

Start by
Believing

#SWCCStartByBelieving



April is Sexual Assault Awareness Month

- **WEEK 1 - START BY BELIEVING CAMPAIGN LAUNCH:** April is Sexual Assault Awareness Month. You can help support survivors by making a “Start By Believing” sign, take a selfie, and post it on social media with #SWCCStartByBelieving and be sure to tag us. Let your friends know you are here and present to support survivors and ready to start by believing.
- **WEEK 2 - DAY OF ACTION—TEAL TUESDAY, APRIL 7, 2020:** This year, we’re asking everyone to wear teal, the color of sexual assault awareness and prevention. Wearing teal—whether it’s a ribbon, shirt, or other accessory will serve as a conversation starter for important issues like consent, respect, and supporting survivors. Share a selfie of your teal look using #SWCCStartByBelieving and be sure to tag us.
- **WEEK 3 - SCHOOL GEAR:** Do you understand what consent it? Giving consent and asking for it? Learn more about healthy boundaries, how to give/receive consent and what the policies are for reporting sexual assault or harassment at your school. Wear your school gear and share a selfie using #SWCCStartByBelieving and be sure to tag us.
- **WEEK 4 - ROCK THE TALK:** Talk with your children and teach them about consent, healthy relationships and trust in age appropriate terms (ages 12 and under). This is something that can be discussed broadly by adults, parents and caregivers. Check out the resources at www.themamabeareffect.org. Color a free poster with your child and post a picture of it using #SWCCStartByBelieving and be sure to tag us.
- **WEEK 5 - DENIM DAY:** Wear jeans with a purpose, support survivors, and educate yourself and others about all forms of sexual violence. Participate in Denim Day April 29th! Donate \$5 (or more) to help support survivors and share a selfie in your denim using #SWCCStartByBelieving and be sure to tag us. Check out our free T-shirt giveaway too!



Still here 24/7 1-800-376-4311 | www.mnswcc.org

