

***The National Sexual Assault Hotline:
Bilingual Online Services Launch
Outreach Guide***

rainn.org/es

Created by RAINN, the nation's largest anti-sexual violence organization.
RAINN.org

This product was produced by RAINN under #2014-XV-BX-K005, awarded by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, and conclusions or recommendations expressed in this toolkit are those of the contributors and do not necessarily represent the official position or policies of the U.S. Department of Justice.



Every day, more than 800 sexual assaults occur in the United States. RAINN provides survivors of these crimes with the support services they need and deserve through the National Sexual Assault Hotline. Until recently, this support was only available in English.

RAINN looked at the numbers. More than 37.6 million people who speak Spanish at home in the United States, and more than 17% of women who speak Spanish have experienced some form of violence. While some local programs provide Spanish language services, it varies greatly by location and time of day. The bottom line is clear: survivors who speak Spanish need improved access to services.

Starting this spring, RAINN will offer Spanish language services, opening the door to help even more survivors and their loved ones. We're starting where people are: online. Spanish-speaking survivors will now be able to seek help anonymously through rainn.org/es.

We want to get this toolkit into the hands of those who have the power to spread the word about these services. You can help us by sharing these resources with your community. All materials are available in both English and Spanish. Here are ways you can get the word out using the contents of this toolkit:

- ➔ Include a web banner on your website
- ➔ Post to your social media accounts
- ➔ Distribute print materials in your community

We are pleased to be working with you and value your efforts to ensure that survivors of sexual assault receive the support they deserve. Please let us know if you have questions about the materials provided or if you need further assistance implementing these tools. We are happy to work with you to create custom materials and content.

Sincerely,

Meg Biallas
Online Communications Manager, RAINN
megb@rainn.org

PS - Stay tuned throughout the year as we unveil additional resources and services to complement our new Spanish services.



Included In This Toolkit

We've created materials to help spread the word about RAINN's new services in Spanish, now available at rainn.org/es. Included in this toolkit, you'll find the following:

- ➔ Service Overview & Tips for Promoting
- ➔ Sample Text
- ➔ Sample Social Media Posts
- ➔ Graphics and Web Banners
- ➔ FAQs
- ➔ Fact Sheet



About the National Sexual Assault Online Hotline

The National Sexual Assault Online Hotline is now available in English (online.rainn.org) and Spanish (rainn.org/es).

How does the Online Hotline work?

Visit rainn.org/es to chat one-on-one with a trained RAINN support specialist, any time 24/7. The Online Hotline works like other instant messaging and online chat systems: visitors enter a private chat with a trained RAINN support specialist. The service is completely anonymous and confidential.

How can the Online Hotline help?

Visitors can chat one-on-one with a RAINN support specialist to access a range of free services including:

- Confidential, judgment-free support from a trained support specialist
- Someone to help you talk through what happened
- Resources that can assist with your next steps toward healing and recovery
- Referrals for long term support in your area
- Information about the laws and resources in your area
- Basic information about medical resources

RAINN operates the National Sexual Assault Telephone Hotline (800.656.HOPE). The telephone hotline routes callers to their local sexual assault service provider. Please note: Not all local sexual assault service providers have Spanish-speaking staff available, 24/7. To receive support in Spanish 24/7 visit rainn.org/es. To find a local provider that offers services in Spanish, search by zip code at: centros.rainn.org. Services provided by local providers are usually free or low-cost, and may include counseling, casework assistance or legal advocacy.



Tips To Connect our Audience with Help

Online

- ➔ Website
 - Add a web banner to your site to direct visitors to rainn.org/es.
 - Include a link to rainn.org/es in a directory of online resources.
- ➔ Social Media
 - Share the National Sexual Assault Hotline information via Facebook, Twitter and other social media.
 - Share, repost and retweet RAINN's hotline-related content:
 - facebook.com/rainn01
 - twitter.com/rainn01
 - instagram.com/rainn01
 - pinterest.com/rainn01
- ➔ Newsletter or blog post
 - Include an article in your next newsletter or a blog post on your organization's website

→ See pages 5-8 for sample text, links, graphics, etc.

In Person

- ➔ Incorporate Online Hotline materials during one-on-one outreach and at live events
 - Display Online Hotline info cards and postcards so that they are easily accessible in your office(s).
 - Distribute Online Hotline info cards and postcards to individuals when they come to you for help.
 - Distribute Online Hotline info cards and postcards at events and conferences.

→ Visit rainn.org to request free print materials.



Sample Text

Take a page out of our book — literally. We've provided sample text that you can use in your own communication. The text below gives you options for how to talk about the Online Hotline.

