

Paint the Town Teal

Statewide Prevention Toolkit

2026 Sexual Assault Awareness Month (2026 SAAM)



How to Use This Toolkit

This statewide toolkit is designed for **tribes, rural communities, local coalitions, schools, healthcare partners, businesses, and prevention programs** to participate in Sexual Assault Awareness Month (SAAM).

You may use the toolkit in full or select sections that best fit your community.

All materials are **editable, adaptable, and centered on community**.

Toolkit Goals

- ✓ Increase statewide visibility of Sexual Assault Awareness Month
- ✓ Promote survivor-centered, trauma-informed messaging
- ✓ Support culturally respectful tribal prevention efforts
- ✓ Strengthen rural access to awareness and prevention resources
- ✓ Align community engagement with public health prevention frameworks

What is Paint the Town Teal?

Paint the Town Teal is a nationally recognized awareness campaign held each April during Sexual Assault Awareness Month.

Teal is the official color of sexual assault awareness and represents: - Support for survivors - Strength and resilience - Hope and healing - Community commitment to prevention

Communities across the state participate by: - Displaying teal lights and ribbons - Decorating businesses and public buildings - Sharing social media messaging - Hosting awareness or education activities

When communities turn teal, we show our awareness and support as one.

Statewide Prevention Framework Alignment

Paint the Town Teal aligns with evidence-based prevention frameworks, including:

- CDC Violence Prevention Principles
- Rape Prevention and Education (RPE) Program Strategies
- Social-Ecological Model
- Community–Clinical Linkages

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This campaign supports:

- Primary prevention before harm occurs
- Strengthening protective factors
- Shifting community norms
- Increasing awareness of local resources

Guiding Principles

All campaign activities should be:

- **Survivor-Centered** – Prioritizing safety, dignity, and choice
- **Trauma-Informed** – Avoiding graphic content or triggering language
- **Culturally Respectful** – Honoring tribal sovereignty and traditions
- **Accessible** – Clear, plain-language messaging
- **Community-Driven** – Adaptable for local voice and context

Participation Options

Communities may participate at any level.

Visual Awareness Activities

- Teal building or landmark lighting
- Teal ribbons on doors, poles, or windows
- Teal-themed bulletin boards or displays

Community Engagement

- Local or tribal SAAM proclamations
- Awareness walks or gatherings
- Resource tables at community events
- Youth or family engagement activities

Education & Prevention

- Consent and healthy relationship messaging
- Prevention trainings or presentations
- Sharing prevention and support resources

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Wear Teal Days and Order Teal Bracelets to Share

- By wearing teal, you help spark conversations about prevention, consent, and healthy relationships.
- Everyone can participate—schools, workplaces, community groups, healthcare providers, and individuals.
- Encourage your workplace, school, or organization to host a “Wear Teal Day” and show collective support.
- Wearing teal shows survivors that they are not alone and our community stands with them.
- Take a photo wearing teal and share it on social media to help spread awareness across the community.
- **FREE teal awareness bracelets are available to order and share with others.**
 - Order bracelets here: <https://apps.sd.gov/ph18publications/secure/PubOrder.aspx>
 - Select the Injury Prevention tab to find the teal bracelets.
 - Bracelets can be ordered in quantities of 10.
- Small actions create big impact—one shirt, one conversation, one step toward prevention.
- Together, we can paint the town teal and promote a culture of respect, safety, and support.

Guidance for Tribal Communities

Paint the Town Teal in tribal communities should be grounded in:

- Cultural strength and resilience
- Collective responsibility
- Healing-centered engagement
- Respect for community protocols

Recommended Messaging Themes

- Honoring survivors
- Supporting healing
- Protecting future generations
- Community unity and respect

Sample Language

Rooted in culture. Guided by respect. United in healing.

Important: Tribal imagery, language, or symbols should only be used with local approval.

