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For immediate release

IT'S YOUR CALL – 911 CONTINUES COMMITMENT
Updated booklet and website bring info for victims of sexual assault

The University of Montana and the City of Missoula have rolled out an updated version of their It's Your Call – 911 30-page booklet and website, which offer complete information about reporting sexual assault in Missoula.

The update includes 7,000 copies of the It's Your Call – 911 booklet, which are now available throughout the Missoula community and UM campus at all agencies that help victims of sexual assault. They include the Missoula Police Department, Missoula County Sheriff's Office, UM Police Department, Crime Victim Advocate Program and Missoula County Attorney's office, as well as the Student Advocacy Resource Center, Resident Life and Dean of Students' office on campus and YWCA and First Step in the community.

The public information program is a project of the City of Missoula Office of the Mayor, University of Montana Office of the President and Missoula Police Department Office of the Police Chief. It launched in March 2012 as an immediate response to emerging reports that victims of sexual assault, in particular UM students, were unsure of how and where to report and seek help. At the time, there was no central resource with complete information.

The public information campaign stressed from the beginning that while a quick call to 911 is the quickest route to services, a call is never too late, and it does not obligate a victim to file an official police report. The aim is to offer the public and victims a full menu of services available.

The campaign was the first step in the work to build stronger collaboration between UM and the City of Missoula, as well as with the County Attorney's office and other agencies, in addressing sexual assault.

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