

# Sexual Assault Awareness Month



Midwest  
Native  
Coalition  
for Justice  
& Peace

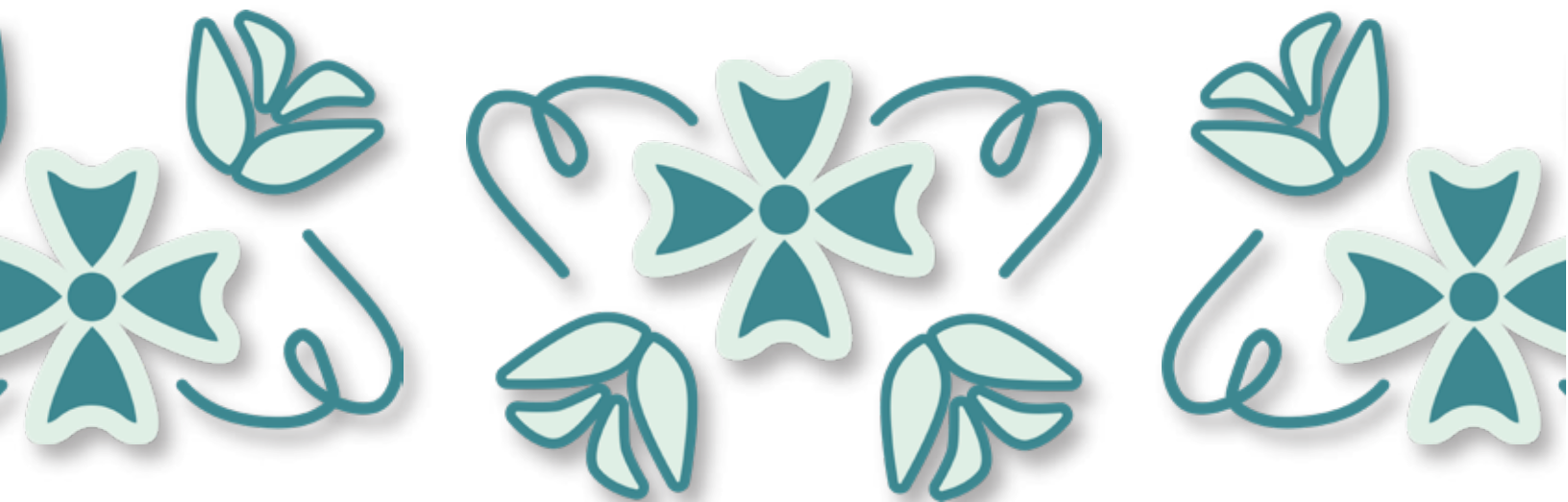


# *Introduction to* **SEXUAL ASSAULT AWARENESS MONTH** *Outreach toolkit*

Sexual Assault Awareness Month is observed every April to raise awareness about sexual violence and support survivors. This month aims to educate the public about the impact of sexual assault and the importance of prevention.

MNCJP is devoted to share information and resources on raising awareness throughout our communities we serve. By engaging in conversations and spreading knowledge we can create a safer environment for everyone.

Together we can work towards ending sexual violence  
and supporting those affected by it.



# Pledge 2025

## SEXUAL ASSAULT AWARENESS

Sexual Assault Awareness Month calls attention to the fact that sexual violence is widespread and impacts every person in this community.

The goal of MNCJP is to raise public awareness about sexual violence and educate communities on how to prevent it.

### I PLEDGE,

To **RECOGNIZE** that non-consensual sex is sexual assault.

To **IDENTIFY** situations in which sexual assault may occur.

To **INTERVENE** in situations where consent has not or cannot be given.

To **CREATE** an environment in which sexual assault is unacceptable and survivors are supported.

This pledge is a personal commitment to help keep women and men safe from sexual assault. It is a promise not to be a bystander to the problem, but to be a part of the solution.

Start by believing when someone tells they were abused or sexually assaulted  
Support survivors on the road to justice and healing

**HELP END THE SILENCE.**

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**Signature**



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**Date**

# Sexual Assault Theme Poster



Together we act, united we change. (n.d.). National Sexual Violence Resource Center.

<https://www.nsvrc.org/blogs/together-we-act-united-we-change#:~:text=The%20theme%20of%20Sexual%20Assault,abuse%2C%20assault%2C%20and%20harassment.>

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# What is Sexual Violence?

