

# NATIONAL AWARENESS WEEK (NAW) FOR THE PREVENTION OF CHILD SEXUAL ABUSE AND EXPLOITATION TOOL KIT FOR CAMPAIGNS 2016-2021



## SECTION I: ACKNOWLEDGMENTS

This guide was developed by the Center for the Prevention and Treatment of Child Sexual Abuse (CPTCSA) to recognize National Awareness Week for the Prevention of Child Sexual Abuse and Exploitation each second week of February. Any “I am the Solution” campaign materials were also developed by CPTCSA, but always with input from stakeholders.

CPTCSA thanks the Washington Coalition of Sexual Assault Programs for permission to use their guide and ideas as we develop our own awareness activities. Ideas in this booklet also come from the WWSF World Day for the Prevention of Child Abuse campaign booklet.

### UN Study on Violence against children state 12 overarching recommendations to governments:

1. Strengthen national and local commitment and action
2. Prohibit all violence against children
- 3. Prioritize prevention**
4. Promote non-violent values and awareness-raising
5. Enhance the capacity of all who work with and for children
6. Provide recovery and social reintegration services
7. Ensure participation of children
8. Create accessible and child-friendly reporting systems and services
9. Ensure accountability and end impunity
10. Address the gender dimension of violence against children
11. Develop, implement systematic national data collection and research
12. Strengthen international commitment

*The major purpose of the National Awareness Week is prevention, as stated in Presidential Proclamation No. 731 signed in 1996.*

**DECLARING THE SECOND WEEK OF FEBRUARY OF EVERY YEAR AS “NATIONAL AWARENESS WEEK FOR THE PREVENTION OF CHILD SEXUAL ABUSE AND EXPLOITATION”**

**DONE in the City of Manila, this 5th day of February in the year of Our Lord, Nineteen Hundred and Ninety-Six.**

**(Sgd.) FIDEL V. RAMOS**

## HOW TO USE THIS TOOL KIT

**The National Awareness Week (NAW) for the Prevention of Child Sexual Abuse and Exploitation is an annual event that will have the desired impact ONLY with adequate planning. We suggest the following process:**

1. Gather all interested parties in October to write a sub-theme and make decisions on the poster illustration and any accompanying IEC (committees can be useful here). Try to keep the meeting less than 2 hours. Tasks include:
  - draft an invitation letter/email
  - determine a venue (should include coffee/tea) and date
  - make a mailing/telephone list and send out invitations
  - write an agenda and stick to it
  - assign a leader and note-keeper for the meeting
2. Use the tool kit as a starting point to collect ideas for activities for the NAW. Use as many different ideas as possible; that is, don't everyone do the same thing.
  - look through the tool kit and add other ideas that you have
  - generally agree who will do which type of activity
3. Come together in January to report on activities individuals or groups will do. Those who have written media plugs can share their ideas. Confirm the theme and poster illustrations.
4. During the Awareness Week, have fun!



## SECTION II: CAMPAIGN OVERVIEW

In the Philippines, we have selected to recognize the National Awareness Week (NAW) for the Prevention of Child Sexual Abuse each second full week of February. However, these materials have been created to use throughout the year to increase awareness of child sexual violence in your communities. Materials could also be used for the World Day for the Prevention of Child Abuse each 19 November and Children's Month in October.

The National Awareness Week is an annual event. It is a time for individuals and communities to come together to raise awareness and to take action against child sexual abuse. The history of the National Awareness Week (NAW) stems from the action in 1995 of CPTCSA and the Council for the Welfare of Children, who sought and received the necessary support for Presidential Proclamation #731.

The theme for the 2016-2018 campaigns is  
**I AM THE SOLUTION** to preventing child sexual abuse.

Over the past years, the campaign has utilized numerous taglines or themes to break the silence and give concrete ways to change behaviors that tolerate abuse.

The theme of **I AM THE SOLUTION** to preventing child sexual abuse is to continue the goal to give simple, action oriented messages and goals that individuals can achieve. In this way, all NAW activities could also be aligned with other awareness raising campaigns.

