

MY Consent Day Campaign Organizer's Toolkit

WWW.MYCONSENTDAY.ORG

Michigan Organization for Adolescent Sexual Health Presents...



TABLE OF CONTENTS

What is MY Consent Day?.....	3
What is Consent?.....	4
Raising Awareness Virtually.....	5
Raising Awareness in Physical Spaces.....	6
Tactics for Successful Campaigns.....	7
Sample Social Media Posts.....	8
Press Release About Awareness Day.....	10
Sample/Template Resolution.....	11
Film Screening Discussion Questions.....	12
Tips for Facilitating Sensitive Topics.....	13
Let us Hear It.....	14
General Poster.....	15
Consent is... Poster.....	16
Photo Campaign Printables.....	17



**"Participation in sexual assault prevention programs on college campuses is associated with lower rape-supportive attitudes and lower rape proclivity, as well as higher bystander efficacy and intention to help others"-
Katz & Moore, 2013**

TRIGGER WARNING

This Toolkit, and the pages it links to, contains information about sexual assault and violence, which may be triggering to survivors. If you, or someone you know, are a victim of sexual assault, please read ahead with caution.

Note to event organizers:

This Toolkit is intended as a resource for organization leaders to use in the event of planning for a campaign or other sexual assault awareness related event. Please note, as an organizer of a MY Consent Day event, the material you present to your audience may be triggering and it is important that support be available for victims who may be voluntarily or involuntarily a part of your audience. Please be prepared to provide resources, such as on-call or physically present social workers/counselors, hotline numbers, support group contact information, or other local resources for anyone who may need assistance. Some of these are provided on the MY Consent Day website, www.MYConsentday.org.

1 in 16 men and 1 in 5 women will be sexually assaulted during their college careers

Purpose of Toolkit

The purpose of this toolkit is to help you to plan and implement an educational campaign to raise awareness of MY Consent Day, as well as to educate others on consent, sexual assault resources, and other information regarding decreasing the instances of sexual assault. This toolkit is intended to provide support and materials can be modified to meet the needs of *your* campaign and audience. If you have questions, please email info@moash.org.

What is MY Consent Day?

MY Consent Day is an initiative launched in 2014 to aid young people in understanding the difference between consent and nonconsent. Its primary goal is to provide them with resources to empower themselves to know their rights, communicate about consent and engage in healthy relationships.

Why do we need MY Consent Day?

Although many schools and organizations throughout Michigan offer materials, services, and resources related to consent and sexual assault, there is no comprehensive statewide Michigan-specific awareness day or campaign focusing on the issue and importance of consent. There is a particular need for this in Michigan, where definitions of consent among schools, law enforcement, and other critical players in this issue are varied and ambiguous.

When is MY Consent Day?

MY Consent Day is an annual awareness day held on the fourth Tuesday in September. Sexual assaults are most likely to occur during the first three months of the school year -- September, October, and November. MY Consent Day is held during this time in an effort to make young people more aware of their own actions, as well as the actions of those around them. It is especially timely, as this is a key period of time where a high number of nonconsensual sexual acts can be prevented.

LGBTQ college students experience higher rates of sexual violence than their heterosexual counterparts

Where is MY Consent Day?

Across the state of Michigan! MY Consent Day can be held virtually and/or in-person. It is designed to be able to be disseminated through a variety of channels so that our message can reach youth across the state!

Please send information about your campaign to info@moash.org for us to promote it!

What is consent?

Consent is when someone agrees, gives permission, or says "yes" to sexual activity with another person or persons. Consent is always freely given and all people in a sexual situation must feel that they are able to say "yes" or "no" or stop the sexual activity at any point.

Who should ask for consent?

The person who is initiating or escalating the level of sexual activity (moving onto a sexual act not yet agreed upon) is responsible for asking for consent. All parties involved in a sexual act should frequently "check-in" during sexual activities.

Why ask for consent?

Consent shows respect to your partner's body, their autonomy, and their pleasure. Consent ensures that you and your partner or partners are on the same page and communicate your needs and boundaries. Sex without consent is sexual violence.