Sexual violence is any sexual activity when consent is not obtained or freely given.

**More than 4 in 5 female rape survivors** reported that they were first raped before age 25 & almost half were first raped as a minor (before age 18).

**Preventing sexual violence** requires understanding and addressing the factors that put people at risk for or protect them from violence.

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# RECOGNIZING THE SIGNS OF GROOMING

What is grooming? Grooming is manipulative behaviors that the abuser uses to gain access to a potential victim, coerce them to agree to the abuse, and reduce the risk of being caught.

## Grooming signs:

**Victim Selection**- Abusers often observe possible victims & select them based on ease of access to them.

**Isolating the victim**- Abusers will attempt to physically or emotionally separate a victim from those protecting them.

**Trust development & keeping secrets**- Abusers attempt to gain trust through gifts, attention, sharing secrets to make them feel that they have a caring relationship to the victim.

**Desensitization to touch**- Abusers will often start to touch a victim in ways that appear harmless, such as hugging, tickling, and later escalate to sexual contact, such as massages or showers together.

National Sexual Assault Hotline

1-800-656-4673



Grooming: Know the warning signs | RAINN. (n.d.). <https://rainn.org/news/grooming-know-warning-signs>

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# SEXUAL VIOLENCE IN INDIAN COUNTRY



## Key Statistics:

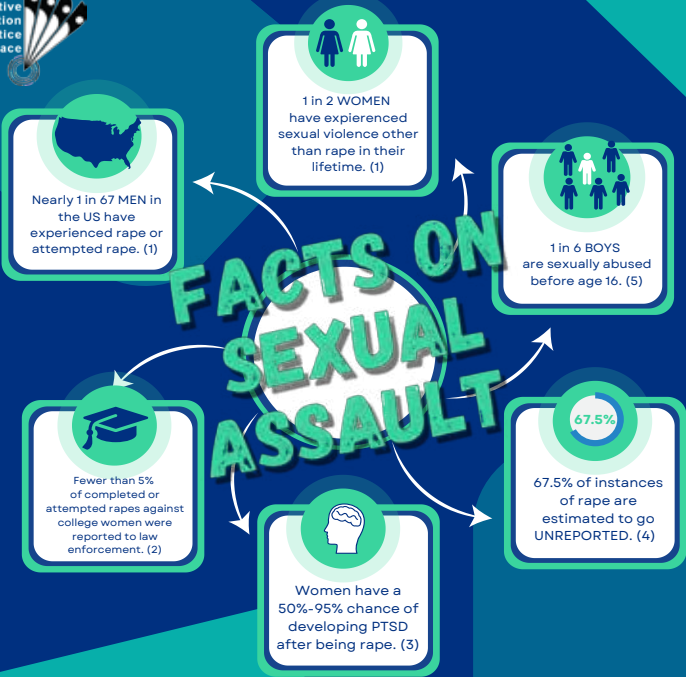
- ✓ American Indian & Alaska Native (AI/AN) women and girls experience higher rates of violence.
- ✓ AI/AN women are **2.5 times more** likely to be raped than non-Native women in the United States
- ✓ AI/AN victims of violence are less likely to receive needed services

National Sexual Assault Hotline  
Available 24 hours  
**1(800) 656-4673**



Key Statistics (NCJ 2183) <https://www.ncjrs.org/pubsandprod/ncj2183/summary.html>  
ANNEXITY INTERNATIONAL, USA (2021). STRONG WOMEN HUMAN RIGHTS FOR ALL IN 2025 - IN THE U.S. AND AROUND THE WORLD <https://www.annexityusa.org/wp-content/uploads/2021/11/Gender-Equity-Strengthening-Human-Rights-For-All-in-2025-11262021-8.pdf>  
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# Event Planning



## Community Art Mural Plan

### Step 1: Planning & Advertising (Before April)

Timeline: Allow a couple of weeks before April for planning and advertising.

1. Design the Concept:
  - Decide on the theme of the mural. It could be something broad, like “Unity and Positivity” or “Celebrating Our Community.”
  - Consider including spaces for handprints, positive messages, or simple artwork that reflects the community’s values and spirit.
2. Create a Marketing Plan:
  - Flyers & Posters: Design eye-catching flyers and posters to display around the community and at popular spots. Make sure to include:
    - The date and location of the mural painting event
    - A brief description of the event and how people can participate
    - Instructions on how they can contribute to the mural (e.g., spreading awareness, leaving a positive message, creating a handprint)
3. Social Media Promotion:
  - Post teaser content about the mural project, encouraging people to get involved.
  - Use images and short descriptions to keep the community engaged.
  - Create a hashtag like #OurCommunityMural to spread the word and make it easier for people to share their progress and involvement.

