

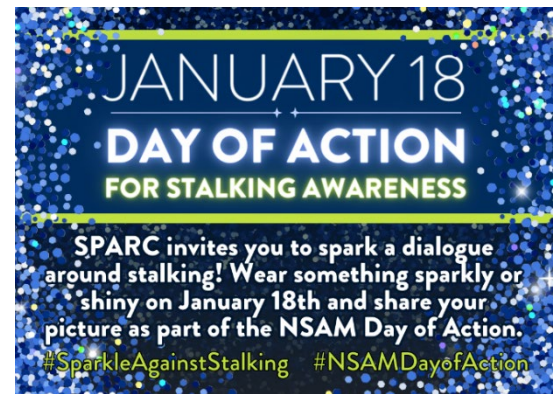


# NSAM ACTION GUIDE 2024

January 2024 is the twentieth annual [National Stalking Awareness Month \(NSAM\)](#), a call to action to recognize and respond to this traumatic and dangerous victimization. In January – and all year long – we encourage you to raise awareness around stalking and reflect on how we can better support victims and hold stalkers accountable. Consider the activities and resources below to TAKE ACTION around stalking awareness!

□ **January 18<sup>th</sup> is the National Day of Action for Stalking Awareness!**

January 18<sup>th</sup> was chosen in commemoration of Peggy Klinke’s murder at the hands of her stalker on this date in 2003. Peggy’s sister Debbie Riddle is an anti-stalking activist who co-founded NSAM in her honor. Debbie has said, “Peggy had a sparkling personality and would light up a room. As the stalking continued and continued, we saw that shine fade.” Post a picture of yourself wearing something sparkly or shiny on this day to help us bring back the sparkle – for Peggy and for all victims and survivors of stalking!



- **Table at a conference, community, or campus event!** Create an engaging display using our stalking [brochures](#), [posters](#), and [infographics](#), as well as the book “[Now I Speak](#)” to help others learn about stalking.
- **Conduct a workshop or campaign on stalking in your community!** Use our ready-to-go slides, facilitator guide, and handouts to [provide a workshop](#), or use our [guide on how to plan a stalking awareness campaign](#) at your job, on your campus, or in your community.
- **Invite SPARC to provide training!** Work with SPARC to [host a training or plenary conference session](#) tailored to your audience.
- **Integrate stalking into existing prevention and awareness education programs!** Use our [guide](#), [slides](#), [videos](#), and [activities](#) to incorporate stalking examples and information into existing programming.
- **Host a discussion of media and social normalization of stalking!** Use our [slides](#) and the [Pop Culture Detective video on stalking](#) to discuss how popular culture portrays stalking and how the reality of stalking differs.
- **Plan a karaoke night or sing-along event with songs that normalize stalking!** Provide a table of information (see above) and intersperse short awareness [videos](#) throughout the event, to highlight the realities of stalking in contrast to the songs on our [public playlist](#) (and additional songs that attendees come up with!) that perpetuate the glorification of stalking behaviors.



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