

SAAM 2023 Partner Program Social Media Toolkit

The Minnesota Coalition Against Sexual Assault

About the Partner Program SAAM Social Media Toolkit

Sexual Assault Awareness Month (SAAM) 2023 is almost here! We heard from you, our Partner Programs, that SAAM can be a big lift, especially when it comes to increased attention and public interest around the issue of sexual violence. This deconstructed social media toolkit was created to ease that lift and support your content creation efforts during #SAAM2023.

Using the Partner Program Toolkit

This toolkit contains fifteen unique social media posts created specifically for Partner Programs. Each post contains two different captions to choose from and corresponding graphics. Each image is linked and can be downloaded from [Coalition Manager](#) (you must log in to Coalition Manager to access the files in the Resource Manager section) or from [Google Drive](#).

Each graphic is available in *at least* two different color palettes, designed to accommodate a dark logo and a light logo. There is open space in each graphic or carousel cover graphic for you to add your own logo. Some of the graphics also have a space for you to add your program's contact information for victims/survivors seeking services. This can be done by uploading the image to Canva (free for nonprofits) or by adding it in Adobe Acrobat.

If you have any issues with adding your logo or contact information, please email Rachel Martin Asproth at rasproth@mncasa.org.

Note: These posts are created with Instagram and Facebook in mind, but feel free to adapt them to other platforms.

Tag Us During #SAAM2023!

- Instagram: @mncasa
- Facebook: @MinnesotaCoalitionAgainstSexualAssault
- Twitter: @MNCASA1

Post 1: About Advocacy

Caption #1

Advocates are trained crisis counselors who provide free, confidential services to people experiencing violence and their loved ones. They can provide emotional support, help you navigate the criminal legal system, support you during a sexual assault exam, help with follow up after a SANE exam or report to law enforcement, connect you with other agencies, and refer you to legal services and therapy. Contact us at [insert program contact info]. #SAAM2023

Caption #2

How can our advocates help you? Advocates can help in so many ways such as providing emotional support, helping you navigate the criminal legal system, supporting you during a sexual assault exam, helping with follow up after a SANE exam or report to law enforcement, connecting you with other agencies, and referring you to legal services and therapy. Contact us at [insert program contact info]. #SAAM2023

HOW CAN AN ADVOCATE HELP ME?

- ✓ Provide emotional support for you and loved ones
- ✓ Support you during a sexual assault exam
- ✓ Follow up after a report to law enforcement or SANE exam
- ✓ Attend medical appointments with you
- ✓ Make internal or external referrals for things like legal services, therapy, support groups, etc.
- ✓ Help you navigate the criminal legal system

Need Support?

#SAAM2023

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- ✓ Help you navigate the criminal legal system

Need Support?

#SAAM2023



Post 2: Reporting

Caption #1

You do not have to report to get support. Whether or not you choose to engage with the criminal legal system, you can still access free, confidential advocacy services. Some of the things we help with: safety planning, crisis support, individual counseling, support groups, referrals, information regarding your options, and access to resources. Contact us: [insert program contact info]. #SAAM2023

Caption #2

I don't want to report—what services are available to me? Whether or not you report, you deserve to receive free, confidential support. An advocate can help you with safety planning, crisis support, individual counseling, support groups, referrals, information regarding your options, and access to resources. Contact us: [insert program contact info]. #SAAM2023

"I don't want to report."

What help is available to me?

- Safety planning
- Crisis support
- Individual counseling
- Support Groups
- Referrals
- Information regarding options
- Access to resources

You don't have to report to get support.

Contact Us:

#SAAM2023

"I don't want to report."

What help is available to me?

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- Individual counseling
- Support Groups
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- Safety planning
- Crisis support
- Individual counseling
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- Referrals
- Information regarding options
- Access to resources

You don't have to report to get support.

Contact Us:

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Post 3: Unexpected Services

Caption #1

Advocates provide so many essential services you might not know about! They can help you find childcare. They can help you fill out housing, employment, and government benefit applications. They can attend a dentist appointment with you. They can help you access basic household needs, such as purchasing a rice cooker. See the graphic for more examples of unexpected ways advocates can help you. Contact us: [insert program contact info]. #SAAM2023

Caption #2

You're not alone. Whether it's helping you purchase a rice cooker, set up a dental appointment, purchase bus passes, or communicate boundaries to friends and family, our advocates can help you. Contact us: [insert program contact info]. #SAAM2023