Consent

Enthusiastic
Whole Body Experience
Verbal
Nonverbal
Voluntary
Sober
Ongoing
Mutual
Physical
Emotional

Nonconsent

Implied
Coerced
Absence of "No"
Silence
Assumed
Compliance
Manipulation
Intimidation

Consent cannot be assumed because of relationship status or previous sexual history

Consent should be a continuing conversation between partners

How do I ask?

*Do you want to have sex?
Is this okay?
Do you want to stop?
Can I [action] your [body part]?
Does that feel good?
Would you [action] my [body part]?*

Is your partner or partners responding with hesitation or silence? Stop and make sure what you're doing is okay!
Only continue with an enthusiastic "Yes!"

Plan Your Own MY Consent Day Awareness Campaign

Get creative! MY Consent Day can be tailored to any environment: campus, the office, your school, or even online!



Raising Awareness Virtually:

A virtual campaign is an efficient and cost-effective way to raise awareness beyond your physical space. A virtual campaign can be done alone or in conjunction with an in-person campaign. Due to their versatility and ability to reach more audiences faster, virtual campaigns can be longer and raise more awareness than an in-person campaign.

Try using one or more of the following virtual campaign activities/strategies!

1. PHOTO CAMPAIGN

Print out the posters starting on page 15 of this toolkit. Fill in the blanks. Share. It's that easy! Use any media you'd like: Facebook, Twitter, Instagram.... Just make sure to share it with MOASH as well by sending it to info@MOASH.org or by tagging us with the hashtag #MYConsentDay

2. Take the Bystander Quiz! Test your knowledge, and share the quiz to test your friends!

3. Like MOASH on Facebook and share our content!

4. Follow MOASH on Twitter and retweet our content! @infoMOASH

5. Check out the MY Consent Day website and share its resources!

6. Post regularly on social media with #MYConsentDay (sample posts on pg. 8-9)

7. Support the campaign on Thunderclap and share with your friends!

8. Send a press release about MY Consent Day or your specific MY Consent Day campaign to local media outlets (sample press release on pg. 10)

9. Write an OP Ed or blog piece on sexual violence and the importance of consent and link back to MY Consent Day! Facts and resources can be found on our website.

10. Create a MY Consent Day resolution or proclamation (sample/template on pg. 11)

11. Follow us on Instagram and post pictures with the hashtag #MYConsentDay

Raising Awareness in Your Physical Space:

An in-person campaign can make a significant impact on those who attend and, depending on the specific goals and objectives of your campaign, may be the best way to reach your target audience.. Try building off of these ideas to help kickstart your campaign:

1. Print out and hang our printable Letter Sized Poster (pg. 15) around school and campus! (Make sure to get permission from administration before doing so).
2. Print out our Consent is/isn't poster (pg. 16) to hand out or to place on tables.
3. Teachers, Resident advisors, counselors, and more can use our bulletin board packet, available on the MY Consent Day website.
4. Create promotional items using the MY Consent Day logo and #MYConsentDay (for funding ideas see pg. 7 and email info@moash.org for help or different versions of the logo!)
5. Coordinate a film screening and facilitate a discussion (for recommended film titles and suggestions for responsible film showing and facilitation, see pg. 12)
6. Host a photo booth (especially effective in conjunction with photo campaign -- see pg. 5 for details.)
7. Host a panel of sexual assault survivors, advocates, service providers, and others relevant to MY Consent Day and your specific audience. For help finding speakers, contact info@moash.org
8. Host a fundraiser for your local sexual and domestic violence resource centers.

Be sure to have trained counselors available & present at all events



Tactics for Successful Campaigning

1. Set Goals

- Be SMART when setting goals. Ask yourself: is this specific? Measureable? Achievable? Realistic? Timely?
- Example goal: To improve psychological well-being, self-care, and recovery/healing in the event of a sexual assault.
- Think of the lasting effect and how to create significant and meaningful impact that can make a difference in people's lives.
 - A positive difference can be as simple as an increased knowledge of the available resources or making one survivor feel not alone.

