



Sexual Assault Awareness Month (SAAM) Chapter Toolkit

Sexual Assault Awareness Month (SAAM) is an annual awareness campaign to raise awareness of sexual assault and sexual violence, and educate communities on how to prevent sexual assault and violence, and support those affected.

Phi Kappa Psi chapters and members can participate in SAAM in a number of ways. This year's theme for SAAM is "Embrace Your Voice," and those participating are encouraged to take the time to use their voice to raise awareness and educate others about sexual assault and sexual violence. Sexual assault and sexual violence affects everyone, directly or indirectly.

You can learn more about Sexual Assault Awareness Month, sexual assault in general, and local resources through these sites:

- [National Sexual Violence Resource Center \(NSVRC\) SAAM page](#) – The NSVRC is an advocacy and educational organization working to raise awareness and help prevent sexual assault and sexual violence. They have a section of their website specifically for SAAM, where they have educational and advocacy materials for anyone to use.
- [RAINN \(Rape, Abuse & Incest National Network\)](#) – RAINN is the US's largest anti-sexual violence organization, working together with sexual assault service providers to help coordinate care and support, provide education and training, and operate the National Sexual Assault Hotline (1.800.656.HOPE [4673]).
- [Campus Resource Guides](#) – Each chapter's CRG should be able to point members towards the appropriate campus office or center that is already promoting SAAM, planning programming and events, or can provide information on how members can get involved at the local level.

Getting Involved

There are many ways that chapters and members can get involved at the local level. Take time to consider how Phi Kappa Psi can engage in the conversation at your campus throughout April.

Within the Chapter:

- Share information about relevant offices and centers on campus with members during chapter meeting, in the chapter facility, or on message boards. Important offices include the counseling center, the Title IX office, and the student health center. Make sure to include the location, phone number, hours of operation, and the type of services they can offer.
- Schedule a Social Strengths presentation with through Phi Kappa Psi Headquarters. Social Strengths focuses on sexual violence prevention and healthy relationships through the lens of discussing what it means to be a man and the kind of men members aspire to be. If a chapter already has had the Social Strengths presentation, they can continue to the conversation through the Social Strengths E-book available on the [Phi Psi Portal](#) under the Programs tab. If a chapter is interested in this presentation, they should reach out to Drew



Kerwood (ajk@phikappapsi.com) or complete this [form](#) to request a presentation for the 2018-19 academic year.

- ELEVATE The Conversation – The chapter could also engage in a conversation through one of the ELEVATE The Conversation programs available to members through the [Phi Psi Portal](#) under the Programs tab. Three that would be pertinent for the topic of sexual assault awareness include “Bears and Brotherhood”, “What’s in the Box?”, and “Understanding Masculinities”.
- Invite a speaker to visit during chapter meeting and lead a conversation about sexual assault and how the chapter can work to either make their space safer, or help the campus reduce the risk of sexual assault. Many campus’ health and wellness offices, women centers, or Title IX offices can provide a speaker, or help you find one.

In the Campus Community:

- Attend an awareness event or speaker.
- Participate in a rally or event hosted by the campus or student organizations.
- Team up with other organizations to sponsor or put on an awareness event.
- Coordinate, or support, a fundraiser to support the NSVRC or a local sexual violence support organization.

Ongoing – After SAAM:

- Identify ways the chapter can continue to engage in conversations around sexual assault and sexual violence. Many chapters are already engaging through a variety of resources available to them through their campus and Phi Psi, but if your chapter is not yet, find ways that make sense for your chapter.
- If you have ideas or examples of past experiences that you want to share with other brothers about SAAM and your or your chapter’s engagement in the conversation, contact Andrea Kleekamp (ark@phikappapsi.com) or Drew Kerwood (ajk@phikappapsi.com). Sharing your experiences may inspire others to participate this year.
- Let us know how you decide to participate. If your chapter is planning something for SAAM on campus and want us to spotlight it, send us an update. You can also use the hashtag #PhiPsiELEVATE when promoting on social media.