Caption #3

A crisis can touch every area of your life and make it difficult to do things like find housing, arrange transportation, make medical and dental appointments, and purchase basics necessities to start over. You don't have to do it all alone. We're here to support you. Contact one of our advocates for free, confidential support: [insert program contact info]. #SAAM2023



Post 4: Consent at School

Caption #1

Hearing the word “no” isn’t always easy. But every person has the right to express their boundaries and be respected. Responding well when someone says “no” is an important emotional skill. As parents and guardians, we can help our youth understand consent and develop healthy responses to “no.” See the graphics to get started. #SAAM2023

Caption #2

How should we respond when someone says “no” to us? Hearing “no” can be difficult so it’s important to give young people the tools they need to respond with respect and kindness. Swipe to learn three guiding consent principles to share with youth and some example of healthy things they can say when someone says “no” to them. #SAAM2023





Post 5: Consent and Work

Caption #1

Power dynamics impact consent. Creating a culture of consent at work means interacting in a way that doesn't make people in low power positions feel like their jobs are at risk if they don't say "yes" to someone in higher power positions. It also means regularly checking in with the people around you about what they're comfortable with. Check out the graphics for four guiding principles to creating a consent culture at work and four phrases to try. #SAAM2023

Caption #2

How do we practice consent at work? Four guiding principles to think about: 1. Model and encourage boundaries. 2. Task delegation should be collaborative (ask what people are comfortable with and make it okay for them to say "no" or voice concerns). 3. When requesting feedback, set clear and specific parameters. and 4. Stop glorifying values rooted in white supremacy and the idea of "grind/hustle culture."

Consent in the Workplace

Power, Principles, and Boundaries

#saam2023



Power & Hierarchy

Because most workplaces are hierarchical, it's important to recognize how power dynamics impact consent. For example, creating a culture of consent at work means interacting in a way that doesn't make people in low power positions feel like their jobs are at risk if they don't say yes to someone in higher power positions.

This is an example of **coercive power**.

4 Workplace Consent Principles

- Model and encourage boundaries
- Task delegation should be collaborative (ask what people are comfortable with and make it okay for them to say no or voice concerns)
- When requesting feedback, set clear and specific parameters
- Stop glorifying values rooted in white supremacy and the idea of "grind/hustle culture"

4 Statements To Promote Workplace Boundaries & Consent

- "Do you think I could circle back to you when you have more bandwidth?"
- "I appreciate you sharing with me that you don't feel comfortable taking this task on."
- "I acknowledge that it can be difficult to say 'no' in these circumstances and I respect your response."
- (After asking to take something from their workstation) "I definitely want to respect your space so I appreciate you being clear."

Post 6: Intimate Partner Consent

Caption #1

Consent isn't just about getting permission to have sex. It's an ongoing, mutual conversation where partners communicate, learn from, and respect each other. See the graphics for three practices to try with your partner(s): creating a self-care

cue, talking about boundaries, and open, shame-free discussion about what excites you and your partner(s). #SAAM2023

Caption #2

Some people think that consent ruins mystery and spontaneity in an intimate partnership, but that's not true. Consent is all about becoming even more in tune with your partner and practicing curiosity with each other. See the graphics for three practices to try with your partner(s): creating a self-care cue, talking about boundaries, and open, shame-free discussion about what excites you and your partner(s). #SAAM2023

Consent with intimate Partners



3 Practices to Try With Your Partner(s)

#SAAM2023

About Consent

Consent isn't just about getting permission to have sex. It's an ongoing conversation where partners communicate, learn from, and respect each other.



1. Build Consent Vocab

Create a self-care cue.

A self-care cue is a way to stop the action and clarify, redirect, and/or state a need (such as: I have to sneeze).



- You can put this into practice outside of sexual contexts.
- We recommend choosing a word you find quirky or that makes you laugh. Consent doesn't need to feel like a heavy lift. By finding ways to make it fun, we can normalize pausing for self-care and practicing consent.
- Self-care cue word ideas = Button, bagel, racecar, tofu

2. Talk Boundaries

Boundaries may change from day to day or moment to moment. The following analogies offer a vocabulary to have conversations about consent.

1. Stoplight Analogy

Talk about what physical touch you are/are not comfortable using green, yellow, and red lights. Green is "go ahead, I'm comfortable," Yellow is a "maybe (let's talk about it first)" and Red is "please don't touch me like that/there."

Examples:

- "Just a heads up, my left shoulder is a yellow light today."
- If Partner A moves toward Partner B's hip (previously discussed to be a greenlight area), but Partner B moves to avoid that touch, Partner A can acknowledge this by saying, "It looks like your hip is a red light today."

