A large teal ribbon is tied in a bow around the trunk of a tree in the foreground. The tree trunk is covered in lichen. In the background, a paved path winds through a green lawn with several other trees, some of which also have teal ribbons tied around their trunks. A brick building is visible in the distance on the right.

# SAAM 2021

## Sexual Assault Awareness Month

Peru State College



# SAAM's Campus Visibility

- On April 5, 2021, students, faculty, and staff tied hundreds of trees and light poles in teal, the SAAM awareness color. We estimate we installed 1,000 yards of the ties.
- 25 yard signs were placed throughout campus to ensure campus understood why teal ribbons were installed.
- 50 Table tents with a calendar of SAAM activities were placed on Cafeteria dining tables.





# Teal Awareness Ribbons, Teal Facemasks, and Wear Teal Tuesdays



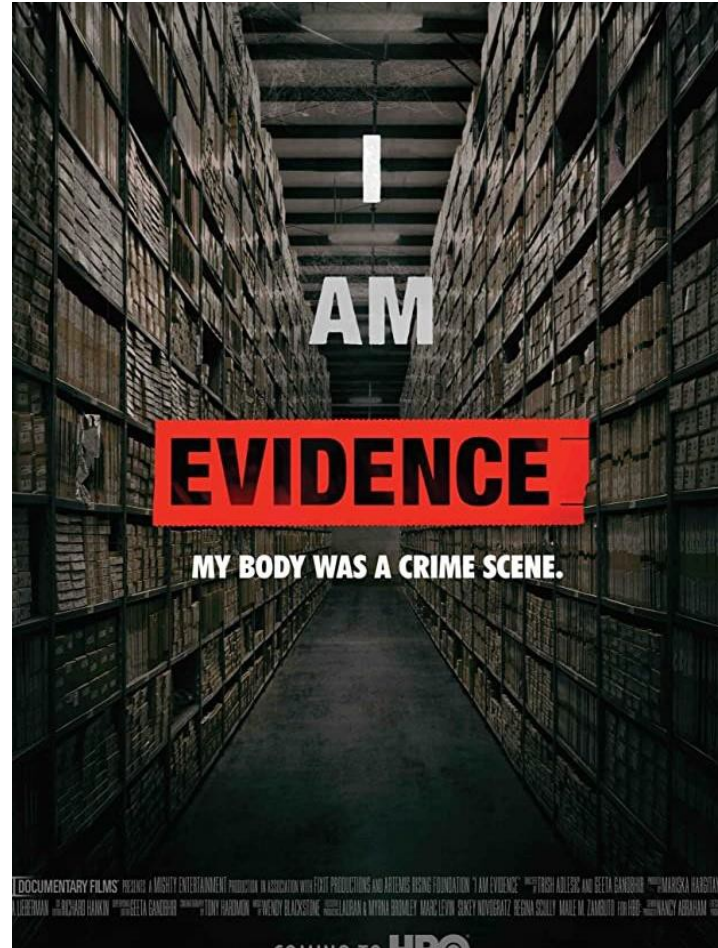
**650** awareness ribbons

**600** fabric facemasks





# I Am Evidence *Documentary screening and panel discussion*



# 60 attended

6:30-9 p.m. p.m., April 7  
Performing Arts Center

## Panel discussion:

- Jodi Hayes MSN, RN, BC, SANE-A, Forensic Nurse Examiner and SANE Supervisor for the CHI Health System
- Brittny Hermann, BSN-RN, FNE, CHI St. Mary's Hospital, Nebraska City
- Trisha Cusick BSN-RN, FNE, CHI St. Mary's Hospital, Nebraska City
- Moderated by Stephanie Huddle, Instructor of Criminal Justice

Event counseling support provided by  
Jamie Eberly



# AUDIENCE EVALUATION

I Am Evidence *Documentary screening and panel discussion*



**75%** had no or little knowledge of the issue prior to the screening



**100%** thought the film explained the issue extremely or very well.



**94%** rated the discussion following the documentary as immensely or very valuable.



**100%** said the event exceeded or met their expectations.

## Selected Comments

*"I came because I am a survivor myself and I am a big advocate for SAAM. I thought this presentation would be great to go to. Even though it was really hard to get through and I got angry sometimes, I still enjoyed it."*