Listing

La Línea de Ayuda Nacional del Asalto Sexual (rainn.org/es)

Description, Option 1

If you or someone you know has been sexually assaulted, it's never too late to get help. Visit rainn.org/es to chat anonymously one-on-one with a RAINN hotline staff member.

Description, Option 2

If you or someone you know has been sexually assaulted, it's never too late to get help. Visit rainn.org/es to chat anonymously one-on-one with a RAINN hotline staff member. RAINN (Rape, Abuse and Incest National Network) created and operates the National Sexual Assault Online Hotline, which provides free, confidential support 24/7.

Sample article:

Headline: National Sexual Assault Online Hotline Now Available for Spanish-Speaking Survivors

Subhead: Online Hotline now staffed with bilingual support specialists 24/7 to help survivors with confidential support

(DATE) - Every day in the United States, more than 800 people are sexually assaulted. While services for English-speaking survivors have long existed, the options for those who speak Spanish have been much more limited. As the Spanish-speaking population continues to grow in the United States — more than 37.6 million people speak primarily Spanish at home — there is a growing need to help Spanish-speaking survivors.

To reduce the barrier to seeking help, the National Sexual Assault Online Hotline is now available in Spanish at rainn.org/es. Operated by RAINN, the nation's largest anti-sexual violence organization, hotline staff will provide survivors and their loved ones with live, one-on-one support, 24/7. The Online Hotline is as simple to use as an instant message, but is entirely secure and confidential.

"We are excited about being able to provide support for Spanish-speaking survivors. Our hope is that it breaks down another barrier for those seeking help so they can begin the healing process," said Cindy Juarez-Choza, program manager for the National Sexual Assault Hotline.

While some local providers have Spanish-speaking staff members or volunteers, their hours and availability may be limited. Through the Online Hotline, visitors will now have the ability to talk to someone who is bilingual, day or night.

In addition to the hotline service that is available now, RAINN will later this year open a secure chat room online, so that survivors may connect with and support one another.

RAINN (Rape, Abuse & Incest National Network) is the nation's largest anti-sexual violence organization and was named one of "America's 100 Best Charities" by *Worth* magazine. RAINN created and operates the National Sexual Assault Hotline (800.656.HOPE and online.rainn.org) in partnership with more than 1,000 local rape crisis centers across the country and operates the DoD Safe Helpline for the Department of Defense. In 2015, the Online Hotline expanded to offer services in Spanish at rainn.org/es. The hotlines have helped more than 2 million people since 1994. RAINN also carries out programs dedicated to preventing sexual violence, supporting victims and ensuring that rapists are brought to justice. For more information about RAINN, please visit rainn.org.



Sample Social Media Posts

The following suggested social media posts can help inform your followers about our new Spanish Online Hotline services. We also encourage you to connect with RAINN on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

Facebook

- Have you or someone you know experienced sexual violence? You are not alone. RAINN now offers online hotline services in Spanish -- you can talk to someone 24/7 at rainn.org/es.
- If you are a survivor of sexual violence needing help, we encourage you to reach out to RAINN. Support is now available in Spanish 24/7 at rainn.org/es.
- Are you looking for answers or assistance after experiencing sexual violence? There may be help available in your local community. Go to centros.rainn.org to find a bilingual sexual assault service provider near you.
- If you need help after an assault, you can reach out at any time to RAINN's confidential, bilingual Online Hotline at rainn.org/es. You can also search centros.rainn.org to find a bilingual sexual assault service provider near you.
- Sexual assault is never your fault. RAINN now offers free, confidential support services in Spanish online 24/7 at rainn.org/es.

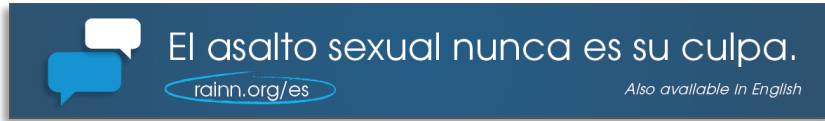
Twitter

- Has someone you know experienced sexual violence? 24/7 help is now available from @RAINN01 in Spanish: rainn.org/es. #RAINNayuda.
- If you survived sexual assault, you're not alone. You can now get help in Spanish 24/7 at rainn.org/es. #RAINNayuda.
- If you need bilingual assistance after an assault, visit centros.rainn.org to find help near you. #RAINNayuda.
- For bilingual support after a sexual assault, visit rainn.org/es or centros.rainn.org for a center near you. #RAINNayuda.
- Sexual assault is never your fault. @RAINN01 now offers confidential support services in Spanish at rainn.org/es. #RAINNayuda.

