

# SEXUAL ASSAULT AWARENESS MONTH

2022

**Fostering Accessible,  
Safe Spaces**

## SOCIAL MEDIA TOOLKIT

# SAAM 2022: Fostering Accessible, Safe Spaces

April is Sexual Assault Awareness Month. As we continue to advocate, educate, and grow, this month provides a special opportunity to engage our communities and learn together. At NJCASA, we are committed to preventing sexual violence and supporting survivors through the centering of anti-oppression and anti-racist principles. That's why, this year, NJCASA's SAAM campaign theme is *Fostering Accessible, Safe Spaces*.

As we work towards liberation from sexual violence, we know that we are stronger when we stand together. Effective collective advocacy, prevention, and healing require us to be inclusive and uplift all voices in the movement, especially of those with marginalized identities. Learn with us as we share a series of posts about building an accessible anti-sexual violence movement.

Each week in April, NJCASA will share content related to creating safe, inclusive, and supportive spaces.

Interested in sharing our posts? Check out this toolkit equipped with all our downloadable infographics, captions, and tips for accessible social media.



# **SAAM 2022: Fostering Accessible, Safe Spaces**

# **SCHEDULE**

## **WEEK 1 (April 4-8)**

Practicing Cultural Humanity

## **WEEK 2 (April 11-15)**

Disability Justice

## **WEEK 3(April 18-22)**

Language Justice & Access

## **WEEK 4(April 25-29)**

Self & Community Care

Check out our SAAM webpage for information about SAAM events being hosted across NJ this April!

**NJCASA.ORG/SAAM2022**



# WEEK 1: PRACTICING CULTURAL HUMILITY



Click the links to access our downloadable infographics for each post. Infographics and captions are available in English and Spanish.

April 4th

## Post 1: What is Cultural Humility?



*Caption: (English)* This first week of SAAM, we are learning about cultural humility, a key practice for building a safe, accessible movement. As we offer care and support for each other, being culturally competent and practicing cultural humility allow each of us to be better advocates, organizers, and allies in our efforts to prevent sexual violence and support survivors. Swipe through to learn more about the foundations of cultural humility!

*(Spanish)* Esta primera semana del MCAS, aprenderemos sobre la humildad cultural, una práctica clave para construir un movimiento seguro y accesible. Mientras ofrecemos atención y apoyo mutuo, ser competentes culturalmente y poner en práctica la humildad cultural nos permite a cada uno de nosotros ser mejores defensores, organizadores y aliados en nuestros esfuerzos por evitar la violencia sexual y apoyar a los sobrevivientes. ¡Desliza para aprender más sobre las bases de la humildad cultural!

April 6th

## Post 2: How do we Practice Cultural Humility?

*Caption: (English)* We know what cultural humility means, but how do we practice it? Cultural humility has three main tenets that provide a framework for practicing it. As leaders, advocates, and accomplices in the anti-sexual violence movement, these practices are necessary components to building an accessible, safe movement. Swipe through to learn more about these tenets and how to apply them.

*(Spanish)* Sabemos qué significa la humildad cultural, pero ¿cómo la ponemos en práctica? La humildad cultural tiene tres principios fundamentales que brindan un marco de trabajo para ponerla en práctica. Como líderes, defensores y cómplices del movimiento contra la violencia sexual, estas prácticas son componentes necesarios para construir un movimiento accesible y seguro. Desliza para aprender más sobre estos principios y cómo aplicarlos.





April 11th

## Post 1: What is Disability Justice?

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### WHAT IS DISABILITY JUSTICE?

