

YOU have the RIGHT

CAMPAIGN TOOLKIT

NO ONE DESERVES TO BE SEXUALLY ASSAULTED.

YouHaveTheRightCo.org
[#YouHaveTheRightCo](https://www.instagram.com/YouHaveTheRightCo)

TieneElDerechoCO.org
[#TieneElDerechoCO](https://www.instagram.com/TieneElDerechoCO)

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INTRODUCTION:

WHAT IS YOU HAVE THE RIGHT?

The Colorado Coalition Against Sexual Assault, in partnership with the statewide Forensic Compliance Team, created resources and public awareness materials about Colorado's sexual assault reporting options. While Colorado's reporting laws have existed for several years, knowledge of them is still low. This means survivors, their friends and family members, and in some cases healthcare and other professionals, are unaware of the options available, including payment options for medical care in the aftermath of an assault. The *You Have the Right* campaign was designed to address this gap in knowledge across the state. While laws and policy supporting sexual assault survivors are critical, they do not serve their purpose if the intended recipients do not know they exist. The signature component of the You Have the Right campaign is its website, available in both English and Spanish: YouHaveTheRightCo.org and TieneElDerechoCo.org. Users can find information on the laws, their rights, the medical forensic exam, and medical care payment options. The website also includes an interactive map allowing users to search for their nearest advocacy agency or sexual assault nurse examiner (SANE) program.

ABOUT THE TOOLKIT

This *You Have the Right* campaign toolkit is designed to give your agency and community ideas about how to raise awareness of Colorado's sexual assault reporting options among the general public. We have included information on Colorado's reporting option laws, things to consider when planning a public awareness campaign, how to be successful on social media (including social media graphics), and suggestions for other awareness raising strategies. Many of the graphics and brand guidelines are available to you via the "Campaign Toolkit" section of the website, found on the "For Professionals" drop down menu.



BACKGROUND:

COLORADO'S SEXUAL ASSAULT REPORTING OPTIONS

Options available in Colorado for survivors of sexual violence exist in part because of the federal Violence Against Women Act's (VAWA) forensic compliance provisions of 2005 and 2013. The drive behind these federal provisions is to increase survivor access to prompt medical care and evidence collection options, increase survivor access to justice, and improve criminal justice outcomes.

Often in the immediate aftermath of an assault, survivors face various barriers to seeking care for many reasons including fear of speaking with law enforcement or the financial costs associated with doing so. VAWA's forensic compliance provisions created space for survivors to seek medical care and/or evidence collection without having to talk with law enforcement or pay for certain parts of the exam. Connecting survivors to

healthcare resources early preserves evidence that may otherwise be lost and also connects them to other resources, such as victim advocates who can assist them in navigating the emotional and physical aftermath of an assault.

Over the last several years, Colorado has enacted legislation to comply with these federal VAWA forensic compliance provisions. In 2008, Colorado implemented the "medical reporting" option enabling survivors to receive a medical forensic exam (MFE) without reporting to, or working with, law enforcement. With this option, survivors can elect to have their kit tested at an accredited crime lab without reporting anything to law enforcement. The state established the Sexual Assault Victims' Emergency (SAVE) payment program to cover the costs of evidence collection

when a survivor does not report their experience to law enforcement. In 2015, the Colorado legislature passed SB-128, which established an "anonymous reporting" option for survivors. This option enables survivors to receive an MFE but not engage with law enforcement at all, including withholding their name. Survivors cannot elect to have their kit tested with this option. In both medical and anonymous reporting, law enforcement is required to store the kit for a minimum of two years. If the survivor changes their mind about filing a police report, they can contact law enforcement and "convert" their case using the case number they were given at the time of their exam. These reporting options are only available to individuals aged 18 to 69 years old who do not have an intellectual or developmental disability.