NAW materials consist of both basic **I AM THE SOLUTION** items and annual specific messages.

- **brochure**
- **Campaign poster** (12 x 18).
- **"I am the Solution" button** (1.25")
- **stickers**

Social networking will play a powerful role in our ability to share the voices creating change. It could also be a fun, effective way to unite the efforts of child sexual abuse programs across the country. There will be a NAW Facebook page, described in more detail below.

## SECTION III: AWARENESS ACTIVITIES

### GETTING STARTED

**Build and strengthen relationships** with other social service organizations and community institutions using NAW campaign activities and materials.

**Use the NAW campaign materials** with community members. Incorporate a screening of any Videos into your NAW events and facilitate a discussion about how to be the solution in your community.

**Take pictures** (if safe and appropriate) of community awareness events and video screenings to share on the NAW Facebook page so people can connect with events across the country via social networking.

**Distribute NAW materials** at community events and presentations during the National Awareness Week. Place NAW materials at your local market/mall, doctor's offices, community centers, daycares, and places of worship.

**Add facebook page** to your website and outreach materials. Increase access to information by utilizing the social networking sites affiliated with the campaign.

**Provide in-service trainings** about bystander intervention, resources to address child sexual violence, and domestic violence.

**Invite ALL individuals** in your community to get involved in your activities! Support community members in creating a world free of sexual violence.

#### Have questions?

Call Center for the Prevention and Treatment of Child Sexual Abuse for support, feedback, brainstorming, or whatever may come up

### SUGGESTED ACTIVITIES & EVENTS

Most of these ideas come from sexual assault programs in the Philippines and from Washington State ([wcscap.org](http://wcscap.org)). Sexual assault programs reported that many of these events fostered positive relationships in communities, built awareness, provided resources, and informed the public about child sexual abuse and services available. Discover what works for your community! Share your ideas with us!

**Engage elected officials.** Call and share information about your program with them or invite them to speak at a public forum in your community.

**Host a community wide pledge** in which people sign a large NAW poster/banner declaring their community's commitment to ending child sexual abuse. Kick off the week by presenting the signed pledge to a community official.

**Distribute news releases and newsletters.** A sample news release is included in this guide.

**Arrange for newspapers to print articles about child sexual abuse.** Write letters to newspaper editors, highlight a story about the work you are doing to end child sexual abuse in your community. Other appropriate publications may include newsletters of faith communities.

**Hold ceremonies to honor special people.** Publicly honor volunteers, staff, board members, and public officials who are working to end child sexual abuse. Consider presenting awards and playing games to make the event fun and celebratory.

**Participate in a radio talk show interview.** Ask your local radio station to air programs focusing on issues of child sexual abuse.

**Air public service announcements on television or the radio.** Scripts for PSAs are included in this guide.

**Arrange a televised panel** of people discussing issues of child sexual abuse and adults' roles in protecting children.

**Place business advertisements.** Ask local business owners to pay for advertisements in the newspaper or on billboards during the National Awareness Week.

**Canvass civic groups.** Work with local civic groups (such as the Lions Club, Elks Club, Rotary Club, and other various stakeholders in your community) to organize a one-day neighborhood canvas during which they can deliver information to households and businesses and ask for donations.

**Invite other organizations and business** to place NAW information on their websites.

**Partner with members of communities of faith** through local ministerial associations or other groups. Ask them to distribute NAW materials. Encourage spiritual leaders to focus on the issue of child sexual abuse using various methods such as verbal and written announcements, newsletters, and meetings with various committees.

**Hold concerts or performances.** Invite local musicians to provide a benefit concert during NAW. At the concert distribute NAW materials and have the musicians discuss child sexual abuse during their performance.

**Sponsor a teen dance.** Involve youth in organizing a teen dance that also raises awareness of sexual abuse issues. Arrange to have proceeds donated to your local sexual abuse program.

**Schedule a movie night.** Ask your local movie theater to show a film on sexual violence, such as *Monster* with Charlize Theron, *Iron Jawed Angels* with Hilary Swank, or *North Country* with Charlize Theron. Screen Awareness Videos before and/or after the movie. Hand out flyers, NAW handbills, and brochures. Facilitate a discussion after the film at the theater.

