



STATEWIDE AUTOMATED VICTIM  
INFORMATION AND NOTIFICATION

# SAVIN

Sexual Assault  
Awareness Month



## SAVIN Resource Kit

SPONSORED BY:



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# Overview of the Resource Kit

## INTRODUCTION

This Resource Kit is designed to help you promote your SAVIN program and services in conjunction with Sexual Assault Awareness Month (SAAM) in April. We encourage SAVIN programs to collaborate with their jurisdiction's SAAM sponsor(s) to promote the observance, including state sexual assault coalitions, rape crisis centers and other victim assistance programs.

The 2012 SAAM campaign encourages communities and individuals to join the conversation on how we can connect and respect one another in order to prevent sexual violence. This year's theme is *"It's Time.... To Talk About It! Connect. Respect. Prevent Sexual Violence,"* which is reflected throughout the many documents in this Kit. The primary SAAM theme color is **TEAL**, and secondary colors are **BLUE** and **PEACH**.

Throughout this Resource Kit, anything that is featured in a **RED FONT** requires you to personalize it to your state's or jurisdiction's SAVIN program. All Resource Kit documents are general in nature relevant to both SAVIN and the SAAM theme, so please take time and carefully consider how to personalize them to **your** jurisdiction, with statistics about sexual violence; SAVIN data (including usage data and specific descriptions of your program); and survivors' personal experiences with SAVIN.

All camera-ready artwork files provided are PDFs with fillable fields for customization. Using Acrobat, an end user can click on the field, add text and save the file as a new, custom PDF. You can access Adobe Reader and Players for free download at <http://www.adobe.com/downloads/>. All other text within this Kit can be "cut and pasted" into a text document for customization to your jurisdiction.

The National Sexual Violence Resource Center (NSVRC) has published an online Resource Guide to help promote 2012 SAAM, which can be accessed at <http://www.nsvrc.org/saam>. We are grateful to the NSVRC for giving us permission to use its artwork in this Resource Kit, and for its ongoing leadership in working to end sexual violence and assist victims and survivors.

We are also grateful to the Bureau of Justice Assistance within the Office of Justice Programs, U.S. Department of Justice, for providing leadership and support to the National SAVIN Training and Technical Assistance Project and to SAVIN programs nationwide.

## PUBLIC AWARENESS AND VICTIM/SURVIVOR OUTREACH

This Resource Kit includes four sample documents to help generate public awareness about sexual violence and how SAVIN can assist victims; and expand your outreach to victims and survivors of sexual assault:

- The *sample press release* should be typed double-spaced, and delivered to the media at least 10 days prior to when you are seeking coverage.
- Two *sample public service announcements (PSAs)* – in a 30 second and 15 second format – can be adapted for either radio or television. You should check the PSA submission requirements of broadcast stations prior to distribution.
- The *sample opinion/editorial column* includes SAVIN-specific messages that relate to the 2012 SAAM theme. You can also ask radio stations to allow you to audio-tape it as an "actuality," which is essentially a 60-second opinion statement that is audiotaped in advance or read on-air. Be sure to check out media guidelines for submission (which are usually available on their websites).
- The *tips for social media* will help you expand your online presence and SAAM/SAVIN messaging in April.

## **SAMPLE QUOTATIONS**

There are a dozen quotations directly related to the SAAM themes of “connect,” “respect,” and “prevent.” These can be used in all of your SAVIN outreach efforts during SAAM.

## **SEXUAL VIOLENCE STATISTICS**

The latest national statistics on sexual violence can be easily incorporated into your public awareness and victim outreach activities during SAAM, including media relations, speeches, training programs, and on your SAVIN website. References for the statistics that reflect current national research on sexual violence are provided.

## **NATIONAL ONLINE RESOURCES FOR SURVIVORS AND VICTIM SERVICE PROVIDERS**

This chart features the website URLs for 13 organizations that provide information, referrals and assistance to victims of sexual violence, and includes toll-free telephone numbers where applicable. You can provide either the full chart or links to specific sexual violence victim assistance websites on your SAVIN website and in informational resources for victims.

