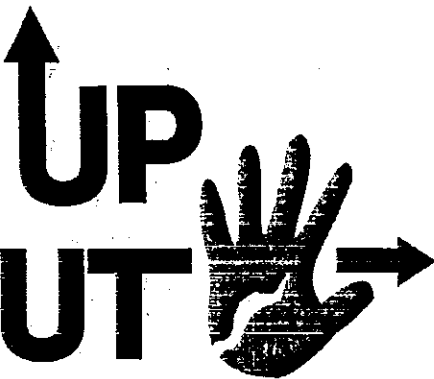


# STEP UP SPEAK OUT



Step Up, Speak Out! Marketing / Public Relations Committee tasks overview.

1. Name the initiative.
2. Establish the look of the initiative through a logo design, as well as collateral materials.
3. Create media representative awareness of the initiative through the development and distribution of a press kit. Face to face meetings with media representatives is preferred when distributing the press kit.
4. Create public awareness of the initiative by holding an event to announce the planned activity the initiative will use to showcase area child advocacy agencies and educate the public.
  - i.e. to locally kick off National Child Abuse Prevention Month, through a local event. In Fort Smith, it was the lighting, with blue lights, of the downtown Ferris Wheel. The event was used to announce the Step Up, Speak Out! rally, in addition to Child Abuse Prevention Month.
5. Create television, newspaper and radio Public Service Announcements to educate the public about child abuse and the planned initiative's educational activity.
6. Utilize social media to educate the public and create a sustained child abuse prevention messaging campaign.
7. Accommodate the media during the planned initiative's educational activity.
  - ensure they have access to event planners, initiative leaders and child advocacy agencies.

## Step Up, Speak Out Rally 2012 Events of the Day

11:00 — Welcome by UAFS Chancellor Paul B. Beran— (*Bell Tower*) / Food and Fun Begin

Performance by Samuel Jackson "It Shouldn't Hurt to Be a Child" (*Bell Tower*) - repeated at 2:00

11:15 — **Adult Only** session on Signs and Prevention of Sexual Abuse (*Weidman Center*) — repeated at 1:15

**NOTE: Babysitting will not be provided — parents do not leave your children unattended**

11:15 — Magician Russell Turner, Mystery & Merriment of Magic (*Bell Tower*)

Noon — Program (*Bell Tower*)

- Welcome by Event Chair, Sam Sicard
- Opening Prayer— Father John Maxwell, Saints George and Alexandra Orthodox Church
- Event Co-Chair, Kelly Underwood — No One Should Have to Suffer in Silence
- Protecting Our Kids by Sheriff William Hollenbeck
- The Invisible Victim by Garrett Lewis
- Closing Prayer by Reverend Gary Hinkle, Saint James Missionary Baptist Church

12:45 — Performance by Youth Gospel Group, Rated PG (*Bell Tower*)

1:15 — **Adult Only** session on Signs and Prevention of Sexual Abuse (*Weidman Center*)

**NOTE: Babysitting will not be provided — parents do not leave your children unattended**

1:15 — Performance by Tha Body (*Bell Tower*)

2:00 — Closing Performance by Samuel Jackson, (*Bell Tower*)

### Step Up, Speak Out! Booth Vendors 2012

- |   |  |
|---|--|
| 1. C J S — Comprehensive Juvenile Services                | 17. Photo Booth— Junior League of Fort Smith                   |
| 2. Sebastian County Department of Health                  | 18. Sebastian Country Sheriff's Department                     |
| 3. Western Arkansas Counseling and Guidance Center        | 19. Morgan Nick Foundation                                     |
| 4. Crisis Intervention Center                             | 20. Girls, Inc.  |
| 5. Boys & Girls Clubs: Ft Smith, Van Buren, Alma          | 21. Boy Scouts of America                                      |
| 6. Boys & Girls Clubs: Ft Smith, Van Buren, Alma          | 22. Fort Smith Police Department                               |
| 7. CASA — Court Appointed Special Advocate                | 23. Girls Shelter of Fort Smith                                |
| 8. DCFS—Division of Children and Family Serv./Foster Care | 24. VISTA Health   |
| 9. IC Church / VIRTUS                                     | 25. Celebrate Recovery   |
| 10. Fellowship of Christian Athletes                      | 26. Stepping Stone   |
| 11. The Call  | 27. River Valley Regional Food Bank                            |
| 12. B.A.C.A — Bikers Against Child Abuse                  | 28. Children's Emergency Shelter                               |
| 13. Steps Family Resource Center                          | 29. Back to Basic Counseling                                   |
| 14. BOST, Inc. Children's Services                        | 30. Hamilton House Child & Family Safety Center                |
| 15. Sebastian County Prosecuting Attorney's Office        | 31. Fort Smith Noon Exchange Club                              |
| 16. Harvest Time  | 32. Heart to Heart Pregnancy Support ( <i>Weidman Center</i> ) |