**Host an educational forum.** Borrow a video from the CPTCSA library to show at your organization during NAW. Invite different communities to attend, facilitate a discussion after the video, and hand out NAW materials.

**Plan a potluck or brown bag lunch.** Invite your community to come together to share food and get to know you and your services.

**Make presentations in schools.** Work with school districts and universities to organize presentations to students during NAW. See the section of this guide entitled "Working with Schools."

**Contact preschools and daycare centers in your community.** Ask them to sponsor presentations and/or discussion groups for the families they serve. Ask for their help in distributing pamphlets and displaying posters. Offer to help with an article on child sexual abuse for their newsletter.

**Convene a focus group with college students.** Discuss sexual violence as it relates to them. Help the group plan one activity to raise awareness for the college/university community.

**Hold a fundraising breakfast.** Arrange for a brief series of presentations about sexual assault. Include a well-known member of your community as a keynote speaker. Ask for donations from those who attend. Obtain underwriting from a sponsor(s) for the cost of hosting the event.

**Collaborate with other service providers** (e.g. domestic violence programs, teen parent programs, law enforcement agencies) to host presentations, organize a march, distribute materials, and display posters.

**Hold an open house.** Invite the community to visit your offices and meet your staff.

**Organize a candlelight vigil.** Arrange a gathering of people in the evening and light candles in honor of survivors and those working to end child sexual abuse.

**Set up window displays.** Ask local libraries, museums, retailers, and other storefronts to display sexual assault resources, statistics, NAW posters, or the handbills.

**Publicly display a wreath or tree** and have people add ribbons in honor of survivors they know.

**Set up art displays.** Many survivors create very powerful artwork. Use the artwork of survivors in a public display at a university, bookstore, mall, bank, or other public gathering place.

**Make and display a quilt** in recognition of survivors of sexual assault.

**Organize a march.** Begin with a rally and invite speakers to make a presentation before the march begins. Invite other agencies, service providers, or businesses to co-sponsor the event with you.

**Partner with local businesses** and have them donate a portion of a day's proceeds to a local child sexual abuse center. Many have daily special boards; request that they list a fact about child sexual abuse on their board.

**Work with a local youth group to plan an awareness activity.** Ask what they would do in the community to raise awareness among their peers. Offer to support youth in writing articles for their school newspapers, giving their peers information about sexual violence, or creating other community activities.

**Use NAW to express your opinions about media messages and violence.** Write letters or emails to advertisers or media companies that promote violent or misogynistic imagery. Write letters of thanks to advertisers who promote positive messages.

**Other ideas:**

## **USING VOICES OF CHILDREN AND YOUTH**

Involve children in advocating for their own rights and protection. There are various and fairly inexpensive ways to do this, such as through interactive theater, art projects, child friendly media, and involving children in the production of manuals and guidelines. Children's participation is important and can help in the research process as they are in the position to receive and interpret information.

Encourage young people to participate in the NAW campaigns and empower them to become prevention actors. Some ideas are:

**Create campaigns** to provide children and their families with information regarding the risks related to natural disasters, and the particular risks faced by children that would include sexual abuse.

**Introduce the concept of a 'Code of Ethics'** with guidelines for prevention of abuse and violence against children and young people, with a focus on appropriate behavior of youth-to-youth relationships.

**Set up a Facebook or other social media site** for young people from your community to share their stories, concerns, ideas and mutual support.

**Train children and youth in prevention measures** with a special focus on where they can get help. At the same time, train parents to respect the opinions of their children, helping them listen and hear when problems occur and how they can help.

**Invite youth leaders to attend preparation meetings for NAW** to help design specific themes and activities that relate to I AM THE SOLUTION.

**Set up focus group discussions** with adolescent boys to hear their ideas and concerns about sexual abuse.

**Other ideas:**

## WORKING WITH SCHOOLS

**Use relevant times and events to access schools**, such as in response to a crisis situation in the school, during a theme week/month (e.g. NAW, Children's Month, Crime Victims' Rights Week, etc.), or in response to related events in the media.