*"I loved the film, and it gave great information that I and probably everyone in the room did not know about. It was a great presentation!"*

*"I thought the women who were on the discussion board were knowledgeable and experienced in their field. It was valuable to have them."*

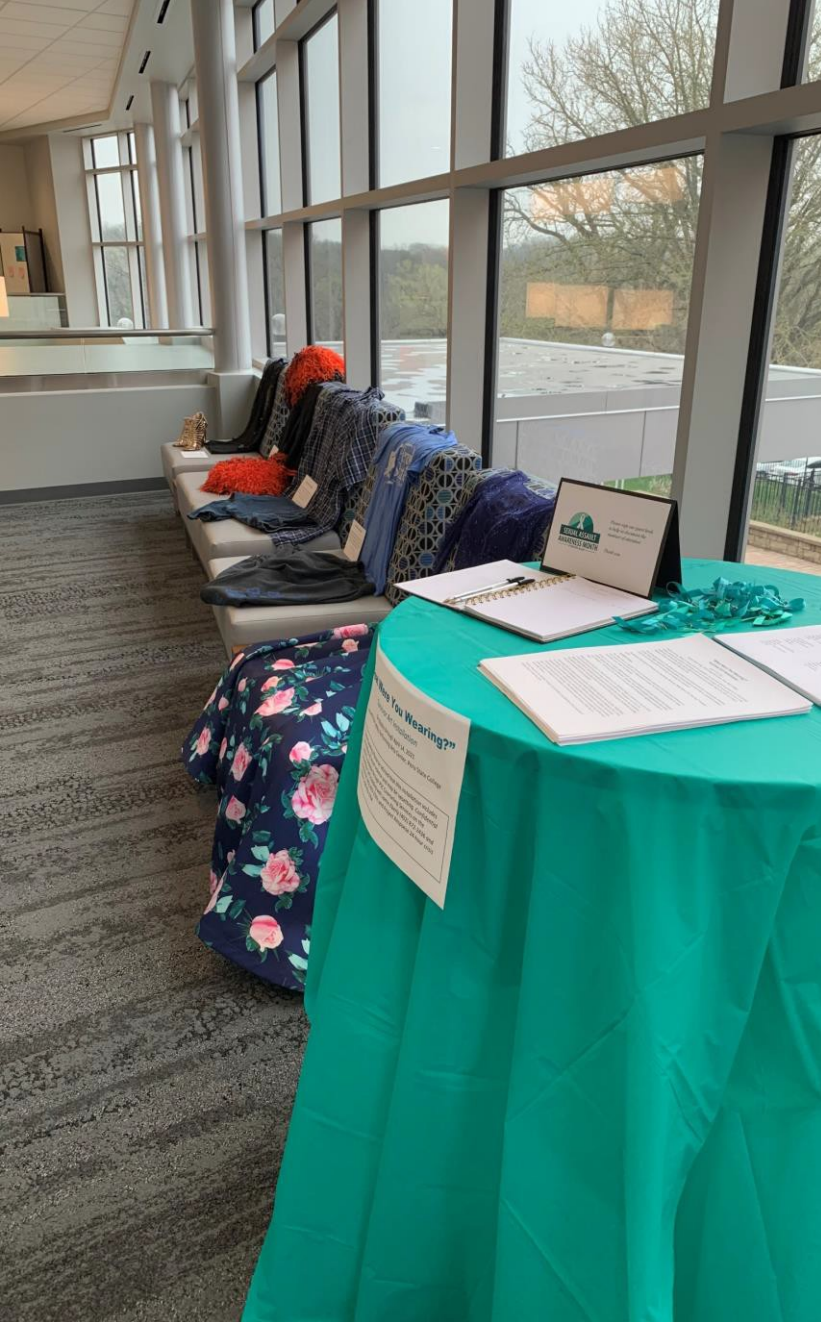
*"I hope this will bring more awareness to this issue and in the future, more rape kits will be tested, especially in Nebraska since we had representatives of CHI Mary's. Another thing that I hope changes in the future is more compassion for victims."*

