

Consider the suggestions below to TAKE ACTION around stalking awareness! January 2025 is the twenty-first 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 to better support victims and hold stalkers accountable.

- Participate in the Day of Action for Stalking Awareness on January 18!** [Learn more about this powerful annual campaign](#) and #SparkleAgainstStalking with us via social media. Encourage your community to wear something sparkly and host a photo booth with shimmering curtains and sparkly props/accessories. On January 18th, post the pictures to help us bring back the sparkle for all victims and survivors of stalking.



- Set aside a “day of learning” or “lunch and learn” and encourage your team, students, and/or community to take time to learn about stalking!** Your team can complete our [three eLearning modules](#) anytime – they’re free, interactive, short learning opportunities packed with information and additional resources to educate responders and others on stalking’s definition and dynamics. Your team can also [watch a recorded webinar](#) together or individually, and have a meeting to discuss it. Consider a prize or small incentive for those who complete the modules and/or watch the webinars.
- Table at a conference, community, or campus event!** Create an engaging display using our stalking [victim handbook \(available in 10 languages!\)](#), [brochures](#), [posters](#), and [infographics](#), and stalking survivor Anna Nasset’s book “[Now I Speak](#)” to help others learn about stalking. Use our [Commitment Pledge](#) to encourage community members to speak up about the realities of stalking.
- Host a discussion of media and social normalization of stalking!** Use our [new awareness video](#), [discussion guides](#) for the TV show “You,” [slides](#), or the [Pop Culture Detective video on stalking](#) to discuss the myths about stalking popularized in TV and movies, and how the reality of stalking differs.
- Plan a karaoke night or sing-along event with songs that normalize stalking!** Have fun singing and also highlight the realities of stalking in contrast to the songs on our [public playlist](#) that perpetuate myths around stalking. Provide a table of information (see above) and intersperse our short awareness [videos](#) between songs throughout the event. [Share](#) any additional songs that attendees come up with!
- Plan a TikTok challenge or roundtable discussion!** [Share](#) your creative ways to spread awareness.