



Sample Messaging

What is Color It Blue?

[Color It Blue](#) is Brave Step's annual campaign during Sexual Assault Awareness Month and Child Abuse Prevention Month that encourages survivors, loved ones, allies and the community to initiate a ripple of influence in their spheres about this pervasive issue.

Its mission relies on YOU to start the wave of influence that spreads outward through your work, family and ultimately, community.

Hashtags

- #ColorItBlue
- #SAAM
- #ChildAbusePreventionMonth
- #IColoredItBlue
- #BraveStep
- Custom examples: #BOAColorsItBlue, #ColorItBluewithWalmart

Sample Social Media Posts

1. Option 1: I'm coloring it blue this month with @ABraveStep because sexual violence impacts far more people than we realize. One voice creates a ripple. One conversation can change a life. Join me in starting the wave. 💙 #ColorItBlue #BreakTheSilence #SupportSurvivors #Prevention
2. Option 2: I Color It Blue because silence protects the problem and speaking up protects survivors. This month, I'm joining Brave Step to help create safer, more supportive communities. Will you join me? #IColorItBlue #SAAM #BraveStep
3. Option 3: Color It Blue is more than awareness; it's action. Together, we can start conversations, support survivors and help prevent sexual violence. 💙 #ColorItBlue #StartTheRipple
4. Option 4: This April, our team is proud to Color It Blue with @ABrave Step. Small actions - wearing blue, sharing resources, starting conversations - create powerful ripples of change. #ColorItBlue #CommunityCare #SAAM
5. Option 5: Prevention starts with awareness and compassion. This Sexual Assault Awareness Month, I'm coloring it blue to support survivors and help stop violence before it starts. #ColorItBlue #PreventionMatters

Sample Email

Dear Friends,

This April, during Sexual Assault Awareness Month, I'm participating in [Color It Blue](#), an annual campaign led by Brave Step.

Color It Blue encourages survivors, loved ones, allies and community members to start a ripple of influence, through our families, workplaces and communities, around the reality of sexual violence and the importance of support and prevention.



Sexual violence is a pervasive issue, and silence allows it to continue. By simply wearing blue, sharing resources or starting a compassionate conversation, we can help survivors feel seen and supported while helping prevent future harm.

I invite you to join me in Coloring It Blue this month. Together, our small actions can create meaningful change.

Learn more or get involved at: www.BraveStep.org/ColorItBlue

Thank you for being part of this important movement.

With gratitude,
[Your Name]

Short Talking Points

- “Color It Blue is about starting a ripple … one conversation, one action at a time.”
- “This campaign reminds us that survivors are all around us, and support makes a difference.”
- “When communities speak up together, silence loses its power.”
- “Color It Blue gives all of us a way to take action, no matter our role.”

One-Line Mentions

- Join us in Coloring It Blue to support survivors and prevent sexual violence.
- One voice creates a ripple. Together, we can change the culture.
- Color It Blue with Brave Step this Sexual Assault Awareness Month.

Brave Step Contact Information

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