

FAQ'S

DON'T BE THAT GUY CAMPAIGN

1. Where did this campaign originate from?

This campaign was created in Edmonton through a joint effort between the Edmonton Police and SAVE (Sexual Assault Voices of Edmonton), in November of 2010. The campaign has seen successful launches in Vancouver as well as Ottawa and now Kingston. The title and the intent of the campaign are to serve as a venue and impetus for discussion.

2. This campaign seems to portray all young men as being perpetrators.

This campaign is one of the first that is not directed at victims of sexual assault (the majority of which are women) and does not perpetuate the myths of sexual violence, such as “don’t walk alone at night”, “don’t leave your drink”, “don’t dress a certain way” etc. Instead this campaign speaks directly to the perpetrator with the message of “*Don’t Be That Guy*”. This campaign is aimed at a certain demographic of 18-30 year olds, who frequent the bar and party scene. This is especially important in Kingston where we have three post-secondary institutions with approximately 24000 full-time/undergraduate students.

- *In approximately 90% of reported sexual assault cases the victim is female (Metrac.org)*
- *In a Canadian study, 25% of all female post-secondary students in 1993 had been physically and/or sexually assaulted by a male date or boyfriend. 1 in 5 male students surveyed said that forced intercourse was all right “if he spends money on her”, “if he is stoned or drunk”, or “if they had been dating for a long time”. (H. Johnson, 1996, *Dangerous Domains: Violence Against Women in Canada*, p. 115, 120)*
- *Girls between the ages of 14-24 are 4x more likely to experience sexual assault. (Metrac.org)*
- *First year female university and college students are at the highest risk for sexual assault during the first 8 weeks of school (Canadian Women’s Federation)*

3. Why is this campaign not inclusive towards same sex relationships?

While we recognize that sexual violence can occur in same sex/queer relationships, this campaign focuses on the reality of male gender based violence against women. Over half of all Canadian women will experience some form of sexual or physical violence in their lifetime by a male perpetrator (METRAC).

- *In 2007, police reported that in 82% of sexual assaults the victim knows the perpetrator (Statistics Canada 2010, [The Nature of Sexual Offences](#))*
- *Unfortunately there are no reliable statistics that clearly demonstrate the scope of lesbian relationship abuse. However according to 2008 police-reported data, approximately 10% of male victims (265) and 1% of female victims (179) of dating violence involved same-sex relationships. (Statistics Canada, [Police Reported Dating Violence in Canada, 2008](#))*
- *Health Canada indicates that 66% of the respondents (125 of 189) knew of lesbians who had experienced abuse in their relationships. 20 reported some type of physical assault by a partner, and four women indicated that they had been sexually assaulted within their relationship. (Statistics Canada 1998, [Abuse in Lesbian Relationships: Information and Resources](#)).*

4. The posters show a girl stumbling out of a bar, or passed out on a couch. What would you say to that girl?

This campaign has nothing to do with whether or not the female has been drinking. Alcohol use is common and socially acceptable. This campaign focuses on the issue of consent and sexual assault when intoxicated. Unfortunately society sees women who go out to a bar, drink and possibly get drunk, as 'asking for it', and labels them as 'sluts'. This leads to men believing that the woman may 'want to have sex' when in fact many do not. Society does not think of men who are drunk in the same way. The important message here is that you cannot legally give consent while under the influence.

- Over half of all sexual assaults happen on dates (Canadian Women's Federation)
- Alcohol is the number one date rape 'drug', and marijuana is number two (Metrac.org)
- *21% of reported sexual assaults involve date-rape drugs, up from 12% in 2003. Victims were primarily women aged 20-24(26%) and 16-19(23%) (Canadian Medical Journal, Factors Associated with Suspected Drug Facilitated Sexual Assault, 2009).*

5. You say that you cannot legally give consent to have sex when under the influence. Doesn't that mean that both parties are in the wrong? That the man can say he was assaulted?

The key term here is LEGAL. In a court of law you cannot give legal consent while under the influence to do anything, sign a document, drive a car etc. If two CONSENTING adults agree to have sex then the issue of sexual assault would never be brought to the courts. It is very important to note that while under the influence of drugs and alcohol, perceptions of situations change and vary between people. Therefore while intoxicated one's idea of what consent is or if they believe consent was given can vary from what the other person is thinking. Being drunk CAN NOT be used as a defence for committing sexual assault in a court of law.