## **CAMERA-READY ARTWORK**

Camera-ready artwork incorporates the SAAM theme with information about SAVIN, and is designed to allow for program-specific personalization. It includes artwork for:

- Three buttons.
- Bookmark with resources about sexual victimization (front and back).

## **RESOURCE KIT EVALUATION FORM**

We want to hear from you! Please take time to complete the *SAAM Resource Kit Evaluation Form* so we can improve future Resource Kits we are developing to help you incorporate SAVIN information and resources in victim-related commemorations throughout the year. Once you complete the evaluation form, simply click on the email link and your form will be sent to our Project Team.



# Sample Press Release

**FOR IMMEDIATE RELEASE:**

(DATE)

**CONTACT:**

Name/Agency

(A/C) Telephone

Email address

## SAVIN KEEPS CRIME VICTIMS INFORMED AND INVOLVED

(City/State) --- April is Sexual Assault Awareness Month (SAAM). The 2012 SAAM campaign encourages communities and individuals to join the conversation on how we can connect to and respect one another in order to prevent sexual violence. This year's theme is *"It's Time... To Talk About It! Connect. Respect. Prevent Sexual Violence."*

Talking about sexual assault can be difficult. In 2010, a national survey found that 188,380 rapes/sexual assaults were reported in the U.S., yet sexual assault remains one of the most under-reported crimes in the country.

Victims of sexual violence, like all crime victims, have the right to information in the aftermath of a crime. Victim notification services ensure that victims are informed of key activities and events related to their cases and offenders. In (state), Statewide Automated Victim Information and Notification or SAVIN, is a free, confidential public service that is available 24 hours a day. SAVIN automatically informs registered victims of an offender's release from jail or prison (you can adapt and/or expand this sentence to describe the key services provided by your SAVIN program).

This vital information can help victims make informed decisions that can enhance their safety.

During Sexual Assault Awareness Month and throughout the year, let's remember that victims in (state) have the right to information and notification. Call SAVIN at (area code/telephone number) to register for notification, or visit our SAVIN website at (SAVIN web URL). Because "It's time... to talk about it!"

# # #

After personalizing this press release to your jurisdiction, it should be typed double-spaced.



# Sample Public Service Announcements

## 30 SECONDS

It's time... to talk about it! Connect. Respect. Prevent sexual violence. In (**state**), victims of sexual assault have the right to information in the aftermath of a crime. Victim notification services help ensure that victims are informed of key activities and events related to their cases and offenders. Statewide Automated Victim Information and Notification, or SAVIN program, is a free, 24 hour-a-day public service that automatically informs registered victims of an offender's status, including release from jail or prison. This vital information can help victims make informed decisions about their safety, and about their future. During Sexual Assault Awareness Month this April and throughout the year, let's remember that victims in (**community/state**) have the right to information and notification – early, accurate and often. Call (**area code/telephone number**) or visit (**web URL**) online for more information or to register for SAVIN services.

## 15 SECONDS

April is Sexual Assault Awareness Month. If you or someone you know is a victim of sexual assault, you have the right to information in the aftermath of a crime. Statewide Automated Victim Information and Notification, or SAVIN, is a free, 24 hour-a-day public service that automatically informs registered victims of an offender's status, including release from jail or prison. Call (**area code/telephone number**) or visit (**web URL**) online for more information or to register for SAVIN services.



# Sample Opinion/Editorial/ Broadcast Actuality

According to the Centers for Disease Control, nearly one in five women and one in 71 men in the United States have been raped sometime in their lifetimes. The month of April has been designated Sexual Assault Awareness Month (SAAM) in the United States and this year, communities are proclaiming, *"It's Time... To Talk About It! Connect. Respect. Prevent Sexual Violence."* The goal of SAAM is to raise public awareness about sexual violence and to educate communities and individuals about how to prevent it.

*It's Time.... to Connect!* Victims of sexual violence have many rights, including the critical rights to information and notification. Statewide Automated Victim Information and Notification (SAVIN) programs combine victims' rights to information and notification with related victim assistance services through innovative technology that tracks case and offender status. In most states, including **(your state)**, crime victims and survivors are connected with important information, and notified about the status of their alleged and convicted offenders.