REPORTING OPTIONS: AT A GLANCE

Medical Reporting

- MFE at no cost to survivor
- Evidence collection and associated medical expenses covered by SAVE payment program
- No requirement to speak with law enforcement, although police receive survivor's name and contact information
- Survivors **can** choose to have their kit tested at a crime lab
- Law enforcement must store the kit for a minimum of two years
- Survivors can initiate an investigation by calling the law enforcement agency with their case number

Anonymous Reporting

- MFE at no cost to survivor
- Evidence collection and associated medical expenses covered by the SAVE payment program
- No requirement to speak with law enforcement, and the survivor remains anonymous to law enforcement
- Survivors **cannot** choose to have their kit tested at a crime lab
- Law enforcement must store the kit for a minimum of two years
- Survivors can initiate an investigation by calling the law enforcement agency with their case number

The statewide Forensic Compliance Team, comprised of members from advocacy organizations, law enforcement, Sexual Assault Nurse Examiner/Forensic Nurse Examiner (SANE/FNE) programs, District Attorney's offices, and the state government produced the "Sexual Assault Colorado Reporting Options: Guidelines for Response," released in 2017. This guidebook is aimed at educating service providers on the law and their obligations. However, there has been little work done statewide on educating the general public, including survivors and their friends and families, about the options available to them. Statewide evaluation of forensic compliance implementation also highlighted several gaps in knowledge at medical facilities without SANE programs, local doctor's offices, particularly OB/GYNs, and mental health resources across the state. Therefore, one goal of the Forensic Compliance Team has been to develop and implement a public awareness campaign about the reporting options available to survivors in Colorado.

The *You Have the Right* campaign is designed to educate the public on the options available and to provide information to service providers. Its primary focus, however, is on the general public. Each community is different, and a one size fits all campaign may not be the best approach in Colorado, where there is significant difference between communities across the state. In addition to the website, this toolkit is designed to provide you support and information on how to implement a successful public awareness campaign in your area.

WEBSITE -

YouHaveTheRightCO.org and TieneElDerechoCO.org

The campaign's website contains a wealth of information for the general public on Colorado's reporting options. It also provides service providers with an online library of social media graphics, posters, and logo standards. The Colorado Coalition Against Sexual Assault has printed posters and a variety of marketing materials for your campaigns (e.g., pens, buttons,

coasters) that can be ordered through the campaign website. Materials, including the website, are available in both English and Spanish, with additional languages coming soon.

LANGUAGE

Language is very powerful and sometimes the reporting options can be confusing, especially for people who do not work in the criminal justice or community-based advocacy fields. We have compiled a few key points related to language in the *You Have the Right* campaign to assist you in framing the issue:

Reporting: State and federal statutes refer to the options available to survivors after a sexual assault as "reporting options." In Colorado, only one of the options involves reporting to law enforcement. The other two, medical and anonymous, involve reporting to a medical professional. This is an important distinction that can get lost with the term reporting. As you plan your public awareness campaign, consider making this distinction clear to your community.

Medical Forensic Exam (MFE):

The *You Have the Right* campaign does not use the term "rape kit." While "rape kit" is often heard in the media and on television crime shows, this term does not fully encompass the spectrum of care given in a medical forensic exam and may discourage individuals who do not identify with the term "rape" from seeking medical care. "Medical forensic exam" is a broad term used for specialized medical care following a disclosure or suspicion of sexual assault. There are many aspects of care that may or may not be included in the exam. Care (or medical actions) is determined by the patient's history, choices, and risks versus the benefits from a medical standpoint. However, it is not uncommon for survivors to use the term "rape kit" and you have to balance this common versus accurate language when you are implementing a public awareness campaign.

Anonymous Reporting:

It is important you are clear in your public awareness campaign that "anonymous" in this context means anonymous to law enforcement, not to healthcare providers. There will be



a medical record for a survivor who reports anonymously at a SANE or FNE program and receives an MFE. That information will also be used to enable payment of medical expenses by the State of Colorado. A survivor's identity or the circumstances of the sexual assault will not be released to law enforcement. It is important to avoid language such as "cooperate or comply" with law enforcement so as to respect survivor choice. Instead, you can use the words "choose to engage or participate" in the criminal justice system.

