

2015



**CALCASA**  
CALIFORNIA COALITION  
AGAINST SEXUAL ASSAULT

# SAAAM

**TOOLKIT**

FUNDING MATTERS: CREATIVE PARTNERSHIPS FOR INCREASED IMPACT



**CALCASA**  
CALIFORNIA COALITION  
AGAINST SEXUAL ASSAULT

The mission of The California Coalition Against Sexual Assault (CALCASA) is to provide leadership, vision and resources to rape crisis centers, individuals and other entities committed to ending sexual violence.

ENVISIONING A WORLD FREE FROM SEXUAL VIOLENCE



## ACKNOWLEDGEMENTS

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# TABLE OF CONTENTS

Letter from Executive Director 5

## **FACTSHEETS**

- Campus Sexual Assault 6

- Military Sexual Assault 7

- Prison Rape Elimination Act 8

- Human Trafficking 9

Tools for Media Outreach 11 - 14

Social Media 15



April 1, 2015

Dear Members:

Over the past year, sexual assault has garnered national attention, and public awareness has increased tremendously. As we enter Sexual Assault Awareness Month (SAAM), we have the opportunity to continue to elevate our movement, educate stakeholders, and create positive change. CALCASA is honored to support the 84 rape crisis center and rape prevention programs that serve all of California, provide survivors with a place to turn in their time of need, and take action to prevent sexual violence.

This year, CALCASA's focus remains budget advocacy, specifically creating funding streams for the network of California rape crisis centers and the 30,490 survivors that they supported in FY 2013. For years, the California General Fund has only contributed \$45,000 to these centers – this equates to only \$1.48 per survivor. At the same time, centers have an increased demand for sexual assault services from emerging populations: college students, active military personnel and veterans, prisoners, and victims who are trafficked for the purposed of sexual violence. Rape crisis centers are not turning survivors away, but thinning staffs and limited resources present significant challenges.

This year, we have developed a toolkit that includes factsheets that provide an overview of emerging populations that are accessing services from rape crisis centers. We highlight the funding gaps and the costs to survivors, the State of California, and rape crisis centers as they meet increased demands. We have also included strategies for engaging media and ways to increase funding to help your centers connect with local electeds and new funders.

We look forward to promoting all of the innovative work of CALCASA members and providing assistance in messaging and coordination. If we can be of any assistance, please do not hesitate to contact us. Wishing you all the best during SAAM!

Sincerely,

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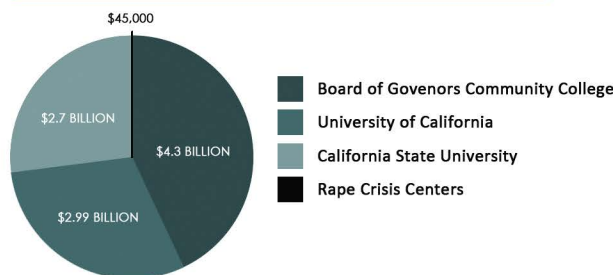
# CAMPUS SEXUAL ASSAULT

1 in 5 female students will be assaulted during her time in college. With this alarming reality, California colleges, universities, and community colleges are working to develop comprehensive response policies in order to best serve student survivors.

In September 2014, Governor Brown signed landmark legislation, SB 967, which will change the campus climate that has allowed for sexual violence to persist. Under SB 967, campuses are required to establish partnerships, linkages, and/or MOUs with the community based organization (or rape crisis center) in their region. This will place an increased (and unfunded) demand on local advocates to provide confidential services to student populations.

As campus sexual violence remains a legislative priority at the state and federal level, it is essential that rape crisis centers remain at the heart of victims' services to eliminate a conflict of interest for the universities and to guarantee off-site, confidential counseling and advocacy services to supplement on-campus accommodations and potential adjudication processes.

## 2014 GENERAL FUND ALLOCATIONS



## COSTS

### Training

University/College administrators and staff who handle sexual assault cases and survivors need to be trained about important considerations for being survivor-centered and trauma-informed. Rape crisis centers are experts in sexual violence prevention and response and should be consulted by campus staff.

### Lost productivity

Healing from the trauma of sexual violence can be hard work and can take time. Many students withdraw for a semester, and some may drop out altogether. Not only can this result in loss of tuition, but it can also reduce survivors' work productivity and earning capacity in the long-term.

