

2016 SAAM

**FOCUS ON SURVIVORS**  
VISUALIZING AN END TO SEXUAL VIOLENCE









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March 1, 2016

Dear Members:

Over the past year, sexual assault has garnered national attention and public awareness continues to increase at a rapid pace. We have the attention of the general public, state legislators and federal representatives, the media, and huge corporations like the National Football League. As we enter Sexual Assault Awareness Month (SAAM), we have the opportunity to continue to elevate the discussion around sexual assault, educate stakeholders, and create positive change. CALCASA is honored to support you, the 84 rape crisis center and rape prevention programs that serve all of California, to provide survivors with a place to turn in their time of need, and take action to prevent sexual violence.

This year our theme, *Focus on Survivors: Visualizing an End to Sexual Violence*, highlights our commitment to illuminating the essential work that rape crisis centers do in our local communities and the support they provide to help victims find a pathway to surviving and thriving. Our charge for SAAM is to visualize survivors from all walks of life – those that have been trafficked, children who have been sexually abused, incarcerated survivors, and college students – to showcase the diverse experiences and stories of survivors. This year's toolkit is full of compelling images that can be used to spotlight and focus on these areas and survivors in the movement to end sexual violence.

The toolkit includes an overview of 5 issue areas: child sex abuse, PREA and serving incarcerated survivors, sexual assault on college campuses, human trafficking, and prevention. Numerous graphics have been developed for each issue area for you to download and share on social media during SAAM. Additionally, we have enclosed templates for engaging media. This toolkit is designed to inspire, inform and evoke change, as we leverage digital media for increased impact!

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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Executive Director

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# CAMPUS




It has been two years since the Campus SaVE Act went into effect, yet campus sexual assault continues to hold the nation's rapt attention. More than ever before, colleges and universities are under investigation by OCR for mishandling sexual violence on campus. This past year, Jon Krakauer's bestselling book, *Missoula*, detailed one college town's epidemic of sexual violence and the role that sports culture played in obstructing justice. Meanwhile, the film "The Hunting Ground" generated controversy and Oscar buzz after unveiling systematic failures in responding to sexual assault reports on campus. In September 2015, The House Subcommittee on Higher Education and Workforce Training held a hearing on campus sexual assault and numerous legislators crafted bills aimed at changing the campus adjudication process. The demand for campus climate survey tools prompted the Bureau of Justice Statistics to release a report, in January 2016, on the development of their own survey; the report also examines the relationship between campus climate and rates of sexual assault. Student activists continue to protest and organize for their rights across the country - challenging college and university administrations to comply with Title IX and improve campus responses to sexual assault. In California, both the UC and CSU systems have instituted campus-based sexual assault advocates to provide support and advocacy to students, and a state bill signed by Gov. Brown enacted the inclusion of affirmative consent to be taught in high school sex ed curriculum.

CLICK TO VIEW FULL IMAGE

Campus environments are rapidly evolving and stakeholders are moving swiftly to respond to the challenges of campus sexual violence. This year, during Sexual Assault Awareness Month, CALCASA wants to highlight critical information in the struggle against sexual assault in higher education. The national buzz demonstrates a national response to address this issue, but there is still much to be done to support our student survivors and prevent sexual assault on college campuses.



# PREVENTION



**F**or preventionists, the ultimate goal is to stop sexual violence before it ever happens. While there may not be a single solution to prevention, we know that it is possible to create safe communities built on a culture of respect and equality. Strategies seeking to prevent sexual violence must address social norms and the root causes of sexual violence. At the same time, prevention efforts must also make connections between oppression, in all its many forms, to enact culture change and create a space where violence is not the norm.

Historically, our prevention efforts have largely focused on building awareness among individuals. Awareness is critical in trying to solve any problem, but in order for us to shift culture and create the change we want to see, we must focus our efforts more broadly. We must engage communities and the larger society to prevent sexual violence. Prevention must become everyone's responsibility.

Over the last few years, California has demonstrated leadership in preventing sexual violence through policy. The well known “no means no” slogan has shifted to conversations around “yes means yes” and a standard of affirmative consent guides both colleges and high schools in their prevention efforts. Conversations around consent must start early and we must be explicit in what consent means. In a culture where sex is often expected, candid conversations around consent can help create new social norms where individuals are free to choose when, and with whom, they engage in sexual activity.

CLICK TO VIEW FULL IMAGE



# CHILD ABUSE



**C**hild sexual abuse is a silenced and stigmatized issue in our society. Even though there is widespread consensus that CSA is inexcusable, the issue has proved difficult to prevent and respond to within our systems and institutions. Approximately 1 in 4 girls and 1 in 6 boys are sexually abused as children<sup>1</sup>. The Centers for Disease Control estimates that 300,00 children and approximately 1.8 million adolescents are sexually abused each year in the United States. The impacts of sexual abuse during childhood can impair physical, mental and emotional development throughout the life span.