Note: they can explain if they want, but they don't have to.

2. Talk Boundaries

2. Fences and Gates Analogy

Fences are a do not cross boundary. Gates are a boundary that may be crossed depending on the context.



Examples:

- If Partner A moves toward Partner B's hip, but Partner B moves to avoid that touch, Partner A can acknowledge this by saying, "I noticed a fence around your hip today."

Note: they can explain if they want, but they don't have to.

3. Openly Discuss What Excites You and Your Partner(s)

Ask Your Partner(s) What They're Into!

This is an opportunity to not only talk about fantasy and ideas, but also specific physical acts, positions, types of touch.

- Frame conversations as "things we could/get to do" instead of talking about what you're into as if those things are embarrassing or shameful.
- Being vulnerable with intimate partners about our desires and boundaries can be difficult, but can also be very satisfying!



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Post 7: Parent & Youth Consent Conversation 1

Caption #1

It can be hard to know how to promote consent in our daily interactions with kids. Sometimes, it's as simple as asking kids what they're comfortable with and giving them plenty of options. For example, if it's important to us that our kids welcome people to the house, we can give plenty of ways to do that. See the graphic for some ideas! #SAAM2023

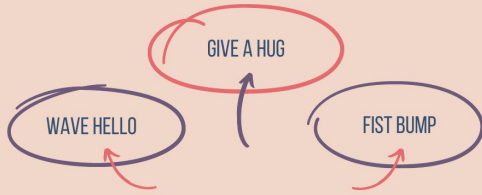
Note: If your child appears uncomfortable greeting a particular person, let them know it's safe to share why and that you are there to support them.

Caption #2

Sometimes, teaching consent to young kids can feel like a lofty task, but it can be as simple as asking your what they're comfortable with. For example, if it's important for your family to welcome people who visit your home, try asking how they'd like to do that. Then respect their answer, even if it's not what you were hoping for. This teaches kids that their boundaries are respected and they should expect that in all of their relationships. #SAAM2023

Note: If a child appears uncomfortable greeting a particular person, let them know it's safe to share why and that you are there to support them.

CONSENT CONVERSATIONS WITH ADULTS & YOUTH



Parent: I think it's important that we greet people when they come to our house. Do you want to:



#saam2023

CONSENT CONVERSATIONS WITH ADULTS & YOUTH

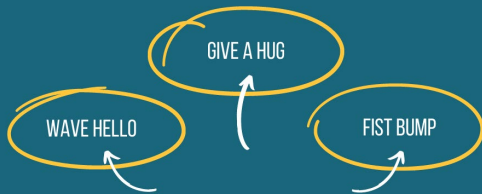


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CONSENT CONVERSATIONS WITH ADULTS & YOUTH

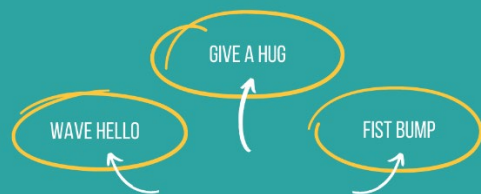


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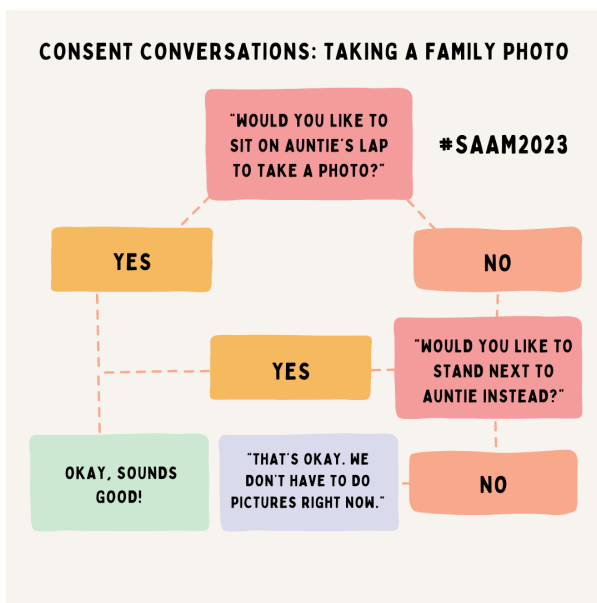
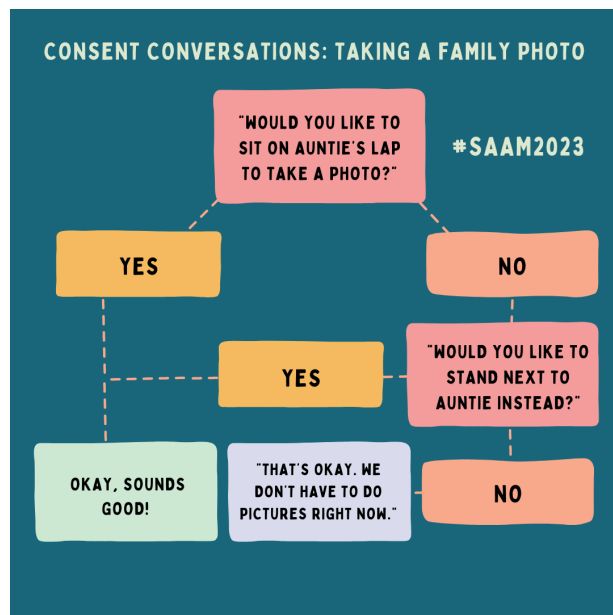
Post 8: Parent & Youth Consent Conversation 2

