SAAM Toolkit

**Online awareness campaign images for websites and online publications, Facebook, Twitter, and Instagram**: [https://kcsdv-my.sharepoint.com/:f:/g/personal/lwang\_kcsdv\_org/EgoE5ZuTtE1Jl82GQ6OzJRQBBVs\_XIDOUf1PoQhwx5nf4g?e=oPiGIP](https://kcsdv-my.sharepoint.com/%3Af%3A/g/personal/lwang_kcsdv_org/EgoE5ZuTtE1Jl82GQ6OzJRQBBVs_XIDOUf1PoQhwx5nf4g?e=oPiGIP).

**Recommendations and guidance:**

Follow your center’s media request protocols. Should those not be in place, make sure your staff is aware of who is the appropriate point person to respond to media requests within your organization. Keep in mind:

* We are committed to supporting survivors everywhere
* The work does not stop, we adapt
* Don’t go silent: assure your audiences you are still available - we are here to support survivors
* Tone: hopeful and direct, as needed and reassuring
* Be sincere: we are receiving new information every day
* Safety is paramount: we have a responsibility to our clients, to our staff, to our community
* Ask something of your audiences: there is always something someone can do; whether it’s donate to your center, sign up for your newsletter, join a webinar, apply for an art competition, share on social media, share your resources, check in on loved ones as a form of prevention, etc.
* Share available resources: cannot stress this enough, share your hotline number, website url, social media handles, virtual engagement activities
* Express your needs: this pandemic is exposing weaknesses within our society and are felt within our communities. We need state and federal support to continue to support intervention efforts and prevention - so that sexual violence does not occur in the first place. We serve over \_\_\_\_ millions a year who experience sexual violence due to inequities in our society. You are a rape crisis center, the idea of a crisis is not new to you. The effects of prolonged co-habitation with an abuser under such tense times also exacerbate cases of sexual violence.

Consider

* Frequency:  there is a lot of information coming from all sectors, don’t add to the noise. Share new developments, usable resources, engaging activities.
* Nurture relationships: promote virtual events and resources from like organizations
* Ways to have healthy conversations at home: <https://boldmoves.org/bold-conversation/>

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| Use:  | Avoid: |
| * Adapting tools, temporary close
* Physical distancing, social connectedness/ social connection, social solidarity
* Reassure followers you are open
* Safety first- guarantee the safety of survivors, staff and allies
* Create a crisis plan
* Check in with your staff, keep sharing information and resources with followers and audiences
 | * soft closure, lockdown
* Social distancing, quarantine
* Simply report closure without alternative forms of communication
* Over promise accessibility
* Do nothing - what are we learning?
* Go silent
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**Talking points**:

* During stay-at-home orders, victims and survivors might be having a difficult time. There are already barriers for victims and survivors, and this pandemic adds additional barriers. However, it is important for people to know that if you are experiencing abuse, that there is help out there for you. Call the Kansas Crisis Hotline at 888-363-2287 to be connected to an advocate. People can also visit [http://kcsdv.org](https://l.facebook.com/l.php?u=http%3A%2F%2Fkcsdv.org%2F%3Ffbclid%3DIwAR1D1FfQJCAW5cuyq8Tnp4dYuVZZJ8oku4hKaqsqzompa1XBocCWg8EjXRc&h=AT2Phn3_eOllaOdlG9WCdOfpkBNO8hz22eXKYIiL0Gh3KiSja6dbihRE8pim62R2w75_f0Zhpa3wrKYMpHys1_iFXsToY9ZSxcFTKZlKpSB13bbJEivL4M1gwN89B93mg5sFlJbKa9BOyKYNlvBu&__tn__=-UK-R&c%5b0%5d=AT2EhlYVRGON50yZ4-7u5YQ9rI_wDy2Hmri9klsrsi8KCWQ-GPcw0eFI4AIw5uFJgBhj2VYJfYdeLnjBL71JyKKdHQbgL2V-ZNBhqWRmxMcNqiIpE3WDea3RcTOUCrSaFGD1D7k3OzeSux8JYbCI) to find their nearest victim services provider. Domestic and sexual violence victim advocacy service providers are STILL OPEN, and the free, confidential services are still available - although they may be offered in different ways now than before. While public officials advise staying home, you never have to stay in a dangerous situation. And, while we in general might be physically distanced, we encourage everyone, especially victims and survivors, to remain connected or be connected to those you trust and with whom you have mutual respect.
* Sexual violence is a widespread, preventable, public health problem in Kansas
* Sexual violence is any sexual act inflicted onto someone else against that person’s will or when that person is not able to consent or refuse the act, which includes sexual assault, rape, unwanted touching, threatened sexual violence, exhibitionism, and verbal sexual harassment
* 1 in 3 women and 1 in 6 men experienced some form of contact sexual violence in their lifetime
* In Kansas in 2018, over 4,300 incidents of sexual violence were reported to law enforcement, and 4,500 people, who identified sexual violence as their primary victimization, sought victim services from services providers located across the state
* These statistics do not represent the true prevalence of sexual violence due to underreporting; and sex offenders often target people they perceive as vulnerable, less powerful, or less credible
* In the majority of cases, the perpetrator is someone who is known to the victim; Kansas sexual violence offenders were someone known to the victim in about 92% of all sexual violence offenses in Kansas in 2018
* The effects of that violation may be felt directly after or for many months or years later; and confusion, anger, sadness, guilt, numbness, helplessness, hopelessness, and self-blame are all normal reactions to sexual violence
* There is 24/7/365, free and confidential help available to Kansas victims of sexual violence with 26 direct service providers located in cities and communities across the state; and the Kansas Crisis Hotline is available at 888-363-2287

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