3. Understand and try to predict changes in the environment (political environment, physical environment, etc.)

4. Make the campaign memorable.

5. Collaborate with multiple students and student groups to bring in as many voices and perspectives as possible!

6. Align the activity/campaign with #MYConsentDay, MOASH, and your group/organization.

7. Determine how to monitor and evaluate your campaign.

8. Find funding sources for supplies and giveaways.

- Contact MY Consent Day at info@moash.org if you would like to collaborate with us
- Seek funding through collaboration with other campus organizations
- Organize in-person fundraising events (e.g., bakesale, raffle, auction)
- Organize an online fundraiser (e.g., crowdfunding/Kickstarter campaign)
- Apply for grants through your student government or service departments at your school or university.

Don't forget to include a CALL TO ACTION in any campaign. Depending on your audience, specific goal(s), and location, this will look different for different campaigns.

Social media posts



Use our sample social media language below to create your own social media posts for your campaign!

This year, #MYConsentDay is September 26th. What are you doing to raise awareness?
<http://bit.ly/MYConsentDay>

Are you interested in advocating for Michigan youth? Host a #MYConsentDay activity at your school or college! More info: <http://bit.ly/MYConsentDay> #MYConsentDayf

2014 was the first #MYConsentDay. Check out the resolution, adopted September 18th, 2014. Let's keep it going. <http://bit.ly/MYCDResolution>

#MYConsentDay is an awareness campaign to empower young people to know their rights, talk about consent, and engage in healthy relationships. #MYConsentDay 2017 is September 26th @InfoMOASH

Support #MYConsentDay and support Michigan's youth <http://bit.ly/MYConsentDay>

Know the laws. Know your rights. #MYConsentDay <http://bit.ly/MYCDStats>

Did you know college-going freshman females are the most at-risk group for sexual assault? Among undergraduate students, 23.1% of females experience rape or sexual assault through violence, force, or incapacitation. #MYConsentDay

Stay informed. Follow #MYConsentDay by liking MOASH on Facebook! <http://bit.ly/moashfb>

Check out this great video created to educate the public about consent in a fun, easily accessible way! #MYConsentDay <https://www.youtube.com/watch?v=fGoWLWS4-kU>

Check out this fantastic metaphor between consent & building a castle!
#MYConsentDay <http://bit.ly/consentcastle>

Social media posts (continued):

Use our sample social media language below to create your own social media posts for your campaign!

Federal law requires that universities publish the number of sexual assaults on their campuses every year. Check out this statistics generator for reports on sexual assaults at Michigan's universities! <http://on.freep.com/2aayHg2> #MYConsentDay

Participation in sexual assault prevention programs is associated with lower rape-supportive attitudes, higher bystander efficacy & intention to help others (Katz & Moore, 2013). #MYConsentDay <http://bit.ly/MYConsentDay>

Did you know that 50% of college sexual assaults occur in the fall semester (from August to November)? Join us for MY Consent Day on September 27th and learn how to help decrease the prevalence of sexual assaults! #MYConsentDay

Wolverines, check out the amazing #IWill campaign bringing to light issues around sexual assault! #MYConsentDay <http://bit.ly/umiwill>

Spartan athletes pledge to end sexual assault on campus! #ItsOnUs #MYConsentDay <http://bit.ly/msuonus>

Check out how students at universities across the nation are coming together to combat the issue of campus sexual assault! <http://huff.to/2ajxnXX> #MYConsentDay

Want more resources related to #MYConsentDay? <http://bit.ly/MYConsentDay>

What are your thoughts on #MYConsentDay? Give us your feedback. http://www.myconsentday.org/?page_id=267



PRESS RELEASE

MY Consent Day 9/26/17 Empowers Youth to Know and Understand Their Rights, Communicate About Consent, and Engage in Healthy Relationships

Date

FOR IMMEDIATE RELEASE

CONTACT:

Name, Title,
Email, Phone

(Michigan) – **The Michigan Organization on Adolescent Sexual Health (MOASH)** will be coordinating its fourth annual Michigan Youth (MY) Consent Day on September 26th, 2017. MY Consent Day is designed to empower young people, especially college populations, to know their rights, communicate about consent and to engage in healthy relationships. The goal is to raise awareness about consent with the intent to reduce sexual assault, particularly on college campuses. MY Consent Day is held annually on the fourth Tuesday in September, during the first three months of the school year when sexual assaults are most likely to occur.