**Advocate for schools to use the DepEd Personal Safety Lessons** at all levels. Help fund raise for schools to purchase all materials or talk with local politicians.

**Inform teachers and other school personnel about your program and your approach to the topic of child sexual abuse.** Put together a packet of information that includes a presentation outline and sample handouts. Ensure that your presentations and materials match your high standards.

**Follow up on any contacts you have developed in the past.** If you or someone from your program has given presentations in a school before, approach those contact people first. Use each successful contact to find more contacts in the schools.

**Approach school counselors, nurses, or students about sexual assault issues in their schools.** Offer to help by making presentations, and/or delivering resource materials.

**Talk with teachers through mutual friends.** Find out what limitations and restrictions they face in addressing this topic in their classrooms. Find out what they need, and ask what you can do to help. Focus on collaboration and addressing mutual goals. Take time to build relationships and build trust.

**Write letters to the School Board or Superintendent for the district.** Attend board meetings. Make presentations in which you advocate for more sexual abuse and violence prevention education in the school.

**Approach parent groups and teacher groups and ask for their support.** Ask for support from parents of students who volunteer for your program.

**Reach out to students who are part of Peer Leader groups.**

**Coordinate with stakeholders who also present in schools** to leverage opportunities get the message out about sexual violence. Stakeholders could include drug prevention educators or other health educators.

**Bring NAW materials and other resources to PTA meetings.** Offer to speak about child sexual abuse and share ways with parents and teachers that can support elimination of sexual violence and protecting children.

**Use your other community contacts to gain access to school personnel.** Talk to other important people in the community to see if they know anyone in the schools who will help. Approach groups such as Rotary.

## FOR COLLEGES AND UNIVERSITIES

**Identify campus and community partners and engage them in planning.** Student organizations, Student Affairs, residence life, counseling services, women's programs, student health, and athletics are just a few of the on-campus groups who can help.

**Coordinate with Student Activities.** Identify excellent programs and speakers related to sexual assault prevention (and especially to this year's theme) and ask if your student activities program can sponsor or co-sponsor them.

**Be mindful of the academic and student life calendars when planning activities.**

**Involve academic departments in awareness activities.** You might develop a module that instructors could use to address sexual assault issues in class, offer to provide guest lectures, post research links on a website, or make specific suggestions about certain disciplines and professions and the need to increase students' knowledge of sexual assault issues.

**Involve Peer Educators and other student leaders.** Any peer education groups focusing on health, safety, and wellness are a great resource. Resident assistants, student ambassadors and other student leadership groups can also take an active role.

**Use social networking groups to publicize activities.** Most college students are regular visitors to sites such as Twitter and Facebook.

**Do your homework about community resources.** Especially if you have limited resources for survivors on campus, it is important to identify community programs

**Make sure you are speaking the language of college students.** Have all outreach materials reviewed by students who are typical of your college population to ensure that you are gearing your information to today's students.

**Be sure to have a coordinated and consistent message.** On large campuses in particular, outreach efforts may become fragmented. Strong planning and coordination by all involved groups will result in a more effective campaign.

## SUGGESTED TALKING POINTS FOR NAW

**The National Awareness Week is a time for us to reflect** on how sexual assault affects every person in our communities, and to take action to stop sexual abuse.

**Approximately 1 in 4 girls and boys are sexually abused** before the age of 18. As adults, it is our responsibility to protect children – it is time for us to stop the abuse before it happens.

**In up to 90% of all child sexual abuse cases, the child knew the offender.** Preventing child sexual abuse is not just teaching children the danger of strangers. Because you'd do anything to protect your child, start the conversation – talk to your child about sexual abuse.

**Sexual assault affects every part of our communities.** Sexual assault permeates and deteriorates society as a whole. The impact of its deterioration can be found in our schools, on our playgrounds, campuses, families, workplace, and threaded throughout our culture. National Awareness Week is a continuum of our efforts to bring about change, promote healing, justice, and to create a tomorrow free of sexual violence.