[CLICK TO VIEW FULL IMAGE](#)

Although all children are vulnerable to sexual abuse given the limited control they have over their lives, some groups of children have compounding risk factors. As a general theme, children who have less connection to healthy support systems and are isolated can be more vulnerable; this includes those living in rural areas, those exposed to other traumatic events, or those involved with juvenile justice systems. The rapid growth of technology and culture shifts around being connected to social media can further expose children to risks, but the fact remains that most CSA happens not with strangers, but with people that children know and trust.

The way forward is to continue to uncover and give voice to survivors of CSA, build the protective factors of social support, healthy sexuality, boundary setting, supportive parenting, and improvement of institutional protocols and policies so that reports of CSA are not silenced or ignored. We also must consider how we manage and work with those who use abusive behaviors through thoughtful sex offender management, community-based accountability, and constructive social norms shifts that move away from the glorification of sexual violence. Ending CSA hinges on holding space for the complexities and recognizing that this abuse must be responded to and prevented in families, communities, and institutions.

# TRAFFICKING



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**H**uman trafficking is modern slavery. It is a

pressing issue for the state of California. According to the 2015 statistics from the National Human Trafficking Hotline, 979 cases were reported from the state of California<sup>2</sup>. The majority of cases were sex trafficking (781) followed by labor trafficking (108), other cases reported did not specify trafficking type (56) and some cases involved both sex and labor trafficking (34).

To respond to these cases, CA has six U.S. Department of Justice funded human trafficking regional task forces (Los Angeles, Oakland, Orange County, San Diego, San Francisco, San Jose) that comprises of federal, local and other government law enforcement agencies, social service providers, faith-based and community organizations. In addition, three regional task forces in Riverside, Fresno, and Sacramento were created through Cal Emergency Management Agency funding.

For an effective response in assisting victims of human trafficking and systems advocacy, a comprehensive empowerment-based approach must be implemented. The key is a consistently comprehensive and coordinated response that is culturally (youth, adults, ethnicity, abilities, etc.) and linguistically informed by the population serving.



# PREA

The Prison Rape Elimination Act was passed in 2003. The PREA Standards outline the approach to prevent, detect and eliminate sexual abuse and sexual harassment in correctional facilities. Although prisons, not rape crisis centers, must be compliant with the standards, advocates can use the standards as a tool to ensure rules and protocols are being followed to assist inmate survivors of sexual abuse, vulnerable populations, and promote safety for all inmates.

Providing in-person emotional support to survivors of sexual assault allows individuals to be seen and feel that their experience is being heard. Face-to-face, both advocate and survivor have the opportunity to observe one another and reflect on the facial expressions and learn from the body language presented. In contrast, in incarceration facilities, inmate survivors of sexual assault may not have access to visitors or in person advocates and may rely on crisis helpline services or letter writing. These forms of communication can be instrumental for inmate survivors to be connected with the outside world and have access to much needed resources. This allows both advocates and inmate survivors an opportunity to take time to reflect, process thoughts, and provide unique ways of communicating, including drawing.

The creation of long-term, meaningful partnerships between rape crisis centers and incarceration facilities can lead to improved care for inmate survivors of sexual assault. Cross trainings between the rape crisis centers and prisons can lead to increased communication and mutual understanding of one another's perspectives, roles, and responsibilities. For example, advocates have the opportunity to share information on trauma-informed practices and corrections officials are able to shed light on prison culture. Once established, collaborative partnerships provide a means to establish protocol to collectively review and address challenges that may arise in providing services to inmate survivors and work together towards finding solutions.



CLICK TO VIEW FULL IMAGE



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.

DOWNLOAD TEMPLATE



**FOR IMMEDIATE RELEASE**

Contact: [YOUR CONTACT INFO](#)

INSERT AGENCY LOGO

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.

