This toolkit is a creation of the Utah Department of Health Violence & Injury Prevention Program, with content from the National Sexual Violence Resource Center.

April is Sexual Assault Awareness Month, or SAAM! According to the Utah Health Status Update: Sexual Violence 2008, sexual violence affects 1 in 3 women in Utah at some point in their lives; 1 in 8 women and 1 in 50 men in Utah will experience rape. Utah ranks 9th in the nation for reported rape according to FBI Uniform Crime Reports. Sexual violence affects youth and adults. The Youth Risk Behavior Survey revealed that in 2013 7.3% of Utah high school students reported that they were physically forced to have sexual intercourse when they did not want to.

Sexual violence can have a negative effect on health throughout the lifespan. People who experience sexual violence are at higher risk for other adverse experiences and behaviors, such as mental health concerns and substance abuse. Because our focus is on primary prevention – or stopping violence before it ever takes place – we wanted to bring some prevention messaging and resources to you this month.

Primary prevention of sexual violence involves promoting healthy relationship skills and empowering bystanders to speak out or do something when they witness another person experiencing harm, violence, or oppression (which means unfair or cruel treatment or control of one person or group of people by another person or group of people.) We have aligned our messages with the national SAAM campaign created by the National Sexual Violence Resource Center – Engaging New Voices. More information on this campaign can be found at www.nsvrc.org/saam. The messages are geared towards calling on groups whose involvement in sexual violence prevention may not be traditional, but may be greatly influential. We are promoting this strategy because we want everyone-every Utahn-to know how they can stop violence in their communities.

The first Wednesday in April (Wednesday, April 3, 2019) is Utah’s Start By Believing Day. This public awareness campaign dedicated to ending the cycle of silence. Here’s what to do when someone tells you they were sexually assaulted:
  o Start by believing.
  o Keep it simple. Keep it supportive.
  o Avoid “why” questions.
  o Ask how you can help.

Visit www.startbybelieving.org/ to learn more and sign the pledge.

This toolkit was created for community-based professionals engaging in primary prevention. However, primary prevention concerns us all and if you are interested in sharing prevention messaging during the month of April, we encourage you to use this toolkit and add strength to our numbers.

Should you have any questions related to this resource, please contact the Utah Department of Health Violence & Injury Prevention Program at vipp@utah.gov or (801) 538-6864.
# 2019 UTAH SEXUAL ASSAULT AWARENESS MONTH MEDIA TOOLKIT

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness Messages</td>
<td>1</td>
</tr>
<tr>
<td>Community members</td>
<td>1</td>
</tr>
<tr>
<td>Educators</td>
<td>2</td>
</tr>
<tr>
<td>Faith leaders</td>
<td>2</td>
</tr>
<tr>
<td>Parents/caregivers</td>
<td>2</td>
</tr>
<tr>
<td>Other professionals</td>
<td>2</td>
</tr>
<tr>
<td>Youth</td>
<td>3</td>
</tr>
<tr>
<td>Youth-male specific</td>
<td>3</td>
</tr>
<tr>
<td>Statewide Efforts</td>
<td>4</td>
</tr>
<tr>
<td>Bystander intervention curriculum</td>
<td>4</td>
</tr>
<tr>
<td>Sexual violence guide</td>
<td>4</td>
</tr>
<tr>
<td>Social Media</td>
<td>5</td>
</tr>
<tr>
<td>Social media posts</td>
<td>5</td>
</tr>
<tr>
<td>Public Relations</td>
<td>7</td>
</tr>
<tr>
<td>News release example</td>
<td>7</td>
</tr>
<tr>
<td>News advisory example</td>
<td>9</td>
</tr>
<tr>
<td>Talking points example</td>
<td>10</td>
</tr>
<tr>
<td>How to involve your local media in your event</td>
<td>11</td>
</tr>
<tr>
<td>Tips for speaking to the media</td>
<td>12</td>
</tr>
<tr>
<td>Resources</td>
<td>13</td>
</tr>
</tbody>
</table>
Awareness Messages

These messages can be used to develop social media posts, news releases, newspaper articles, etc. The messaging has been developed specifically for community members, educators, faith leaders, parents/caregivers, other professionals, and youth.