Gender pronouns: Where possible use the singular they/them pronouns when referring to survivors in the *You Have the Right* campaign. This is a small way you can demonstrate inclusiveness to survivors of all gender identities. For more information, visit: https://owl.purdue.edu/owl/general_writing/grammar/pronouns/gendered_pronouns_and_singular_they.html

Multiple languages: The *You Have the Right* campaign has materials available in both English and Spanish, with additional languages coming soon. If your community has members

who speak other languages, it may be important for you to produce materials in additional languages. While images are not text, they still do communicate inclusion and value. Ensure any materials and images you use in your campaign are fully representative of the members of your community including diversity in gender presentation, ability, age, race, size, etc.

DEVELOP A PLAN

One of the most critical components of a public awareness campaign, regardless of where it is implemented, is developing a plan. It can be helpful to create a committee to develop a plan. If you are able to include stakeholders in your community on this planning committee, that will enable a diversity of voices and ideas are included. Items to consider are:

- 1. Research:** It can be helpful to conduct research in your community on prior awareness campaigns that have been successful or, conversely, unsuccessful. What worked, what didn't? For example, abstractly, billboards may seem like a great idea but does your community pay attention to them? You don't want to be investing time and perhaps financial resources in awareness raising avenues that do not reach a wide audience.
- 2. When:** Choose a time that doesn't conflict with another local agency's organizing or awareness efforts. Do you want to run the campaign in

April, sexual assault awareness month, or at another time during the year? Do you want to push the campaign twice, once in the Spring and once in the Fall, for example?

- 3. Duration:** Will you run the campaign for one week, one month, or longer? What will be most effective in your community? Duration and repetition are important in getting messages to stick, so take some time to consider the best campaign length for your community to ensure the duration fits your community's needs.
- 4. Target Audience:** Who is the campaign aimed at? The *You Have the Right* campaign is intended to raise general awareness in your community; however, the reporting options are only available to individuals aged 18 to 69 years old who do not have an intellectual or developmental disability. Therefore, it does not make sense to plan presentations in middle schools.
- 5. Day-by-Day Plan:** Map your strategies. For each outreach avenue (e.g., social media, local news, community presentations), develop a timeline of what will be released when and by whom. Assigning a responsible person is very important to ensure activities do not slip through the net.
- 6. Identify Community Stakeholders:** Are there members of your community, community and culturally specific agencies/organizations, or Board members or volunteers for your agency who can carry the message into different, perhaps harder to reach, audiences? Can these stakeholders share your social media posts on their personal and professional social media accounts? Can they help distribute posters? Can they write an op-ed article in the local paper? Can they donate advertising space? If you are a small agency with limited resources, finding champions in the community to assist you in extending your reach will be critical. Ensure when identifying stakeholders that you are engaging people who represent the diversity within your community.
- 7. What:** Identify the avenues you will use for your campaign. Choose those most popular in your community and that will yield the largest reach. For example, if your community is largely rural and lacks access to reliable internet access, social media alone may not be the best way to promote the campaign.



FOCUS GROUPS

If you do not already have a firm grasp on the best ways to communicate with your local community, a great way to learn about new communication avenues is to host focus groups. Focus groups involve speaking with a small group of community members about the ways they receive information and the kinds of information to which they are most likely to pay attention. If you hold focus groups with community members aged 18-25 and no one uses Facebook, then perhaps your campaign messaging would be best directed to another social media platform. If you speak with community members over 45 and they use Facebook more regularly, then it may be a better platform to reach older community members.

Focus groups do take more time, but allow you to get more nuanced information from groups of people in different demographic groups. Response rates for online surveys are often low and you may not get a diversity of people responding. The other thing to consider with online surveys is you can only reach people

already on your list. With a focus group, you may be able to access new community members through relational connections or partnering with a local organization. Doing so will give you a better sense of how your community consumes information and what avenues are most effective (e.g., social media, newspapers, radio). Whether you decide to conduct focus groups or online surveys, make sure they are available in both English and Spanish as well as other languages spoken frequently in your community. Also ensure you are not asking the same group of people every time.