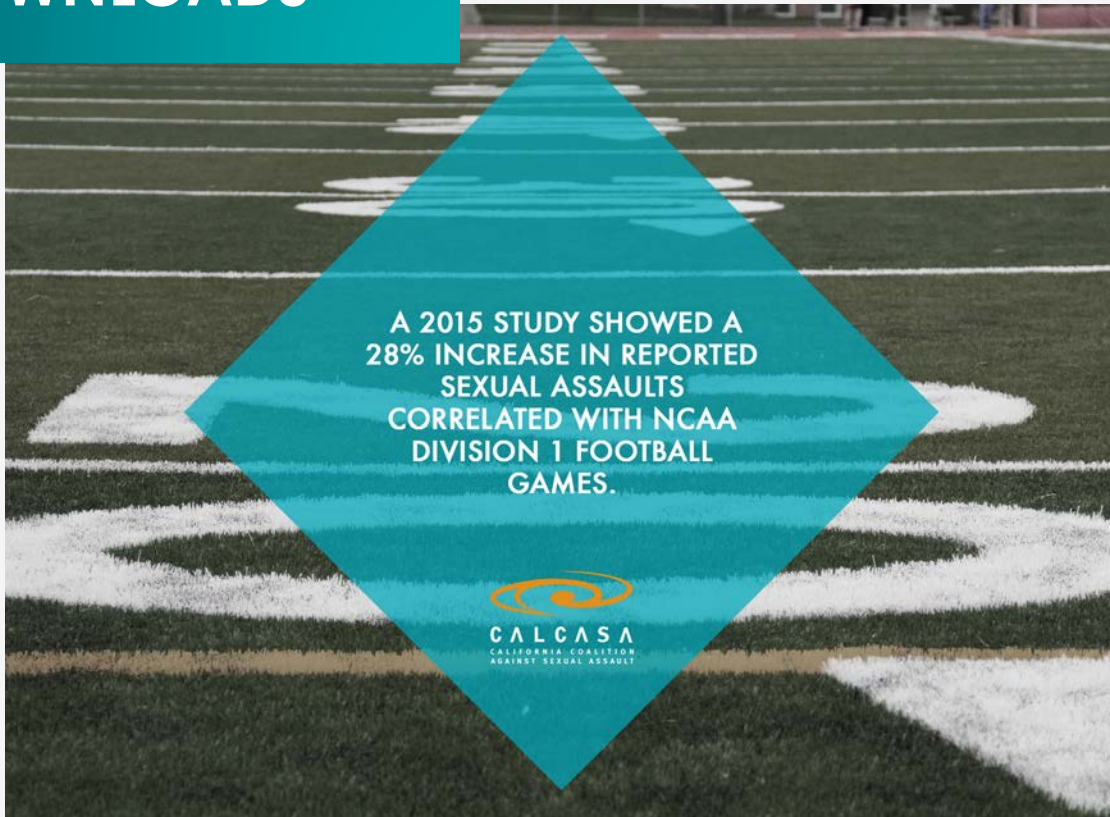
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# DOWNLOADS





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IT'S NEVER TOO EARLY TO  
TALK ABOUT CONSENT.

CON-SENT:  
(NOUN) PERMISSION FOR  
SOMETHING TO HAPPEN OR  
AGREEMENT TO DO  
SOMETHING.

#PREVENTIONISPOSSIBLE



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CALIFORNIA COALITION  
AGAINST SEXUAL ASSAULT



CONSENT IS AN ACTIVE,  
ONGOING, CONSCIOUS  
CHOICE.