### Relocation

Many survivors move after a sexual assault in order to feel safer. Whether it's to a different residence hall or a transfer to a different school, moving costs are a significant burden on survivors.

### Quality of life

Reduced quality of life is common for all types of survivors, but campus sexual assault survivors often face unique struggles that impact their quality of life. Student survivors may have to see the assailant regularly on campus or in their classes. They also may face retraumatization during the campus investigation and adjudication processes.

## CREATIVE WAYS TO PARTNER AND FUNDRAISE

Universities can establish a formalized Memorandum of Understanding with a rape crisis center. Some models may include a fee-for-service or will establish a co-located sexual assault counselor. It is essential to consider the needs of the campus, local community, and rape crisis center for strong and effective partnerships.

Schools can apply to Office of Violence Against Women grants to help facilitate outreach to students to develop more survivor-centered protocols and programs.

Universities can create a coordinated community response that binds and builds on experiences and expertise among different on-campus departments, students, and community organizations.



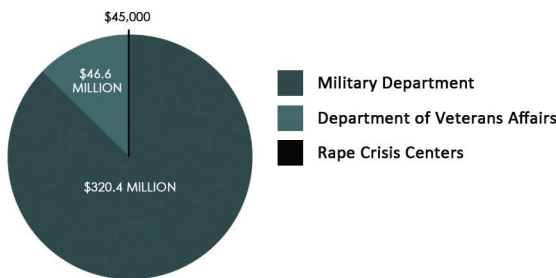
# MILITARY SEXUAL ASSAULT

Military sexual violence includes incidents of sexual harassment and sexual assault and impacts both Active Duty men and women and Veterans that seek services after experiencing violence during their time of service.

Within CA, a study with female veterans found that 61.3% experienced sexual harassment during their service, while 37% experienced military sexual trauma. Those who had experienced sexual harassment or trauma had higher rates of Post Traumatic Stress Disorder (PTSD), anxiety, and other mental health concerns. 2/3 of those who had experienced military sexual trauma said they did not receive the services they needed post-assault<sup>1</sup>.

As such, many survivors of military sexual assault are turning to local rape crisis centers for counseling services, rather than the VA, because in order to access medical benefits from the VA, a survivor must have made a report to law enforcement or a superior officer. California rape crisis centers are forging relationships with local military bases and branches in order to provide comprehensive services. However, as noted above, military survivors often have complex issues of PTSD and other mental health concerns, and RCCs need additional training and resources to help address these complicating factors.

## 2014 GENERAL FUND ALLOCATIONS



## COSTS

### Health Care

Survivors of military sexual trauma face increased costs for health care and counseling services to address multiple traumas resulting from military services.

### Lost Productivity

Because military service also serves as a form of employment, survivors of military sexual trauma may face lost productivity and the ability to pay for on-going health care services from a lack of alternate employment opportunities.

### Re-traumatization

Service members may feel isolated and be re-traumatized from retaliation from fellow service members or commanding officers.



## SOURCE

<sup>1</sup> Blanton, R. E., & Foster, L. K. (2012) California's Women Veterans: Responses to the 2011 Survey. (CRB 12-004). Sacramento, CA: California Research Bureau.

## CREATIVE WAYS TO PARTNER AND FUNDRAISE

Establish relationships with a local County Veterans Services Officer to explore opportunities for joint grant applications, coordinate victims' services, and provide cross training for trauma-informed care.

Apply for grants to fund programs specific to serving military or Veteran populations from organizations like Swords to Plowshares or the Wounded Warrior Project.

Establish a formal Memorandum of Understanding with local military branches to strengthen military-civilian collaborations. These relationships can go beyond providing direct services and could include the development of co-branded, public awareness materials, etc.

# PRISON RAPE ELIMINATION ACT

In September of 2003, the Prison Rape Elimination Act (PREA) was signed into law. PREA is a federal mandate of "Zero Tolerance" to sexual assaults on a national forum. PREA is the first national law to be passed addressing sexual assault behind bars and Governor Brown has asserted that California prisons will be compliant. "Prison rape often goes unreported, and inmate victims often receive inadequate treatment for the severe physical and psychological effects of sexual assault—if they receive treatment at all," U.S.C. 15601(6). Inmate sexual assault survivors face different, additional barriers than community survivors, including overcoming challenges in reporting the assault in a prison environment and seeking help.