*It's Time... to Respect!* Respect for victims of sexual violence includes keeping them informed about and involved in their cases. In the words of one victim advocate, "I feel the desperation in victims' voices when they tell me how afraid they are that their offender has been released without their knowledge. SAVIN provides this necessary information. Victims of crime need this safety net."

*It's Time....to Prevent!* Rape and sexual assault survivors and their advocates continually strive to raise awareness about sexual violence in America, and invite all people in our state and nation to work with us to prevent the rape and sexual assault of women, men and children. It's a national challenge that demands no less than a national response, and SAVIN is a key component to help raise awareness about sexual assault victims' rights and services.

During Sexual Assault Awareness Month and throughout the year, it's important to be aware of crime victim services like SAVIN that can help connect victims and survivors of sexual assault with important information to help them stay safe. By *connecting* survivors with critical information they want and need, we *respect* their autonomy as victims and possibly *prevent* further victimization.

For more information about SAVIN services in **(your state)**, visit **(web URL)**.

## ENHANCING YOUR WEB PRESENCE

It's a good idea to update your SAVIN website with information and resources related to SAAM:

- Partner with your state's sexual assault coalition (a roster is available at <http://www.nsvrc.org/organizations/state-and-territory-coalitions>) to collaboratively promote the SAAM theme and information about SAVIN for sexual assault survivors.
- Provide URL links to any of the websites included in the "Online Resources" in this Kit (especially the SAAM web pages hosted by the National Sexual Violence Resource Center at <http://www.nsvrc.org/saam/>).
- If you don't have a Facebook presence, the many resources in this Kit can help you start!

## ONLINE VIDEO PRESENTATIONS

It's easy to prepare and upload video PSAs or brief films that highlight SAAM and SAVIN through websites such as YouTube ([www.youtube.com](http://www.youtube.com)). Here are some examples:

- 30 second video from Pennsylvania SAVIN featuring a victim/survivor spokesperson  
<http://www.youtube.com/watch?v=QTQChecMAho>
- 80 second video promoting 2011 SAAM from the Dallas Area Rape Crisis Center  
<http://www.youtube.com/watch?v=-rYQkVea0kk&feature=related>

## TWITTER MESSAGES

Worldwide, there are 300 million "tweets" per day (Twitter.com). Here are some sample tweets (each under 140 characters) to promote SAVIN during SAAM:

- During Sexual Assault Awareness Month in April, connect with crime victim information & notification through SAVIN at ([website URL](#)).
- It's time...to talk about sexual violence! For sexual assault victim information & notification, visit ([website URL](#)).
- Victims of sexual violence can receive vital information & notification – it's free and confidential. Visit ([website URL](#)).
- Sexual assault victim information & notification – early, accurate & often. Check out Statewide Automated Victim Information & Notification, ([website URL](#)).
- During Sexual Assault Awareness Month, learn about victim information & notification. Call ([A/C-telephone](#)) for more info.

You can use these quotations in your SAAM public presentations, public awareness posters, social media messages, and all media relations activities.

## QUOTATIONS ON “CONNECT”

“The most basic and powerful way to connect to another person is to listen. Just listen. Perhaps the most important thing we ever give each other is our attention.... A loving silence often has far more power to heal and to connect than the most well-intentioned words.” – *Rachel Remen*

“There is not any present moment that is unconnected with some future one. The life of every person is a continued chain of incidents, each link of which hangs upon the former. The transition from cause to effect, from event to event, is often carried on by secret steps, which our foresight cannot divine, and our sagacity is unable to trace...” – *Joseph Addison*

“If you have knowledge, let others light their candles in it.” – *Margaret Fuller*

“We cannot live only for ourselves. A thousand fibers connect us with others; and along those fibers, as sympathetic threads, our actions run as causes, and they come back to us as effects.” – *Herman Melville*

“Our lives begin to end the day we become silent about things that matter.” – *Martin Luther King*

## QUOTATIONS ON “RESPECT”

“He who does not have the courage to speak up for his rights cannot earn the respect of others.” – *Ren*

“We confide in our strength, without boasting of it; we respect that of others, without fearing it.” – *Thomas Jefferson*

“For to be free is not merely to cast off one’s chains, but to live in a way that respects and enhances the freedom of others.” – *Nelson Mandela*