Community Members

• Violence is preventable and everyone has a role to play in ending all kinds of violence.
• Bystander intervention is when a person takes action to stop someone else from being violent or abusive. When you see someone being violent to another person, you should intervene only when it is safe for you to do so. Active bystanders can make a difference in preventing violence in their communities. Do something before, during, or after you witness harm! Practice your bystander intervention skills by speaking up when you hear someone tell a harmful joke. Find ways you can be an active bystander at nomore.org. Take safe action when you see someone being harassed, whether you know them or not. Be direct, use distraction, or find help if needed.
• If someone you know tells you their story of sexual violence, here are some supportive things you could say: “I believe you. Thank you for telling me. It wasn’t your fault. You did nothing wrong. I am here for you. You are brave. You are never alone. How can I help?”
• Respond to victim-blaming, rape jokes, or other problematic comments on social media by responding with statements like, “Sexual assault is never the survivor’s fault.” Or “The accountability should always be on the individual(s) who committed the abuse.” Recognize and speak out against homophobia and racism – discrimination and violence have direct links to sexism. Set a good example in your community by treating all people with respect and avoiding gossip, jokes, and opinions that degrade others.
• Increasing neighborhood support and cohesion may help deter violent behavior and improve compassionate response to victims. Join a local volunteer effort, especially one that benefits your local community.

Educators

• Set good examples for your students by treating all people with respect and avoiding gossip, jokes, and opinions that degrade others. Help your students feel valued and welcome. A sense of belonging and connectedness is a protective factor against violence victimization and perpetration. Be a trusted resource for students who are seeking help. Let them know they can come to you for support.
• Address inappropriate behaviors by students and turn them into teachable moments.
• Pay attention to the students you interact with every day. If you feel that one of your students is acting different, disinterested in the things they loved before, isolated from others, or unable to concentrate, check in with that student and continue to check in the future.
Faith Leaders
• Believe survivors when they share their stories with you. Assure them that the violence or abuse was not their fault, no matter the circumstances.
• Train staff, volunteers, and congregants to model healthy behaviors and boundaries with adults and children.
• Provide educational trainings on topics like healthy relationships and healthy masculinity. There are many agencies across the state that provide education on these topic areas. Locate a trainer at www.health.utah.gov/vipp/topics/rape-sexual-assault/. Collaborate with and support your local rape crisis center. For example, you could post its contact information on bulletin boards in your place of worship.

Parents/Caregivers
• Help your children feel confident to help others when they’re being bullied, in person and online. This takes practice! Talk about safe ways for your kid to be an active bystander. Set good examples for your children by treating all people with respect and avoiding gossip, jokes, and opinions that cut others down.
• Talk to your child often so you know what’s going on in their life and remind them that you’re always available to listen. Respect your child’s right to make choices about their body and encourage them to respect the choice of others. Practice affirmative consent early and often. For example, teach them to ask before giving hugs and don’t make them give a hug when they don’t want to. Have open conversations with your children about what respectful behaviors and relationships look like and help them to recognize when relationships may be harmful. Make sure they know they can ask you questions.

Other Professionals
• When teaching about sexual violence prevention, always include information on how to help the victim of survivor. Engaging in respectful relationships extends to friends and peers. Bystander intervention is simple, but it’s not easy. Consider possible barriers and solutions to intervention, and always prioritize safety.
• Set a good example for your co-workers, employees, etc. by treating all people with respect and avoiding gossip, jokes, and opinions that degrade others.
Youth