REPETITION

One of the key elements of any effective public awareness campaign is repetition. We know that people often don't absorb messages they see only once or twice. Research tells us the public needs to be exposed to a message at least seven times before it is retained, and a preference developed. "The Rule of 7" is a key strategy used in marketing. We want

the public to take action – whether that is sharing the information with a friend, visiting the website, or sharing a post on social media. The likelihood of someone doing this increases the more interaction they have with your message. The caveat here is that you also must have a narrow message. If your campaign has too many taglines or aims, then the message is diffused, and your audience will have little to grasp on to. One recommendation is to develop a Single Overriding Communications Objective, or SOCO¹. The SOCO has no more than three additional points attached to it. For the *You Have the Right* campaign, your SOCO may be different from another Colorado community's SOCO. It will depend on the needs and composition of your specific community. Examples of SOCOs could be:

- You have reporting options after a sexual assault, or
- You do not have to report to the police to receive medical care after a sexual assault.

1 <https://www.forbes.com/sites/adriandearnell/2018/05/30/the-key-to-successful-communications-refine-and-repeat/?sh=1782c7dd7105>

The SOCO's above have different objectives, and the three additional supporting messages would bolster that objective. The objective of the first statement is "options exist for you" and for the second it is "reporting to the police isn't your only option to receive care."

Once you have your SOCO, you can start to repeat it in as many places as possible. Some ways you can ensure your community members see the *You Have the Right* campaign messaging more than once or twice is to diversify the locations and format of the messages. Consider:

- Billboards, bus stops
- Bars and restaurants
- Social Media
- Newspaper articles or advertisements
- Online advertising banners
- Emails about the campaign
- Hearing an interview or advertisement on the radio
- Press releases (see Appendix I for example)
- Educational workshops
- Posters, postcards, stickers, flyers

- Seeing or hearing the campaign mentioned at your events or the events of partners in the community including fairs and spaces where you can host an informational booth

SOCIAL MEDIA

Running a successful social media campaign takes time. Agency resources are likely limited, so using services like Hootsuite, Buffer, or Later to schedule posts ahead of time can be a great time saver. Each social media platform is a little different, but all need regular attention, and someone available to interact with followers. Each social media platform utilizes different algorithms to determine how often your posts are seen and by whom. It is important you are educated on these, as they change frequently. The other key necessity for effective social media reach is the number of followers you have. If you don't have a big audience then your social media campaign won't be seen by anyone. Building your audience as an agency is important. You build your audience by dedicating

time to follow others, share posts, like posts, and comment on posts. Take a look at the next section, where we explain some of the key components to success across a few popular social media platforms.

FACEBOOK

Consistency is important on Facebook. Avoid creating a profile and then rarely updating the information or engaging with your followers. Like Instagram, you have to actively grow your audience and that takes time. A Facebook page with no followers, does not serve your purpose or your community.

Facebook (and Instagram) have a page analytics feature that can help guide you about the best time of day to post information based on interaction your posts receive. Reviewing your own analytics is a great way to make sure you know what content your followers generally interact with. In general, mornings are best for posting, but this is not universally true and maybe your community is different. You get more engagement when you give people what they want, when they want it.



While Facebook has been around the longest, it is not necessarily the primary social media tool used by younger people. Newer platforms like TikTok and, to some extent, Instagram are more popular. Facebook is still a great platform for events and general information. However, like the other social media sites, you do need to post regularly. Following or “*friending*” other pages, organizations, or people who may have communities interested in your information is also a good way to get them to friend or follow you back. Comment on other people’s posts and encourage your partners to comment and share your agency’s posts about the *You Have the Right* campaign. News feeds on Facebook move so rapidly, a single post that is not shared by others will easily get lost.

The *You Have the Right* campaign has a variety of available images formatted for Facebook to post on your agency or campaign/event page. Examples are included in this toolkit and they can be downloaded from the website.

