

Sexual Assault Awareness Month: April 2022

Campaign Plan

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Background Information

The history of Sexual Assault Awareness Month (SAAM) stems from the early 1970s when survivors of sexual violence gathered together and began speaking out, through rallies and public speak-outs, to commemorate the horrors they had endured and urge an end to sexual violence. Typically, some events done at a local, state, or national level for SAAM are: bystander intervention training, self-defense information and instruction, social movements, such as “Hashtag Activism,” Take Back the Night, The Clothesline Project, White Ribbon Campaign, Purple Ribbon Project, videos, information tables, and poster contests, as well as speakers and other awareness programming (Lee, R. W., Caruso, M. E., Goins, S. E., & Southerland, J. P., 2003; Azimi, A. M., Fleming, J. C., & Hayes, B. E., 2021; McCaughey, M., & Cermele, J., 2017; Edwards, K. E., Shea, H. D., & Barboza Barela, A., 2018). In order to build a campaign designed to capture students’ attention and remain effective, we have included some of these events in addition to others in our campaign plan. If the campus obtains proper instructional resources and follows a well thought-out campaign, supported by research, St. Norbert College’s SAAM should be successful. Research shows that trained and skilled facilitators, funding, and technology are required for active engagement in topics of sexual assault prevention (Edwards, K. E., Shea, H. D., & Barboza Barela, A., 2018). Research also shows that prevention education is most effective when providing learning and messaging in a variety of ways such as films, speakers, training, peer educators, advising and mentoring, online modules, campaigns, course-work, passive programming, and social media (Edwards, K. E., et al., 2018). While it is

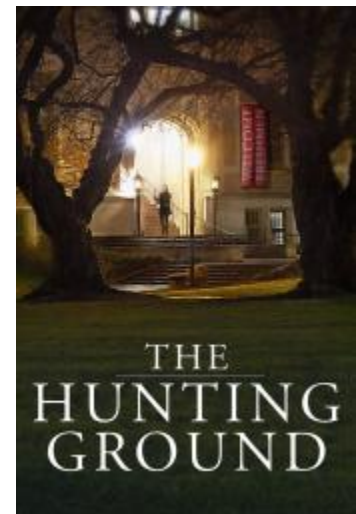


nearly impossible to plan one campaign including all of these various techniques, our campaign proposal emphasizes speakers, social media, and discussions, in hopes of creating an environment where students, faculty, staff, and administration alike will commit to ending sexual abuse and supporting victims.

Week 1 - Kickoff: Tie Dye Event and Movie Viewing, Begin Clothesline Project Display

Being that in 2022, April begins on a Friday, to kick off the month of Sexual Assault Awareness on an exciting note, our vision is that St. Norbert College will sponsor two events: tie dying followed by a movie screening. For the tie dye event, weather permitting, participants will bring their own t-shirts, sweatshirts, bandanas, masks, etc., along with five dollars for an entrance fee, to the lawn in front of the Campus Center. This entrance fee will serve two purposes: as a participation cost for supplies, such as dye and rubber bands, and a donation. All of the raised money that does not go towards supplies will be donated to the Sexual Assault Awareness Center of Green Bay, our community partner. If the weather creates difficulty, the event will take place inside the Campus Center instead.

Later that evening, at 7pm, there will be a viewing of *The Hunting Ground* in Walter Theatre. *The Hunting Ground* is a powerful documentary about rape and sexual assault on college campuses, placing particular emphasis on university responses to these tragic events. After the movie has been shown, the audience will engage in a discussion about the film and sexual assault awareness. This discussion will be facilitated by members of the Sexual Assault Awareness Center of Green Bay and other trained professionals. More about how to run this showing and discussion can be found at:



<https://www.acesdv.org/wp-content/uploads/2014/06/The-Hunting-Ground-Action-Toolkit.pdf>.

Additionally, beginning on Friday, April 1, the Clothesline Project will be on display in the Campus Center. Much like this year and in years past, this display will serve as an opportunity for allies to share messages of encouragement as well as show support for survivors as they anonymously share their truth and reclaim their story.