*"I had no clue a rape kit could take hours to do. Watching this documentary was very eye opening and it showed me many things I didn't know before."*

*"I thought the film was very eye-opening."*

*"I was very shocked and angered when learning about the rape kits."*

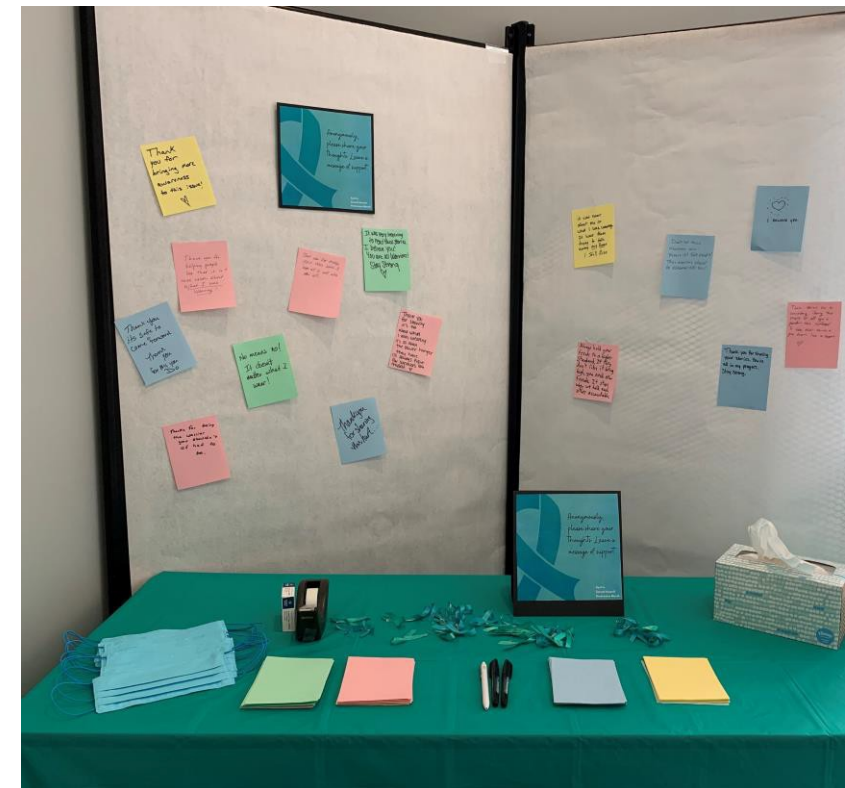
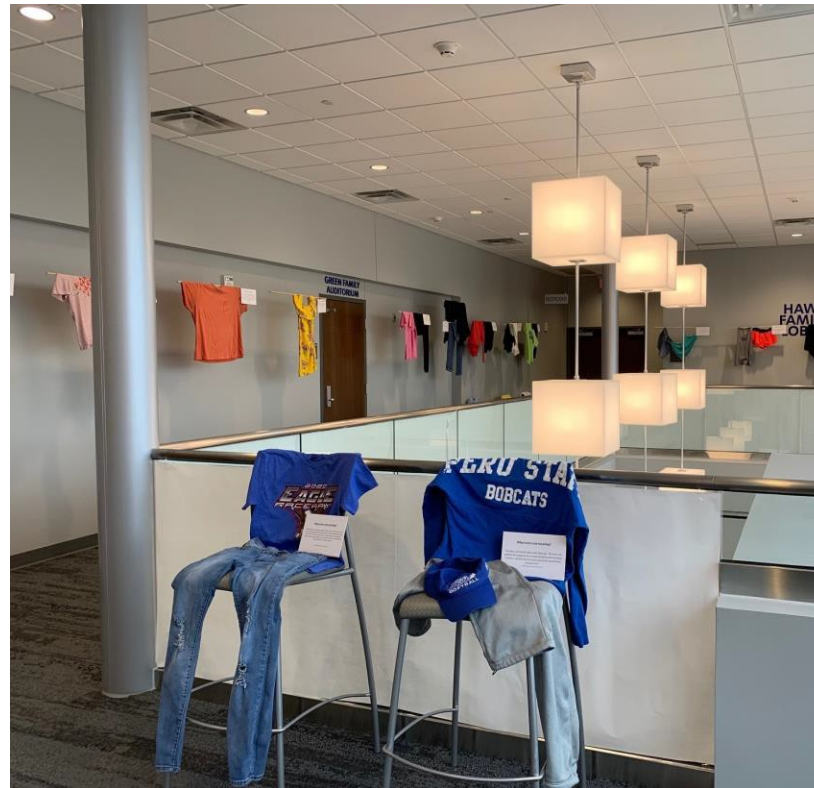