• If it feels safe for you, consider saying something when you see bullying. One small comment can make a difference. Sometimes it’s hard to know what to say when you see someone being bullied or harmed by another person. You could say things like, “Hey, that’s not cool”, and you can always diffuse the situation by changing the subject. We sometimes think we’re the only ones who feel the way we do. Find friends to help intervene when you see someone being bullied or hurt by someone else. Put your phones away and get help from a trusted adult. Be an active bystander when you see someone being bullied or hurt by someone else. Stick up for others when they’re being bullied – in person and online! Don’t stay silent.
• Know what makes a healthy relationship and learn to identify the signs of an unhealthy relationship so you can help friends in need. Develop and practice skills such as: communication, conflict resolution, anger management, etc. in order to have a successful and healthy relationship. Some of those skills are communication, conflict resolution, emotional awareness, and behavioral accountability. Visit loveisrespect.org for information on healthy relationships.
• Recognize that language can be harmful and do not tolerate language from your friends that cuts down others.

Youth-male specific

• Understand that sexual violence is a man’s issue too and that you can be a part of the solution! Men can be EMPOWERED BYSTANDERS who do something to prevent violence. Don’t remain silent. If someone you know is harming others, don’t look the other way. Encourage that person to seek help or find someone who can provide help.
• Consent is given willingly, reversible, informed, enthusiastic, and specific. Consent is a clear yes, not the absence of a no. Ask every time.
• Recognize and speak out against homophobia and racism – discrimination and violence have direct links to sexism.
Statewide Efforts

Bystander Intervention Curriculum
The Utah Department of Health Violence and Injury Prevention Program is in the process of creating a bystander intervention curriculum for the state of Utah. Our long-term vision for this project is to assist every community in the implementation of bystander intervention, whether it be a middle school, high school, college campus, youth group, community group, workplace, etc. If a bystander intervention strategy is of interest to you, your school, or your community, or if you just want to learn more about it, please contact the Utah Department of Health at (801) 538-6864 or vipp@utah.gov for more information.

Sexual Violence Guide
The Utah Department of Health has created a 101 Guide for Sexual Violence Primary Prevention. Learn more about how it works and what you can do to better prevent sexual violence at health.utah.gov/vipp/pdf/RapeSexualAssault/A101GuideForSexualViolencePrevention.pdf.
Social Media

Plan to post consistently throughout the month, whether that is once a week or once a day. Include multi-media (pictures, videos, links, etc.) to posts throughout the month. The Utah Department of Health Violence and Injury Prevention Program will post messages throughout the month and local programs are encouraged to share those posts. For more information on social media best practices visit: [www.cdc.gov/healthcommunication/toolstemplates/socialmediatoolkit_bm.pdf](http://www.cdc.gov/healthcommunication/toolstemplates/socialmediatoolkit_bm.pdf).

Hashtags

When it comes to social media, the hashtag (aka, the pound sign #) is used to draw attention, to organize, and to promote. We encourage you to use the five hashtags below in your social media posts:

#UtahSAAM  
#BeAnUpstander  
#SpeakOutUtah  
#BeBoldForChange  
#TimeToAct

Social Media Posts

Use the following social media posts on your social media pages. Download these images at [www.health.utah.gov/vipp/topics/rape-sexual-assault](http://www.health.utah.gov/vipp/topics/rape-sexual-assault).

Believe survivors when they share their stories with you. Assure them it wasn’t their fault, no matter the circumstances.  
#UtahSAAM

Don’t remain silent. If someone you know is harming others, don’t look the other way. Encourage that person to seek help or find someone who can provide help.  
#SpeakOutUtah
If someone you know tells you their story of sexual violence, here are some supportive things you could say: “I believe you. Thank you for telling me. It wasn’t your fault. You did nothing wrong. I am here for you. You are brave. You are never alone. How can I help?” #BeAnUpstander

If it feels safe for you, consider saying something when you see bullying. One small comment can make a difference. #SpeakOut

Know what makes a healthy relationship and learn to identify the signs of an unhealthy relationship so you can help friends in need! http://www.loveisrespect.org/ #SAAM

Sometimes it’s hard to know what to say when you see someone being bullied or harmed by another person. You could say things like, “Hey, that’s not cool”, and you can always diffuse the situation by changing the subject. #BeBoldForChange bit.ly/KEWWFK

Take safe action when you see someone being harassed, whether you know them or not. Be direct, use distraction, or find help if needed. #BeBoldForChange

Violence is preventable and everyone has a role to play. bit.ly/2m9DVyh #UtahSAAM
Public Relations

When working with the media, it is important to be prepared with the correct documentation. This toolkit provides examples of three types of media documents that can be used to promote sexual assault awareness month. A news release is used to report a story to the media, a news advisory invites the media to an event e.g. press conference, and talking points are used when preparing for a media interview.