Week 2 - SAAM Day of Action

Then, with the second Friday of April being the SAAM Day of Action, the color teal will be emphasized. Beginning on Monday of this week, leading up to the SAAM Day of Action, the sidewalk will be chalked with statistics, messages of encouragement, and available resources to spread awareness about sexual assault and provide support for survivors while reminding members of the community to wear teal on Friday, April 8. Some statistics about sexual assault that are backed by research and could be utilized for this portion of the campaign are:

- 1 in 5 women in the United States have experienced completed or attempted rape during their lifetime (Smith, S.G., Zhang, X., Basile, K.C., Merrick, M.T., Wang, J., Kresnow, M., Chen, J., 2018).
- In the United States, 43.6 percent of women experienced some form of contact sexual violence in their lifetime (Smith, S.G., Zhang, X., Basile, K.C., Merrick, M.T., Wang, J., Kresnow, M., Chen, J., 2018).
- 24.8 percent of men in the United States have experienced some form of contact sexual violence in their lifetime (Smith, S.G., Zhang, X., Basile, K.C., Merrick, M.T., Wang, J., Kresnow, M., Chen, J., 2018).
- A majority of female victims of completed or attempted rape first experienced such victimization early in life, with 81.3 percent reporting that it first occurred prior to age 25

(Smith, S.G., Zhang, X., Basile, K.C., Merrick, M.T., Wang, J., Kresnow, M., Chen, J., 2018).

- 70.8 percent of male victims of completed or attempted rape reported that their first experience occurred prior to age 25 (Smith, S.G., Zhang, X., Basile, K.C., Merrick, M.T., Wang, J., Kresnow, M., Chen, J., 2018).
- In the United States, over 1 in 3 women and about 1 in 3 men experienced contact sexual violence, physical violence, and/or stalking by an intimate partner during their lifetime (Smith, S.G., Zhang, X., Basile, K.C., Merrick, M.T., Wang, J., Kresnow, M., Chen, J., 2018).
- In the United States, between 11-25% of college students report experiences of sexual assault (Htun, M., & Jensenius, F. (2020)).
- Nationwide, 81 percent of women and 43 percent of men have reported experiencing some form of sexual harassment and/or assault in their lifetime (Smith, S.G., Zhang, X., Basile, K.C., Merrick, M.T., Wang, J., Kresnow, M., Chen, J., 2018).
- The estimated lifetime cost of rape is 122,461 dollars (Peterson, C., DeGue, S., Florence, C., & Lokey, C. N., 2017).

Furthermore, since the topic of sexual assault can trigger traumatic memories for survivors, it is important to provide support in case victims need it. Given this, these additional resources should be placed around campus as well:

- National Sexual Assault Hotline: (800) 656-HOPE (4673) or at <http://ohl.rainn.org/online>
- National Planned Parenthood Hotline: (800) 230-PLAN (7526)
- National Suicide Prevention Hotline: (800) 273-8255
- St. Norbert College Campus Safety: (920) 403-3299

- St. Norbert College Counseling & Psychological Services: (920) 403-3045
- Sexual Assault Center of Green Bay: (920) 436-6800

On the Day of Action, in particular, Main Hall will also be lit up using a teal light. Additionally, teal balloons and flags will be placed around campus and in buildings. Students, faculty, and staff will even be encouraged to wear a pre-made teal ribbon, button, or sticker. By emphasizing the sight of the color teal on April 8, fellow students, staff, faculty, and administrators will show their support for survivors of sexual assault. Our hope is that members



of the college community will participate in the tie-dyeing event in the previous week, especially if they do not have any teal colored clothing. This way, all members of the community will have the opportunity to show off their creation while supporting victims of sexual assault. Win-win! Students, staff, faculty, and administration will also be able to show their support for SAAM

and victims of sexual assault through the use of a sexual assault awareness frame in their social media profiles. This frame will be available for utilization throughout the month of April, but will be emphasized on April 6, the Day of Action.

Week 3 - Take Back the Knight and SAAM Bingo Events

During the third week of SAAM, the annual St. Norbert College Take Back the Knight event will take place. Take Back the Knight is an event, typically sponsored by the SNC Equality Project, that allows survivors of sexual assault to tell their stories and reclaim the night. At the event, after survivors share their experiences of sexual violence, mental health, sexual orientation, race, gender, class, ability, and more, audience members will stand in solidarity to support them. Members of the St. Norbert College community and local community partners,

such as the Sexual Assault Center of Green Bay, should be present to track the needs of students, both presenters and audience members, facilitate discussion, be an advocate, and incorporate trauma-informed practices and initiatives, if necessary (Edwards, K. E., Shea, H. D., & Barboza Barela, A., 2018).