Caption #1

Scenario: You're taking a photo at a family gathering and you place a child next to a family member. How do you practice consent? Ask the child about their preferences. If they don't want to sit on a family member's lap, respect that. If they don't want to stand next to that family member for a photo, respect that too. Choose the child's comfort and safety over the photo. #SAAM2023

Caption #2

Children's boundaries are more important than getting a cute family photo. If a child doesn't want to sit on someone's lap, honor that. If they don't want to stand next to someone, honor that. If they aren't in a place for photos, respect that, too. By practicing consent and responding well when the child says "no," we teach them what they should expect in future relationships. #SAAM2023



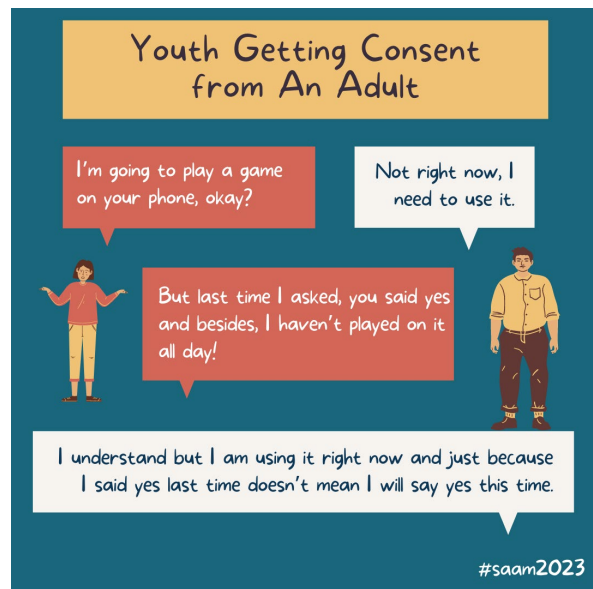
Post 9 Parent & Youth Consent Convo 3

Caption #1

How do we encourage our kids to practice consent in their interactions with us as adults? It can be as simple as the conversation that happens when a teen asks to use your phone and you say “no.” This can help them develop emotional skills around hearing “no” and show them that consent isn’t a one-off. What was okay yesterday isn’t necessarily okay today. They still need to ask and be prepared to hear “no.” #SAAM2023

Caption #2

Consent isn’t a one-off check mark. It’s an ongoing process and what was okay yesterday isn’t necessarily okay today. When your youth asks you something and the answer is “no” but it was previously a “yes”—use that moment to teach them that consent changes day to day, moment to moment. They always need to ask and be prepared for a different answer. #SAAM2023