## “What were you wearing?”

Survivor Art Installation  
April 6 – 30  
Performing Arts Center

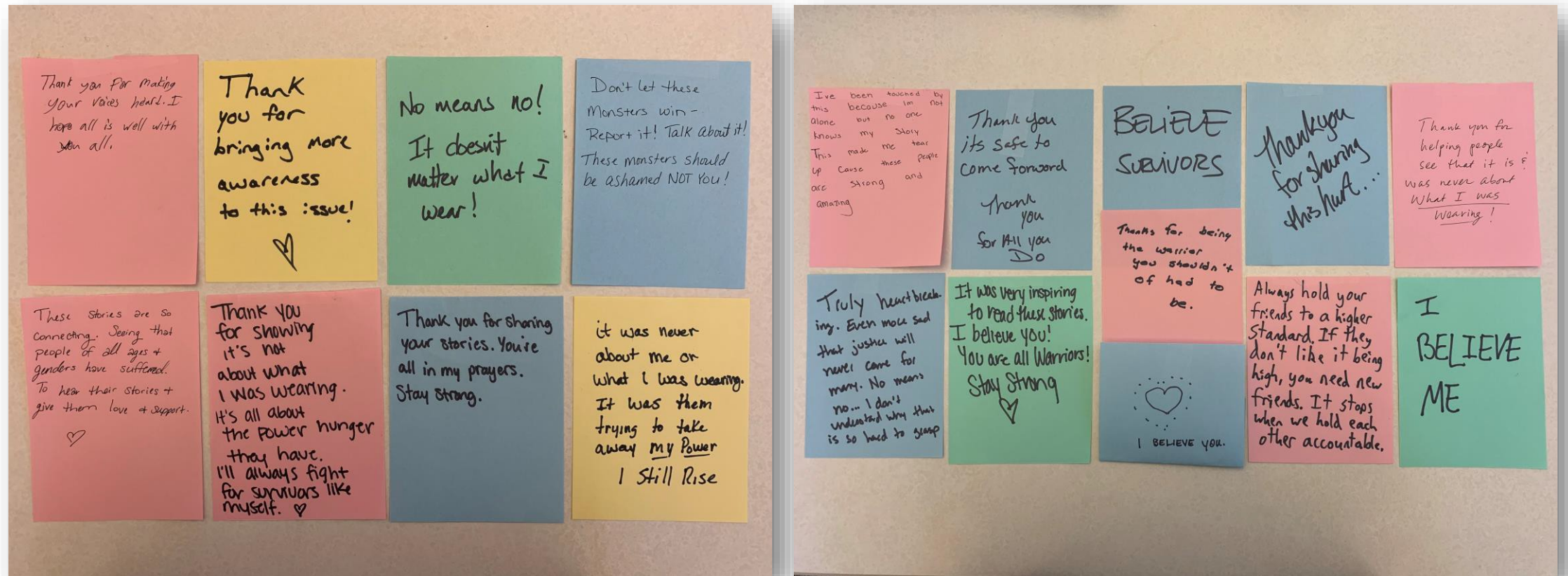
- Art students interpreted the survivor statements and contributed the clothing in this display.
- Installation directed by Susan Moore, Art
- 45 signed the guestbook





# “What were you wearing?” Survivor art installation

19 left messages of support







# Cats 4 Consent March and Cover the Cruiser

April 22, 2021

Attended by 50

Remarks presented by:

- First Lady Elaine Hanson
- Alyssa Cline, Project Response
- Samantha Hernandez, 2021-22 Student Body President
- Janell Moore, Licensed Student Counselor
- Tim Robertson, Security Director
- Susanne Williams, SAAM planning committee chair

March led by drummer Matthew Leiningner

Media Coverage by News Nebraska









V.H. JINDRA  
FINE ARTS

APRIL IS  
SEXUAL ASSAULT  
AWARENESS MONTH  
#cats4consent





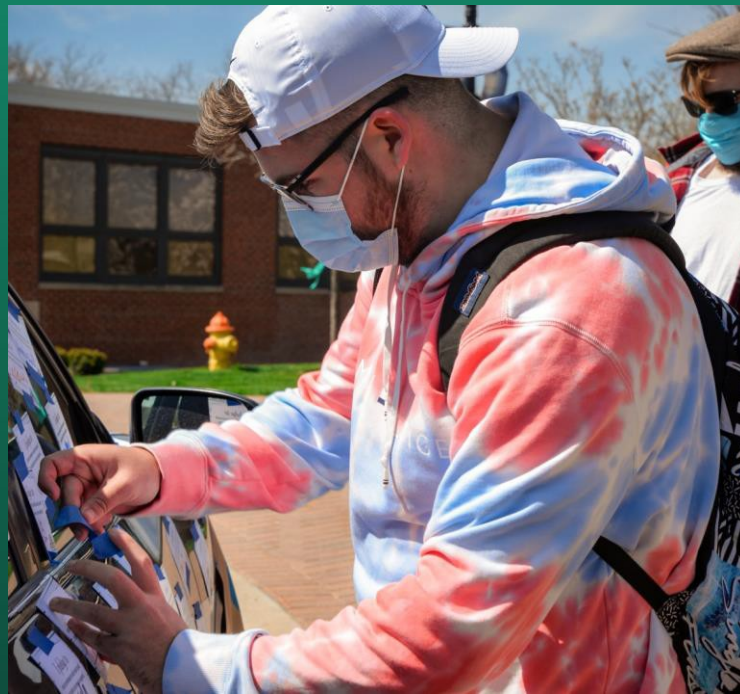
PERFORMING ARTS CENTER

APRIL 15  
SEXUAL ASSAULT  
AWARENESS MONTH  
#SAAM

Peru State

EN







# “Natural Shocks”

Presented by  
Peru Theatre Company

April 27, 2021

- 29 attended the evening performance and panel discussion featuring Alyssa Cline, Project Response; Janell Moore; Laura Lippman; and students Joslyn Edmond and Alyse Foster.
- 12 attended the daytime performance



April is sexual assault awareness month  
Peru Theatre Company Presents

LAUREN GUNDERSON  
**NATURAL**



**SHOCKS**

*It's all statistics until it happens to you.*

**A staged reading featuring Joslyn Edmond**

Directed by Laura Lippman

Assistant Director/Stage Directions by Aly Foster

**11 am and 5:30 pm**

Discussion follows the 5:30 performance

**Tuesday, April 27, 2021**

Performing Arts Center



# PASA Donation Drive for Project Response

## 661 items donated

- The Peru Association of Student Athletes challenged student athletes to gather supplies for Project Response. The team collecting the most donations would win \$100 for their fundraising account. The Bowling Team won with 228 items.
- Students collected 597 items. With an additional 56 from Professional Staff, PASA delivered a total of 661 items to Project Response.







# Student Center SAAM Information Table

- The unstaffed SAAM info table remained on display the entire month of April.
- Literature and giveaways were restocked daily.
- Number of SAAM items distributed:
  - 600 – Teal cloth facemasks
  - 650 – Teal awareness ribbons
  - 97 – Pledge cards with signatures or messages of support
  - 50 – SAAM teal awareness bracelets
  - 3 – “You are not alone” Project Response Booklet
  - 8 – “Consent Guide,” One Love Foundation
  - 12 – “Break Up Planning Guide,” One Love Foundation
  - 20 – “I believe you” coloring sheet, One Love Foundation
  - 10 – “10 Signs of a Healthy Relationship,” One Love Foundation
  - 8 – “10 Signs of an Unhealthy Relationship,” One Love Foundation







# The Clothesline Project

- 12 shirts were decorated by students in the residence halls.
- Resident assistants were provided t-shirt kits which included a dozen shirts, permanent markers, information about international Clothesline Project, and suggested content.
- On-duty resident assistants were encouraged to invite students to decorate a shirt with messages of support or anonymous personal stories.
- The installation was placed on the second floor balcony of the Student Center.