This year's awareness campaign will build on last year's successful launch of the myconsentday.org website. A **2017 MY Consent Day Campaign Organizer's Toolkit** will be widely distributed to young people, colleges/universities, student groups, and organizations statewide. The Toolkit is an accessible resource that provides materials and suggested best practices for organizing a MY Consent Day campaign. Everything provided within the Toolkit can be tailored to meet the needs of each site-specific campaign across the state. "We are thrilled to be able to provide comprehensive materials for youth in our state to not only learn about consent, but to also enable them to share this information with their peers in a manner that makes the most sense for their campus or student group," said Taryn Gal, Outreach Coordinator at MOASH.

According to the most recent statistics, one in five women, at least 6% of men, and over 40% of members of the LGBT community enrolled in a Michigan college or university will be sexually assaulted during their time as a student. Nonconsensual sexual acts impact the entire community – victims, bystanders, families of victims, families of offenders, and those far removed from the assault. MY Consent Day will provide all young people in Michigan (and those who work with youth in Michigan) with information to prevent nonconsensual sexual acts.

Updates on MY Consent Day will be provided through the MOASH Facebook page and the MOASH email list by checking the box for Michigan Youth (MY) Consent Day. For further information or to become involved in MY Consent Day email info@moash.org.

About MOASH: The Michigan Organization on Adolescent Sexual Health is the statewide leader on adolescent sexual health, including pregnancy prevention, by facilitating evidence-based education, advocacy, capacity-building and creative partnerships. MOASH is a 501c3 nonprofit organization. Please visit www.moash.org to find out more.

MY Consent Day Resolution

Use our proclamation language below to create your own resolution for your campaign. Or, use the resolution itself!

A resolution to declare September 26, 2017, as Youth Consent Day in the state of Michigan.

Whereas, One in five women, at least 6% of men, and over 40% of members of the LGBT community enrolled in a Michigan college or university will be sexually assaulted during their time as a student; and

Whereas, 48% of middle and high school students between the ages of 12 and 18 reported being sexually harassed at school, and

Whereas, An estimated 61% of sexual assaults are not reported; and

Whereas, Young female victims of nonconsensual sexual acts are more likely to experience depression, PTSD, self-blame, and alcohol and/or drug abuse; and

Whereas, Despite the existence of nationwide sexual assault prevention programs and recent passage of The Campus Sexual Violence Elimination (SaVE) Act by Congress, there is no Michigan-specific awareness day or campaign focusing on the issue and importance of consent; and

Whereas, Sexual assault education among undergraduates has been shown to increase bystander intervention to prevent sexual assault, improve outcomes for individuals at risk, and increase opposition to rape; and

Whereas, Approximately 25.3% of rapes occur due to a personal matter, and the closer the relationship between the female victim and the offender, the less likely the rape will be reported; and,

Whereas, Almost 67% of sexual assaults are committed by someone known to the victim; and,

Whereas, Sexual assaults on college campuses are most likely to occur during the first three months of the school year and in Michigan, nonconsensual sexual activity is equivalent to sexual assault; now, therefore, be it

Therefore: We resolve that the members of [this legislative body] declare September 26, 2017, as Youth Consent Day in the state of Michigan

Film Screening and Facilitated Discussion Questions

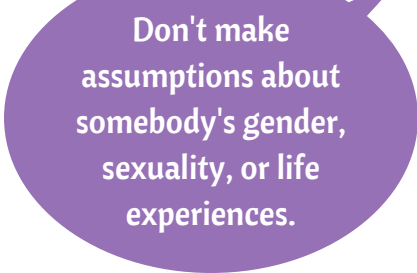
Screen a film such as *The Hunting Ground*, *Campus Cover-Up*, *Audrie and Daisy*, and/or *It Happened Here* for your campaign and use the following questions to facilitate a discussion! Make sure to ask your university about procedures and rights prior to screening the film! Check out this discussion guide for more things to consider before having a screening: <https://clerycenter.org/wp-content/uploads/2017/01/Hunting-Ground-Viewing-Guide.pdf>