Then, after participating in this event and standing in solidarity with victims, in order to reach a greater audience, later in the week, SAAM Bingo will take place in the Campus Center. SAAM Bingo night will run similar to traditional bingo nights with the emphasis being on sexual assault awareness. As students play bingo with specialized cards that encourage meaningful discussions, they will be taking small actions and learning how to start conversations about sexual assault awareness. More information on The Bingo Activity can be found at:

<https://www.wesap.org/sites/default/files/uploads/wasaam/saamdata/docs/2011Bingo.pdf>.

Instructions, further considerations, and sample specialized bingo cards promoting ways in which participants can be the solution to sexual violence are discussed. If these particular bingo cards are utilized, they would likely need to be modified to reflect St. Norbert College instead of the state of Washington. It is suggested that prizes, in addition to the valuable learned information, be provided for those who win.

On Saturday, men will trade their sneakers for high heels and participate in the Walk a Mile in Her Shoes event. This event is an international march to stop rape, sexual assault, and gender violence. Through the event and talking about the causes, effects, and solutions to ending



men's sexualized violence, our community will have the opportunity educate themselves and each other about sexual assault while raising awareness about the issue. In making the event a fundraiser or competition, we're hoping to see a

great turn out of St. Norbert College community members, such as sports teams, fraternities, clubs and organizations, professors, and even President Bruess, too!

Week 4 - Cookie Decorating Contest and Trivia/Prize Wheel

During our fourth week of activities, a cookie decorating contest will be hosted for St. Norbert College students in either Michel's Ballroom or the Campus Center. Each student participant will be given one cookie to decorate using the supplied frosting, icing, and sprinkles. Food coloring as well as other teal candies and



sprinkles will also be provided to promote the use of teal and SAAM on student's designs. At the event, students will compete against each other to decorate the best cookie. At the end of the decoration period, Brian and Carol Bruess will judge the contest. The two of them will vote to decide which cookies are best designed and promote SAAM. The winner and two runner ups will win prizes in addition to their delicious cookie. After the voting concludes and the winners have been chosen, all other participants will be able to enjoy their cookie creation. The voted winner with the best cookie design promoting SAAM will be featured, with their creation, on St. Norbert College's social media platforms. Additionally, in order to have an educational event this week, there will be a prize wheel located in Ruth's Commons or in front of Main Hall for students to spin and win prizes for participating in or correctly answering trivia questions related to sexual assault and SAAM. Hopefully, the Sexual Assault Center of Green Bay will be able to attend this event to provide further conversation on the topic of sexual assault and support for victims or traumatized individuals.

Week 5 - Conclusion: Denim Day and “Consent is Cool” Ice Cream Social Event

As April and St. Norbert College’s SAAM comes to a close, we want students, faculty, and staff to be reminded of the importance of sexual assault awareness and continued support for victims. So, the month will end with two special events: Denim Day and an ice cream social.

On April 27, in accordance with others worldwide, members of the St. Norbert College community will be encouraged to wear denim. Denim Day is a call to action that resulted from an overturned ruling of a sexual assault

conviction by the Italian Supreme Court in 1998. The day after the Justices believed that a victim’s jeans were so tight she must have helped the attacker remove them, implying consent, women in the Italian Parliament

arrived to work wearing jeans in solidarity with the victim. Years later, Denim Day is still honored in response to this case and in protest to the ruling decision.



Additionally, with knowledge of this day and support for all victims of sexual assault, to close out SAAM, there will be a “Consent is Cool” ice cream social outside of Baer Mall from



11am-1pm where students will have to ask for consent in order to receive an ice cream treat, creating a hands-on experience and reiterating the importance of asking for consent. Hopefully, Brian, Carol, and George will be able to be present at this event, further iterating its grave importance.

Conclusion

Given that sexual assault awareness is an incredibly important topic to promote, our campaign focuses on using the entire month of April, Sexual Assault Awareness Month, to carry out various events and activities aimed at raising public awareness about sexual assault, educating community members on how to prevent sexual violence, and promoting the various available resources, both on campus and nationwide. Each week there is at least one educational event, as well as a more exciting and engaging activity such as tie-dye night, a cookie decorating contest, bingo, an ice cream social, and the famous Walk a Mile in Her Shoes fundraiser. This campaign plan has been strategically designed, according to research, so students can learn the grave importance of Sexual Assault Awareness while engaging in a more light-hearted activity. Hopefully by partnering with the Sexual Assault Center of Green Bay, the St. Norbert College community will learn more about this additional resource available to them should they ever need support. All in all, if St. Norbert College utilizes proper instructional resources while following a well thought out plan, supported by research, this SAAM will be one like no other!

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