Although this mandate may be limited to prisons, local rape crisis centers have reported that jails, youth detention centers and immigration detention facilities are also beginning to have an increased awareness of sexual violence in their facilities. Furthermore, they are turning to local rape crisis centers to provide forensic exam accompaniment and confidential counseling services to victims. Unfortunately, there is no funding for rape crisis centers and there has been an increased demand on local advocates to provide crisis services off-site. Rape crisis centers need additional training and resources to effectively provide comprehensive services to address the unique needs of inmate survivors and create specially designed trainings for prison staff.

## 2014 GENERAL FUND ALLOCATIONS

\$9.6 Billion	Corrections and Rehabilitation
\$45,000	Rape Crisis Centers

## COSTS

### Re-traumatization

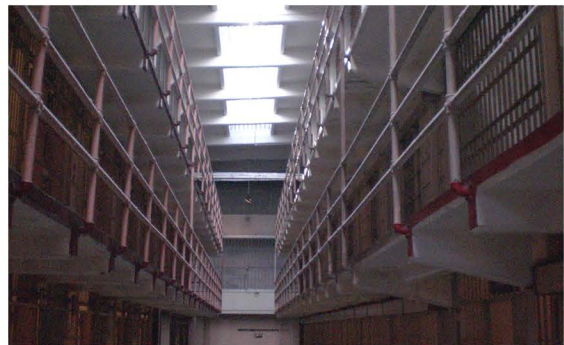
Since victims will remain in the prison system, they may be re-victimized by other inmates after the initial assault or even be placed in solitary confinement.

### Prolonged Incarceration

The State, and thus tax-payers, will face increased costs due to increased sentencing and prolonged incarceration for perpetrators.

### Training

Rape crisis centers face increased costs in order to address the ongoing training needs of staff to navigate and understand the correctional facility policies and protocols as well as provide accompaniment and counseling services that may not be situated near centers.



## CREATIVE WAYS TO PARTNER AND FUNDRAISE

Discussion of the types of services offered by rape crisis centers will give both partners a chance to explore the expectations, limitations, and scope of services offered by rape crisis centers, which then can be highlighted in a Memorandum of Understanding or other formalized agreement. Touring the facility and arranging cross training meetings designed for prison staff and rape crisis centers to work together will further the goals of a victim-centered advocacy approach and implementation of the PREA standards.

Rape crisis center programs can identify contractual resources with the facility. Some other potential funders could be OVC, OVW, local public safety departments and county probation departments.



# HUMAN TRAFFICKING

There are an estimated 35.8 million people in modern slavery across the globe<sup>1</sup>. Modern slavery encompasses human trafficking, forced labor, debt bondage, forced or servile marriage, and exploitation of children. Sex trafficking is the most common form of modern slavery. Estimates place the number of victims over 20 million globally, most of whom are females and children enslaved in the commercial sex industry for little or no money.

California is particularly vulnerable to human trafficking because of factors such as: proximity to international borders, number of ports and airports, significant immigrant population, and a large economy. From mid-2010 to mid-2012, California's nine Department of Justice human trafficking task forces identified over 1200 victims of human trafficking<sup>2</sup> and we know that there are more victims.

With increased attention on human trafficking, California's rape crisis centers are beginning to serve more human trafficking victims who fall into many different categories: individuals and children who were victims of labor trafficking and were also sexually assaulted during that time; individuals who were trafficked internationally for sexual exploitation; and California residents who were coerced into prostitution. Increasingly, we see that these victims of domestic sex trafficking are homeless, runaway youths, and youths that have been cycled through the juvenile justice system. California RCC's need additional funding to support working with these victims, with a specific emphasis on treating youth and children.

## 2014 GENERAL FUND ALLOCATIONS

\$7 Billion	Department of Social Services
\$45,000	Rape Crisis Centers

## CREATIVE WAYS TO PARTNER AND FUNDRAISE

Establish relationships with local anti-trafficking, refugee, immigrant, migrant workers, health, and youth organizations to leverage expertise, resources, and coordinate responses to support survivors of trafficking.

Apply for federal grants to fund human trafficking outreach and intervention programs from the Department of Health and Human Services (DHHS) and collaborative grants from Office on Violence Against Women (OVW) and Office for Victims of Crime (OVC).

Establish partnering opportunities and a Memorandum of Understanding by joining or creating a local human trafficking task force to further coordinate efforts to address human trafficking in your communities.