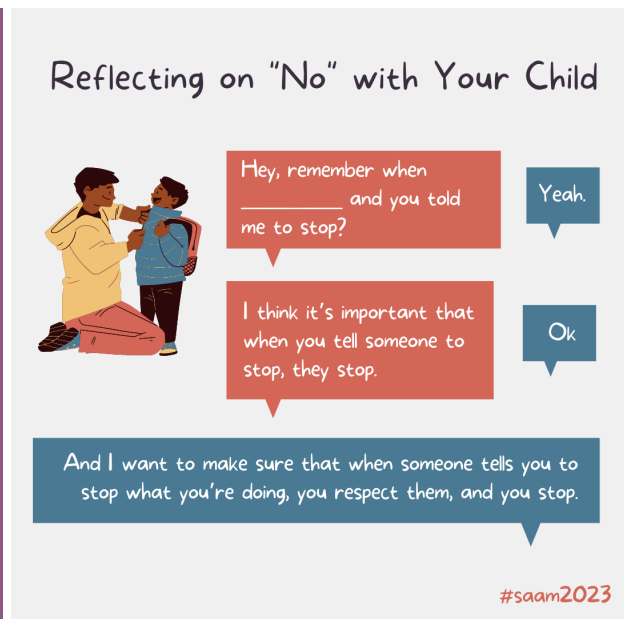
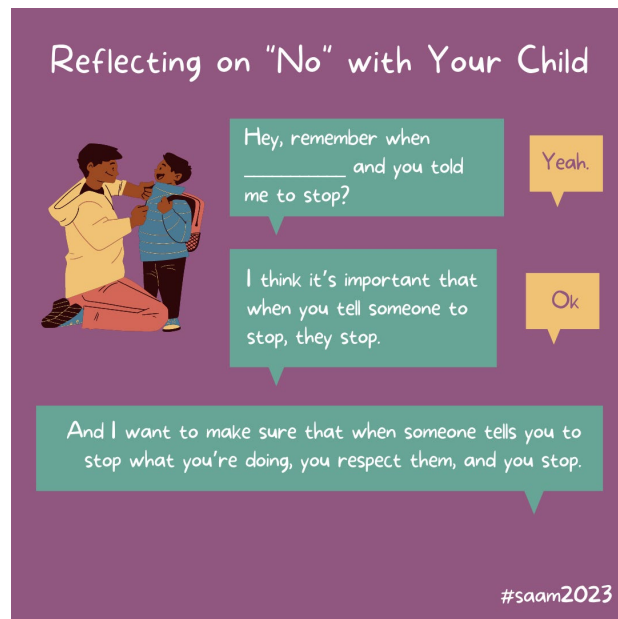
Post 10: Reflecting on “No”

Caption #1

When teaching a child about consent, try reflecting on “no” with them. Give them concrete examples of a time when they said “no” to you and you stopped what you were doing. Maybe you were tickling them and they said “stop” and you immediately did. Use that moment to talk about how they need to stop when someone says “no” to them and how they should expect others to respond when they say “no.” #SAAM2023

Caption #2

Consent can be a pretty complex concept sometimes. It helps to use concrete examples when reflecting on “no” with youth, so they can connect specific practices in your relationship with the idea of consent in their own future interactions. This prepares them to both respond with respect to other people’s boundaries and expect that their own boundaries will be honored. #SAAM2023



Post 11: Connected Communities

Caption #1

Prevention starts at:

- Home
- Work
- School
- Synagogue, Church, Mosque
- Community Events
- Online

Building strong, connected communities can help to prevent violence.

#SAAM2023

Caption #2

The more connected we are, the more tools we have to prevent violence. Each sphere of our lives—each community—offers unique opportunities to create stronger relationships, build safer support structures, practice bystander intervention, and curate spaces where young people have access to trustworthy, caring adults when they feel uncomfortable or unsafe. #SAAM2023