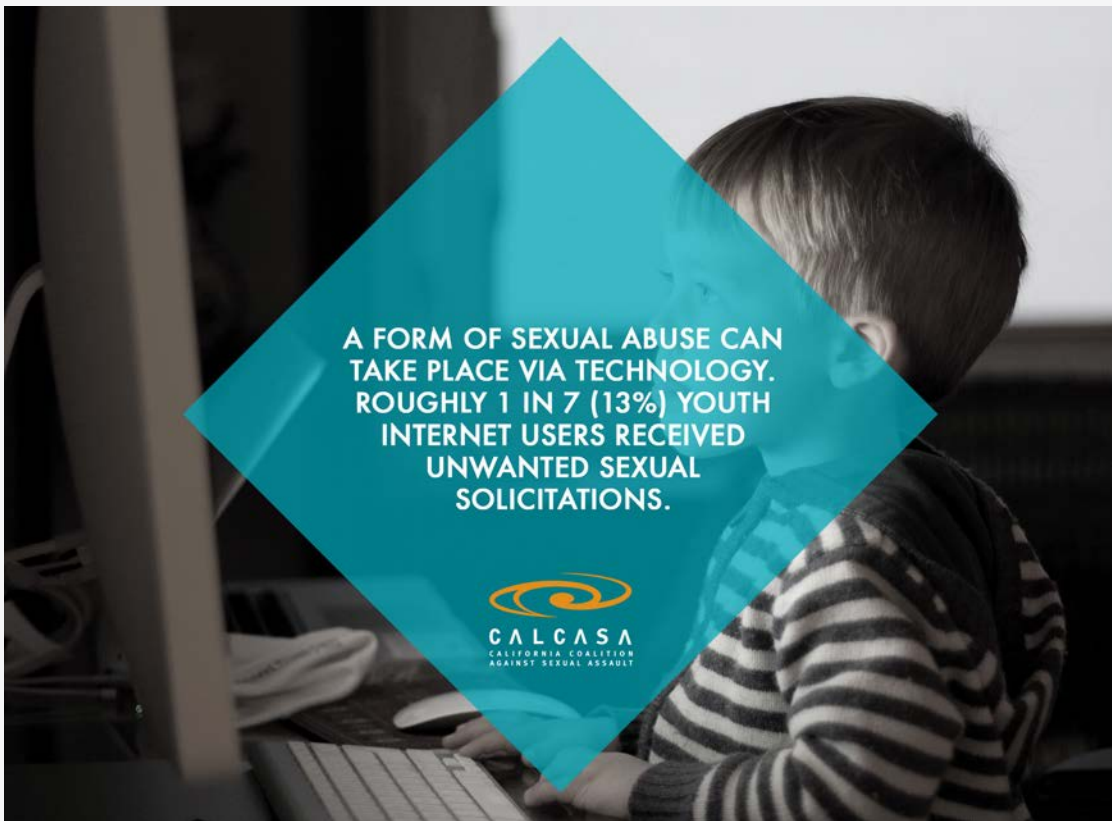
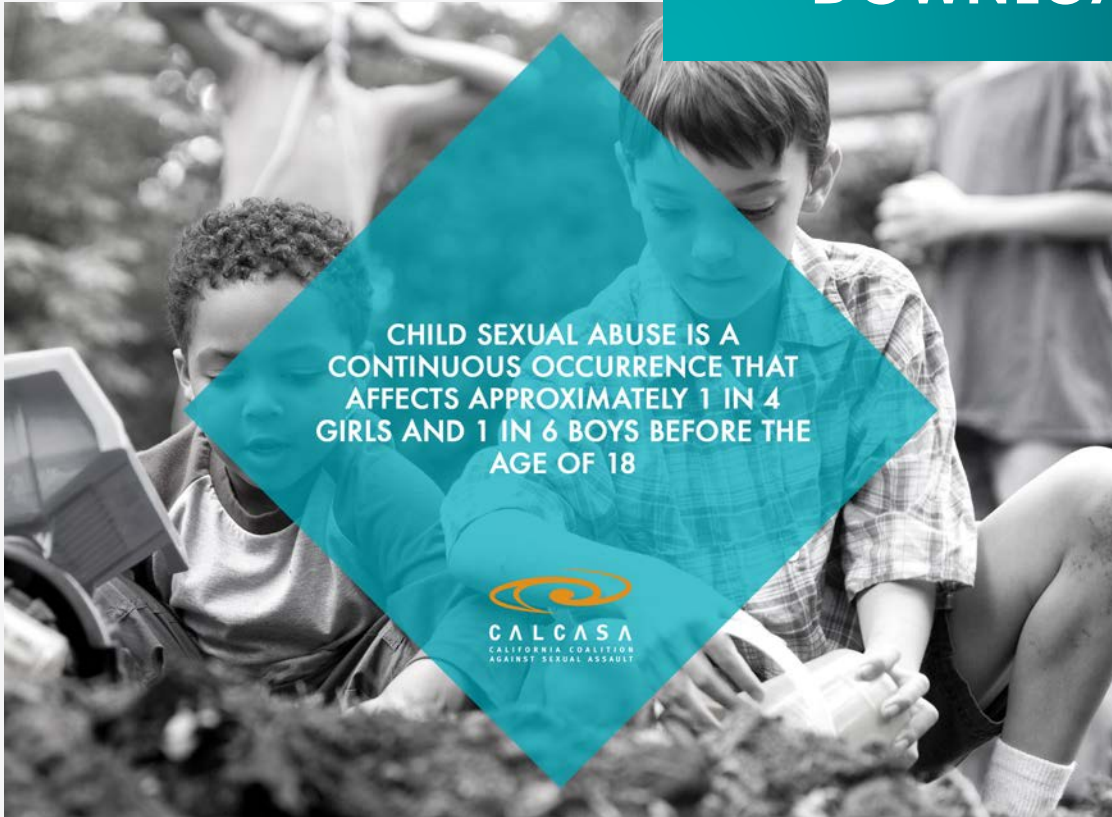
#PREVENTIONISPOSSIBLE



