

FOR IMMEDIATE RELEASE AUGUST 18TH 2011

DON'T BE THAT GUY

Potential perpetrators targeted in upcoming advertising campaign

The Greater Kingston Area Safe & Sober Community Alliance is officially launching the *Don't Be That Guy campaign* on September 1st. Following the success of the campaign in Edmonton where it was created (www.sexualassaultvoices.com), and in Vancouver and Ottawa, the Alliance is bringing the campaign to Kingston, with the generous help of the Kingston Frontenac Anti-Violence Coordinating Committee (KFACC).

This campaign focuses on sexual assault involving alcohol and is intended to address potential perpetrators as opposed to the victims, which is all too common in the majority of sexual assault prevention campaigns.

"This type of campaign is important in that it recognizes that it is not the fault of the victims or the responsibility of the women when going out – but rather the perpetrator", says Kim Graham Community Education Coordinator at Sexual Assault Centre Kingston. "Women are often told 'don't go out at night alone', 'don't leave your drinks unattended', 'don't dress a certain way'. Rather than telling the potential *victim* what not to do these posters tell potential *perpetrators* what not to do."

The campaign will include billboard advertising, bus interiors, bus shelters, posters, Facebook advertising as well as the very popular *Welcome Back* magazine.

"The title and the intent of the campaign are to serve as a venue and impetus for discussion" says Donna Joyce, Manager of the Sexual Assault Domestic Violence Program at Kingston General Hospital.

Posters in both French and English will be placed in and around St Lawrence College, Queen's University and Royal Military College as well as in bars within Kingston. In 2007, police reported that in 82% of sexual assaults, the victim knows the perpetrator (Statistics Canada, 2010. The Nature of Sexual Offences). Statistics like these make a campaign such as this especially important in a city where we have such a large student population (approximately 24000 fulltime undergraduate students).

In a Canadian study, 25% of all female post-secondary students 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 a long time" (H Johnson, 1996, *Dangerous Domains: Violence Against Women in Canada*, p115, 120).

For those looking for more information please contact Kim Graham at community@sackington.com or 613-545-0762 ext 109.

Safe & Sober Community Alliance post-secondary working group is made up of the following agencies

KFL&A Public Health	Sexual Assault Centre Kingston
Kingston General Hospital Sexual Assault/Domestic Violence Program	KAIROS
Royal Military College, Health Promotion Program	Kingston Police
St Lawrence College	Centre for Addiction & Mental Health
Queen's University	Kingston Fire & Rescue