



**NEXT
ERA
ACTIVISM**

VALORUS 

SEXUAL ASSAULT AWARENESS MONTH

2025 TOOLKIT

Introduction



HASHTAGS

#SAAM2025

#NextEraActivism

This Sexual Assault Awareness Month (SAAM), VALOR invites you to join our call to embrace our theme, **"Next Era Activism."** This year, we are pushing ourselves and the anti-sexual violence movement to embrace bold shifts and new perspectives that reconnect us to our activist roots while building the future of our movement.

Join us this SAAM by using the information and [graphics](#) found in this toolkit to end sexual violence by advancing equity throughout your communities. Make sure to tag VALOR on all of your social media platforms so we can uplift your posts!

For more information about VALOR visit our [website](#) or social media pages:



Talking Points and Calls to Action

Interested in ideas on how to support survivors throughout the entire year? Here are some talking points when educating about advocacy and ideas for welcoming more voices at the table:

- What does **"Next Era Activism"** mean to you and why is it important to center this theme during Sexual Assault Awareness Month?
- Sexual assault is not isolated and is connected to more than other types of violence, especially during times of familial, community, and societal instability.
- Last year, the Governor and California Legislature included \$103 million in funding for crime victim services across the state, demonstrating how support services are essential to all communities in California. Share how this funding has helped sexual assault survivors, supported your community, and allowed you to continue to work to end sexual violence.
- Sexual violence affects all parts of our communities, impacting schools, campuses, families, workplaces, and more. By engaging youth in conversations about healthy relationships we are working toward promoting consensual relationships and non-violent behaviors.
- Prevention initiatives are needed to slow the rates of sexual assault, helping to stop sexual assault before it occurs, leaving more resources to support survivors, and create safer communities.
- Support from the legislature through funding means accessible support for survivors after experiencing sexual violence.
 - » We are able to continue providing therapeutic services for survivors and supporting survivors as they navigate their healing process.
 - » Provide example of survivor you worked with.

A New Class of Legislators

This year, California has welcomed a large cohort of new members in the State's Assembly and Senate. For those who have not yet, this is a perfect opportunity to welcome our new or re-elected members and invite them to visit your organizations. Our elected legislators represent survivors and communities who deserve to be heard and supported. Their visits are also an opportunity to highlight how important prevention is in our communities! You can find your legislators, ideas on how to show prevention at your organization, and a template email to send below.

Not sure who your
Assemblymember
or Senator is?

You can search for
them below.

[Representative Search](#)

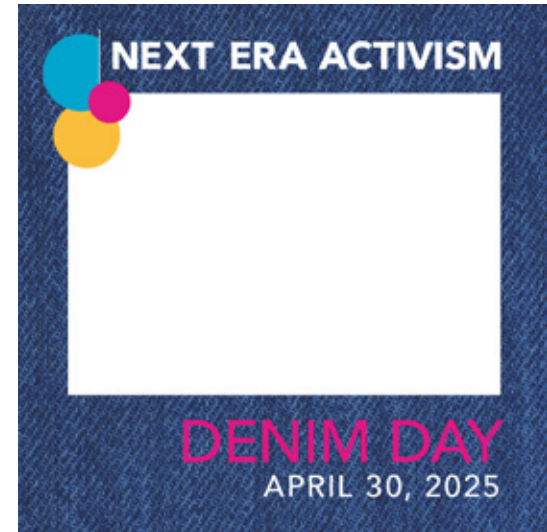
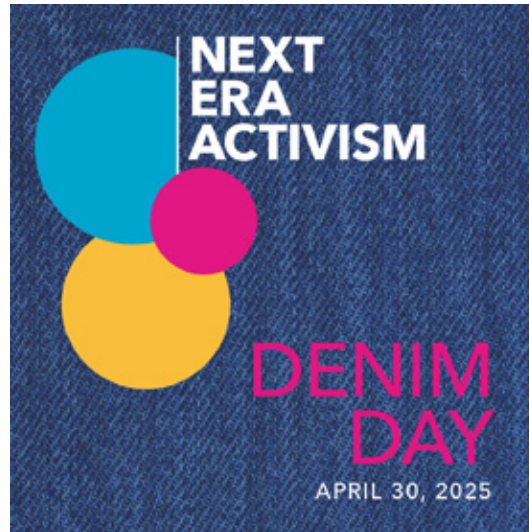
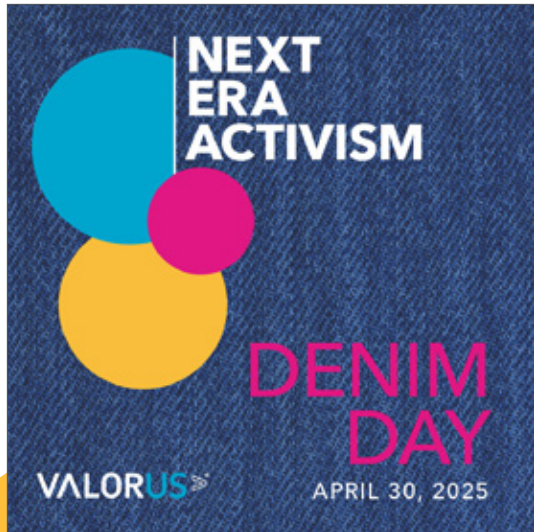
[Outreach Template](#)

#PreventionWorks

Ideas on how to show prevention include:

1. **Invite your representatives** and their staff to tour the facilities and discuss how survivors can access supportive services.
2. **Tell stories** on how services for survivors provided crucial safety nets for those who experienced sexual violence in the community.
3. **Share quotes** from youth on how prevention education has helped them understand positive interactions and healthy relationships.
4. **Inform with statistics** on the impacts of prevention education funding and direct service funding within your organization.
 - a. General data for California
 - i. In 2022, sexual assault resulted in \$4.8 billion in tangible costs for California. (Newcomb Institute, Center on Gender Equity and Health)
 1. Tangible costs = medical costs, police expenses, legal fees, and response program expenses.
 - ii. 816,000 Californians sought services from crisis centers in 2023. (California Office of Emergency Services, CalOES)
 - iii. In 2023, more than 1.5 million women and 900,000 men in California were victims of sexual harassment or assault. (CalVEX 2023)
5. **Invite your representatives** and their staff to attend a prevention event that you hold for your community.

Denim Day Graphics



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#DenimDay2025

#SAAM2025

#NextEraActivism

Denim Day is Wednesday, April 30, 2025. Denim Day commemorates the day women in the Italian Parliament came to work wearing jeans in solidarity with a survivor after the Italian Supreme Court overturned a rape conviction. The justices believed that because the survivor's jeans were tight, she must have helped remove them, therefore implying consent.

Download [VALOR's Denim Day graphics](#) and wear denim on April 30th. If you are in or near Sacramento, join VALOR for our Denim Day rally at the California Capitol!

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ValorUS® (VALOR) is a California-based, national anti-sexual violence organization and California's sexual assault coalition. Since our founding in 1980, we have continued to build dynamic relationships across a diverse range of communities, institutions, and systems, and mobilize our network of survivors and advocates to influence change. Through leadership, prevention, and advocacy, we are fearlessly pursuing a world free from violence where the dignity of every person is valued and respected.