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Guidance for Rural Communities

Rural prevention efforts benefit from:

- Strong visibility on main streets and community hubs
- Trusted local partnerships
- Clear information about nearby resources

Recommended Messaging Themes

- Neighbors supporting neighbors
- Awareness close to home
- Community pride and connection

Sample Language

Small towns. Big support.

Social Media Implementation Guide

Recommended Platforms

- **Facebook:** Community engagement and education
- **Instagram:** Visual awareness and storytelling
- **LinkedIn:** Organizational leadership and prevention commitment

Recommended Posting Frequency

- 2–4 posts per week throughout April

Hashtags

Primary Hashtags: #PaintTheTownTeal - #SAAM - #BelieveSurvivors

Optional Hashtags: #PreventionWorks - #CommunityStrong - #RuralStrong - #NativeWellness

Sample Social Media Captions

Facebook

- April is Sexual Assault Awareness Month. Join us as we Paint the Town Teal to show support for survivors and promote prevention in our community.
- April is Sexual Assault Awareness Month, and our community is coming together to Paint the Town Teal.

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- Teal is the official color of sexual assault awareness and represents support, strength, and hope for survivors. By lighting buildings, displaying teal ribbons, and sharing prevention resources, we send a clear message: survivors are believed and supported.
Join us this month and help spread awareness.
#PaintTheTownTeal #SAAM #BelieveSurvivors
- When our town turns teal, it's more than decoration — it's a statement.
A statement that sexual violence is not tolerated.
A statement that prevention matters.
A statement that survivors are not alone.
Thank you for helping us Paint the Town Teal this April.
#SexualAssaultAwarenessMonth #CommunityStrong
- Businesses, organizations, and community members are showing their support by going teal this April. Every ribbon, light, and post helps raise awareness and promote prevention resources across our community.
Together, we can create safer spaces for everyone.
#PaintTheTownTeal #EndSexualViolence

Instagram

- Teal lights. Strong voices. United community.
#PaintTheTownTeal
- This April, we're Painting the Town Teal
A symbol of support. A call for prevention. A reminder that survivors are never alone.
#PaintTheTownTeal #SAAM #BelieveSurvivors
- Teal lights. Strong voices. United community.
#SexualAssaultAwarenessMonth #CommunityCare #SAAM2026
- See teal? That's support in action.
#PaintTheTownTeal #SupportSurvivors #HopeAndHealing
- We wear teal to say:
 - ✦ We believe survivors
 - ✦ We support healing
 - ✦ We promote prevention#SAAM #PaintTheTownTeal

LinkedIn

- Paint the Town Teal demonstrates organizational leadership in survivor support, awareness, and prevention.
#SAAM #MakeAnImpact

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- April is Sexual Assault Awareness Month, and organizations across our community are joining the Paint the Town Teal campaign.
Displaying teal helps raise awareness, promote prevention education, and demonstrate our collective commitment to supporting survivors.
Together, we can foster safer, more informed communities.
#PaintTheTownTeal #SAAM #CommunityHealth
- Sexual violence prevention requires community partnership, education, and visible support.
By participating in Paint the Town Teal, organizations show leadership in promoting safety, awareness, and survivor-centered values.
#PreventionWorks #SAAM2026
- Creating healthy workplaces and communities includes addressing sexual violence through awareness and prevention.
This April, we stand with survivors and encourage community-wide participation in Sexual Assault Awareness Month.
#PaintTheTownTeal #PublicHealth #CommunityEngagement

Social Media Images

The Paint the Town Teal images allow partners to:

- Add organization logos
- Insert local hotline numbers
- [Download as PNG](#)

Customization Checklist

Before posting or printing materials:

- Organization name added
- Logo included (optional)
- Local hotline or resource verified
- Language reviewed for cultural relevance
- Survivor-centered tone maintained

Local Resource Examples

Include where appropriate:

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- Local sexual assault advocacy program
- Tribal victim services
- State or regional crisis line
- 988 Suicide & Crisis Lifeline

Measuring Impact

Tracking participation helps demonstrate reach and sustainability.