“Civilization is a method of living, an attitude of equal respect for all men.” – *Jane Addams*

## QUOTATIONS ON “PREVENT”

“A great deal of talent is lost to the world for want of a little courage. Every day sends to their graves obscure men whose timidity prevented them from making a first effort.” – *Sydney Smith*

“The question isn’t ‘who is going to *let* me?’.... it’s ‘who is going to *stop* me?’” – *Ayn Rand*

“Intellectuals solve problems; geniuses prevent them.” – *Albert Einstein*





# Sexual Violence Statistics

- 188,380 rapes/sexual assaults were reported in the U.S. during 2010 (Bureau of Justice Statistics, National Crime Victimization Survey [NCVS], 2011).
- In 2010, 24,442 victims of rape or sexual assault were between the ages of 12 to 18 years old (BJS, NCVS, 2011).
- Nearly one in five women and one in 71 men in the U.S. have been raped some time in their lifetimes (CDC, 2012).
- Approximately one in five Black (22.0%) and White (18.8%) non-Hispanic women, and one in seven Hispanic women (14.6%) in the United States have experienced rape at some point in their lives. More than one-quarter of women (26.9%) who identified as American Indian or as Alaska Native and one in three women (33.5%) who identified as multiracial non-Hispanic reported rape victimization in their lifetime (Black et al., 2011).
- An estimated 20 to 25 percent of college women in the U.S. have experienced an attempted or completed rape during their college career (CDC 2012). More than half (51.1%) of female victims of rape reported being raped by an intimate partner and 40.8% by an acquaintance; for male victims, more than half (52.4%) reported being raped by an acquaintance and 15.1% by a stranger (Black, et al., 2011).
- At least 50 percent of college students' sexual assaults are associated with alcohol use (Abbey, 2002).
- In fiscal year 2010, there were 3,158 reports of sexual assault involving military service members. This represents a two percent decrease from FY2009. Of these reports, 2,410 were unrestricted reports and 882 were restricted reports (DoD, 2011).
- In a 2007 national survey, 4.5 percent of state and federal prison inmates reported experiencing sexual victimization (Beck & Harrison, 2007).
- Across the country, 12.1 percent of incarcerated youth questioned in a national survey said that they had been sexually abused at their current facility during the preceding year. That is nearly one in eight, or approximately 3,220, out of the 26,550 who were eligible to participate in the survey (Beck & Harrison, 2007).
- A 2006 study determined that sexual assault cases that receive a SANE/SART response were 3.3 percent more likely to result in the filing of charges than cases without a SANE/SART intervention, and SANE-only cases were 2.7 times more likely to result in charges being filed (Nugent-Borokove et.al., 2006).



# References for Statistics

Abbey, A. (2002). "Alcohol-related sexual assault: A common problem among college students." *Journal of Studies on Alcohol*, Supplement 14: 118-128.

Beck, Allen, J. & Harrison, P.M. (2007). Sexual victimization in state and federal prisons reported by inmates. Bureau of Justice Statistics. Available at <http://www.justdetention.org/pdf/svljri07.pdf>

Black, M.C., Basile, K. C., Breiding, M.J., Smith, S.G., Walters, M.L., Merrick, M.T., ... Stevens, M.R. (2011). The national intimate partner and sexual violence survey 2010 summary report. National center for injury prevention and control centers for disease control and prevention. Retrieved from [http://www.cdc.gov/ViolencePrevention/pdf/NISVS\\_Report2010-a.pdf](http://www.cdc.gov/ViolencePrevention/pdf/NISVS_Report2010-a.pdf)

Bureau of Justice Statistics. (2011). National crime victimization survey: Crime victimization, 2010. Retrieved from <http://bjs.ojp.usdoj.gov/index.cfm?ty=pbdetail&iid=2224>

Centers for Disease Control. (2012). Understanding sexual violence. [Fact sheet]. Retrieved from [http://www.cdc.gov/ViolencePrevention/pdf/SV\\_Factsheet-a.pdf](http://www.cdc.gov/ViolencePrevention/pdf/SV_Factsheet-a.pdf)

