

# National Campus Safety Awareness Month 2010: Coming Together to Strengthen Campus Communities Toolkit



**TOGETHER**  
we can make our campus safe.

September is National Campus Safety Awareness Month



Thank you to all participating schools! Your continued dedication to campus safety is paramount!



## **NCSAM 2010: Coming Together to Strengthen Campus Communities**

This year, *National Campus Safety Awareness Month* (NCSAM, pronounced “nack-sam”) celebrates its 6<sup>th</sup> anniversary with the theme **NCSAM 2010: Coming Together to Strengthen Campus Communities**. This theme embodies what NCSAM is all about. It is our hope at Security On Campus, Inc. that we can work in partnership with universities to create safer, more supportive campus communities. By helping to facilitate students and administrators working together – and when universities reach out to local law enforcement, and national and local organizations – our campuses will be more secure, students will be more informed, and victims will be better supported.

This toolkit includes a sample proclamation to be customized by your university, program ideas for events throughout the month of September and beyond, and product information for NCSAM materials.

Become a **Premier NCSAM Supporter** and show your commitment to collaboration and safety in the campus community. By helping SOC to expand our campaign, you will receive: a digital *2010 Premier NCSAM Supporter* logo for use on websites and materials, SOC's breakthrough wallet-size guidebooks for campus sexual assault victims, informative DVDs, study guides, a pack of Clery Act Count, Collect, and Classify Reference Guides, and recognition on SOC's websites. For more details please see the last two pages of this toolkit.

Furthering the promotion and support of SOC's mission, we have partnered with SavvyAvenue.com for NCSAM. Their mission is to highlight savvy new experiences and promote worthy causes. They provide daily email offers for local restaurants, spas and retailers in 6 (soon to be 12) cities. The offers, on average, provide consumers 50 to 75 percent off a specific item, service or purchase, and **\$1 of every purchase made goes to a SOC**. To subscribe to Savvy Avenue and receive offers, simply provide your email address at [www.SavvyAvenue.com](http://www.SavvyAvenue.com).



Thank you for working together this year to make campuses across the country the safest and most supportive yet. We are forever grateful for your dedication to the vision of *National Campus Safety Awareness Month*. On behalf of the dedicated board, staff and volunteers of SOC, have a safe, happy, and healthy start to the new school year!

Warmest Regards,

A handwritten signature in black ink that reads 'Jonathan M. Kassa'.

Jonathan Kassa  
Executive Director  
Security On Campus, Inc.



**Security On Campus, Inc.**

A National 501(c)3 Non-Profit Organization

## **NCSAM Program Ideas**

### **Kick- off Event**

Have an event at the beginning of September to kick off National Campus Safety Awareness Month. Provide live music, food, games and prizes. Have a Battle of Bands contest or an outside movie screening. Invite local rape crisis, domestic violence, and alcohol awareness agencies to talk about their services available to students, and about these important topics. Have campus police and judicial affairs talk to students about what to do if they are victimized, and the potential ramifications of committing crimes on campus. Contact Security On Campus, Inc. for quotes on materials customizable to your university, banners, and other resources for your events.

### **Peer Education Programs-**

Create a program on campus for students to get involved such as a Peer Education Program. This is an easy way to get students interested and educated on the topic. This way that small group of peer educators can educate other student s on the campus. Typically, students respond best to discussions with peers. Peer educators can be trained through Security On Campus, webinars, your local rape crisis center and victim services center.

- Security on Campus, Inc. offers a peer education program utilizing your campus peer educators or peer educators from your area. Security On Campus, Inc.'s **Safe On Campus Peer Education Program** offers programs on sexual assault awareness, high-risk drinking, stalking, and hazing. Please see our website at [www.securityoncampus.org](http://www.securityoncampus.org) or call for more information or to schedule programs on your campus!

### **Door-to-Door**

Walking around residence halls is a great way to raise awareness about campus safety, meet new students, and get the campus community interested in campus safety. Some ideas include using your campus security or police to walk around with students to speak to students. This is a positive way to show that security is a good and friendly resource for students. Another way is to get “campus celebrities” to walk around with you and your peer educators. Campus celebrities may be your president, the coach/players of university teams, etc. As you talk to students about campus safety, be sure to give them free stuff-- stress balls, candy, pens, highlighters, t-shirts, magnets, door hangers, and/or posters are all great ideas. The freebies can have numbers on it for local resources such as local rape crisis center, victim services agency, hospitals, important campus numbers, and Security On Campus, Inc.