News release example

For Immediate Release:

Add date

Media Contact:

Add agency media liaison name

Add agency media liaison title

Add agency media liaison phone (w)

Add agency media liaison cell (c)

Primary Prevention Programs are Located Throughout Utah

Prevention is stopping violence before it occurs

(Salt Lake City, UT) – Sexual violence is a pervasive public health issue in Utah. In a 2006 survey, one in three Utah women reported they had experienced some type of sexual assault in their lifetime and one in eight was raped. More than seven percent of Utah adults reported being a victim of sexual abuse in their lifetime. Among Utah high school students, a 2009 survey found that nearly 11% reported being in a violent dating relationship and more than 7% had been raped.

Effective primary prevention programs currently underway in Utah include:

• Safe Dates program in Richfield. The New Horizons Rape Crisis Center, in partnership with the University of Utah and Utah Coalition Against Sexual Assault, has begun implementation of the Safe Dates program. Safe Dates is a school-based program for students aged 12-18 designed to stop or prevent dating violence. Nationally, studies show a 56% to 92% reduction in reports of physical, serious physical, and sexual dating violence among participants.

• Rape Prevention Coalitions in Cache and Rich Counties. Forming strong partnerships with communities is a vital step in the prevention of sexual assault. The Community Abuse Prevention Services Agency (CAPSA) in Logan, Utah has spent more than 13 years developing successful partnerships with high schools
and community-based organizations and providing educational programs, discussions, and peer-to-peer and youth leadership to thousands of students in Northern Utah.

• D.A.T.E. program in Utah County. The Center for Women and Children in Crisis has implemented the D.A.T.E. (Do communicate, Always set boundaries, Take a stand, and Exercise respect) curriculum for three years. The curriculum reaches students in grades 6-12 and has been modified for college-aged students and community groups. It incorporates positive skill building exercises designed to increase protective factors shown to prevent or reduce violence.

“Our vision is that Utah will one day be free from violence, and all residents will interact with each other in a healthy and respectful manner,” said (insert name and title of spokesperson). “This plan provides concrete action steps communities can take to make that happen. We’re already seeing improvement in areas where primary prevention programs are being implemented.”

###
News advisory example

ADD AGENCY LOGO HERE

News Advisory
Primary Prevention Programs are Located Throughout Utah
Prevention is stopping violence before it occurs

WHAT: The (insert agency name here) will host a community event to bring awareness to the primary prevention of sexual violence.

WHY: One in three Utah women will experience some form of sexual violence during their lifetime.

WHO: Speakers include:
• (List speakers first and last names, title, and agency).

WHEN: Insert day of week, month, day, and year.
Insert start time of the press conference or event.

Speakers will be available for interviews until the event begins at 7:00 p.m. The media is welcome to stay for the duration of the event.

WHERE: Insert name of location including room number if applicable.
Insert address of location (include street address, city, state, and zipcode).

Describe any visuals available for the media or special instructions such as parking directions.

