April is Sexual Assault Awareness and Prevention Month (SAAPM). The goal of SAAPM is for individuals and organizations to raise public awareness about sexual abuse and educate communities on how to prevent it.

Each year, we promote #SAAPM and our #TurnTexasTeal campaign to honor the 33% of Texans who have experienced some form of sexual violence in their lifetime.

Given the unprecedented circumstances surrounding this year’s Sexual Assault Awareness and Prevention Month, we wanted to provide you with a few simple tools to make your communications and outreach easy – while ensuring that our tone and approach reflect the current state of affairs. We hope you will find this useful in your communications efforts during SAAPM.

In this toolkit, you will find the following:

- A copy of TAASA’s social media calendar for the month of April
- Four shareable #TurnTexasTeal social media graphics (attached separately)
- #TurnTexasTeal Facebook frame
- National resources for additional ideas
- More sample social media posts
- SAAPM hashtags

#TurnTexasTeal Facebook Frame
You can access and easily share the themed frame using this link: www.facebook.com/taasa

National Resources
The National Sexual Violence Resource Center has their own incredible toolkit: www.nsvrc.org/saam
www.nomore.org/campaigns/sexual-assault-awareness-month/

RAINN is the nation's largest anti-sexual violence organization. They offer a toolkit with information for promoting SAAPM on college campuses. www.rainn.org/saapm

More Sample Social Media Posts
For every voice we amplify during #SAAPM, we erase the stigma of sexual assault. So #TurnTexasTeal this April and speak out about #SAAPM2021.

2 in 5 women in Texas have been sexually assaulted. Show solidarity for survivors and #TurnTexasTeal. #SAAPM

For #SAAPM, we are supporting survivors by changing our Facebook filters for the month of April. Take action and #TurnTexasTeal.

Hashtags
#TurnTexasTeal #SAAPM #txlege #SAAPM2021 #tealtogether
April 1: Announce SAAPM with a post from your organization or a direct message from your executive director. (TAASA CEO will be recording a short 40-second video and we will post to our page. You’re welcome to share!)

April 2: Connection to community has been identified as a factor in both preventing sexual assaults and in healing after trauma. As we begin to emerge from one of the most challenging times in history, we continue to use #SAAPM to remind each other that we are not alone – we are in this together. With that in mind, we hope you will consider sharing a self-made video, your favorite song or dance, an uplifting message, or anything else that’s making you feel connected during these times. Tag TAASA and use the hashtags #TealTogether and #SAAPM2021

April 5: Share a non-branded teal graphic (provided by TAASA)

April 6: Wear Teal Day! Since 2004, the National Sexual Violence Resource Center has promoted a day dedicated to ending sexual violence against women. Their campaign is ongoing. For more information visit www.nsvrc.org. For complete information regarding SAAM Day of Action, see: www.nsvrc.org/saam/sexual-assault-awareness-month-home

April 9: Share a non-branded teal graphic (provided by TAASA)

April 13: Ask your followers to take teal selfies! If you don’t own a teal shirt, but you’re stuck at home – find something teal in your home and take a pic! (Make sure to include your own image: share a selfie of a staff member or board member wearing/sharing something teal.)

April 14: Tag a lawmaker in your area that has been supportive of your organization or of legislation.

April 16: Share a non-branded teal graphic (provided by TAASA)

April 19: Share an article or post from a partner organization or a trusted news source.

April 23: Spotlight a survivor, board member, or other person affiliated with your organization. Include a photo!

April 27: Tomorrow is Denim Day! Why do we wear denim? A campaign began after a ruling by the Italian Supreme Court where a rape conviction was overturned because the justices felt that since the victim was wearing tight jeans she must have helped the person who raped her remove her jeans, thereby implying consent. The following day, the women in the Italian Parliament came to work wearing jeans in solidarity with the victim. Peace Over Violence developed the Denim Day campaign in response to this case and the activism surrounding it. Learn more at www.denimdayinfo.org or register at www.denimdayinfo.org/register.

April 28: It’s Denim Day! Ask a staff or board member to take a selfie wearing denim and ask your followers to take selfies, too. Encourage them to share WHY they’re wearing denim with their own networks.

April 30: Share a non-branded teal graphic (provided by TAASA)
Announce SAAPM with a post from your organization or a direct message from your executive director.

Share a non-branded teal graphic (provided by TAASA)

Wear Teal Day!

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