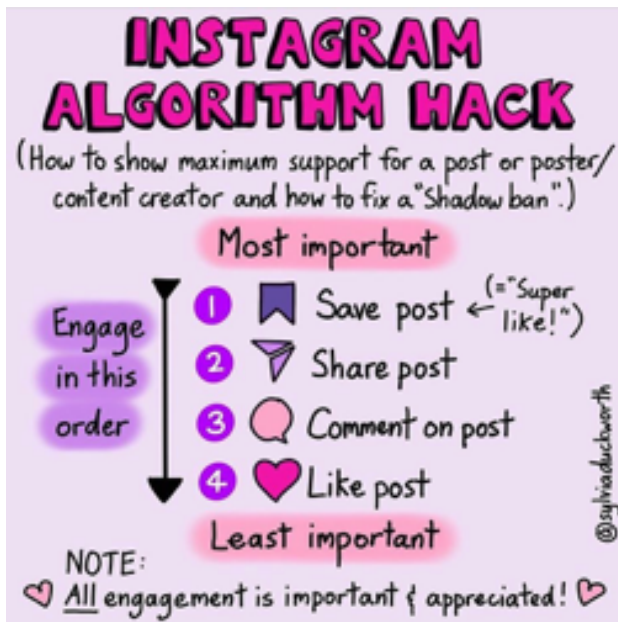
INSTAGRAM

The *You Have the Right* campaign has a variety of images formatted for Instagram posts available on the website. Much like with Facebook, there are several steps you can take to maximize engagement and views on Instagram. Examples are included in this toolkit and they can be downloaded from the website.

KEYS TO SUCCESS ON INSTAGRAM

- Post to Instagram regularly.
- Make sure you have text accompanying the image.
- Make sure you have “alt text” on the image so screen readers can describe the image.
- Tag people in the post and ask them to share on their Instagram feeds. Sharing is really important.
- Ask partners to comment on every post. An emoji is not considered a comment, you need at least a few words.
- Use hashtags. This will mean your posts will come up when users are searching specific key phrases or words like “#sexualassaultprevention” or “#youhavetherightco”
- Respond to every comment someone makes on your posts (more than an emoji).
- Follow as many people as possible who would be relevant to your mission. Comment on their posts. This will encourage them to do the same on yours.
- Consider posting some videos as an alternate way to engage your audience.

The more you do these things and interact on Instagram, the more followers you will get, and then your audience will widen. This is great for the *You Have the Right* campaign but also for your agency in general.



(Image used with permission from Sylvia Duckworth, @sylvia Duckworth)

INSTAGRAM STORIES

Instagram Stories is a feature on Instagram that allows users to post images or videos with filters (or not) that stay visible for 24 hours. To access Stories, swipe right on your Instagram feed. There are a variety of options from going "live," to using gifs and hashtags, to engaging your audience by asking questions and running polls.

The options for all these and more run along the bottom of the screen. Stories are a nice addition to your Instagram feed, which tends to be more static. An example of a story for the *You Have the Right* campaign could be:

- Post one of the social media images and overlay some graphics to the image catch people's attention (like flashing arrows pointing at the website URL on the image).
- A video of someone on your team talking about the reporting options and plugging the website.
- An image from the campaign with a question added that requires people to answer yes or no. This encourages interaction.

Take a look at other user stories if you are unfamiliar with them to get some inspiration. They will appear in circles at the top of your Instagram feed.

TWITTER

Twitter is the one platform that really needs multiple tweets a day to gain traction. Twitter is particularly useful for sharing timely news as well as engaging your audience in conversation, such as through live chats. An example of a live chat for the *You Have the Right* campaign could be to provide information and answer questions about the reporting options and resources available to survivors in your community.

Who you follow on Twitter is an important component of extending your agency's and campaign's reach. Make sure you are interacting with accounts with audiences that could also benefit from the information. If you retweet and like their tweets, they are more likely to retweet and like yours, meaning your posts are more likely to reach a larger audience. Simply put, it's all about relationship building.

A variety of one-sentence "You Have the Right to..." are available on the website, or you can develop some

statements more relevant to your community. These are great one-liners to share on a platform like Twitter. Be wary of statistics; they tend to be overlooked and questionable if they are displayed without context. Tweets often lack context because of the character limit on what you can post.

#WhatAreHashtags?

The purpose of hashtags is to collect like-minded content all together in one place. If you search any of the social media platforms for a particular hashtag, like #sexualassaultawarenessmonth, it will show you all the posts that carry that hashtag. It enables people to find information quickly. Therefore, using the hashtag #YouHaveTheRightCO on any post related to the campaign will enable people to find all content related to the campaign posted by a variety of organizations across the state. You can make up any hashtag you like, but it is worth checking before adding it to posts that it's not being used by someone else, is not being used for a purpose counter to your agency's mission, or in a context that doesn't make sense for the campaign.