## **Two Co- Chairs**

## **Committee of eight plus Volunteer Chair**

### **Selected location and rain backup plan**

UAFS Campus Green

April 27, 2012

11:00 to 2:00

### **Rain Back up:**

Convention Center downtown Fort Smith

### **Categories divided into "to do" list:**

- Decorations
- Entertainment/Activities for kids
- Give-a-aways
- Porta Potty's
- Program
- Layout of Event
- Food

### **Set Budget of \$9000.00**

- Tents and bounce arounds were the bulk of the budget

### **Tents from In Tents in Fayetteville**

- 15 10 x 20 tents
- One large tent for dining area

### **UAFS provided:**

- Tables/Chairs
- Grounds, set up, sound crews
- Staging
- Sound
- Additional tents
- Golf Carts to help with set up
- Storage (this was huge as the t-shirts and printed materials and candy took a lot of space)

### **Decorations:**

- Ordered blue pennant flags from Flags Express.com. These were hung around the campus green
- Blue plastic table covers from codwholesale.com (plus plastic clips to hold in place with the wind)
- Balloons 50 balloons were placed at entrance

**Give-a-ways:**

- T-shirts were ordered for volunteers
- T-shirts were order for guests
- Blue rubber wrist bands from wristband.com
- Bumper stickers
- Magnets
- Plastic bags with logo

**Entertainment:**

- Clowns for balloon animals
- Magician performed a 45 min. show
- Two group acts:
  - Rated PG
  - Tha Body

**Activities:**

- Five bounce arounds
- Each booth was responsible for a game/giveaway at their booths. The booths that had the most attendance were those that engaged the children: bracelets, face painting, etc.
- I had three teenage girls paint fingernails with blue polish
- Miss UAFS signed photos (this was very popular)
- UAFS Lion mascot walked around and posed for photos

**Food:**

- Hamburgers
- Hot Dogs
- Chips
- Little Debbie snacks
- Drinks
- NEED LOTS OF WATER!!
- We had donated candy to give to booth vendors to hand out to the kids

**Program:**

- 30 -- 45 minute program (see attached)