# # #

Add date
For more information contact:
Add agency media liaison name
Add agency media liaison title
Add agency media liaison phone (w)
Add agency media liaison cell (c)
Talking points example

- One in three Utah women will experience some form of sexual violence during their lifetime. (Rape in Utah Survey, 2007)
- In 2011, the costs of sexual violence totaled nearly $5 billion, almost $1,700 per Utah resident. (Cost of Sexual Violence Report, 2015)
- A total of 895 rapes were reported to Utah police agencies in 2013. (No More Secrets, 2014)
- The rate of rape in Utah has been significantly higher than the U.S. rate since 2000. (Utah Department of Health)
- In 2014, the reported rape rate in Utah was significantly higher than the U.S. rate (67.7 and 51.9 per 100,000 females). (Utah Department of Health, 2014)
- The majority of rapes (88.2%) are not reported to law enforcement. (Rape in Utah Survey, 2007)
- One in eight women (12.4%) and one in 50 men (2%) reported they had experienced rape or attempted rape in their lifetime in 2010. (Utah Behavioral Risk Factor Surveillance System, 2010)
- In 2013, 8.9% of Utah female high school students had been physically forced to have sexual intercourse when they did not want to, compared to 5.9% of male high school students. (Youth Risk Behavior Survey, 2013)
- Only 12.7% of sexual assault victims visit a doctor or medical center for an exam after the incident. Reasons for not seeking medical attention include because they were not injured, were too young to ask for help, and they were afraid someone would find out what happened. (Utah Department of Health, 2014)
- Sexual assaults are rarely committed by strangers. Only 13.3% of victims report being victimized by a stranger. Most often, the assault is committed by a family member (30.9%); intimate partner such as a spouse or boyfriend or girlfriend (20.8%); friend (14.3%); neighbor (9.9%); babysitter (2.2%); or coworker (1.8%). (Rape in Utah Survey, 2007)
- The majority of the victims knew their attackers. (Rape in Utah Survey, 2005)
- When victims of sexual assault and non-victims were asked about their quality of life, victims had a significantly higher prevalence compared to non-victims in reporting that they were not satisfied with life (14.7% vs. 4.8%), did not receive the social and emotional support they needed (33.8% vs. 13.2%), had fair or poor health (25.9% vs. 10.7%), and were limited in activities because of physical, mental, or emotional problems (39.2% vs. 19.7%). (Utah Behavioral Risk Factor Surveillance System, 2010)
- In 2013, the Utah Sexual Violence Statewide Crisis and Information Line received 321 calls. (No More Secrets Report, 2014)
How to involve your local media in your event

Who to contact
Create a list of newspapers, T.V. and radio stations, magazines, community or city newsletters, news related websites, event calendars and blogs in your community. Find phone numbers and email addresses for reporters covering events, local news stories, and any beats or topics related to your event. Compile this information into a press or media contact list.

When and how to contact local media

One week before your event
Email your media advisory to the contacts on your press or media contact list. Make follow-up calls to confirm it’s been received. Pitch a story to the primary news outlets that would run in advance of the event, such as a profile on an interesting speaker or even just a preview of the event.

Two to three business days before your event
Resend the news advisory to make sure that your event is still on their radar. Make another round of follow-up calls and ask if they plan to cover the event so your media liaison will know to look for them.

The day of your event
Email your news release to your press or contact list on the morning of your event. Be sure to have several copies on hand so you can give them directly to journalists as they arrive. If you have enough material, create a press kit with brochures and other pertinent information.
Tips for speaking with the media

How to prepare
• Develop talking points.
• Practice by responding to the toughest and most common questions you think the reporter will ask.
• Dress professionally and appropriately for TV. Wear solid colors, nothing with patterns. Pastels work well on camera and blue is the safest color on camera. Don’t wear white.

During the interview
• Be prepared and be yourself.
• Keep your talking points nearby.
• Be positive, honest, and straightforward. Think of the interview as a good conversation, not a debate.
• Use personal stories to illustrate your points and analogies when possible to clarify your points.
• Use everyday language. Don’t use jargon.
• Admit when you don’t know the answer to a question and offer to get back with the reporter with the information. Never say, “No comment.”
• Listen. Empathize. Pause to gather your thoughts and don’t allow words to be put in your mouth.

Speaker contact list:
Some agencies may not be able to work with the media on a certain topic for a variety of reasons. Have a list of speakers who are neutral and can address the media with your message. The following agencies have staff who are experts in violence prevention and who are available to help you with media inquiries.