**As a community, we can no longer afford to remain silent** about this devastating and harmful crime. It is time to end the silence about sexual violence and create safe, healthy communities.

**According to a recent study, a significant part of the trauma that sexual abuse victims face is the shame and stigma associated with the crime.** It is our responsibility to show survivors that we hold offenders, not victims, accountable for sexual assault.

Most media coverage of sexual assault examines the victims, and what individual victims could have done to avoid the assault. No amount of individual precaution is going to stop sexual assault from happening. **Instead of thinking about avoidance strategies, we need to be thinking about prevention strategies.**

Real prevention means working with boys today so that they don't become offenders tomorrow.

**Child sexual abuse IS preventable IF we all do our part.**

## **BYSTANDER INTERVENTION TALKING POINTS for all community and family members**

Bystander intervention is an essential component in preventing sexual violence. It may be helpful to have conversations with groups in your community about effective intervention, take time to address the fears and concerns that they may have, and also highlight the positive effects bystander intervention has on the community.

**What are some reasons that we don't intervene** when we see someone harassing or disrespecting another person?

- o Have you ever had the opportunity to help someone in such a situation and not done anything? What made intervening difficult?
- o How did you feel afterward?
- o What did you learn from that experience?

If you were in the position of being harassed and/or disrespected by someone, **what would you like a bystander to do?**

- o Can you share an example of a time someone came to your side to offer support, or challenge someone's behavior towards you?
- o Can these actions be a part of changing our cultural norms?

**Bystander intervention is often times seen as a method of preventing sexual violence**, because it addresses harmful behaviors before they escalate.

- o What are some behaviors that you feel you could safely challenge?
- o What are some behaviors you might be able to change within yourself?

**How do we help our communities identify behaviors of concern?**

- o What are some of the root causes of these behaviors?
- o What are some ways to help our community make those connections?

By addressing harmful behaviors consistently, we aspire to change societal norms. **Why is shifting societal norms important when we talk about preventing and responding to sexual violence?**

## **WORKING WITH BOYS AND MEN TALKING POINTS**

Men and adolescent boys, although responsible for the majority of sexual abuse, should be seen, not just as a problem, but **as a part of the solution**.

It is important to apply a gender perspective to the development and implementation of all child sexual abuse prevention work.

Many perpetrators of sexual abuse have experienced neglect, physical and/or sexual abuse as children, however the vast majority of survivors do not become abusers.

Fathers have been marginalised and need to be better engaged, encouraged and supported in the care and upbringing of their children.

Label the behaviour and not the person.

Sexual abuse of children and sexual violence in general are key public concerns and as such become key concerns for politicians and those who develop law and policy at national and local levels.

The support of politicians and other policy makers for prevention programs at every level is essential. A legal and policy mandate and support for these activities is important as is bringing budgets to an aspect of child protection work that is not always top of the mind for the general public, whose concern and empathy is usually for the victim.

The focus on developing appropriate responses to victims and survivors has drawn attention to services for victims and to prosecution, punishment and imprisonment for offenders. This has had the effect of diverting attention away from prevention strategies and programs.

Child sexual abuse has no single cause and therefore no single solution. A multi-layered strategy is required, which includes primary, secondary and tertiary prevention.



The root causes of sexual violence against children can be addressed by investing in healthcare, education, family support and community development services; by addressing gender inequalities; by challenging attitudes and behavior which foster violence; and, intervening early wherever possible.

Aligning child sexual abuse prevention activities with other violence prevention activities which have common root causes can maximize impact and cost effectiveness. Adapting mainstream programs to include child sexual abuse prevention outcomes and content can also be cost effective.

Without a well implemented and resourced legal framework preventive efforts will fail. Legislation and policy on child sexual abuse can change attitudes and behavior, even where resistance to change is strong, however law and policy alone are insufficient.

Examples of law and policy that support prevention of child sexual abuse do exist – however these remain 'paper tigers' unless decision-makers commit to the allocation of budget and implementation.

Early intervention with children with high risk factors for sexual offending should be part of a preventive strategy. There is an identifiable group of children who pose a high risk of going on to sexually offend. This same group of children may also go on to offend in non-sexual ways. Early identification of these children with complex needs must be linked to the availability of specialist services.

