



SANTA CRUZ POLICE DEPARTMENT
155 Center Street, Santa Cruz, CA 95060

MEDIA RELEASE



DATE/TIME: April 2, 2018

LOCATION: Santa Cruz City Hall Courtyard

TOPIC: Start By Believing Day – Wednesday, April 4th

INFORMATION:

When someone tells you they were raped or sexually assaulted, knowing how to respond is critical. A negative response can worsen the trauma and foster an environment where perpetrators face no consequences for their crimes.

The Santa Cruz Police Department and the Commission for the Prevention of Violence Against Women have partnered together to launch a public awareness campaign that focuses on improving the public's response to sexual assault. We will be hosting the first annual Start By Believing Campaign in Santa Cruz and invite community members to sign a pledge to Start By Believing victims of Sexual Assault. The event will take place;

Wednesday, April 4, 2018

12:30 to 1:30 pm.

Santa Cruz City Hall Courtyard, 809 Center Street

Speakers:

Chief Andrew Mills,

District Attorney Jeff Rosell

The Start By Believing Day began in April 2015 when Utah State Representative Angela Romero sponsored a resolution to declare the first annual Start by Believing Day in Utah. The resolution was carried forward by End Violence Against Women International (evawintl.org) who chose April 4th as the Start By Believing Day. This year Santa Cruz Police Department and the Commission for the Prevention of Violence Against Women will join EVAWI and host our first annual Start By Believing day.



The Start By Believing Campaign is designed to create a positive community response; informing the public, uniting allies and supporters, and improving our personal reactions. The Start By Believing Campaign provides activity kits for the community, prosecutors, law enforcement, health care, victim advocates, school campuses, and the military. For not information on the Start By Believing Campaign check out startbybelieving.org and evawintl.org

For additional information, contact: Joyce Blaschke

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My name is:

When someone tells me they were raped or sexually assaulted, I pledge to:

**Start by
Believing**