Suggested metrics: - Number of participating organizations or businesses - Social media engagement and reach
- Event attendance - Partner feedback

Give us your feedback on the toolkit-Share with us how you used the toolkit and how we can improve.



<https://redcap.sdstate.edu/surveys/?s=YJCMN44FAMNLYWNH>

Statewide Coordination

For technical assistance, training support, or campaign coordination:

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Acknowledgment

This campaign is strengthened by survivors, advocates, tribal nations, rural leaders, prevention professionals, healthcare partners, educators, and community members working together to create safer communities.

Thank you for helping Paint the Town Teal across South Dakota. And join us at the ARC on April 21, 2026.

A large teal ribbon graphic is positioned in the upper right quadrant of the flyer.A photograph of the Arc of Dreams bridge in Sioux Falls, South Dakota, at sunset, with the bridge illuminated in teal and reflected in the water below.

**The Arc of Dreams Turns
Teal For
Sexual Assault
Awareness
Month**

Teal is the official color of sexual assault awareness and represents: -
Support for survivors - Strength and resilience -
Hope and healing -
Community commitment to prevention

April 21, 2026
We invite you to visit the
Arc of Dreams in Sioux Falls, SD as it turns teal for
SAAM.

The South Dakota Department of Health logo is located in the bottom left corner of the flyer.The South Dakota Coalition End Domestic & Sexual Violence logo is located in the bottom left corner of the flyer, next to the Department of Health logo.

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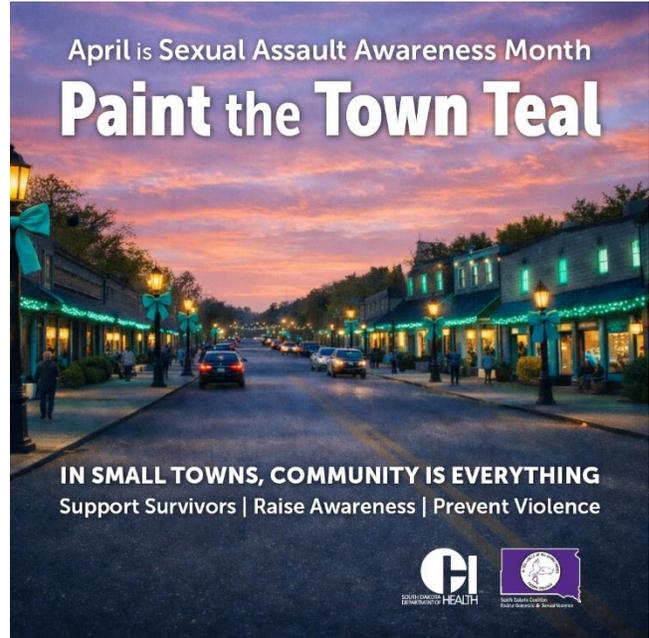
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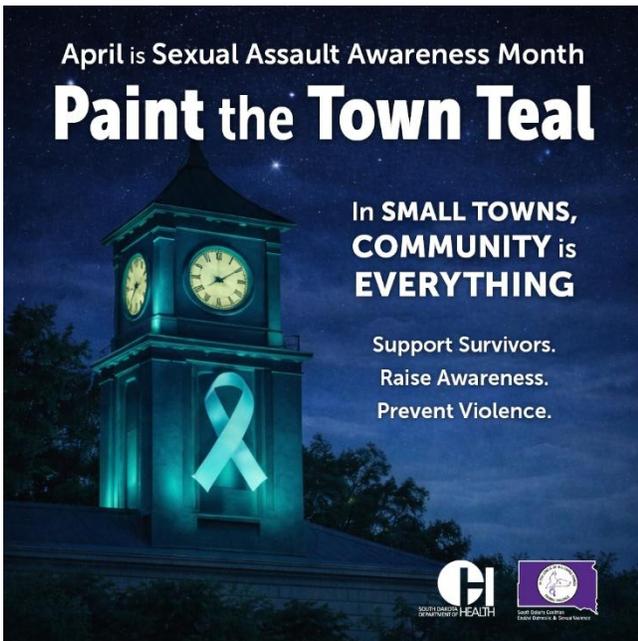
Social Media Graphics – Download All SM Graphics



