

February, 2009

Dear Friends and Colleagues:

April is fast-approaching and the Wisconsin Coalition Against Sexual Assault (WCASA) is pleased to offer these materials to assist you in planning for Sexual Assault Awareness Month.

The month of April has been designated Sexual Assault Awareness Month (SAAM). The goal of SAAM is to raise public awareness about sexual violence (focusing on sexual assault and rape) and to educate communities and individuals on how to prevent sexual violence.

By working together and pooling our resources during the month of April, we can highlight sexual violence as a major public health issue and reinforce the need for prevention efforts as well as a way to convey a message to the public about respectful and responsible behavior

The theme for Sexual Assault Awareness Month 2009, by the National Sexual Violence Resource Center, <http://www.nsvrc.org/saam/saamresources.aspx> is "**Decide to End Sexual Violence...In Our Workplaces. Respect Works.**" Keeping with that national focus of "**Decide to end Sexual Violence**", WCASA has decided on targeting **Primary Prevention as our 2009 theme**. The materials you can access on our website are designed to support your efforts to engage and build collaborations with businesses and organizations in your community.

We're excited about this year's materials and we hope you are, too. The event ideas are new, the approach is new, even the wording of the [Governor's Proclamation](#) is new (and we highly recommend taking the time to read it!). The materials have also been streamlined in response to your feedback.

If you do want more, visit our website and browse through our virtual stacks of additional SAAM resources, including a [newly revised media guide](#) and many [more event ideas](#) for engaging schools and communities.

We will once again be emailing you an electronic survey in March to get your feedback on the '09 materials and your ideas for SAAM '09. Please watch your e-mail box for the survey and tell us what you think! Thank you for your dedication to ending sexual violence. We wish you great success with your 2009 SAAM activities and throughout the coming year!

In Solidarity,

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