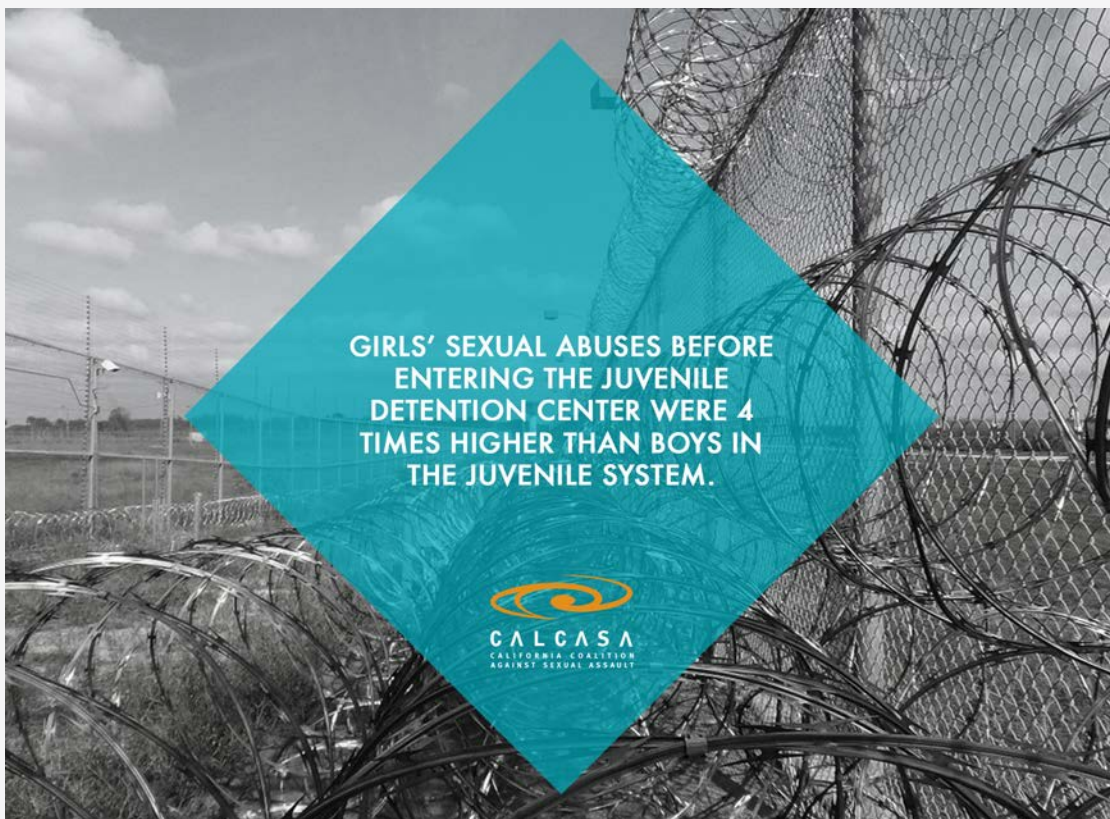
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