# SAAM on Social Media

## Twitter @pscbobcats

DATE	POST	IMPRESSIONS	ENGAGEMENTS	LIKES	RETWEETS
28-Apr	What Were You Wearing	1180	24	2	1
27-Apr	National Denim Day	1209	42	6	4
27-Apr	Natural Shocks	638	4	2	1
17-Apr	CATS 4 Consent Walk	2603	60	5	3
8-Apr	Rain-out of Sidewalk Chalk	1363	45	5	3
	TOTAL	6993	175	20	12

## Bobcat Life App *(Note: This does not represent the number of students that have their notifications turned on and saw the message pop up but did not click on the message.)*

Text	Date Sent	Recipients	App Opens
The last performance of Natural Shocks starts in less than an hour. In honor of SAAM, PTC presents a staged reading performance of Natural Shocks by Lauren Gunderson starts at 5:30 pm. Click here to watch virtually on zoom.	4/27/2021 21:30	1585	12
In honor of SAAM, PTC presents a staged reading performance of Natural Shocks by Lauren Gunderson. TODAY at 11 am & 5:30 pm, Performing Arts Center PAC. See you there!	4/27/2021 15:00	1585	6
After Walking A Mile, stop by the Student Center to help us CHALK THE WALK!!!! Chalk provided :)	4/22/2021 16:15	1583	14
Less than 10 minutes before we meet at the Flag Pole Circle to Cover The Cruiser AND Walk-A-Mile for SAAM!!! Good thing it's a beautiful morning!	4/22/2021 15:53	1583	20
Come Walk a Mile in honor of Sexual Assault Awareness Month TODAY at 11 am on the quad!!!!	4/22/2021 14:00	1583	13
Cover the Cruiser is happening TODAY at 11 am at the flag poles!!! Come write a message on a pledge card to attach to Security's cruiser car!!!!	4/22/2021 13:00	1583	12
Today's SAAM event to Chalk the Walk has been POSTPONED. Chalk and rain do not mix well. Join us on April 22nd to Chalk the Walk!!!!	4/8/2021 16:20	1495	7
Join us tonight from 6:30 to 9:00 p.m. in the Performing Arts Center, for the documentary screening of "I AM EVIDENCE." Following the screening, engage in live discussion with CHI Health's Sexual Assault Nurse Examiners	4/7/2021 22:36	1594	21



# SAAM on Social Media

## Peru State College Facebook Page

DATE	POST	PEOPLE REACHED	ENGAGEMENTS	LIKES	SHARES
30-Apr	Peru City-Wide Clean-Up	6350	1816	229	14
28-Apr	What Were You Wearing	529	3	3	0
28-Apr	National Denim Day	1571	47	15	11
27-Apr	Natural Shocks	615	7	4	0
23-Apr	Thanks B103 Covering SAAM	1143	94	34	4
22-Apr	Cover the Cruiser Event	5725	1046	124	22
17-Apr	CATS 4 Consent March	1178	29	19	2
8-Apr	Moving Chalk the Walk	640	7	2	0
	TOTALS	17751	3049	430	53

## Bobcat Life Facebook Page

- General SAAM post 4/20: 5 likes, 3 shares, reached 375 people
- Cats4Consent March post 4/22: 1 like, 2 shares, reached 125 people
- SAAM photos shared from walk 4/22: 2 likes, reached 107 people
- Denim Day post 4/27: 2 likes, 2 shares, reached 55 people



# SAAM in the News

*(data provided by Dan Swanson)*

## SAAM Story by Dan Swanson: News Nebraska

- B103 FM Facebook Page: 1,915 reached and 35 engagements of post clicks, likes, comments and shares.
- Otoe County Country Facebook Page: 587 reached and 16 engagements.
- News Channel Nebraska Facebook Page: 4,635 reached and 46 engagements, including 7 shares.
- B103 FM's website: Estimated the story reached 20,000



# SAAM 2021 Evaluation: Campus Survey

N=71 (34% students, 20% faculty, 47% staff)



**96%** attended or participated in at least one SAAM activity or event.



**62%** were somewhat (37%) or absolutely (25%) more confident to talk to others about sexual assault as a result of the campus observation of SAAM.