## COSTS

### Quality of Life

Human trafficking victims' quality of life and overall health is impacted as a result of compounded psychological and physical trauma.

Survivors of trafficking experience violations of basic human and legal rights including sexual and physical exploitation.

### Burden on Public Services

Juvenile justice systems face increased costs working with youth and children as they are cycled through due to homelessness, lack of support systems, and co-occurring substance abuse issues.



## SOURCES

- 1 The Global Slavery Index 2014. [https://d3mj66ag90b5fy.cloudfront.net/wp-content/uploads/2014/11/Global\\_Slavery\\_Index\\_2014\\_final\\_ovres.pdf](https://d3mj66ag90b5fy.cloudfront.net/wp-content/uploads/2014/11/Global_Slavery_Index_2014_final_ovres.pdf)
- 2 The State of Human Trafficking in California 2012. <http://oag.ca.gov/sites/all/files/agweb/pdfs/ht/human-trafficking-2012.pdf>



# TOOLS FOR MEDIA OUTREACH

Media outreach, strategic communications and social media are all ways to build relationships, engage new partners and donors, and enhance your image in the local community. In this section, you will find numerous tools and resources to help you foster relationships with your local media outlets, develop a news advisory or press release, and streamline your messaging for maximum impact! Remember, CALCASA is here to help leverage your programs – do not hesitate to reach out to find out if we have already developed talking points on an issue or if you would like assistance reaching out to a reporter.

## HOW TO FOSTER A RELATIONSHIP WITH YOUR LOCAL MEDIA

The media require sources in order to do their job. And as an advocate, executive director or program director for a California Rape Crisis Center, you are an expert source on the issue of sexual assault. To reporters, being an expert source benefits you by giving you increased visibility and credibility, along with providing a platform for your ideas. When you are quoted as a leading voice about a statistic, event, idea, issue or service, your knowledge is on display. That speaks far more powerfully about your agency's reputation than any paid promotional advertising — and it makes sexual assault a priority issue to those who are paying attention to the media. Being quoted in the media also opens up new avenues of reaching your target audiences and allows you to communicate with them in a different way.

**How do expert sources keep the media calling? The following are some tips:**

### Let them know you're in the community

You do not need an expensive media plan to get going as an expert source. Make phone calls or send emails to health and/or community reporters and introduce yourself with a specific suggestion about stories on which you are qualified to offer expert opinion. For example, let the reporter know about your SAAM event, and follow this by sharing why this is such an important time to raise awareness about sexual assault. You can talk about the National Intimate Partner & Sexual Violence Survey and the state of funding for California's Rape Crisis Centers. Additionally, if you read or hear something about sexual assault that you disagree with, you can contact the reporter and suggest a follow-up story from a different angle. Your aim is to introduce yourself and get on the reporters' contact list as an expert source to be called at the next opportunity.

### Create a "sound bite"

Journalists want to deliver information to a wide audience in short form. Help the reporter find the essence of your point, rather than forcing reporters to heavily edit and select your points for you. Remember, you're not being interviewed to tell everything you know, but to offer your perspective on what you know. Decide what you have to offer and how you can speak about it succinctly and memorably.

### React quickly

News moves quickly and reporters often face tight deadlines. If you are going to interact with the media, you'll have to keep up with news cycles. Even if the reporter is writing a story about sexual assault and knows that you are an expert, you won't become a reliable source they can turn to again and again if you're not accessible to reporters on deadline. If you are unavailable to do a lengthy interview, provide them with a written response instead.

### Stick to what you know

Resist the temptation to speculate or comment on issues in which you are not well versed. Being an expert source doesn't require you to be an expert on everything. For example, if you are interviewing on a particular piece of sexual assault legislation and the reporter asks you about someone else's anti-violence legislation, you do not have to know the answer. If you don't know, don't be afraid to say so. Do offer the reporter some alternatives such as other ways of finding the information so you continue to prove your value as a source.

### Don't spin

Don't lie to a reporter, or stretch the truth. A reporter's job security rests on her/his reputation. If you damage a reporter's credibility and you won't get a second chance to become a source.





# TOOLS FOR MEDIA OUTREACH

## TIPS FOR TALKING TO THE MEDIA

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An interview is a presentation tailored to an issue and/or audience. It is also an excellent opportunity to tell/sell your story. An interview is not a debate, an intellectual discussion, a friendly chat or an educational exchange.