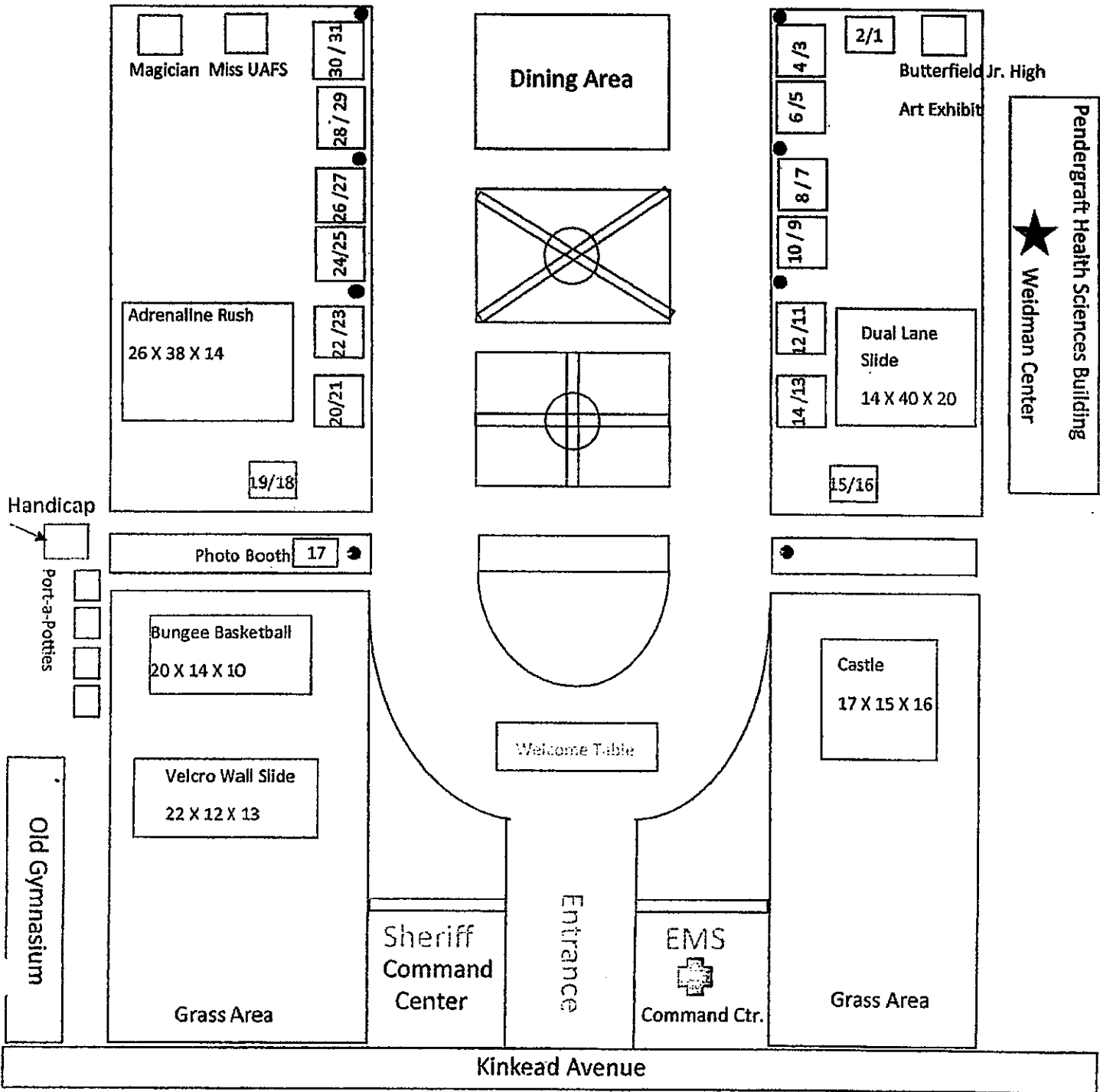
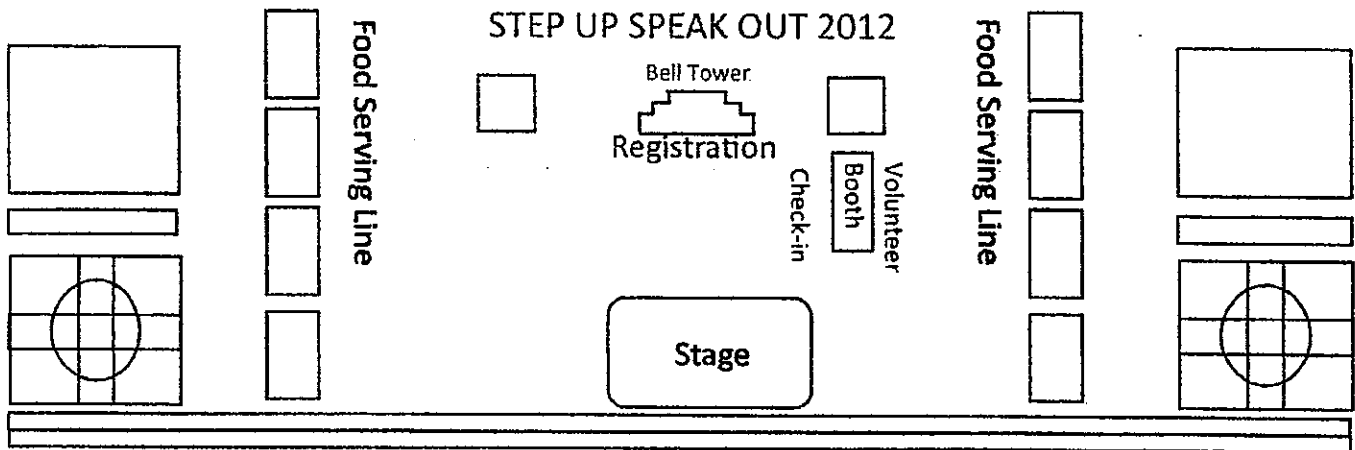
**Layout:**

- See attached

**Registration:**

- Volunteers checked in Booth vendors and handed out t-shirts and giveaways to attendees. Several volunteers are needed for this area. We also had an email list so that more information can go out for future events
- Donation Box

# STEP UP SPEAK OUT 2012





## **Education Committee Report**

### **I. Clarification of Goals**

**Primary Global Goal:** To provide Education for the community about Child Abuse in order to Promote Awareness on the topic of child abuse and engaging the community in different areas of prevention.

- a. Short Term (Event Specific)
- b. Long Term (Sustainability)

### **II. Assignments:**

- a. Coordinate with other committees to prevent overlap
- b. Outlined venues for education such as a seminar format for adults and educational materials for youth, giving consideration to age/developmental levels.
- c. Multicultural considerations/translation needs and need for materials to be available in Spanish, Vietnamese, etc.
- d. List of stakeholders and entities requesting booths with clarification as to the materials to be contained within the booths and presented to children and families.
- e. Compilation of a Referrals and Resource Book
- f. Identification of individuals within the community to present from a Panel of Experts to utilize the strengths and knowledge of those working in various capacities which deal with child abuse (e.g., Hamilton House, Crisis Center, Prosecuting Attorney's Office, Law Enforcement, Therapists, Support groups, churches).

### **III. Educational Materials included:**

- a. Facts and Myths about childhood abuse, specifically sexual abuse
- b. Statistics pertaining to abuse on local, state and national levels
- c. Information pertaining to:
  1. Who is most likely to report abuse
  2. Individuals most likely to receive reported abuse
  3. How to report abuse
  4. Who are required to report abuse as mandated reporters
- d. Information from a law enforcement and legal perspective
- e. Obstacles to successful prosecution of perpetrators
- f. Community needs
- g. Prevention through awareness
- h. Prevention through education
- i. Prevention through informing/warning predators that our community is fighting back

Materials were printed for distribution during the Step Up / Speak Out Rally.