"Disability Justice redefines beliefs about productivity, attractiveness, and the value of human life. Beyond challenging what is considered normal, Disability Justice addresses the deeply held fear of vulnerability by practicing the value and act of interdependence." (Naomi Ortiz)

*Caption: (English) This week of SAAM, we are learning about disability justice and the need for a disability justice framework as we work to prevent sexual violence, support survivors, and ensure that services are accessible and responsive. Swipe through to learn about Disability Justice and stay tuned for more posts throughout the week!*

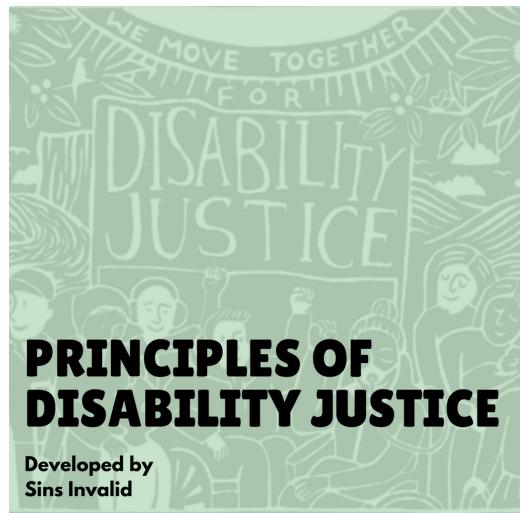
*(Spanish) Esta semana del MCAS, aprenderemos sobre la justicia para discapacitados y la necesidad de un marco al respecto mientras trabajamos para prevenir la violencia sexual, apoyar a los sobrevivientes y garantizar que los servicios sean accesibles y sensibles. Desliza para aprender más sobre la justicia para discapacitados y seguir en sintonía para ver más publicaciones durante la semana.*

April 12th

## Post 2: Principles of Disability Justice

*Caption: (English) Practicing Disability Justice requires an understanding of the principles that guide the practice. As leaders, advocates, and accomplices in the anti-sexual violence movement, these principles must guide our efforts towards fostering an accessible, safe movement. Swipe through to learn about the principles that frame Disability Justice, developed by @sinsinvalid.*

*(Spanish) Poner en práctica la justicia para discapacitados requiere de un entendimiento de los principios que guían la práctica. Como líderes, defensores y cómplices en el movimiento contra la violencia sexual, estos principios deben guiar nuestros esfuerzos para promover un movimiento seguro y accesible. Desliza para aprender más sobre los principios que enmarcan la justicia para los discapacitados, desarrollados por @sinsinvalid.*



# WEEK 3: LANGUAGE JUSTICE & ACCESS



April 18th

## Post 1: Language Justice & Access



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## LANGUAGE JUSTICE & ACCESS



*Caption: (English)* Language justice and language access are key components to building an accessible, safe movement for all survivors, especially survivors with intersecting, marginalized identities. This week, we are learning about language justice and access as foundational tools for a cross-racial, cross-cultural anti-violence movement. Stay tuned for more posts throughout the week!

*(Spanish)* La justicia lingüística y el acceso lingüístico son componentes clave para establecer un movimiento accesible y seguro para todos los sobrevivientes, especialmente para los sobrevivientes con identidades transversales y marginadas. Esta semana, aprenderemos sobre la justicia y el acceso lingüísticos como herramientas fundamentales para establecer un movimiento interracial, intercultural y antiviolencia. ¡Mantente en sintonía para ver más publicaciones durante la semana!

April 19th

## Post 2: Practicing LGBTQIA+ Inclusive Language (2 parts)

*Caption: (English)* A safe, accessible space is one that respects and practices LGBTQIA+ inclusive language. For LGBTQ+survivors, especially LGBTQ+ survivors with additional marginalized identities, exclusionary, invalidating language is oftentimes among the barriers to accessing supportive, culturally responsive care. Here are some basic definitions, tips, and resources to help us practice LGBTQIA+ inclusive language.

*(Spanish)* Un espacio seguro y accesible es aquel que respeta y pone en práctica el lenguaje inclusivo LGBTQ+. Para los sobrevivientes LGBTQ+, sobre todo los sobrevivientes LGBTQ+ con identidades marginadas adicionales, el lenguaje excluyente e invalidante a veces supone un obstáculo para acceder a una atención receptiva y sensible desde el punto de vista cultural, entre muchos otros obstáculos que los sobrevivientes LGBTQ+ enfrentan. Estas son algunas definiciones básicas, consejos y recursos para ayudarnos a poner en práctica el lenguaje inclusivo LGBTQ+.