Department of Defense. (2011). Department of defense annual report on sexual assault in the military. Retrieved from [http://servicewomen.org/SAPRO%20Reports/DoD\\_Fiscal\\_Year\\_2010\\_Annual\\_Report\\_on\\_Sexual\\_Assault\\_in\\_the\\_Military.pdf](http://servicewomen.org/SAPRO%20Reports/DoD_Fiscal_Year_2010_Annual_Report_on_Sexual_Assault_in_the_Military.pdf)

Nugent-Borakove, E. M., Fanflik, P., Troutman, D., Johnson, N., Burgess, A., & O'Connor, A.L. (2006). Testing the efficacy of SANE/SART programs: Do they make a difference in sexual assault arrest & prosecution outcomes? Retrieved from <https://www.ncjrs.gov/pdffiles1/nij/grants/214252.pdf>



# Online Resources

for Sexual Violence Victims/Survivors and Victim Service Providers

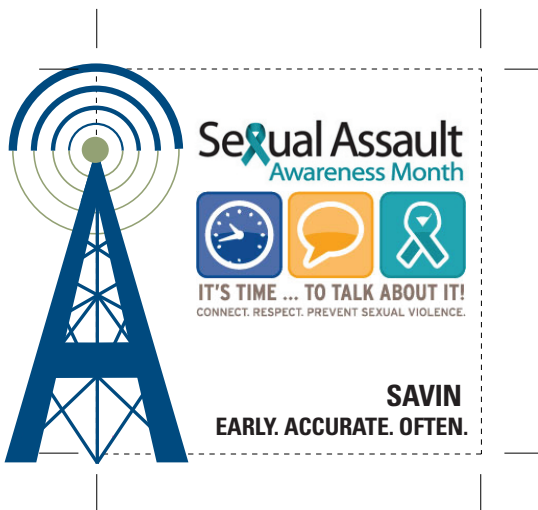
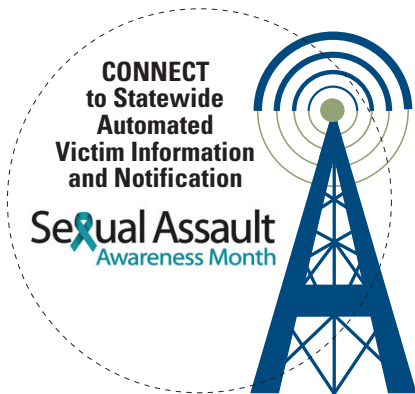
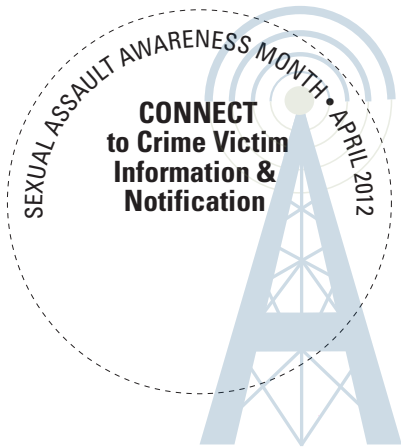
This roster features key national websites and (where applicable) toll-free telephone numbers that provide information, referrals and other resources to sexual violence victims and those who serve them. These websites can be incorporated into SAAM outreach materials, as well as in SAVIN victim/survivor outreach and public awareness resources made available throughout the year.

ORGANIZATION/AGENCY/TOLL-FREE #S		WEBSITE URL
1in6 (men sexually abused as children)		<a href="http://1in6.org/">http://1in6.org/</a>
Gay, Lesbian and Straight Education Network		<a href="http://www.glsen.org">www.glsen.org</a>
National Center for Victims of Crime		<a href="http://www.ncvc.org">http://www.ncvc.org</a>
National Crime Victims Research and Treatment Center, Medical University of South Carolina		<a href="http://colleges.musc.edu/ncvc/">http://colleges.musc.edu/ncvc/</a>
National Human Trafficking Hotline	888.373.7888	<a href="http://nhtrc.polarisproject.org">http://nhtrc.polarisproject.org</a>
National Organization for Victim Assistance	800.TRY.NOVA	<a href="http://www.trynova.org/">http://www.trynova.org/</a>
National Sexual Violence Resource Center	877.739.3895 717.909.0715 (TTY)	<a href="http://www.nsvrc.org">http://www.nsvrc.org</a>
Office for Victims of Crime, U.S. Dept. of Justice		<a href="http://www.ojp.usdoj.gov/ovc/">http://www.ojp.usdoj.gov/ovc/</a>
Office on Violence Against Women, U.S. Dept. of Justice		<a href="http://www.ovw.usdoj.gov/">http://www.ovw.usdoj.gov/</a>
Pennsylvania Coalition Against Rape		<a href="http://www.pcar.org">http://www.pcar.org</a>
Rape, Abuse and Incest National Network (RAINN)	800.656.HOPE	<a href="http://www.rainn.org/">http://www.rainn.org/</a>
Sexual Assault Prevention and Response Office (SAPRO), Department of Defense		<a href="http://www.sapr.mil/">http://www.sapr.mil/</a>
SAFE Helpline, Department of Defense	877.995.5247	<a href="https://www.safehelpline.org/">https://www.safehelpline.org/</a>



