

COMMUNITY AWARENESS & OUTREACH

Definition	Providing accurate, accessible information about sexual violence advocacy and prevention services while ensuring the community is aware of the Program, its services, and how to access those services and that they are aware of individual, organizational, and societal strategies that promote the elimination of sexual violence in the community
Goal	To effectively engage the larger community in efforts to support survivors/co-survivors and to eliminate sexual violence
Minimum Qualifications	<ul style="list-style-type: none"> • Ensuring that the community at large is aware of the Program, the services it provides, and how and when to access those services • Disseminating messages and materials in the community that support survivors and advocate for the elimination of sexual violence • Implementing, hosting, and/or participating in awareness activities and events that expose the community to accurate and up-to-date information about sexual violence • Developing, or finding, and utilizing materials and activities that are culturally and developmentally appropriate for the populations targeted • Being deliberately inclusive of underserved and marginalized populations when planning and implementing awareness and outreach activities (i.e. culturally specific groups, people with disabilities, people affected by poverty, etc.), including strategic, targeted efforts to bring awareness and outreach to communities disproportionately affected by sexual violence • Collaborating with community-based and culturally specific organizations for mutually beneficial relationships and dynamics • Utilizing promising practices and research-based curricula or presentation methods • Accessible to all survivors, including those with limited English proficiency and the Deaf and hard of hearing • Compliant with the provisions of the American with Disabilities Act (ADA), and access to services is provided through telephone interpretation or video relay

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Program Checklist

1. Staffing

Outreach staff and presenters:

- Have completed the 40 hours of required training for rape crisis Qualified Advocates and complete at least 30 hours of continuing education every two years after initial training
- Have at least three months experience in direct service with survivors of sexual violence
- Are trained in working with people from various communities, cultures, and languages
- Are familiar with adult learning needs

2. Development and Use of Materials

Program materials:

- Have clearly defined audiences
- Are accessible (large print, braille, audio format, reader friendly, on the website and the website is accessible) and there are guidelines to using the appropriate language and pictures
- Have a defined key concept or message – the single most important fact for the reader/participant to understand and remember
- Have defined behavioral objectives – actions the reader/participant is to perform as a result of consuming the material
- Contain key informational points the reader/participant needs to grasp to be able to achieve the behavioral objective
- Consider the age, ability, race, gender, sexual orientation, attitudes, beliefs, values, culture, and language of the individuals, groups, and community using the resource
- Demonstrate accurate and complete information, including biological, psychological, social, and moral value aspects, and different viewpoints of an issue
- Convey information free from gender, racial, and other bias; stereotype; and rigid assumptions or labels
- Are reviewed for age level and reading level of intended audience, grammar, type and style of print, font, layout, etc.
- When appropriate, include consistent messaging/branding with other community and/or larger-scale campaigns to ensure greater saturation of effective messaging and tools

3. Planning and Implementing Awareness, Outreach, and Programming⁶

The Agency, in conjunction with outreach staff and presenters:

- Assess the audience's needs and goals, accounting for culturally relevant circumstances within communities
- Formulate appropriate, measurable, and written objectives Identify a variety of learning activities based on the Program's objectives
- Select strategies best suited for the audience
- Plan a sequence of learning building upon and reinforcing understanding of the preceding objectives

4. Policies

The Program ensures that:

- Information delivered is factual, current, accurate, and relevant
- Personal opinions and philosophies of outreach staff and presenters are kept to a minimum and, if used, are identified as such by the speaker
- Outreach staff and presenters only provide information within their level of expertise, experience, and training
- At their request, survivors may be a valued addition to awareness and outreach activities presented by the Program, and whether or not an individual is a survivor is not the determining factor of participation in such activities; rather, their appropriateness and comfort level for participation in the activity should be the determining factor
- All curricula and written materials distributed are prepared and presented in a manner respectful of age, ability, race, gender, sexuality, attitudes, beliefs, values, culture, and language of the individuals, groups, and communities using the resources
- They have and adhere to policies on who to contact for interpreting as well as a policy regarding service animals, assistive technology/devices, their website and its accessibility, and how they will provide accessible materials
- Awareness and outreach curricula include but are not limited to:
 - Facts about sexual violence based on up-to-date research, data, and statistics
 - Legal definitions
 - Continuum of violence; power and control issues
 - Rape culture and victim blaming
 - Anti-oppression
 - Trauma of sexual violence and trauma-informed response
 - Supporting survivors
 - Helping co-survivors in the community engage in trauma-informed responses to disclosures
 - Local resources
 - Confidentiality and disclosure laws

- Awareness of issues related to alcohol and drugs
 - Healthy relationships (i.e. equality, gender roles, consent, boundaries)
 - Warning signs of abuse
 - Assisting survivors in identifying options
 - Public policy information impacting survivors
- People who are harassing staff may be refused services, and if so, they are provided with other appropriate resources

5. Evaluation

The Program:

- Develops (or selects), conducts, and regularly analyzes evaluation of activities and adjusts activities and approaches to awareness and outreach as needed to best meet the needs of survivors and the community, and when possible, conducts follow-up evaluations on impact of activities
- Evaluates its accessibility and availability of accessible materials/outreach materials by reviewing presentations/materials through an ADA-accessible lens
- Provides a report of numbers served and types of activities conducted on a regular basis, per program policy

⁶ 'Programming' is used to refer to the process of instructing or learning by means of an instructional program or curriculum