Post 12 Trauma-Informed

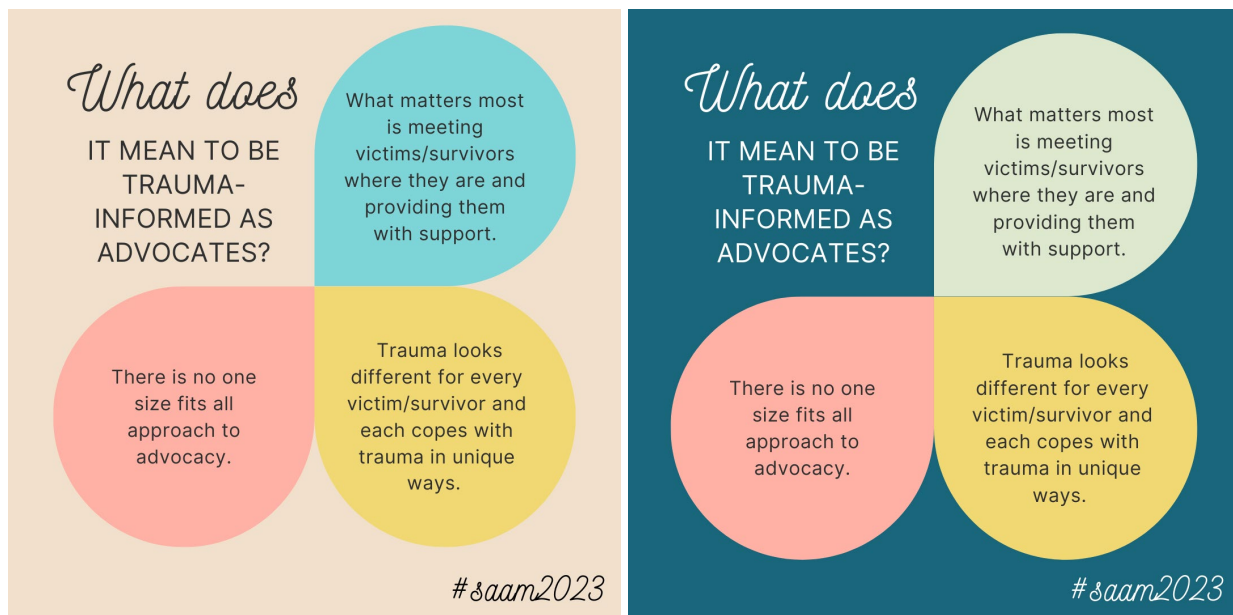
Caption #1

What does it mean to be trauma-informed as advocates? One of the most important principles of trauma-informed care for victims/survivors of violence is that every victims/survivor's trauma is different. An advocate's job is to meet a victim/survivor where they are, and offer services that fit their unique experience and needs. Need support? [insert program contact info]. #SAAM2023

Caption #2

There is no one-size fits all approach to advocacy. Trauma looks different for every victim/survivor and each copes with trauma in unique ways. What matters most is meeting victims/survivors where they are and providing them with support. Shout out to all of our outstanding advocates providing free, trauma-informed, culturally responsive care for victims/survivors of violence. #SAAM2023

Need support? [insert program contact info].



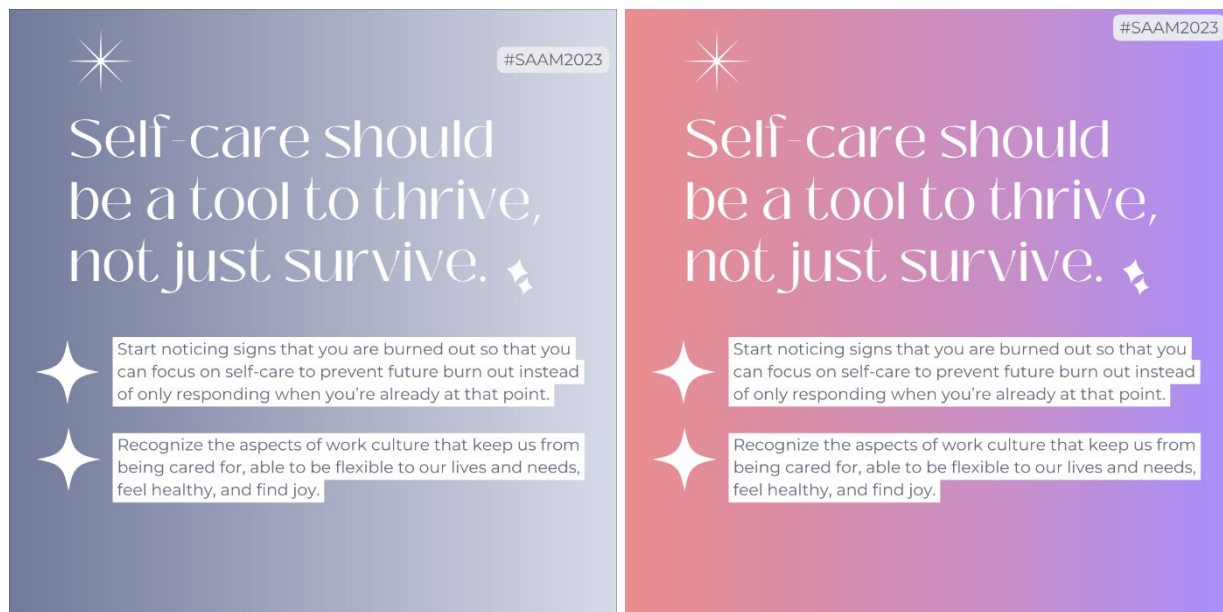
Post 13 Thrive

Caption #1

Self-care should be a tool to thrive, not just survive. Start noticing signs that you are burned out so that you can focus on self-care to prevent future burn out instead of only responding when you're already at that point. Recognize the aspects of work culture that keep us from being cared for or that prevent us from being flexible to our lives and needs, feeling healthy, and finding joy. #SAAM2023