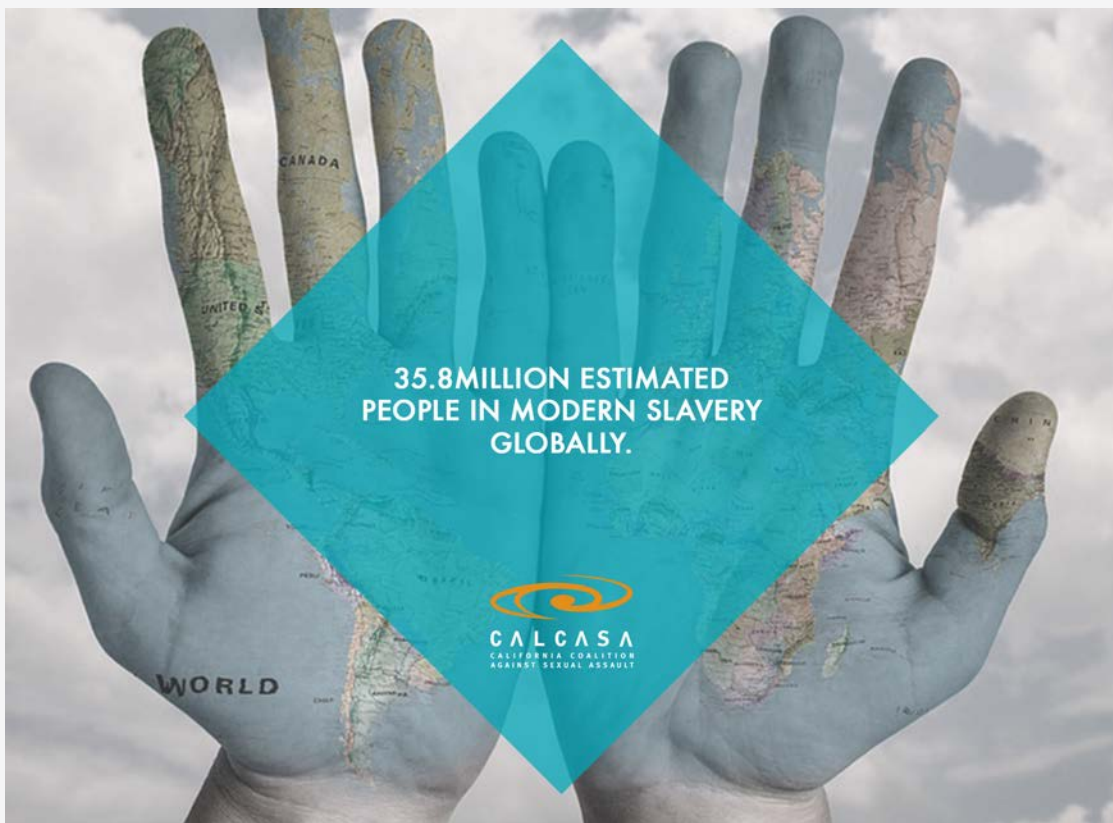
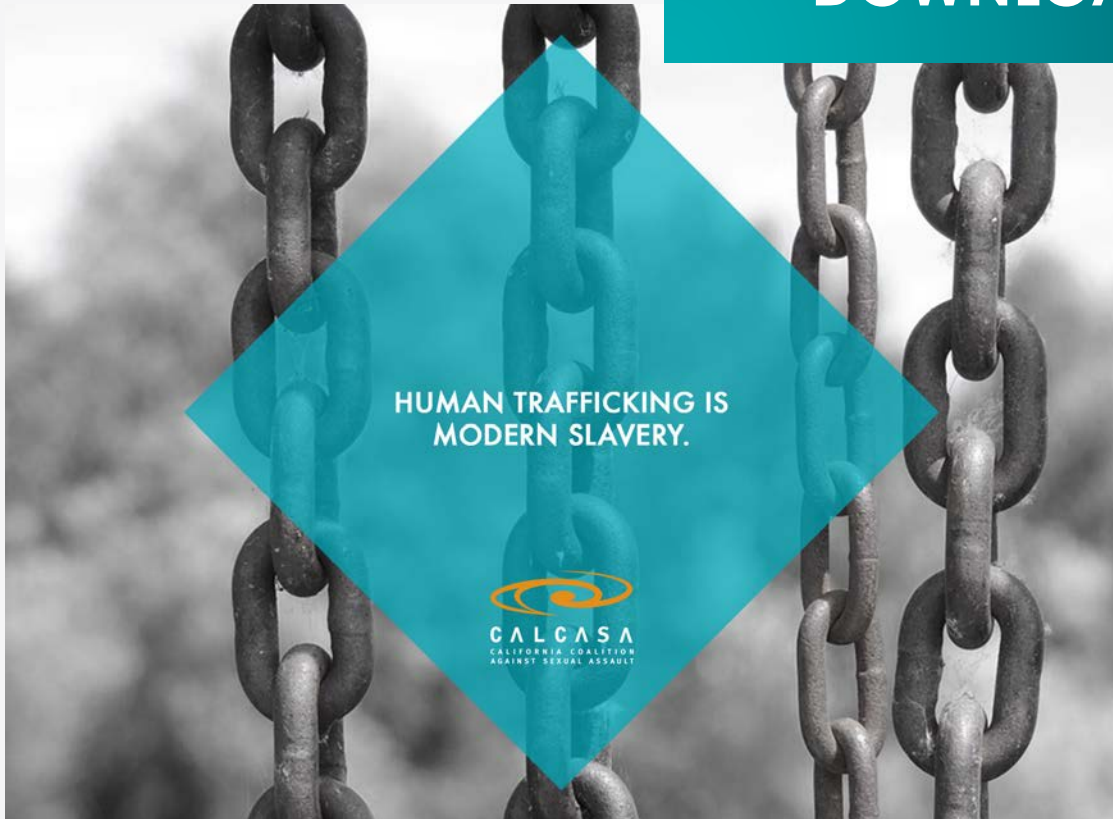






