

Sexual Assault Awareness Month Social Media Toolkit





Overview

In the United States, sexual violence impacts nearly 500,000 individuals each year. This issue is recognized each April during Sexual Assault Awareness Month (SAAM). The National Sexual Violence Resource Center (NSVRC) selected the 2024 SAAM theme, [Building Connected Communities](#), because "Community is powerful. It creates a sense of belonging and reminds us of how our beliefs, choices, and actions impact one another." According to NSVRC, "Building Connected Communities helps us reduce the likelihood of sexual abuse, assault, and harassment in our communities." The idea of building connected communities stems from the research surrounding how the social determinants of health play a role in sexual violence. Having safe spaces and open dialogue surrounding sexual violence creates a protective barrier against sexual violence.

Inspired by this theme, the Indiana Youth Advisory Board (IYAB) has created the following social media toolkit to raise awareness for and prevent sexual violence in Indiana. We encourage you to share these posts during April.

Social Media Posts

Click [here](#) to download the full toolkit

 <p>Click here to download.</p>	<p>April is Sexual Assault Awareness Month (SAAM). Sexual assault has long-term impacts on survivors but is preventable. Help spread awareness of this important issue during the month of April by wearing teal and resharing SAAM information on your social media.</p> <p>#SAAM2024 #IYAB #BuildingConnectedCommunities</p> <p>Add emojis as appropriate.</p>
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Resources for Sexual Assault Survivors

ICESAHT
Indiana Coalition to End Sexual Assault and Human Trafficking (ICESAHT) is a network of recognized and trusted leaders in shifting culture, supporting survivors, and strengthening communities to prevent and end sexual assault and human trafficking. ICESAHT also provides information on local rape crisis centers, which can be found here: <https://www.icesaht.org/rapecrisiscenters>

FIREFLY
At Firefly Children and Family Alliance, sexual assault advocates are available to assist and support survivors in understanding their rights, provide information on options and next steps, discuss safety and support survivor's decisions.

RAINN
Rape, Abuse & Incest National Network (RAINN) is the nation's largest anti-sexual violence organization. They have a hotline and resources.

IYAB
#SAAM 2024

Click [here](#) to download.

DENIM DAY
● April 24 ●

Wear denim in honor of Sexual Assault Awareness Month

IYAB
#SAAM 2024

Click [here](#) to download.

Fact vs. Myth

Myth
Sexual assault only happens to women who dress provocatively or put themselves in risky situations.

Fact
Blaming the survivor perpetuates harmful stereotypes and excuses the behavior of perpetrators.

Fact
Sexual assault can happen to anyone, regardless of gender, age, race, or appearance.

It's important to shift the focus from victim-blaming to holding perpetrators accountable in order to promote a culture of consent and respect for all individuals.

IYAB
#SAAM 2024

Click [here](#) to download.

April is Sexual Assault Awareness Month (SAAM). Share these resources for survivors with your network.

#SAAM2024 #IYAB #BuildingConnectedCommunities

Add emojis as appropriate.

Wear denim in honor of Denim Day! Denim Day serves the purpose of breaking down harmful beliefs surrounding sexual violence: <https://www.peaceoverviolence.org/denim-day>

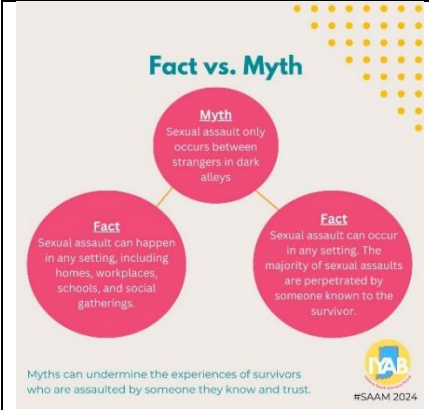
#SAAM2024 #IYAB #BuildingConnectedCommunities

Add emojis as appropriate

There are many myths surrounding what sexual violence is. Reshare this post to shed light on some of the most harmful misconceptions regarding sexual violence.

#SAAM2024 #IYAB #BuildingConnectedCommunities

Add emojis as appropriate.

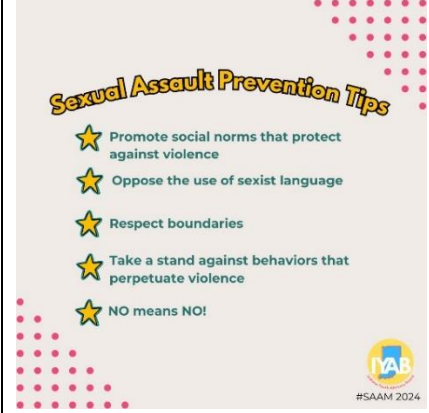


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Add emojis as appropriate.




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1 in 3 men have experienced sexual assault. Oftentimes, the conversation around being a survivor of sexual assault can be difficult for men to talk about. Help spread awareness of this fact by resharing this post with your networks!

Get more information on statistics of sexual violence: <https://www.rainn.org/statistics/victims-sexual-violence>

#SAAM2024 #IYAB #BuildingConnectedCommunities

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About Us

The [Indiana Youth Advisory Board](#) (IYAB) is a group of young people who are passionate about shaping the future of public health and improving the quality of life across Indiana. They work together to identify important issues facing young Hoosiers and create with innovative solutions to address them. IYAB is backed by the [Indiana Department of Health](#) (IDOH) Maternal and Child Health Division and the [Family and Social Services Administration](#) (FSSA) Division of Mental Health and Addiction.

If you have any questions about the toolkit or the topic of sexual assault, please email Samantha Mundt, Adolescent Health Coordinator at IDOH, at smundt@health.in.gov.