### Step 2: Setup for Mural Event (Before the Event)

Timeline: Set up the location and the panels a few days before the event.

1. Choose a High-Traffic Location:
  - Ensure that the mural will be placed in a high-traffic area that people frequently pass by, like near a park, community center, or popular outdoor area.
2. Install Aluminum Panels:
  - Secure the panels to a sturdy surface (like a wall or a fence) so they are visible and accessible for people to contribute to them. Make sure they are safe and stable.
3. Prepare for Painting:
  - Set up paint stations with brushes, paint, water containers for cleaning brushes, and protective coverings for the ground.
  - Organize the space in a way that’s easy for people to come, create their artwork, and leave.

# Teal Ribbon Community Engagement Plan

## 1. Teal Ribbon Distribution:

- Provide community members with teal ribbons at various locations (e.g., community center, local businesses, or events).
- You could also distribute them during a specific event or meeting to ensure everyone has access to one.

## 2. The Challenge/Announcement:

- Announce that if community members are spotted wearing a teal ribbon throughout the day, they will be entered into a drawing.
- You can make this announcement through flyers, social media posts, or by word of mouth.

## 3. Drawing:

- At the end of the day, draw a few names from the community members wearing teal ribbons.
- Offer small prizes to the winners (gift cards, tickets to a local event, or donated items).

## 4. Social Media and Promotion:

- Create a hashtag for the event to increase engagement and make it easy for people to share pictures. For example: #TealRibbonChallenge
- Encourage people to take photos with their ribbons and tag your community's social media account for bonus entries.

## 5. Create Excitement:

- You could also include a teaser about the drawing, such as, “The more teal ribbons you spot, the more chances you have to win!”
- You might want to make a few surprise announcements throughout the day to keep excitement up.

## 6. Follow-Up:

- Announce the winners publicly on social media or at a community event later on to keep everyone involved.
- This will also increase excitement and build anticipation for the next community activity.





# Voices for Change:

## A Screening of (title of movie) for Sexual Assault Awareness

### 1. Plan the Event Details:

- **Date & Time:** Choose a date that aligns with Sexual Assault Awareness Month (April) or a relevant date of significance.
- **Venue:** Consider hosting the screening at a community center, local theater, or even virtually for broader access.
- **Movie Details:** Since (Title of movie) deals with sensitive topics, ensure the audience is informed beforehand about the content, as it depicts a graphic and intense scenes involving sexual assault.

### 2. Raise Awareness & Set the Tone:

- **Informational Materials:** Hand out flyers or create a digital presentation that includes information about sexual assault, statistics, resources, and helplines. These could be shared with the audience before or after the movie.
- **Survivor Resources:** Have local sexual assault support organizations or hotlines available to provide resources and support. Partner with organizations to offer post-event counseling or support.

### 3. Create an Engaging Discussion:

- **Facilitate Conversation:** Consider having an experienced moderator lead a conversation on sexual assault, its impact, and ways the community can offer support to survivors.
- **Trigger Warnings:** Be sure to provide trigger warnings about the content of the film and allow attendees the option to step out if they need to during intense scenes.

### 4. Promote the Event:

- **Social Media:** Create an event on platforms like Facebook to spread the word. Use relevant hashtags like #SAAM, and #SexualAssaultAwarenessMonth.
- **Partner with Local Organizations:** Collaborate with local nonprofits, schools, or sexual assault support groups to help promote the event and share resources.
- **Email Invitations:** Reach out to your community through newsletters, school lists, or email blasts to bring more people to the event.

### 5. Create a Safe and Supportive Environment:

- **Safe Space:** Ensure the event feels safe for survivors by creating an environment where people feel heard and respected.
- **Counseling & Support:** Have trained professionals on hand (e.g., counselors or social workers) to offer support during or after the event.

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**Here you can access these info–graphics for uploading to your tribal website page, or organization’s social media pages.**

**CLINK LINK BELOW**

**Sexual Assault Toolkit Info Graphics 2025**