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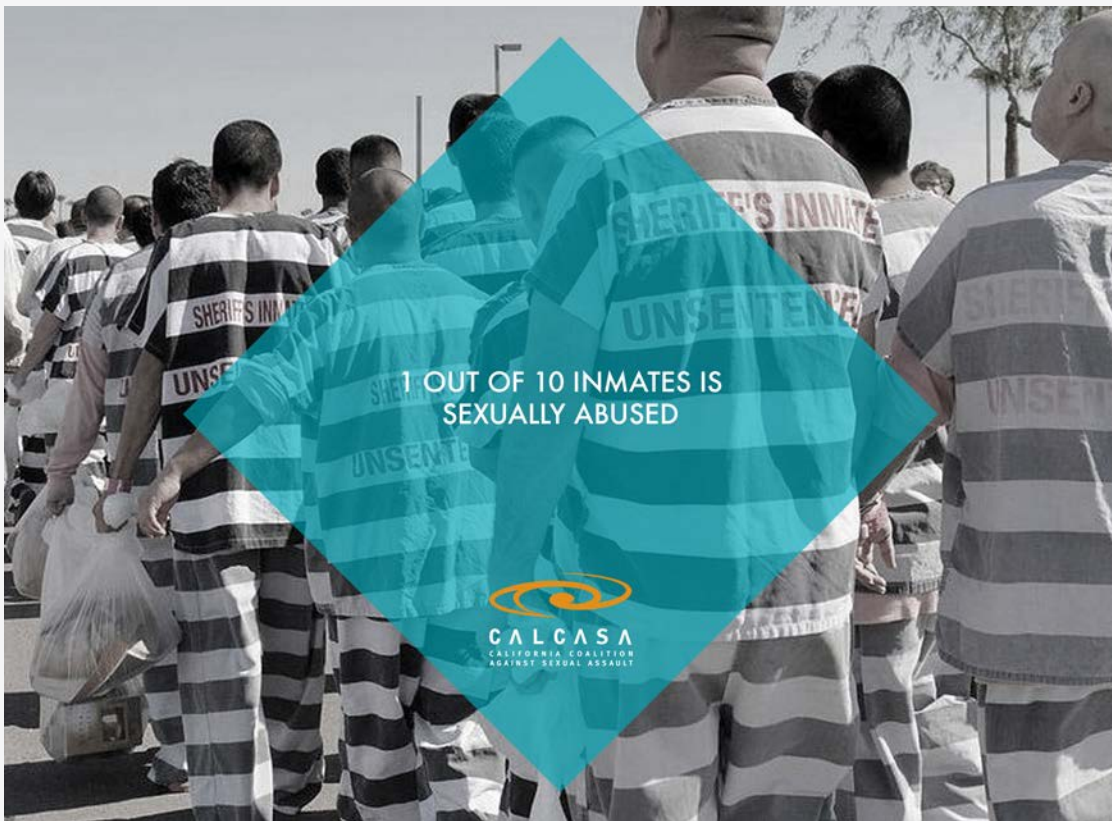
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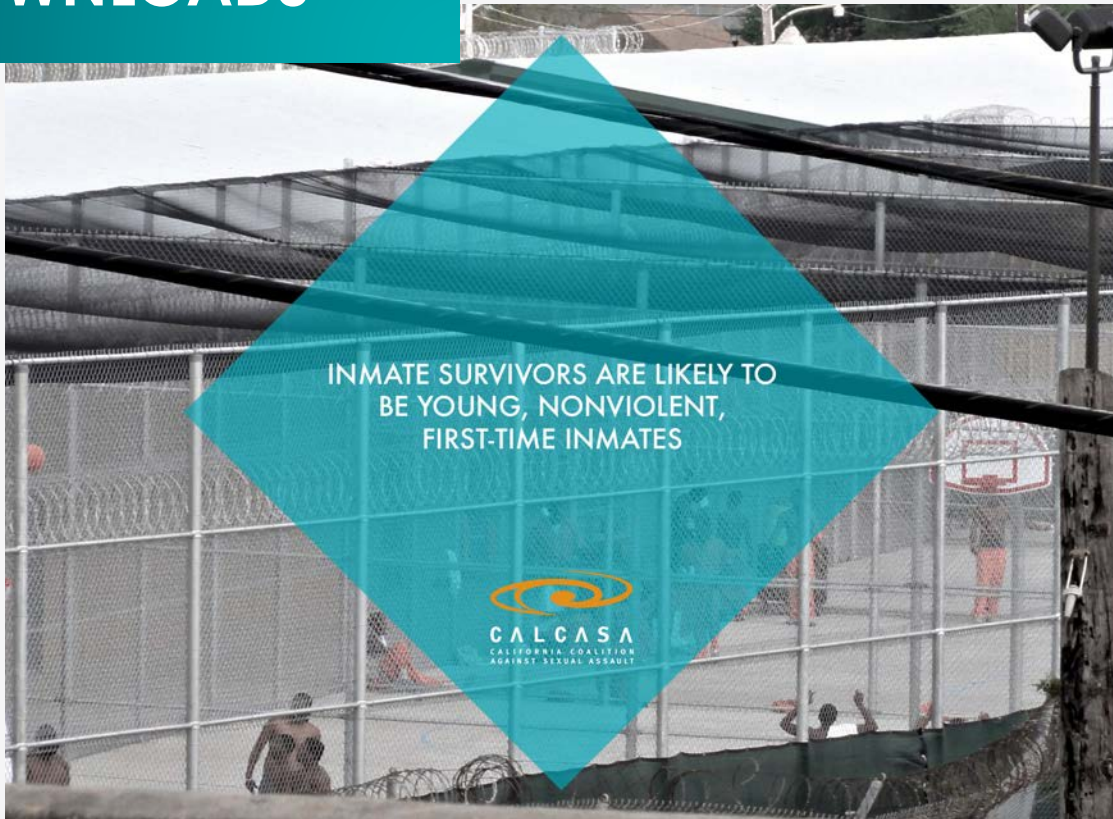