Caption #2

Reminder: Self-care should be about more than just survival. It should promote profound thriving. Two practices to try: 1. Start noticing signs that you are burned out so that you can focus on self-care to prevent future burn out instead of only responding when you're already at that point. 2. Recognize the aspects of work culture that keep us from being cared for. #SAAM2023



Post 14 Self Care Reminders

Caption #1

“Self-care may not look the same for us all and may not be accessible to many marginalized individuals and groups who experience everyday trauma at the intersection of racial, immigrant, or other forms of oppression and abuse. Self-Care Differs from Person to Person, Community to Community” –ValorUS. See the graphics for 8 self-care reminders and helpful resources for victims/survivors of violence.

Post Content Source: <https://www.valor.us/2020/05/11/boldmoves-for-mental-health-awareness-month-self-care-and-collective-healing/>

Caption #2

Whether it's taking time to grieve and process individually and collectively, setting emotional boundaries, or doing a body scan, self-care is vital for our thriving. Self-care may look different for people and communities who experience trauma at the intersection of systemic oppression and abuse. Check out these 8 self-care reminders and list of helpful resources from ValorUS and find the practices that work for you. #SAAM2023

Post Content Source: <https://www.valor.us/2020/05/11/boldmoves-for-mental-health-awareness-month-self-care-and-collective-healing/>

8 Self-Care Reminders for Victims/Survivors

Source: ValorUS #BoldMoves for Mental Health Awareness Month: Self-Care and Collective Healing



#saam2023

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Self Care & Oppression

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—ValorUS



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Self-Care Reminders

- It's okay to take time off, even for a few minutes.
- Take five minutes to do a guided body scan (see caption).
- Find ways to navigate trauma and identify a collective healing process.
- Take time to grieve and process.
- Disconnect from social media.
- Set boundaries, rest, and replenish.
- Practice self-compassion and kindness.
- Take care of your mental and physical health (do what is important and accessible to you).



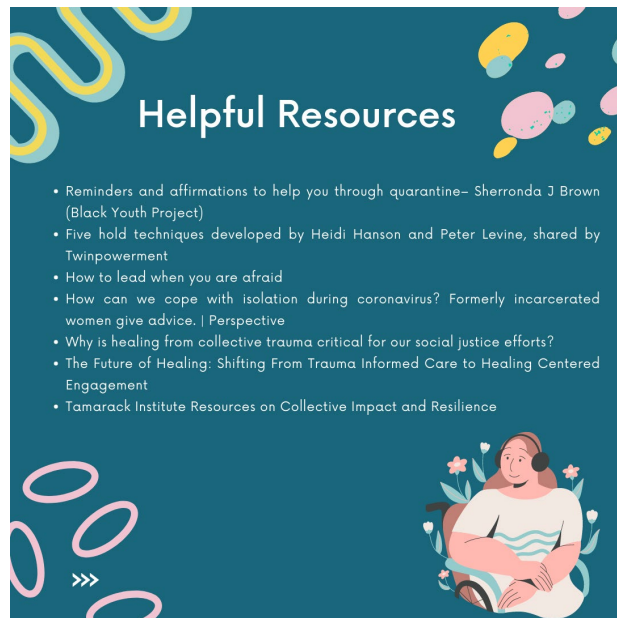
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Helpful Resources

- NSVRC Article "The Imprints of Sexual Trauma: How the COVID-19 Pandemic May Trigger Survivors"
- Self and Collective Care
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- Black Emotional and Mental Health
- Resonance Network and PreventConnect web conference series with Resonance Network
- Healing Justice