EXAMPLE SOCIAL MEDIA POSTS



GET ACCESS TO THE YHTR CAMPAIGN TOOLKIT

Social graphics, sample posts, logo and branding tools. Available in both English and Spanish

<https://youhavetherightco.org/campaign-toolkit/>

DID YOU KNOW

You can confidentially speak to someone about your reporting options.

#YOUHAVETHERIGHTCO

YOU have the RIGHT >>



¿SABÍAS?

Tú puedes hablar con alguien confidencialmente sobre tus opciones de reporte.

#TIENESELDERECHODECO

TIENE el DERECHO >>

If you would like to learn more about how to use social media to your advantage for the *You Have the Right* campaign or just in general for your organization, take a look at these resources:

- **Sprout Social Blog:** <https://sproutsocial.com/insights/>
- **Hootsuite Blog:** <https://blog.hootsuite.com/>
- **Later:** <https://blog.later.com/>

EVALUATION

As with any agency program, it is important to evaluate the effectiveness of the campaign in your community. This can be done with focus groups, online surveys, asking people on the street, social media shares, and so on. Measuring how many people a message reached is easier than measuring if the people it reached did anything with the information. It is important to evaluate both knowledge gain and action taken where you can. You can track social media shares, clicks on an online advertisement, and the number of people who open your emails and how many of those click through to the information. The easiest way to understand if your campaign is changing behavior is to ask people. For this we recommend focus groups or surveys.



COASTERS



CAMPAIGN TALKING POINTS

The goals of the campaign:

- Educate general public about Colorado's sexual assault reporting laws.
- State and federal laws provide options for survivors, but many are unaware these options exist.
- Empower survivors and their friends and families through knowledge about their rights after a sexual assault.
- Increase the number of survivors accessing medical care after an assault to preserve evidence, receive support, attend to injuries, or have their questions answered.
- Increase knowledge in the general public about state funds available to assist survivors with medical costs associated with a sexual assault.
- Increase knowledge in the general public about the reporting options that exist in Colorado for survivors of sexual assault.

How to talk about the options:

- There are three reporting options in state law: law enforcement, medical, and anonymous.
- Anonymous reporting means the survivor remains anonymous to law enforcement.
- Medical and anonymous reporting options enable survivors to preserve evidence without the involvement of law enforcement at the time of medical care.
- While we use the term "reporting options," both medical and anonymous reporting do not involve reporting to the police, rather the survivor is reporting to a medical provider.
- All evidence must be stored for at least two years regardless of whether the sexual assault evidence kit is tested at a crime lab.
- The reporting options in the *You Have the Right* campaign are different and distinct from Title IX reporting options students have in schools and colleges.


How to talk about the laws:

- Three reporting options exist for survivors in Colorado law.
- The state laws are a direct result of changes to the federal Violence Against Women Act in 2005 and 2013.
- The laws are not only about creating reporting options for survivors but also assisting them with receiving medical care at no cost.
- The laws recognize not every survivor is ready to talk with the police.
- The laws give survivors time to receive support and decide what they would like to do without being forced into a criminal justice process.
- Colorado went above and beyond federal requirements when it passed the anonymous reporting law, recognizing providing a name to law enforcement can be a deterrent for survivors seeking care after a sexual assault.
- The laws apply to adults aged 18-69 who do not have a documented intellectual or developmental disability.

Explaining the difference between medical and anonymous reporting:

- Medical and anonymous reporting options mean the survivor is reporting to a medical provider, not to law enforcement.
- In both medical and anonymous reporting, the survivor does not have to speak with law enforcement or participate in an investigation to receive medical care.
- If a survivor chooses the medical reporting option, they can choose to have their sexual assault evidence kit tested at a crime lab.
- With medical reporting, the police have 21 days to send a sexual assault evidence kit for testing if the survivor consents.
- The main differences between the medical and anonymous reporting options are whether or not the survivor's name is released to the police and whether the evidence kit can be tested at a crime lab.
- If a survivor chooses the anonymous reporting option, their sexual assault evidence kit is not tested at a crime lab.
- In both medical and anonymous reporting options, the state's Sexual Assault Victim Emergency payment program will cover the cost of evidence collection and some associated medical care costs.