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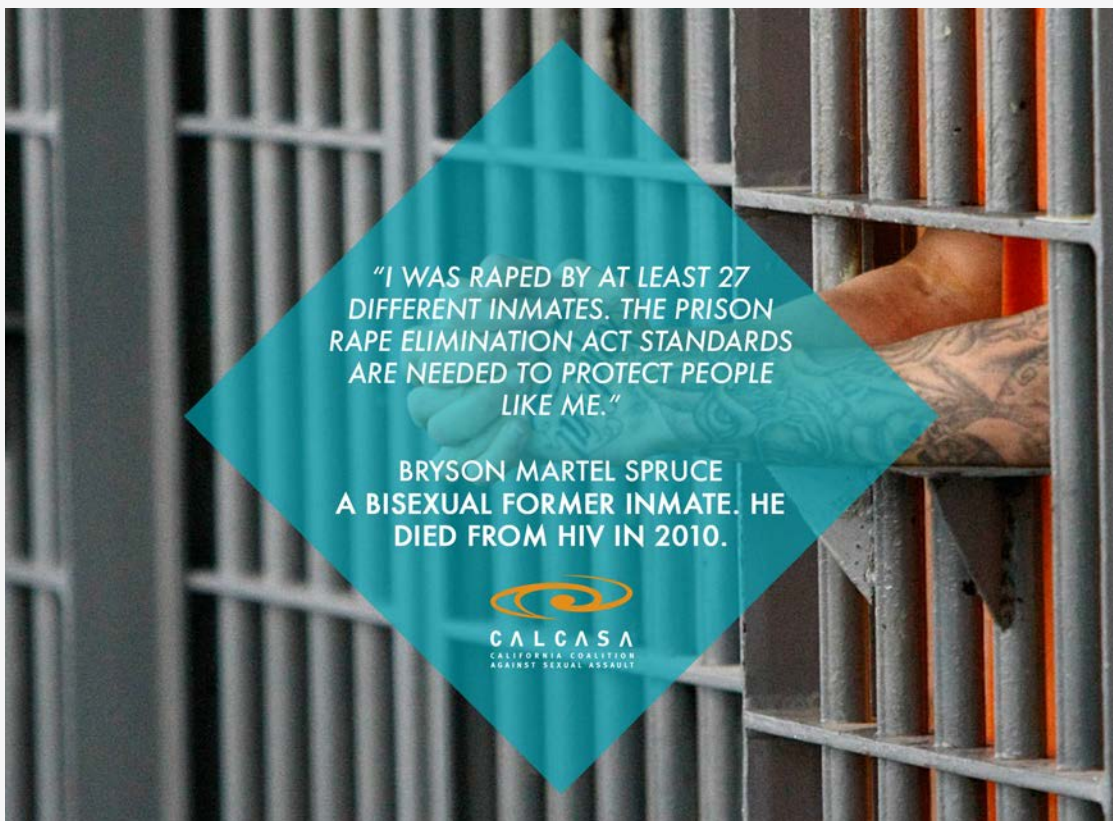
# DOWNLOADS







INMATE SURVIVORS ARE LIKELY TO  
BE YOUNG, NONVIOLENT,  
FIRST-TIME INMATES



"I WAS RAPED BY AT LEAST 27  
DIFFERENT INMATES. THE PRISON  
RAPE ELIMINATION ACT STANDARDS  
ARE NEEDED TO PROTECT PEOPLE  
LIKE ME."

BRYSON MARTEL SPRUCE  
A BISEXUAL FORMER INMATE. HE  
DIED FROM HIV IN 2010.



## CITATIONS

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2. <https://traffickingresourcecenter.org/state/california>

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