### **Take Back the Night – Reclaiming the Night**

Take Back the night is a national event that provides a safe environment for anyone wishing to speak out against dating violence and sexual assault. This can be someone who has been affected directly or indirectly, or just someone to come who cares deeply about the issue. Some events have been simple and just include speakers and then an “open mic” for a speak out, as well as a candle-light vigil. Other events have taken the name literal and actually take back the night by having their members walk through the streets of their campus and surrounding areas, showing they are no longer afraid of the night.

\*See the program website for further information at <http://www.takebackthenight.org/>

\* Typically TBtN events are held during Sexual Assault Awareness Month in April. Yet, having a mini event to kick off the school year can help students to better understand your university’s intolerance of sexual violence.

### **Round Table Discussions**

Grab a couple of your peer educators, a women’s group, healthy sexuality group, LGBSU, or any interested males and females on campus and hold a round table discussion. Have this students discuss sex, relationships, hooking up, and consent. Most often the discussions are about controversial topics such as listed before. Especially on small campuses, they usually have a good attendance and feedback. This can be a chance for students to hear from others on the topics and ask questions freely about these issues. Some ideas from SOC and campuses across the country are:

Sex and Sundaes- provide an ice cream social and round table discussion of healthy sexual choices, consent, and sexual violence.

Hook Up Culture- Discuss the “hook up culture” on campus, and relate to consent and healthy sexuality.

Drunk Goggles- Purchase or borrow several pairs of alcohol simulation goggles. Have everyone try them out, and then facilitate an important discussion of alcohol, victimization, healthy choice making, etc.

\*Difficult topics can be discussed more readily at events that feel laid back, non-judgmental, and offer open conversation, activities, and FOOD!!!

### **Flyers**

Have involved students in the program, walk around campus with information and giveaways. This is similar to the door-to-door program; however, this allows reaching more students faster and having access to those who do not reside in on campus dorms or apartments. Hand out flyers such as on campus events, information on safety and risks, sexual assault, dating, violence, and resources. This way you do not necessarily need to introduce yourself. You can still quickly give out a piece of paper or pen that has information about program to someone walking past you. You can even hold a contest for poster/flyer making with prizes such as gift cards to the campus bookstore or a local restaurant. Many area stores and restaurants will donate gift cards for such a good cause!!

## **RAINN Day**

RAINN Day is a national campaign that is raising awareness for sexual violence on college campuses. Volunteers spread awareness through events, fundraisers, speakers, petitions, posters, and flyers. To get material for your own RAINN Day see the program website for further information at <http://www.rainn.org/get-involved/college/rainn-day>.

## **Movie Screening**

Have a movie Friday or any other day of the week. This will keep students from going out and getting drunk and allows them to be with their friends and stay safe. Any variety of movies can be shown. You can always show movies such as "Speak" or "She Cried No", or videos from Security On Campus, Inc. Draw in more people with free popcorn and snacks.

## **5k/Dance-a-thon**

This is a good way to keep students active and fundraise. This is something fairly easy to do and can be relatively inexpensive. Go to local business surrounding the school which get a lot of traffic for students and ask them to be a sponsor or to donate something to the cause. A 5k is a good way keep student activate and can also get the community surrounding the campus involved to raise even more money. A late night dance-a-thon is a way to keep students safe that night while raising awareness. Raise funds for a local non-profit organization, Security On Campus, Inc., or another national organization also devoted to keeping students safer.

## **Friday (or any day!) Coffee and Donuts with Cops**

Campus security passes out free coffee and donuts to students along with important campus safety information and resources. This event helps students connect with campus safety officers. By making this a reoccurring event throughout the month, students who have questions or concerns can bring them to officers the following week.

## **Speaking Engagements and Safety Programs**

Your local rape crisis center or domestic violence agency, alcohol awareness chapter, mental health organization, and Security On Campus, Inc. may offer FREE presentations on various safety topics. When calling, it is often helpful to ask for the person in charge of "outreach and education".