**56%** engaged in at least one conversation about sexual assault as a result of the campus observation of SAAM.





# SAAM 2021 Evaluation: Campus Survey

## What was most impactful?

- Seven identified the “What were you wearing?” survivor installation was the most impactful.:
  - *“It was a cathartic experience.”*
- Seven identified the visibility of teal worn by people and installed throughout campus:
  - *It was hard to not know that SAAM was going on. It was very visual.”*
  - The teal allowed people to “show solidarity” provided a “conversation piece.”
- Five thought the number and variety of events was most impactful:
  - *“It wasn’t just a one-day thing, but a consistent message that wasn’t forgotten.”*
  - *“I really enjoyed how there were different opportunities to participate at your level of comfort.”*
  - There was “so much every day that anyone could participate and know what SAAM is all about.”
- Five said that the awareness of sexual assault was most impactful:
  - *“The care that the school showed by creating opportunities for students to learn about the awareness.”*
- Two identified the Cats 4 Consent March, two identified the Natural Shocks play and discussion, two identified I Am Evidence documentary screening and speakers, and two appreciated the campus SAAM signage. Two thought student engagement was most impactful: *“I also witnessed a lot more students being involved because there were events that only took a few minutes to engage with.”* One commented on the bracelets distributed at the SAAM information table, one noted the pledge cards.



# SAAM 2021 Evaluation: Campus Survey

## Themes and selected comments

Campus observation of SAAM was or could be triggering (4 comments):

- *“As a survivor myself, it was triggering and overwhelming at first that I didn’t come to campus a lot in April, but I decided that it was in support and it wasn’t to harm me. I’m glad our campus did that.”*
- *“At the beginning of the month I, as a survivor of sexual assault, found all the posters and ribbons all over campus a bit overwhelming. They were a reminder of something painful that I wanted to forget. As the month went on, and I participated in a few events, I was able to express some of my hidden experiences and buried feelings. I took a brave step forward and confided in someone after 30+ years. Thank you for all you do.”*

Suggestions:

- Schedule the Cats4Consent Walk in the evening.
- Raise more awareness about male survivors of sexual assault.
- A play during SAAM should focus on sexual assault rather than domestic violence.

Other notable feedback:

- *“I was giving tours and events and parents and students asked about it. They saw the effort and engaged in conversation.”*
- *“I think this by far has been the best year that the college has brought awareness and really cared about it.”*
- *“The entire month was well-organized and professionally done. Thank you!”*
- *“I think it’s a great topic to bring awareness to students and something I think should grow in the future.”*
- *“Great Job!!! I like that there was a month of activities available.”*
- *“Thank you for providing the ribbons and pins.”*



