerations in planning a livestream event, keep in mind that their audience for this is for-profit businesses, so some of these considerations may be different than yours: <https://livestream.com/blog/streaming-live-video-across-social-networks>

Schedule **posts for social media** for throughout SAAM. Check out NSVRC's graphics for Facebook, Instagram & Twitter here: <https://www.nsvrc.org/saam/graphics>

- **Denim day / SAAM day of action:** Encourage your community to participate in denim day or SAAM day of action from home, and to post about it on social media! You could suggest a specific way you'd like for them to do that, like wearing denim, or make it a contest for who can come up with the best way to demonstrate their SAAM spirit from home.
 - Denim Day national campaign: <https://www.denimdayinfo.org/why-denim> note: denim day action kit is not currently up, but should be any day now!
 - Denim Day Milwaukee: <http://denimdaymke.org/>
- Encourage your community to participate in **the #30DaysofSAAM Instagram challenge from NSVRC:** <https://medium.com/sexual-assault-awareness-month-2019/survivors-and-allies-use-creativity-to-uplift-sexual-assault-awareness-month-6cd30f186132> One great way to encourage their participation is for your agency to participate as well!
- **Develop or adapt an awareness campaign:** WCASA just did something along these lines for the big share – we highlighted board members with statements about why WCASA's work is important. You can do the same with your community. Start with asking people you know to participate, and see how far it can go!
 - WCASA had the Maine Coalition Against Sexual Assault present on a webinar a couple of years ago about their #MeTooCanDo campaign, and how agencies can implement that on their own. The recording of that webinar can be found here: <https://youtu.be/W34EKkgvMeQ>



- NO MORE also has a few campaigns on their website that are pretty much ready to go, which can be found here: <https://nomore.org/campaigns/>, including:
 - Pledge for SAAM: <https://nomore.org/take-action/pledge-driving-change-original/>
 - No Más campaign in Spanish: <https://nomore.org/campaigns/nomas/>
- Survivor Love Letters: This is a Valentine’s Day campaign where folk post messages of love and support to survivors on social media. It could easily be adapted for any time of year.
 - Survivor Love Letter Movement website: <https://www.survivorloveletter.com/about>
 - This article in TeenVogue explains a little more and shows some examples of posts: <https://www.teenvogue.com/story/survivor-love-letters>
- Consider specifically targeting your campaign to youth in your community. Youth can be very passionate partners in our work. They are also particularly vulnerable, and home may not a safe place for everyone. Additionally, right now, they are out of school and ready to engage! In 2014, NSVRC’s theme for SAAM was specifically focused on healthy sexual development for teens. While these resources are a few years old, and not specific to remote engagement, these resources may be helpful for engaging teens: <https://www.nsvrc.org/saam/2014>. If there is a youth group that you have been working with, you could also consider (remotely) engaging those youth in planning! Any of the campaigns mentioned throughout this email could be adapted to reach teens, or you could develop your own from scratch. If you are developing your own campaign, this guide from the University of Michigan on engaging youth on social media may be helpful: <https://www.umhs-adolescenthealth.org/wp-content/uploads/2018/03/social-media-plan-starter-guide.pdf> - keep in mind this resource was developed for adolescent health professionals, so it may not all be applicable.
 - Many of the resources from the WCASA Consent Is... toolkit can be utilized online as well! This toolkit was designed specifically for use with youth: <https://www.wcasa.org/wp-content/uploads/2020/01/ConsentToolkit.pdf>

Virtual run / walk event: Social distancing does not mean that we can’t go outside! Have community members sign up for a walk / run in honor of survivors, and do everything you would for an in-person run, besides actually holding the in-person event. The idea behind a virtual race is that people can do the walking / running wherever and whenever they like. There are programs that you can use to have people log runs / walks or you could also just take the participants words for it. You’ll also want to encourage people to post on social media and maybe fundraise as a part of it. Some include medals and t-shirts and prizes, some are just an opportunity to encourage people to get outside and get active while raising awareness (and maybe some funds). All of the articles I could find on them focus on the swag quite a bit, but I think these events could function just as well with virtual medals being sent out and encouraging folks to wear teal on their runs / walks or otherwise visually show support without buying swag or prizes.

- This article explains virtual races: https://www.active.com/running/articles/what-exactly-is-a-virtual-race?fbclid=IwAR2kpF2Y-FrIk5K66OpyMRjW_ZO9Lr_Gnlq_Dv6iAX89SeEHvvSm9eHnt4&page=2



- Racery – One of example of a website that you can set up your own virtual 5k, their app allows people to log their runs, and they provide digital bibs and placards, etc – but does also take a portion of the registration fees. <https://racery.com/virtual-races/virtual-charity-events>

Virtual exhibit / gallery: Some programs have been talking about doing exhibits such as the “What were you wearing?” displays by posting survivor stories alongside images or videos of clothing on social media. This could be an adaptation if you have an event like this already planned, or you could post about it and encourage survivors to send you posts, or if they feel comfortable, to post their own using a hashtag.

Start a letter writing campaign for incarcerated survivors: Survived and Punished has some great resources around writing letters to survivors who are incarcerated, and this is a great way to engage the community in supporting some of the most vulnerable survivors. You could even host a virtual event to allow folx to connect while doing it: <https://survivedandpunished.org/letter-writing-action/>

Displays of support throughout physical community: There is no reason that we can’t still wrap the community in teal! You could ask community members to make signs to hang their windows that have supportive messages for survivors, hang teal ribbons around town, or encourage people to color in the coloring pages from NSVRC and display them:
<https://www.nsvrc.org/sites/default/files/publications/2020-01/Coloring2020.pdf>

Partnering with local businesses to raise awareness: Small businesses like yoga studios, restaurants, and many more have had to change the way that they do business. Consider how you can still partner with them. Is your local yoga studio still doing virtual classes? See if they would be interested in doing one specifically for survivors, or if they’d be willing to make specific mention of SAAM and your agency during their virtual classes. Local restaurants may be willing to have your outreach materials available if they are still doing takeout. *Any collaborations with local businesses should be done remotely, following all public health recommendations to prevent the spread of COVID-19.*

Virtual film screenings: Below are links to film screenings already happening next month. Your program could plan your own screening of a SV-related film, or you could host a virtual panel discussion after one of these for the folks in your community.

- Nameless: a Document on Child Sex Trafficking in DC - multiple dates throughout April
<https://mcsr.org/saam-digital>
- Audrie & Daisy – film focuses on victim blaming and teenage survivors, as well as online harassment and cyberbullying – screening on April 29 –
<https://www.marioninstitute.org/winterfilmseries/>

Additional Resources:

- This blog post from NSVRC has some great tips on how to utilize social media during SAAM:
<https://www.nsvrc.org/blogs/saam/beginners-guide-saam-event-planning-blog-series#a8>
- NSVRC’s SAAM toolkit is full of resources and graphics that can be utilized online: <https://www.nsvrc.org/saam>



Additionally, I'd like to say thank you to you all for the work that you do, and I'm sorry to those who put a lot of work into in-person events that have been cancelled because of COVID-19! I know many of us look forward to SAAM, and it is a bummer that we can't all come together in-person as a community this year. My hope is that we can all use technology and creativity to help our communities feel a little closer while we practice social distancing.

Please let me know if WCASA can support you in any way during this challenging time!

Thanks,
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