




Getting Started: SAAM Planning

Whether you're new to SAAM planning or just looking to get fresh ideas, this section is designed to inspire creativity and stimulate thinking about your own community's unique assets and opportunities. Consider the following suggestions and then check out the next section for examples of how these concepts can translate into a variety of successful approaches.

 **Start with your Partners.** Who are you currently partnering with, and who would you like to partner with in the future? Examples might include law enforcement, health care agencies, schools, clubs, businesses, churches, community groups or others. Not all partners have to work in the field, or even have prior experience. Consider what resources a partner might have to offer—not just in terms of money or materials—but also in terms of intangibles such as credibility, knowledge, peoplepower, or access to their constituents (members, students, clients)? Also consider what benefits they might receive from working with your agency.

 **Cultivate Grassroots Leadership.** Create opportunities for community members to get involved and to develop a sense of their own power to make a difference. This can be done in small ways, such as inviting individuals to share their ideas and energy to help plan or execute a specific event. It is also helpful to think of this in a broader picture. How can you foster alliances with people who have influence in the community and among their peers? How can you support them in using that influence to create positive social change?

 **Layer Your Events.** Rather than hosting several smaller events, try picking one or two with the most potential and focus your energy on developing those. Consider how you might build on the event, reinforce the messages, and get people involved beyond April.

If you host an informational lunch discussion for faith leaders in your community, ask the attendees to help you plan an interfaith vigil. Offer to provide information at church social events, such as fish boils or bingo nights. Use your developing connections to host discussions with youth groups or youth group leaders.

If you're invited to give a one-time presentation for youth at a high school assembly, use it as a kickoff event for a school-wide effort to end sexual violence. Invite the drama club students to help develop and perform a skit. Promote a corresponding SAAM poster-design contest with the art teachers. Encourage English teachers to assign and discuss the book Speak, by Laurie Halse Anderson. Get the PhyEd teachers involved in organizing an "athletes against violence" sports tournament. Use the effort as a way to generate interest in establishing an on-going peer-mentoring group.



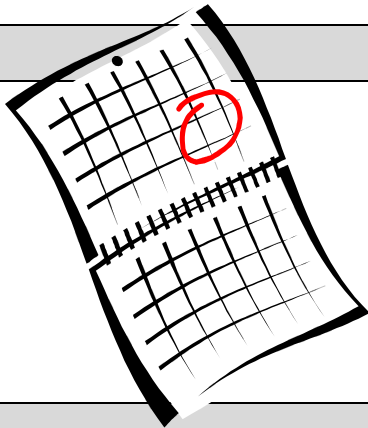
Reflect your Community. We have a responsibility to ensure that our efforts are reflective of our communities. If a community is 30% Latino, then 30% of the outreach and awareness efforts should be directed to Latino residents—even if (possibly *especially* if) that community's agency is not seeing a significant number of Latino clients. This likewise applies to people with disabilities, people from the African American, Native American, and Hmong communities, and people who identify as LGB or T, among others.

This can feel like an overwhelming task, especially when it represents a new approach for an agency. Remember that agency staff don't have to (and realistically can't) do it alone. Truly reflecting the community requires engaging the community. This is where building partnerships and relying on grassroots leadership becomes absolutely invaluable.



Spread the Word. The majority of people who participate in an event do so because someone they know and trust invited them. Talk the event up within your own networks, and ask your partners and contacts to invite their colleagues and friends. Consider creating flyers or other materials that you can hand out wherever opportunities arise.

The media is another great way to make sure people hear about the event both before and after the fact. Consider sending press releases or letters to the editor, submitting the information to events calendars, and contacting local radio stations to request an interview. Refer to the "media guide" in this packet for more ideas on engaging the media to enhance your event.



Post on your website your SAAM events on your Calendar and advertise in local papers, or free community events in the Newspaper or free calendar of events on television.

- **Get some ideas from other Service Providers by checking out their SAAM activities on their Website...**
- **Share your ideas and activities for others by displaying them on your website.**
- **Let's make great strides by working together. We *can* make the social change necessary to *end sexual violence*.**