**\*\*\* Offering free food and t-shirts is a great way to gets to come to events and be involved! \*\*\***

***For continuation and growth of NCSAM, SOC recommends a NCSAM Committee made up of active and motivated students and administration, working together to bring the most valuable programs and events to campus to raise awareness of campus safety. For information and guidance, feel free to contact SOC at anytime!***

**Security On Campus, Inc.  
133 Ivy Lane, Suite 200  
King of Prussia, PA 19406  
1-888-251-7059**

**Melissa Lucchesi, Outreach Education Coordinator, [mlucchesi@securityoncampus.org](mailto:mlucchesi@securityoncampus.org)  
[www.securityoncampus.org](http://www.securityoncampus.org)  
[www.ncsam.org](http://www.ncsam.org)**

## **National Campus Safety Awareness Month Sample Proclamation**

This year we celebrate the 20<sup>th</sup> anniversary of the **Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act** and the 6<sup>th</sup> anniversary of **National Campus Safety Awareness Month**, a time for all of us to reflect on and celebrate our success in addressing challenges that affect the safety of our campus community. This year's theme, *Coming Together to Strengthen Campus Communities* embodies the vision of NCSAM and of our university.

We recognize that no campus community is immune from the crime problems that face the rest of the United States.

- Nationally, 1 in 4 college women will be sexually assaulted during her academic career (Hirsch, 1990; Fisher, 2000).
- 21% to 53% of college students have experienced at least once incident of dating violence (Worth, Matthews & Coleman, 1990).
- 13% of college women had been stalked since the school year began (2000 National College Women Sexual Victimization Survey).
- Along with health problems, academic issues, and arrests, 1,825 college students between the ages of 18 and 24 die from alcohol-related unintentional injuries, including motor vehicle crashes each year (Hingson et al., 2009).

In order to increase awareness about these campus safety challenges in hopes of reducing victimization and creating campus environments that do not tolerate any crimes but which do create a climate of support for those who have been victimized, **National Campus Safety Awareness Month** was established in 2005 by Security On Campus, Inc., a national nonprofit group dedicated to promoting campus safety.

The (Insert Name Of Institution) is committed to creating a safer and more supportive campus for all campus community members. We offer (Insert List Of Local Campus Initiatives Here).

We honor **National Campus Safety Awareness Month** and commit to programs that will raise awareness of crucial safety topics, in addition to raising awareness about rights of crime victims on campus. We commit to partnering with area and national organizations to provide information and support to students surrounding safety issues.

We commit to support victims of crime and holding offenders accountable. We commit to creating an ongoing climate of support for those who have been victimized.

NOW, THEREFORE, I, (INSERT NAME OF PRESIDENT/CEO), (INSERT TITLE) OF (INSERT NAME OF INSTITUTION), do hereby proclaim September 2010 as **Campus Safety Awareness Month** at (Insert Campus Name), and encourage all members of the campus community to participate in crime prevention programming and help create an ongoing climate of support for those who have been victimized.

Signed, the X day of September 2010.

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**SIGNATURE**

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**DATE**

## **2010 National Campus Safety Awareness Month: Coming Together to Strengthen Campus Communities**

### **Become a Premier NCSAM Supporter today!**

Provide cutting edge information to your students, including the *Know Your Rights* guide, a simple, one-of-a-kind guide explaining what to do if you are a victim of campus sexual assault. This guide has been written by Security On Campus, Inc., and reviewed by leading, national university officials in law enforcement, campus judicial affairs, and victim advocacy.

- Bring Campus Safety Awareness Month to your campus.
- Commit to having programs on campus, particularly during the month of September, which address crucial campus safety issues, victim rights, and where to get help.
- Commit to making the NCSAM Proclamation available to your campus community.
- Commit to making students aware of your campus' Annual Security Report and Campus Sexual Assault Victims' Bill of Rights.
- Commit to sending a NCSAM picture and 1-pg review of how your school brought NCSAM to campus, emphasizing student participation and support from administration.
- Order your NCSAM kit!

#### **What you get in your Premier NCSAM kit:**

- Sample NCSAM Proclamation
- NCSAM programming ideas
- *Speak Out and Stand Up*, SOC's latest sexual assault awareness video hosted by Twilight actress, Kristen Stewart
- *Wasted Youth*, alcohol and high-risk drinking video
- *Culture of Silence*, a student produced video on stalking on campus
- Study guides for each program
- 100-pack of *Know Your Rights* wallet guides
- Digital 2010 Premier NCSAM Supporter logo for use on websites and materials (Sent by e-mail in late August)
- 5 Clery Act Collecting, Classifying and Counting Reference Guides

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All this for only **\$300** (Includes Shipping & Handling)

*To order complete the attached form and fax to (610) 768-0646.*

**Thank you for supporting the mission of America's preeminent nonprofit organization dedicated to safer campus communities.**



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