# WEEK 4: SELF & COMMUNITY CARE

April 25th

## Post 1: Self-Care & Community Care



*Caption: (English)* For the last week of SAAM, we are learning about self-care and community care. A person's capacity to practice self-care in a meaningful way is dependent on the conditions that exist in the culture around them. Cultures of compassion and community care foster qualities that are necessary to promote meaningful self-care, healing, and liberation. Swipe through to learn more about community care and its connection to the anti-violence movement.

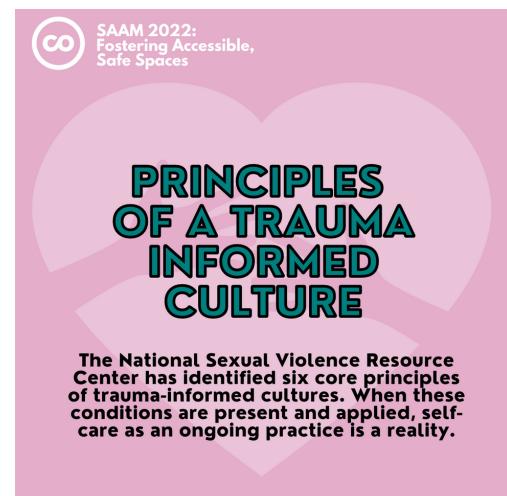
*(Spanish)* Para la última semana del MCAS, aprenderemos sobre el cuidado personal y el cuidado comunitario. Una persona puede practicar el cuidado personal de una manera significativa en función de las condiciones presentes en la cultura a su alrededor. Las culturas compasivas y el cuidado comunitario fomentan los atributos necesarios para promover el cuidado personal significativo, la sanación y la liberación. Desliza para aprender más sobre el cuidado comunitario y su relación con el movimiento antiviolencia.

April 26th

## Post 2: Principles of Trauma-Informed Cultures

*Caption: (English)* The National Sexual Violence Resource Center (NSVRC) has identified six core principles of trauma-informed cultures in its publication, "Building Cultures of Care: A Guide for Sexual Assault Service Programs." While developed for sexual violence service programs, these principles are transferable across spaces—at home, in your community, and in the general anti-violence movement. As we collectively work to prevent sexual violence and support survivors, practicing and advocating for these principles allows each of us to foster safer, more accessible spaces.

*(Spanish)* El Centro Nacional de Recursos sobre Violencia Sexual (NSVRC) ha identificado seis principios centrales de las culturas basadas en el trauma en su publicación "Building Cultures of Care: A Guide for Sexual Assault Service Programs". Estos principios, aunque hayan sido desarrollados para los programas de servicios contra la violencia sexual, son transferibles entre diversos espacios: en casa, en tu comunidad y en el movimiento antiviolencia en general. Mientras trabajamos colectivamente para prevenir la violencia sexual y apoyar a los sobrevivientes, poner en práctica estos principios y defenderlos nos permite a cada uno de nosotros promover espacios más seguros y accesibles.



The National Sexual Violence Resource Center has identified six core principles of trauma-informed cultures. When these conditions are present and applied, self-care as an ongoing practice is a reality.



# SAAM 2022: Fostering Accessible, Safe Spaces

## TIPS FOR SOCIAL MEDIA ACCESSIBILITY

*When sharing our content, we ask that you consider ways to make the posts accessible to a wider audience. Below are some resources with tips and instructions for making your social media more accessible.*

**[General Social Media Accessibility Guidelines](#)**

**[How to write image descriptions and alt text](#)**

**[How to write alt-text for an infographic](#)**

**[How to add alt text to your Instagram posts](#)**

**[How to add alt text to your Facebook posts](#)**



*Don't forget to follow NJCASA on social media for additional content throughout the month!*



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