ASSEMBLY RESOLUTION 4-017

A RESOLUTION TO FUND SAPAC MARKETING MATERIALS

WHEREAS, 1 in 5 women are sexually assaulted in college¹; AND

WHEREAS, “Less than 5% of completed or attempted rapes against college women were reported to law enforcement. However, in 2/3rds of the incidents the victim did tell another person, usually a friend or school officials”²; AND

WHEREAS, School officials and friends are often not trained in handling sexual assault disclosures and can severely impact the survivor’s healing process in a negative manner; AND

WHEREAS, Based on testimonials from SAPAC volunteers, many students on campus are unaware of confidential, professional counseling resources available for survivors and supporters of survivors; AND

WHEREAS, Social cause marketing has proven effective in spreading awareness as evidenced by The Heart Truth Campaign launched in 2002 by the National Heart, Lung, and Blood Institute³; AND

WHEREAS, In 2007, a national survey was commissioned showing that 57% woman associated the Red Dress symbol with Heart Disease⁴; THEREFORE BE IT

RESOLVED, That $1,342.55 shall be transferred from the legislative discretionary account to the Sexual Assault Prevention and Awareness Center to fund advertising materials (laptop stickers, water bottles, pens, and magnets) to be given out at Winterfest and subsequent SAPAC events; AND BE IT FINALLY

RESOLVED, That the authors of this resolution will assist SAPAC in distribution of marketing materials and produce a report for the assembly after Winterfest as to the success of the marketing materials and further ways

²http://www.nsvrc.org/saam/campus-resource-list#Stats
³http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2574437/
⁴http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2574437/
in which CSG can continue its partnership with SAPAC.

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Speaker of the Assembly

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Vice Speaker of the Assembly

President’s Approval

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Bobby Dishell

Presented to the Assembly for First Reads on __________________________
Presented to the Assembly for Second Reads on ______________________

Yes: _____  No: _____  Abs: _____  Date: ____________________________

Signature Necessary: ______  Signature Received By ____________________: _____