**When talking to print-based or broadcast media, consider these tips:**

Speak naturally

Avoid lengthy technical explanations

Focus on your talking points

Know the reporter, publication/program, interview format, audience

Know the goal for the interview (what information will be gathered or shared)

Gather any visual materials

Write down any questions that may be asked and prepare answers

Prepare for a multitude of questions to be asked

Television is a visual media format and it is important to wear appropriate clothing

## WHEN YOU RECEIVE AN INQUIRY FROM THE MEDIA

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**Return a reporter's call immediately and gather key information from the reporter.**

What is your deadline?

What is the story about?

How do I fit into the story?

Who else have you talked to?

**Consider as you prepare for your interview.**

What is my message?

How can I prove/justify this message?

How might someone disagree with me?

How can I rebut this criticism?

Anticipate questions (particularly the tough ones).

Rehearse your answers.

Gather background facts and statistics for support.

**Stay on message during the interview**

Bridge from reporter's question to your talking point (e.g. "Yes, that seems to be happening; however, we are really trying to emphasize ..." or "Certainly that's an important piece of this conversation, but the thing that is most vital to our community is...").

Use flagging to emphasize important points (e.g. "the most important thing to remember is..." or "Everybody should be most concerned about ...").

**After the interview**

Thank reporters for their time and offer to be an ongoing resource on the issue or related stories.

Make sure to give reporters a business card or brochure, and let them know about upcoming events or stories that may be of interest.

Be prepared for a reporter to call after the interview to double check quotes.

**Some final tips:**

Do not wait for the right question

Never repeat negative language

Turn negatives into positives

Avoid jargon and acronyms

Do not speak "off-the-record"

Do not guess, speculate or lie



# TOOLS FOR MEDIA OUTREACH



## DEVELOPING TALKING POINTS

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At best, the majority of viewers/readers/listeners will only consume our message for a fraction of a minute. Therefore, conceptualize your messages in terms of points people should take away from that moment. This means you will have two or three key points covered in your messages.

### Messages should be:

Focused on a specific topic — don't try to force everything you've ever wanted to say into one talking point.

Consistent with your previous messages — repetition is a key component of making your message heard.

Based on your communication strategy — always remember the bigger picture and ensure that each message fits into your strategy.

Targeted for your audience — remember with whom you are talking, their values and why they should listen to you.

Another way to ensure that your message will have a clear takeaway for your audience is by placing yourself in their shoes and asking: What's in it for me? or Why should I care? It is a nice reminder to consistently reflect on whether or not our message is actually addressing the needs of our audience, whether they are informational, entertainment or educational.

In order to be clear and to-the-point, your message must be self contained in a talking point. As we have discussed, a successful media interaction will be focused and direct, so you must limit the talking points to your absolute most important take-away message.

# SAMPLE MEDIA ADVISORY

INSERT AGENCY LOGO

FOR IMMEDIATE RELEASE

## Media Advisory

**INSERT headline that is related to both your event and current issue**

**WHAT:** Insert paragraph about your event: who will be participating and other relevant details that make your event sound interesting and newsworthy.

**WHEN:** Date  
Time

**WHERE:** Location

**WHY:** Frame why this event is important and include background information and details. For example, for if your event is for Denim Day, give a history of Denim Day and why it is important in the prevention and education of sexual assault.

**CONTACT:** Name  
Title, Organization  
Cell phone number

###

About **YOUR AGENCY NAME**

Include 2-3 sentences about your agency. Include a link to your website.

# SAMPLE PRESS RELEASE

FOR IMMEDIATE RELEASE

**INSERT AGENCY LOGO**

Contact:  
XXXXX  
XXXXX@XXXXX.org  
XXX.XXX.XXXX

**INSERT headline that is related to both your event and current issue.**

**YOUR CITY**, Calif. (**Date of release**) — The lead paragraph includes the who, what, when, where and how of the story. Who includes your agency and any guest speakers at your SAAM event(s). What is the type of event (Denim Day, Walk A Mile, Clothesline, etc.). What can also include what your event has to do with a specific funding initiative (pole tax) or a statewide/community issue. When includes the date and time of your event. Where should indicate the location. And how explains how this is relevant to the community (Are rates of sexual assault increasing? Is more funding support necessary to do prevention activities?). If the reporter were only to read the lead of the release, they would have everything needed to start the story.