Utah Coalition Against Sexual Assault
801-746-0404
info@ucasa.org

Utah Domestic Violence Coalition
801-521-5544
admin@udvc.org

Utah Department of Health Violence and Injury Prevention Program
801-538-6864
vipp@utah.gov
Resources

**Bystander Revolution – Take the Power Out of Bullying**
[link]
This website offers actionable advice about simple things that individuals can do to help defuse bullying and harassment and help shift our culture and communities to be safe and healthier.

**Love Is Respect**
[link]
Love Is Respect offers quality and comprehensive educational and support resources on healthy relationships geared toward young people.

**National Sexual Violence Resource Center**
[link]

**Utah Department of Health, Violence & Injury Prevention Program**
Find Utah-specific data and resources related to teen rape and sexual assault.
[link]

Local Programs

**Cache & Rich Counties:**
- **CAPSA**
  (435) 753-2500
  www.capsa.org

  - **The Family Place**
    (435) 752-8880
    www.thefamilyplaceutah.org

**Box Elder County:**
- **New Hope Crisis Center**
  (435) 723-5600
  www.newhopecrisiscenter.org

**Weber & Morgan Counties:**
- **Your Community Connection (YCC)**
  (801) 394-9456
  www.ycchope.org

  - **Weber State University Women’s Center**
    (801) 626-6090
    www.weber.edu/womenscenter

**Davis County:**
- **Davis Applied Technology College**
  datc.edu

  - **Safe Harbor Crisis Center**
    (801) 444-3191
    www.safeharborhope.org

**Salt Lake County:**
- **Boys & Girls Clubs of Greater Salt Lake**
  (801) 322-4411
  www.gslclubs.org

  - **Centro de la Familia**
    (801) 521-4473
    www.cdlfu.org

  - **Pacific Island Knowledge 2 Action Resources**
    (801) 793-4639
    www.facebook.com/PIK2AR/?hc_ref=SEARCH
2019 UTAH SEXUAL ASSAULT AWARENESS MONTH MEDIA TOOLKIT

• Rape Recovery Center
  (801) 467-7282
  raperecoverycenter.org

• South Valley Services
  (801) 225-1095
  svsutah.org

• Talk to a Survivor
  (801) 450-4187
  talktoasurvivor.org

• Urban Indian Center of Salt Lake
  (801) 486-4877
  www.uicsl.org

Utah County:
• Centro Hispano
  (801) 655-0258, centrohispanouc.org

• Center for Women and Children in Crisis
  (801) 227-5038, cwcic.org

Summit & Wasatch Counties:
• Peace House
  (435) 658-4739
  peacehouse.org

Duchesne, Daggett & Uintah Counties:
• Tricounty Health Department
  Vernal: (435) 247-1177
  Roosevelt: (435) 722-6300
  tricountyhealth.com

Carbon & Emery Counties:
• Carbon County Family Support Center
  (435) 636-3739
  www.carbon.utah.gov/Services/Family-Support-CJC

Grand County:
• Seekhaven Family Crisis & Resource Center
  (435) 259-2229
  seekhaven.org

Sevier, Sanpete, Millard, Piute & Wayne Counties:
• New Horizons Crisis Center
  (435) 896-9294
  centralutahcrisisintervention.org

Iron, Beaver & Garfield Counties:
• Canyon Creek Women’s Crisis Center
  (435) 867-9411
  ccwcc.org

Washington & Kane Counties:
• DOVE Center
  dovecenter.org

San Juan County:
• Utah Navajo Health System
  (435) 651-3291
  www.unhsinc.org

Tribal:
• The Confederated Tribes of the Goshute Reservation
  www.facebook.com/goshute

Statewide:
• Prevent Child Abuse Utah
  (801) 532-3404
  www.preventchildabuseutah.org

• Restoring Ancestral Winds
  (435) 279-7071
  www.restoringancestralwinds.org

• Utah Coalition Against Sexual Assault (UCASA)
  (801) 746-0404
  ucas.org