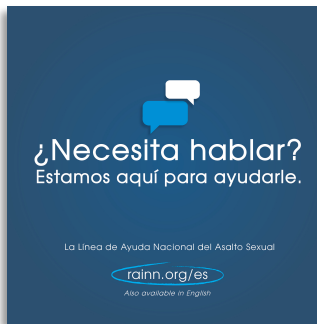
Graphics and Web Banners

Available for download at rainn.org.

Web Banners (Vertical and horizontal layouts available in Spanish and English)



Social Media Graphics (Two designs available in Spanish and English)



Infocard (One side Spanish, one side English)



Postcard (Available in Spanish and English)





Frequently Asked Questions

Q: How do I access RAINN's Services in Spanish?

A: Visit rainn.org/es and follow the steps to enter into a chat with a trained staffer. To access local resources near you, visit centros.rainn.org.

Q: Who can use the Online Hotline?

A: Anyone who needs support can utilize the Online Hotline. Our staff is bilingual – so you can receive help in either English or Spanish. Whether you were recently assaulted or the assault happened a long time ago, we are here to talk with you through whatever you are dealing with. Family and friends of those who have experienced sexual violence are encouraged to use the hotline. Our trained staff can offer information and support as well.

Q: What does it cost to use this service?

A: There is no cost to using the National Sexual Assault Online Hotline.

Q: Is this service confidential?

A: Yes. Online Hotline staff never ask visitors for personally identifying information. This includes details such as your name, age or where you live. We do not need to know who you are to help you. Our primary goal is to provide survivors and loved ones with the help they need.

Q: Why this service? Why now?

A: Recognizing the need for consistent, reliable services for Spanish-speaking communities, RAINN expanded the Online Hotline to offer support in Spanish. Thanks to a grant from the U.S. Department of Justice's Office for Victims of Crime, RAINN is able to staff the Online Hotline with trained and professional bilingual employees, 24/7.

Q: What other resources are available for Spanish-speaking survivors?

A: RAINN has curated a comprehensive directory of Spanish language resources related needs and concerns of survivors, including information about recovery, medical issues, the criminal justice process, local resources, as well as support for family and friends of survivors. We can connect you with help in your area. Find a local sexual assault service provider by visiting centros.rainn.org and entering your ZIP code.

Q: Who runs the hotline?

A: The National Sexual Assault Online Hotline is operated by RAINN (Rape, Abuse & Incest National Network). RAINN is the nation's largest anti-sexual violence organization and was named one of "America's 100 Best Charities" by Worth magazine. RAINN created and operates the National Sexual Assault Hotline (800.656.HOPE and online.rainn.org) in partnership with more than 1,100 local rape crisis centers across the country and operates the DoD Safe Helpline for the Department of Defense. In 2015, the Online Hotline expanded to offer services in Spanish at rainn.org/es. The hotlines have helped more than two million people since 1994. RAINN also carries out programs to prevent sexual violence, help victims and ensure that rapists are brought to justice. For more information about RAINN, please visit rainn.org.



Fact Sheet

Understanding the scope of sexual assault in the United States.

Sexual Assault: Who Is Affected?

- ➔ Every day in the United States, there are more than 800 incidents of sexual assault — more than 293,000 people a year.¹
- ➔ Women ages 18 to 24 are five times more likely than any other group to be sexually assaulted.²
- ➔ About 18% of women and 3% of men have experienced an attempted or completed rape.³

Effects of Sexual Assault

- ➔ Victims of sexual assault are:
 - 3 times more likely to suffer from depression
 - 6 times more likely to suffer from post-traumatic stress disorder
 - 13 times more likely to abuse alcohol
 - 26 times more likely to abuse drugs
 - 4 times more likely to contemplate suicide.⁴

Impact of the Crime

- ➔ The majority of victims know their perpetrator personally. About 75% of rapes are committed by someone known to the victim.⁵

¹ U.S. Department of Justice. National Crime Victimization Survey. 2009-2013. Note: this excludes children under 12.

² U.S. Department of Justice. Rape and Sexual Assault Victimization Among College-Age Females, 1995–2013

³ National Institute of Justice & Centers for Disease Control & Prevention. Prevalence, Incidence and Consequences of Violence Against Women Survey. 1998.

⁴ World Health Organization. 2002.

⁵ Bureau of Justice Statistics. (Number of rape/sexual assaults by victim-offender relationship, 2009-2013). Generated using the NCVS Victimization Analysis Tool at www.bjs.gov.