

## Welcome to INCASA 2010!

The campaign for Sexual Assault Awareness Month 2010 is a brand new idea from last year's theme, *Speak Out, Indiana!* This year, we incorporate a positive message through the slogan **Boundary Lines: Ask, Listen, Respect**. The slogan highlights the role that respecting the issues and beliefs that someone holds in a high moral fiber to them in social and educational levels, can play in creating and maintaining safe and healthy communities. This is a key to prevention and education.

## Why should we focus on 16-24 markets?

For any campaign to be effective in changing attitudes, beliefs, and behaviors, messages must be reinforced. Ideas and slogans need to be repeated over time to sink in, and many in the public have only heard the messages they've received in school for a short period of time.

By engaging this demographic, we are giving them the tools at an early enough age to drastically cut the numbers of assaults for women under the age of 18, 1 in 4, and for women on college campuses, 1 in 4.

## How is sexual violence an adolescent issue?

In our focus group information it showed that students received little to no exposure to sexual assault awareness and prevention. Our goal is to reach the students at a younger age in effort to eradicate sexual violence at an older age.

This campaign is a bold, aggressive move to engage students on the topic of respecting themselves and each other. The open line of communication that we will open is vital to the eradication of sexual violence in the state of Indiana.

Teachers, administrators, and peers have strong voices with students in our communities. It is critical that we reach them with messages about how they can play a role in building respectful relationships and preventing sexual violence.

## Why "Boundary Lines" works?

While this year's theme focuses on reaching people through where they go to school, the **Boundary Lines** campaign ultimately about moving beyond the victim- or perpetrator-focused view of sexual violence and focusing on the larger environment in which sexually violent acts happen. This includes relationships, organizations, and communities. When we care about others and the world around us, we have a responsibility to be involved and help out when others are in harm's way. This is the essence of promoting social change that can result in less sexually violent behavior.

The **Boundary Lines** campaign is an opportunity for you to build partnerships with local schools, as well as a way to convey a message to the public about respect and responsible behavior. Some campaign materials have messages about respect and responsibility that apply to any setting. All the messages are aimed at encouraging individuals to build respectful relationships and take responsibility for creating a safer world.

## Approaching Students

It is true that the educational spectrum in the state is vast. We also know that no two schools are alike. They vary in many ways: large or small, public or private, charter or alternative, and so on. But we don't have to reach each school the first time we try. We only have to begin.

Teaching individual students and groups about respect and responsibility requires reaching them where they are, including at school. It may feel intimidating or overwhelming to talk to students about sexual violence, not matter the age. Remember, it may take some time to build strong relationships with local schools. Here are a few suggestions for doing low-cost outreach to local schools:

- Think about whom you already know. If you have an established relationship with a local school, call or visit and explain your SAAM goals and how they can help (emphasize that it's free or low-cost).
- Send letters or call local schools, introducing your organization and the services you offer, and ask them to display SAAM posters in their schools. Include free samples of the materials for faculty and administration.
- Explain how your information can help promote a healthy educational environment.

As you approach schools for this campaign, we want to ensure you have the basic information in an easy-to-use format. Online, a **Boundary Lines** Outreach Guide will be at your disposal. Clearly outlining the goals of the statewide campaign, along with activities and engaging students guidebook. This section will be under the media section of the INCASA website ([www.incasa.org](http://www.incasa.org)).

## 2010 Campaign Elements

To help the local agencies with SAAM efforts, INCASA is offering easy access to campaign materials on our website, [www.incasa.org](http://www.incasa.org). Our information will be listed under the Media tab on the website. It will be easier to access at all times, and more environment friendly with less physical materials.

INCASA is offering physical materials to help aid local efforts for SAAM. The materials are posters, palm cards, bookmarks, and magnets. Also, we are having a local competition of **Boundary Lines** artwork. Local agencies, communities, and schools can submit their artwork and we will promote the winning piece throughout the state.

## SAAM Day of Action

The 2010 SAAM Day of Action is Wednesday, April 7, 2010. INCASA is encouraging communities, local agencies, and schools to plan a SAAM event on this day to create momentum across the state regarding sexual violence prevention and awareness. Below are examples of events for your organization to hold on the Day of Action and throughout the month of April, and the year of 2010.