

WRJ SAYS STOP

an Initiative against Sexual Harassment and Assault

UNDERSTANDING THE TEAL CAMPAIGN



What is WRJ's I Wear Teal Because Campaign?

This campaign is a social media awareness campaign for the **WRJ says STOP Initiative**. Teal is the international symbol promoting sexual assault awareness. By sharing images and wearing teal, we are stating that sexual harassment and assault is not tolerated. Images of support from across WRJ help others feel welcome, lower the barriers to conversation, send a message of support to survivors, and encourages others to learn, act, and advocate.

How can I participate?

There are multiple opportunities to advocate for the WRJ says STOP Initiative.

- Attend or view WRJ says STOP Webinars and learn more about the issues.
- Help organize a “Teal Day” event in your community or local affiliate.
- Download the signs and use them on your social media or your ZOOM background.
- Use the hashtags **#WRJsaysSTOP** and **#WRJStopInitiative** to post photos on social media.
- Send us your photos in teal with the WRJ teal frame– email to Advocacy@wrj.org .
- Have a teal Shabbat to celebrate adopting local ethics codes and/or harassment policies.

“I Wear Teal Because” materials and templates can be found via the QR code below.

What statements can I make when I wear teal?

Inspire others with your creativity! Here are a few examples:

- I wear teal because I *am* a warrior/survivor.
- I wear teal because I am an upstander and active ally.
- I wear teal because I care.
- I wear teal because at WRJ we help make the world safer.
- I wear teal because change starts with us.
- I wear teal because [Your organization/Temple] says STOP.



Using Women of Reform Judaism (WRJ) says STOP materials, you can make a positive change in the culture and environment of your community.

Learn More:



WRJ says STOP



Teal Campaign



Teal Graphics