The second paragraph supports the overview you provided in the first paragraph. You can provide more detail about the how — how is your SAAM event relevant to current issues for rape crisis centers in the state of California? You can provide statistics about: the number of survivors that your agency served in the last year; how many survivors there are in the state; and how much funding the state allocates to sexual assault services.

The third paragraph is space for your Executive Director to provide a quote about your event. The quote should not only applaud the work of the event and the agency's partnerships, but also how this event is working to create a positive impact on the specific public policy issue(s) that your agency is work on.

The fourth paragraph is space for a specific ask — how can others get involved? What needs to happen to see sexual assault decrease? What needs to happen for rape crisis centers to receive more financial support? This is a space for an action step, to define what readers need to do next.

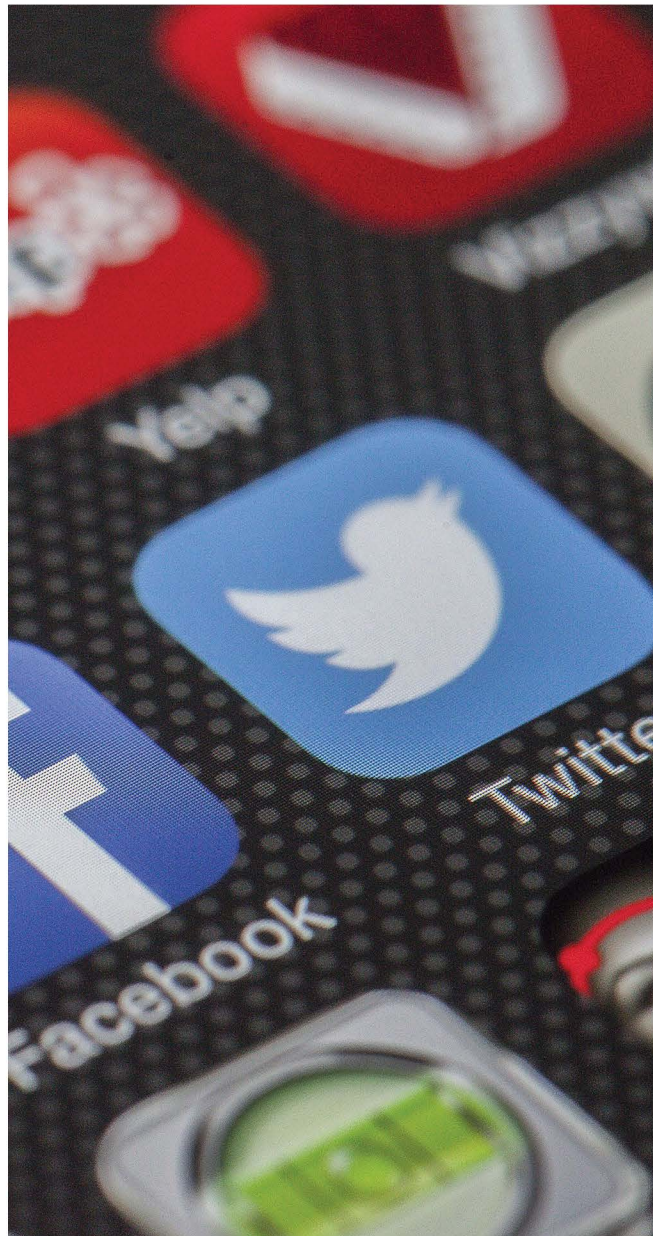
In the last paragraph, close by stating agency values. How does your event and current public policy issues support your mission and values?

###

About **YOUR AGENCY NAME**

Include 2-3 sentences about your agency. Include a link to your website.

# SOCIAL MEDIA



Build awareness and tell your community that funding is essential to continue to deliver vital services to your community. Share contents, blast your events, and spread the word about sexual assault prevention and education.

Join us on twitter and use the following hashtags all month long!

## TWITTER HASHTAGS

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### #SAAM

Represents Sexual Assault Awareness Month

### #FUNDINGMATTERS

The hashtag to highlight CALCASA's 2015 SAAM theme and to raise awareness for California rape crisis centers.

### #CASAYSNOMORE

The hashtag to leverage our new California Says NO MORE website to build off the success and reach of the national NO MORE campaign.

## FACEBOOK

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Invite your members, stakeholders and community members to "like" your page and CALCASA's Facebook page.



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