Criminalizing and labelling young people who sexually offend too early can be damaging and can propel them into long term offending. Most juveniles who sexually harm others will not go on to become adult sex offenders. Many have themselves been victims of abuse. Children who offend should be treated as children first and their welfare needs should be a priority.

Many of those who sexually abuse cease their abuse. Investing in their rehabilitation helps prevent future victims.

Work in partnership across sectors helps to obtain the best results. Some programs may be best delivered by or with NGOs.

Community engagement is critical to the success of primary prevention work with men and boys.

Work with the media can help to raise awareness, challenge myths, change attitudes and improve reporting.

All those who work with or care for children and young people need information and training to help them recognize healthy sexual behavior and sexual acting out and to respond appropriately. Children can be harmed by over- or under-reaction.

Some intervention require staff to be trained in their delivery. Professional qualifications, specialist knowledge and skills are required for some programs but others can be delivered effectively by trained para-professionals and volunteers, particularly but not exclusively at the primary prevention level.

Work with boys and men who sexually abuse and exploit others is a tough area of work. It has an impact on staff well-being and the workforce needs to be sustained, supported and to know their work is valued.

## SECTION IV: MEDIA OUTREACH

The media is an important partner in raising communities' awareness of sexual abuse issues. Media attention not only raises awareness and educates, it helps influence decision makers, funders, and potential supporters. The following are some tips and ideas about working with the media from wcsap.com,

### **Set Goals and Objectives for Your Media Efforts**

The first step in planning a media strategy is to identify your goals and objectives. Your goal may be simply to educate the public about the importance of preventing child sexual abuse or to let the public know about the services you provide.

### **Define the Audience**

Decide whom you really want to reach -- regional or local "opinion" leaders, policy makers, or the general public. This will help you determine which news format will work best for your message.

### **Develop a Relationship with Reporters and Editors**

Look within your organization for people who know local reporters, editors, station managers, etc. Ask that person to meet with the reporter/editor they know to discuss NAW. If no relationship already exists, develop one. Discuss what type of coverage may be given to NAW, for example:

Feature articles on the prevalence of sexual abuse, services available in the community, or local events designed to raise awareness about sexual abuse.

Conduct interviews with prominent people about their views on sexual abuse or with advocates and board members at your program about the important work they do.

Include editorial pieces on local legislation, local responses, etc.

**Also, ask the media person for advice on how to ensure coverage of NAW. Offer to help the reporter/editor with story ideas and/or in researching information. When the media report on sexual abuse issues let them know how you felt about the coverage. Remember to thank reporters and news organizations for a job well done.**

### **Provide the Media with Information**

Provide information, but not too much! Make sure the information is clear,

concise and includes the name and phone number of a person to contact for more information. Highlight the most important points. Organize according to priority.

### **Write a News Release**

A news release should be limited to one page and printed on your agency's letterhead. Following is a list of all the elements that should be included in a news release (see sample in this guide):

- Date
- Contact name and phone number
- Short headline, all capital letters
- What is happening, who is involved, where and when it is happening
- Why this event is significant — emphasize the local relevance
- Quote from an expert or local official emphasizing the significance of this event
- More details on the event
- Brief (one-sentence) description of the organization involved in the event
- ### at the bottom of the page to indicate the end of the release

### **Develop Talking Points**

Identify the key points you want to make. Take a stand and present a solution. Include relevant factual information and statistics as well as specific action steps you want to encourage people to take. Be concise. Phrase statements in such a way your most important messages can be communicated in less than 15 seconds. Prepare to deliver your talking points verbally by practicing saying them out loud – but avoid memorizing them verbatim. If you do, you run the risk of sounding rehearsed, uninteresting, and unnatural.