# Camera-ready Artwork

## Buttons

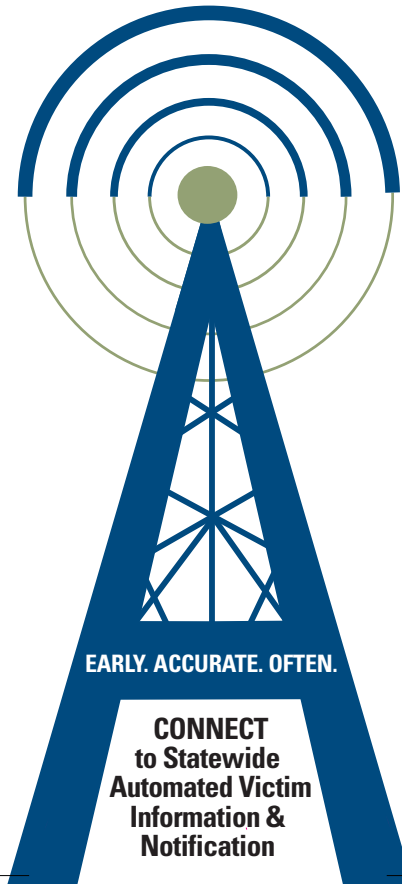


## Bookmark

Sexual Assault Awareness Month



IT'S TIME ... TO TALK ABOUT IT!  
CONNECT. RESPECT. PREVENT SEXUAL VIOLENCE.



1in6 (men sexually abused as children) <a href="http://1in6.org/">http://1in6.org/</a>
Gay, Lesbian and Straight Education Network <a href="http://www.glsen.org">www.glsen.org</a>
National Center for Victims of Crime <a href="http://www.ncvc.org">http://www.ncvc.org</a>
National Crime Victims Research and Treatment Center, Medical University of South Carolina <a href="http://colleges.musc.edu/ncvc/">http://colleges.musc.edu/ncvc/</a>
National Human Trafficking Hotline 888.373.7888 <a href="http://nhtrc.polarisproject.org">http://nhtrc.polarisproject.org</a>
National Organization for Victim Assistance 800.TRY.NOVA <a href="http://www.trynova.org/">http://www.trynova.org/</a>
National Sexual Violence Resource Center 877.739.3895 717.909.0715 (TTY) <a href="http://www.nsvrc.org">http://www.nsvrc.org</a>
Office for Victims of Crime, U.S. Dept. of Justice <a href="http://www.ojp.usdoj.gov/ovc/">http://www.ojp.usdoj.gov/ovc/</a>
Office on Violence Against Women, U.S. Dept. of Justice <a href="http://www.ovw.usdoj.gov/">http://www.ovw.usdoj.gov/</a>
Pennsylvania Coalition Against Rape <a href="http://www.pcar.org">http://www.pcar.org</a>
Rape, Abuse and Incest National Network (RAINN) 800.656.HOPE <a href="http://www.rainn.org/">http://www.rainn.org/</a>
Sexual Assault Prevention and Response Office (SAPRO), Department of Defense <a href="http://www.sapro.mil/">http://www.sapro.mil/</a>
SAFE Helpline, Department of Defense 877.995.5247 <a href="https://www.safehelpline.org/">https://www.safehelpline.org/</a>