JOIN US FOR A COMMUNITY EVENT

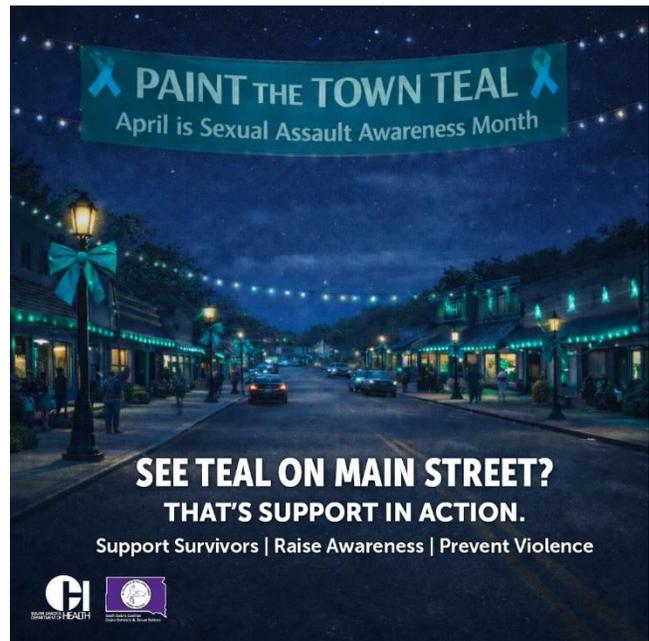


IN SMALL TOWNS, COMMUNITY IS EVERYTHING
Support Survivors | Raise Awareness | Prevent Violence



In **SMALL TOWNS,**
COMMUNITY is
EVERYTHING

Support Survivors.
Raise Awareness.
Prevent Violence.



SEE TEAL ON MAIN STREET?
THAT'S SUPPORT IN ACTION.

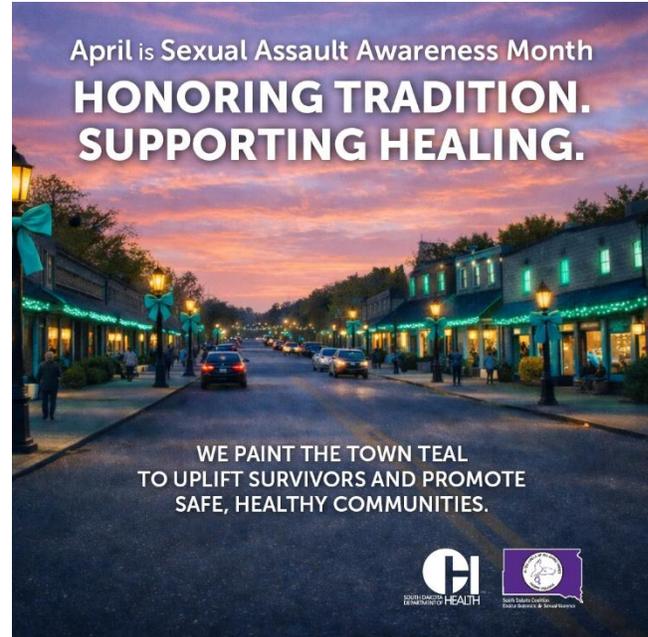
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Bracelet Index Card



**TEAL IS THE COLOR OF
SEXUAL ASSAULT AWARENESS.**

By wearing teal, you represent awareness
rooted in respect, safety, and prevention.

Scan for more information.



[Download the Index Card PDF](#)