### **Pitch Stories, Not Issues**

The media are looking for stories that will catch an audience's attention. Typically, they want the "human interest" angle. Point out the personal relevance of your story to their audience. Emphasize the unique and compelling nature of your event. Stories that involve one or more of the following elements may be considered more "noteworthy"

- Broad interest
- Controversy or conflict
- Injustice
- Irony

- Local relevance
- Personal perspective
- Breakthrough or historical event
- Anniversary or seasonal relevance
- Celebrity involvement
- Eye-catching visuals

### **Produce Public Service Announcements (PSAs)**

PSAs may be recorded for radio or television; or they may be written for print media, including newspapers, newsletters, or bulletins (see sample PSAs in this guide). Attempt to contact local radio and television stations and speak to the public service director or station manager. When you contact the station, try to ask the following questions: Do you accept PSAs? Would you be interested in developing an ongoing public service campaign with our organization?

### **Prepare Media Kits**

Collect a packet of information that you can distribute to the media. Compile materials and place into an easy-to-use file folder or booklet. Materials should be clear and concise. Typically, a media kit includes:

- News release (see sample in this guide)
- Agency brochure
- Fact sheet on common statistics
- Reproducible pictures or graphics
- Business card with name of contact person

Note: A tip for planning: when reporters cover a story, they typically require information immediately in order to keep their coverage newsworthy. Have several media kits on hand that you can distribute to the media on demand as opportunities arise.

### **Ways to Partner with the Media**

- Distribute news releases
- Sponsor a public forum or news conference
- Submit letters to the Editor
- Ask your local newspaper to include a special insert
- Appear on public affairs television or radio programs
- Provide local TV or radio stations with public service announcements

## **SOCIAL NETWORKING**

Using Facebook to gather solutions to end sexual violence

- Send in descriptions or dates for your events and we will feature them on facebook
- Do you have a story that illustrates the importance of NAW? Send it in!
- Become of a fan of the NAW page on FaceBook

### **Photo and video**

We hope organizations will send us photos or videos of their events or their NAW spirit. The photos might be of a hung poster, or of something else in your community that contributes to the awareness campaign.

### **Social Networking**

Social networking services allow users to create a unique page that serves as a sort of hub for their online identity. There is biographical information (like hobbies, favorite music) and even personal contact information if desired. The networking portion relates to connecting to others based on offline relationships, shared interests, shared values, or other axes of similarity. Connected groups can then be used to share information, organize events, or rally for a cause. NAW will have a Facebook page which people can become fans of or friends with, and share with their network. We will be relying on advocates within your organizations with FaceBook profiles to get the word out.

### **What do I need to do?**

- Grab photos or video whenever you can!
  - o Events in your community
  - o People wearing or holding NAW materials
  - o Proclamations



## SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

Public service announcements may be recorded for radio or television or they may be written for print media, including newspapers, newsletters, or bulletins. If you plan to record a PSA for radio or television ask a local celebrity to do the recording for you. This may increase the chances that your PSA will be aired, heard, and remembered!

### 1. TOPIC: National Awareness for the Prevention of Child Sexual Abuse and Exploitation: 15 seconds

You have the power to create change and can make a difference toward ending child sexual abuse. It all starts with you deciding to be part of the solution, to take action and offer your voice to the cause. To learn more about ways to end sexual violence call [local program] at [phone number].

### 2. TOPIC: Services LENGTH: 20 seconds

The second week of February is the National Awareness Week for the Prevention of Child Sexual Abuse and Exploitation. Did you know last year programs in [local community] helped over [#] victims of sexual abuse? If you or someone you know is a victim of sexual abuse, help is only a phone call away. Contact [local program] at [phone number].

### 4. TOPIC: Services LENGTH: 30 seconds

Did you know that in [local community] the [local program] provides services to victims of sexual abuse and their families? [Local program] has been providing services for over [#] years. The second week of February is the National Awareness Week for the Prevention of Child Sexual Abuse and Exploitation; to seek help, learn more, or join us in efforts to prevent violence call [phone number].

### 5. TOPIC: What You Can Do LENGTH: 45 seconds

Every person has power to create change and can make a difference towards ending child sexual violence. It all starts with you. It starts by deciding to become part of the solution. Learn the facts and know that every proactive action, big and small, will make a difference. To end violence we must acknowledge the reality, step up, and unite our voices.

