

Prevention Purple Campaign

Pepperface.com and the National Center on Domestic and Sexual Violence are partnering to promote personal safety and awareness regarding the violence that affects us all. We are committed to assisting individuals in the enhancement of their safety as well as changing the attitudes, beliefs and behaviors of those who harm and exploit women and men by using force. Designed to generate public awareness, the **Prevention Purple Campaign** emphasizes personal safety as a lifestyle choice.

Awareness

One in three women will be attacked with the intent of sexual assault in her lifetime. It is a lot more common than most people realize – it is one of the most underreported crimes, yet almost every minute, a woman in the U.S. is sexually assaulted.

Most rapes are not committed by strangers – 70% of victims know their assailant.

Be prepared. Mental awareness and readiness to perceive a threat are the critical steps. Avoid denial – you could be targeted by a rapist.

Action

When someone makes you feel uneasy, notice your feelings and don't feel guilty about them. Think. If someone is following you, turn around and stare at him – this may deter a rapist who is afraid of being recognized.

When you sense a threat: 1) Stay with people and avoid isolating situations; 2) Attract attention – yell loudly: "BACK OFF!" "STOP FOLLOWING ME!" " I DON'T KNOW YOU!" "LEAVE ME ALONE!"; 3) Scream – an ear-piercing, extended scream, audible from a distance; and 4) Use noise-makers, such as a loud whistle or your car alarm.

continued...