# SAAM 2021 Planning Committee

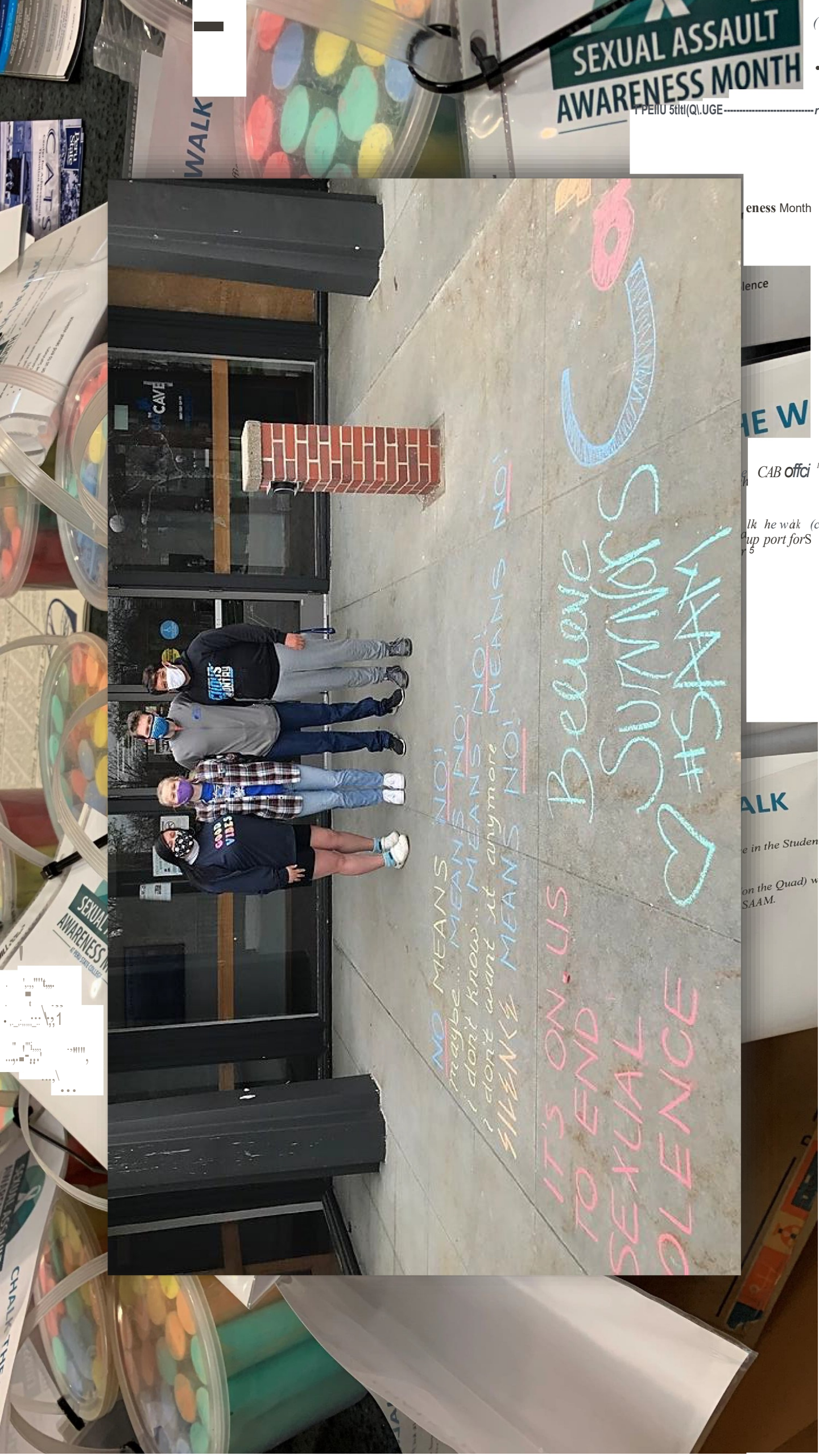
## Students:

Addison Ghyra, PASA  
Daniela Lagunas, RA  
Gretchen Tharp, RA  
Samantha Hernandez, Student Senate  
Sophie Horvath, Student Senate

## Staff and Faculty:

Clara Edwards, Residence Life  
Eulanda Cade, HR and Title IX  
Laura Lippman, Theatre  
Stephanie Huddle, Criminal Justice  
Susan Moore, Art  
Ted Harshbarger, Athletics  
Chair: Susanne Williams, Retention and Title IX





SEXUAL ASSAULT AWARENESS MONTH

WALK

NO MEANS NO!  
 maybe... MEANS NO!  
 i don't know... MEANS NO!  
 i don't want it anymore MEANS NO!  
 SILENCE MEANS NO!

IT'S ON-US  
 TO END  
 SEXUAL  
 VIOLENCE

Believe  
 SURVIVORS  
 #STANALIVE

♥

🎀

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WALK

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on the Quad) w  
 SAAM.

SEXUAL AWARENESS MONTH

WALK