1. Does anyone want to share any general thoughts/feelings about the film? What kind of impact did the film make on you?
2. Are there any misconceptions you may have had that the film cleared up for you? What are some things you learned from the film?
3. Describe any aspect of the film that caused you to think in a new way, showed you something you hadn't seen before, or helped you understand something better than before?
4. What kind of impression did the film leave you with? How has this impacted the way you think about sexual assault and consent?
5. Was there anything that you saw or heard in the film that was out-of-place or left you feeling unconvinced?
6. Do you think this film could be used to educate the public, especially the youth, on consent and sexual assault? What makes it a good film for such a purpose? What makes it a bad one?
7. How do you think this film holds up in presenting a narrative on campus sexual assault? Is there anything that it should include but it doesn't have?
8. How can we make it easier to discuss this topic and continue to bring attention to it?
9. What kind of position does this film seem to take on the topic of sexual assault and consent? Do you agree with this position? Why or why not?
10. What stands out to you most about the film? What did you have difficulty relating to or understanding?
11. After watching this film, what is the next step you feel you should take to continue bringing light to this topic, within your sphere of influence? What things do you need in order to accomplish such a goal?

Tips for Facilitating Discussion on Sensitive Topics

There are many ways to facilitate a group discussion, however there are several important considerations when facilitating a discussion on consent.

Please take a moment to look over some of our favorite tips below.

- Set ground rules as a group
 - Use inclusive language
 - Create a safe environment
 - Handle difficult participants constructively
- 
- Participant who talks too much - redirect the discussion or ask participant(s) to act as observers for part of the session
 - Participant who will not talk - break into smaller group discussions or allow participants to write out responses to questions. You can also encourage "new voices" who haven't spoken to get a turn.
 - Participant who is argumentative with other participants - refer to facts and ground rules.
 - Participant who is argumentative with the facilitator - confront, actively listen, reframe, and/or defer.

For more details, examples, and tips, go to <http://bit.ly/cmudisc>

and/or

<http://bit.ly/umdisc>

Give Us Your Feedback!

Thank you for taking part in the 2017 Michigan Youth (MY) Consent Day. Please take a moment to let us know about your campaign, as well as how we can improve this important annual awareness day in the future.

You can take the survey online here:

<https://www.surveymonkey.com/r/MYCD2016>

or you can email to

info@moash.org

or mail the attached survey to:

PO Box 1386 East Lansing, MI 48826

Thank you!

Poster (color)

Consent is/isn't poster (color)

PRINTABLE (FILL IN) PDF 1: I KEEP MY FRIENDS AND COMMUNITY SAFE FROM
SEXUAL VIOLENCE BY...

PRINTABLE PDF 2: CONSENT. JOIN THE CONVERSATION.

PRINTABLE (FILL IN) PDF 3: CONSENT IS...

PRINTABLE PDF 4:

1 IN 16 MEN WILL BE SEXUALLY ASSAULTED DURING COLLEGE

PRINTABLE (FILL IN) PDF 5:

CONSENT IS.....
NOT.....

PRINTABLE PDF 6:

65% OF ALL SEXUAL ASSAULTS GO UNREPORTED.
GET EDUCATED ABOUT CONSENT. KNOW YOUR
RIGHTS. ACCESS YOUR RESOURCES.

PRINTABLE PDF 7:

1 IN 5 WOMEN WILL BE SEXUALLY ASSAULTED
DURING THEIR TIME AS A UNIVERSITY STUDENT IN
MICHIGAN

PRINTABLE PDF 8:

OVER 40% OF LGBTQ COLLEGE STUDENTS HAVE
REPORTED BEING THE VICTIMS OF
NONCONSENSUAL SEXUAL ATTACKS

PRINTABLE PDF 9: MORE THAN 2/3 OF SEXUAL ASSAULTS ARE COMMITTED BY SOMEONE KNOWN TO THE VICTIM