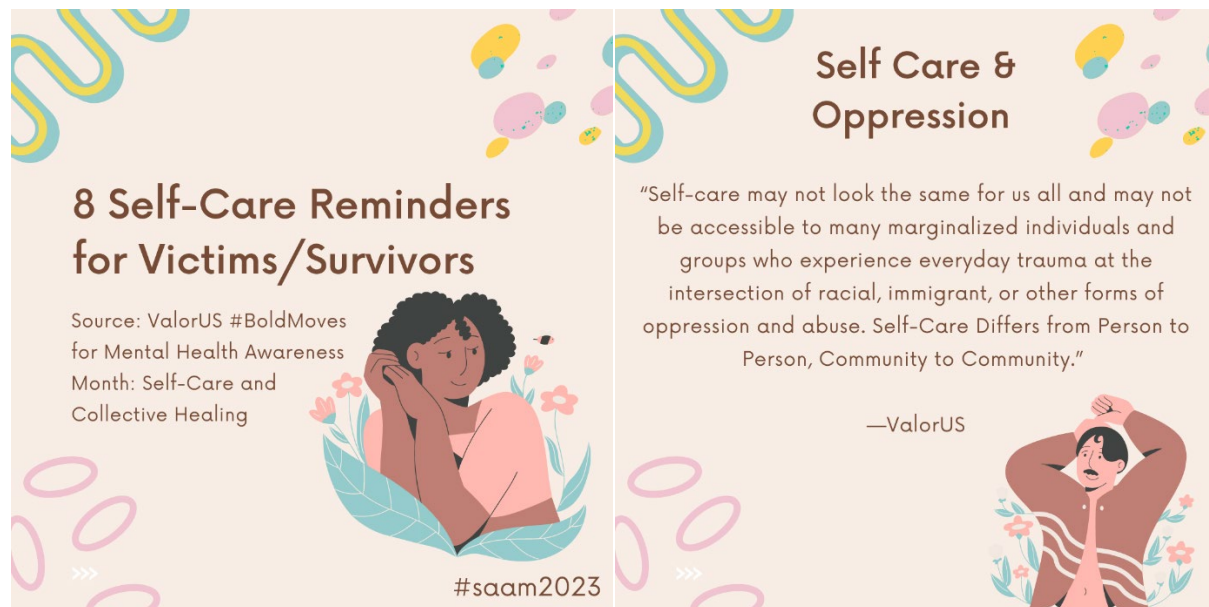


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Helpful Resources

- Reminders and affirmations to help you through quarantine– Sherronda J Brown (Black Youth Project)
- Five hold techniques developed by Heidi Hanson and Peter Levine, shared by Twinpowerment
- How to lead when you are afraid
- How can we cope with isolation during coronavirus? Formerly incarcerated women give advice. | Perspective
- Why is healing from collective trauma critical for our social justice efforts?
- The Future of Healing: Shifting From Trauma Informed Care to Healing Centered Engagement
- Tamarack Institute Resources on Collective Impact and Resilience



8 Self-Care Reminders for Victims/Survivors

Source: ValorUS #BoldMoves
for Mental Health Awareness
Month: Self-Care and
Collective Healing



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Post 15: Triggered

Caption #1

Being triggered or flooded is a normal response to trauma. A trigger happens when you are reminded of a traumatic event. You may have flashbacks or feel like you are reliving the event. When you are triggered, it's important to tell your brain and body that you are safe. You can try these two grounding exercises (see graphics). #SAAM2023

Content Source: https://metoomvmt.org/wp-content/uploads/2020/05/1.5.5_Coping-with-Triggers_INFOSHEET_V2.pdf

Caption #2

What is a trigger and what should I do when it happens? A trigger happens when you are reminded of a traumatic event. You may have flashbacks or feel like you are reliving the event. Check out the graphics for two grounding exercises to help your brain and body know that you are safe. #SAAM2023

https://metoomvmt.org/wp-content/uploads/2020/05/1.5.5_Coping-with-Triggers_INFOSHEET_V2.pdf

Tips to Care for Yourself When You're Triggered or Flooded

Source: Coping with Triggers

metoomvmt.org

#SAAM2023



What does it mean to be triggered?

A trigger happens when someone is reminded of a traumatic event. They may have flashbacks or feel like they are reliving the event. Their brain and body thinks it is in danger again.

Grounding Exercises to Try:

When you are triggered, it's important to tell your brain and body that you are safe. You can do this with a grounding exercise to help remind your brain and body that you are in the present, not back in the traumatic memory/experience.

Five Things Exercise

- One grounding exercise is called Five Things—name five things you see, four things you can touch, three things you hear, two things you smell, one thing you taste.

Breathing Exercise

- Do a breathing exercise to tell your body and brain that you are safe. Breath in for 5 seconds, hold your breath for 5 seconds and then exhale for 5 seconds.

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When you are triggered, it's important to tell your brain and body that you are safe. You can do this with a grounding exercise to help remind your brain and body that you are in the present, not back in the traumatic memory/experience.

Five Things Exercise

- One grounding exercise is called Five Things—name five things you see, four things you can touch, three things you hear, two things you smell, one thing you taste.

Breathing Exercise

- Do a breathing exercise to tell your body and brain that you are safe. Breathe in for 5 seconds, hold your breath for 5 seconds and then exhale for 5 seconds.

Have a great SAAM 2023!

Questions about how to use this toolkit?

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