Explaining the payment options:

- 
- Colorado recognizes that for some survivors the cost of medical care is prohibitive and prevents them from seeking assistance after a sexual assault.
 - Colorado established the Sexual Assault Victim Emergency (SAVE) payment program to cover the cost of evidence collection and certain associated medical costs for survivors who choose medical or anonymous reporting.
 - Medical facilities must bill the SAVE program directly. SAVE cannot reimburse survivors.
 - If a survivor reports to law enforcement, the law enforcement agency is responsible for the cost of evidence collection and additional medical costs can be covered by Crime Victim Compensation.
 - There are options for survivors to cover medical costs associated with medical care after a sexual assault.

About the Colorado Coalition Against Sexual Assault and the Forensic Compliance Team

The Colorado Coalition Against Sexual Assault (CCASA) was founded in 1984 as a 501(c)3 nonprofit to be the collective voice of rape crisis advocates across the state of Colorado. Today, its membership includes over 100 sexual assault survivors, victim advocates, rape crisis centers, dual domestic violence and sexual assault programs, law enforcement agencies, prosecutors, public health agencies, college and university campuses, medical professionals, offender treatment programs, public officials, as well as other organizations and concerned individuals throughout Colorado. As a statewide coalition, CCASA supports its members, partners, and the broader community through technical assistance, training, information and referrals, educational materials, statewide systems change, and public policy education and advocacy.

The Colorado Forensic Compliance Team (FCT) is a multidisciplinary stakeholder group committed to ensuring Colorado's compliance with the medical forensic exam (MFE) provisions of the Violence Against Women Act (VAWA) and accompanying Colorado statutes.

The mission of the FCT is to:

1. Provide ongoing evaluation of forensic compliance laws in Colorado
2. Use evaluation data to inform policy and system change
3. Increase public awareness of reporting options and MFE availability



Appendix I - Press Release Example

The first sentence should be catchy, and grab people's attention. Give them a reason to read further.

This can also go at the bottom of the press release.

FOR IMMEDIATE RELEASE

DATE

Agency Logo

Contact person for media enquiries

Address

Website

New Campaign and Website Launched to Support Colorado Sexual Assault Survivors, Friends, and Family

YOUR AGENCY, in partnership with the Colorado Coalition Against Sexual Assault (CCASA) and Colorado Forensic Compliance Team, a statewide group of professionals from various disciplines, developed and launched a new campaign: You Have the Right. The focus is to help survivors, family, and friends navigate sexual assault reporting options, rights, and resources throughout Colorado.

In Colorado, you do not have to report a sexual assault to the police to receive medical care. You Have the Right helps survivors, and their friends and family members identify sexual assault, seek medical care, and understand if reporting is required and how to report an assault.

The website (www.youhavetherightco.org or www.tieneelderechoco.org) includes a map of support services including 24/7 support, sexual assault nurse examiner medical programs, legal support, mental health resources, and more. Resources can be searched by a variety of options including area, and services for specific populations, languages, and ages (children and adults).

The You Have the Right Campaign is aimed at educating the public on Colorado's sexual assault reporting options provided by state and federal law. Research has shown public knowledge is limited on the issue, which means few survivors are aware of the options they have after experiencing a sexual assault. The site is a first of its kind in Colorado, providing information to rural and urban communities, available in both English and Spanish.

"QUOTE FROM SOMEONE IN YOUR AGENCY ABOUT THE IMPORTANCE OF THE CAMPAIGN," said NAME OF PERSON, TITLE at the AGENCY, "SECOND QUOTE, COULD BE BY A DIFFERENT PERSON."

The name derives from wanting to express that Coloradans have the Right to live their lives without fear of being sexually assaulted. The right to wear what they want, stay out late, hike in our beautiful Colorado mountains, and have fun. It also references the 2008, 2013, and 2015 Colorado laws that lay out a variety of reporting rights for survivors, which include not having to make a report and participate in a police investigation.