



October 13, 2011

Speech for Danielle Aubry Executive Director:

Press Release: **Don't Be That Guy** campaign

I am excited to be standing here as the Executive Director for Calgary Communities Against Sexual Abuse, and as an avid supporter of the “Don’t Be That Guy” campaign.

In the past, sexual assault campaigns have always focused on the victim urging individuals to restrict their behaviours. These campaigns are not only ineffective, but damaging to the survivors of sexual assault violence, as well as society as a whole.

What is unique about this campaign is that for the first time in Calgary, we are seeing a sexual assault movement that is targeting and educating potential offenders rather than placing the responsibility of eliminating assault on possible victims, and we at Calgary’s primary sexual assault agency are thrilled to see this shift in thought.

CCASA supports this campaign, as we recognize that even though we may not always agree with how someone dresses, or the behaviours that they partake in, these do not negate the fact that all individuals deserve safety and security in their communities and their homes.

The “Don’t Be That Guy” campaign challenges people to rethink how they look at the world and shift the responsibility off of the victims and onto the people who are responsible for committing the sexual assaults in the first place.

Our posters will be showcased in bars, pubs and educational institutions around the city, as well as advertisements on buses and Lrt trains. We have placed a large wall decal at the University of Calgary’s Lrt platform, and have created a website that includes information on assault, as well as the laws surrounding consent at www.savcalgary.ca.

As youth are the drivers of social change, we are confident that they can carry the message of consent and responsibility forward, and make the differences that we have been working towards.

I am pleased to introduce Joe Campbell, a youthengagement project specialist at Calgary Communities Against Sexual Abuse.