We must proceed with compassion and believe those who tell.

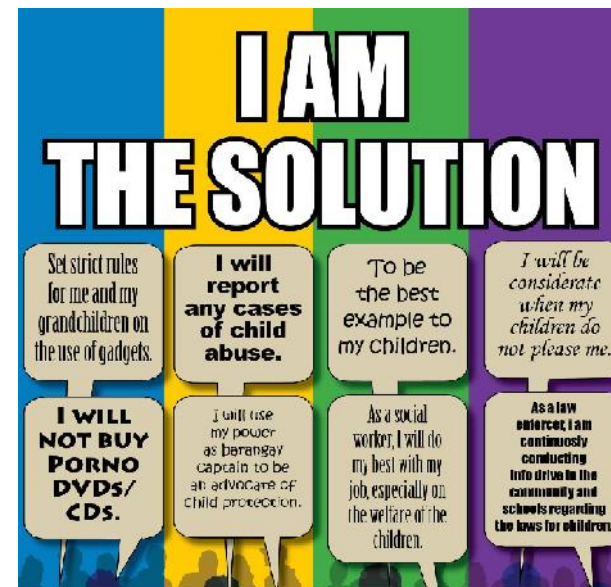
We must not be silent.

We must not be still.

What will you do?

The second week of February is the National Awareness Week for the Prevention of Child Sexual Abuse and Exploitation. To learn more about ways to end sexual violence against children or find support call [local program] at [phone number].

Act and wear the theme proudly that, "I am the solution".



**SAMPLE LETTER TO THE MEDIA**

Date  
Name/Title Organization  
Address  
Phone/Fax

Dear [Name of Editor, Reporter]

The second week of February is the National Awareness Week for the Prevention of Child Sexual Abuse and Exploitation. Locally and around the country, individuals, youth, communities, schools, and agencies will be taking action to increase awareness about sexual assault against children and to end sexual violence. I am writing to ask for your help in this work.

The issue is pressing. In the Philippines we estimate that more than one-third of our children have or will experience before age 18 some form of sexual molestation. To address these startling statistics, [local community] is organizing several community events and activities, including:

- [Event, Date]

The theme of this year's National Awareness Week is I AM THE SOLUTION. By discovering and rethinking the ways that people can create change in their communities, the campaign seeks to make a meaningful impact on sexual violence. You can help us in this endeavor by reporting on local **National Awareness Week** events. We also hope you will consider reporting on some of the following:

- Highlight [local program] and its work in the community
- Provide information about the prevalence of sexual assault against children
- Discuss common misconceptions about child sexual abuse and provide accurate information about sexual violence
- Highlight the sexual abuse prevention efforts of a community group or of youth
- Explore connections between media messages that support rape or violence

I can assist you in getting additional information about local events and about issues surrounding sexual abuse. Your assistance in reporting on the issue of sexual abuse is greatly appreciated. Thank you for your time and consideration.

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**SAMPLE PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**CONTACT:** [Name]  
[Agency] [Phone Number]  
Sincerely,  
[Todays Date]

**COMMUNITIES UNITE TO END SEXUAL ABUSE OF CHILDREN**

[City] — In honor of The National Awareness Week (NAW) for the Prevention of Child Sexual Abuse and Exploitation, members of the [name of community] community are joining together to raise awareness about sexual abuse of children. During the second week of February, NAW organizers invite all local community members to participate in taking a stand against sexual abuse of children.

The Awareness Week's events include [names, dates, and locations of events]. In accordance with their message, **I AM THE SOLUTION**. The National Awareness Week for the Prevention of Child Sexual Abuse and Exploitation organizers highlight that all individuals have important contributions to make in creating a world free of sexual violence. Organizers hope that community members will turn out in force to lend their voices to the effort. At all events, informational materials and posters will be available that share how individuals and communities can take action.

**The National Awareness Week** is a specific time we target in order to focus on the issues of child sexual abuse, but every day provides a new opportunity for communities to stop sexual violence.

For more information, please contact [program and contact information]. [Program] is a community sexual abuse program that provides [brief list of available services.]

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