



DENIM DAY TOOLKIT

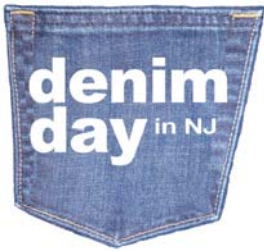
CURRICULUM & CLASSROOM ACTIVITIES

Note: Appropriate for high school age youth and up

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HOW TO USE THIS KIT

Sexual Assault Prevention focuses on challenging and changing social norms, attitudes and behaviors that perpetuate sexual assault. This kit will help you to use Denim Day in NJ as a medium to introduce sexual assault prevention and healthy attitudes toward consent in your classroom.

- Discuss the history of Denim Day and how it pertains to sexual assault. Use the definitions of sexual assault and sexual violence to emphasize the component of force. Remember force can include coercion, pressure and misuse of authority. Use the history of Denim Day to exemplify how force was used and thus the survivor's right to consent violated.
- Use the "Break it Down" page to discuss consent and respectful sexuality.
- Use the "Fact Sheet" to make the content relevant.
- Take the "Myths & Facts" sheet and generate a discussion to challenge attitudes and behaviors.
- Use the "Quiz" to assess where your classroom stands on taking action against sexual violence. Follow with a discussion about "16 Ways to Stop Sexual Violence Today" and end with the Pledge for Non-Violence.
- Use posters and flyers to heighten awareness about sexual assault. Post them in places where people will see them!

No matter what activity you choose to do, do something! Sexual assault prevention advocates that sexual violence is a preventable and learned behavior. Talking about it is the first step toward ending sexual assault. Remember inaction is action toward the continuation of violence. When you participate in Denim Day in Bergen County on April 28th, you:

- Make it possible for more survivors of sexual assault to reach out and find help.
- Promote prevention through education so that sexual violence doesn't occur in the first place.
- Encourage men and boys to understand that strength is not for hurting, and the critical role they play in preventing violence against women.
- Encourage institutional and societal change.

Denim Day and wearing jeans in April became an international symbol of protest of harmful attitudes about sexual assault after an Italian Supreme Court decision overturned a sexual assault conviction because the survivor wore tight jeans. The justices reasoned that the survivor must have helped her attacker remove her jeans, implying her consent.

The YWCA of Bergen County Rape Crisis Center is organizing Denim Day in NJ to invite public discourse, and to eventually eliminate attitudes that blame the survivor and prevent them from seeking assistance. Why? Because we know that the same attitude held by the Italian Supreme Court exists here in our community.





HISTORY OF DENIM DAY

ROME – ITALY, 1997

MORNING

An 18-year-old girl is picked up by her 45-year-old instructor for her very first driving lesson. An hour later, sexual assaulted and abandoned by him in an alley, she has to make her way back home. Undeterred, she reports the incident and the case is prosecuted. The driving instructor is convicted of sexual assault and sentenced to jail.

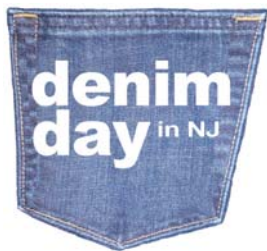
MONTHS LATER

The perpetrator appeals the sentence. The case makes it all the way to the Italian Supreme Court, where the case against the driving instructor is overturned and the perpetrator is released.

In a statement released by the Head Judge, he argued, "Because the survivor wore very, very tight jeans, she had to help him remove them...and by removing the jeans...it was no longer sexual assault but consensual sex." Enraged by the verdict, the women in the Italian Parliament launched into immediate action and protested by wearing jeans to work. This call to action motivated and emboldened the California Senate and Assembly to do the same, which in turn spread to Peace Over Violence—and a movement was born.

In 2008, the YWCA of Bergen County Rape Crisis Center brought Denim Day to New Jersey with a day-long observance dedicated to raising awareness about sexual violence and consent via a sexual violence prevention education campaign. We ask community members, elected officials, businesses, and students to make a social statement with their fashion statement—and wear jeans as a visible protest against myths that surround sexual assault.





BREAK IT DOWN: A SEXUAL ABUSE/ASSAULT DICTIONARY

SEXUAL VIOLENCE includes all acts of sexual violation such as sexual assault, forced sodomy, forced oral copulation, acts committed with foreign objects and any other unwanted or unwelcome sexual activity. Sexual assault or rape can happen to anyone. People of any age, ethnicity, race, religion, sexual orientation, or physical ability can experience sexual assault.

SEXUAL ABUSE can be defined as forced, coerced, unwelcome, unwanted sexual contact. It may include physical and non-physical sexual acts.

SEXUAL ASSAULT/RAPE is a sexual act of forced penetration, no matter how slight, without a person's consent, by a body part or object to the vagina, anus or mouth. It is important to note that New Jersey law defines sexual assault in a way that is not gender specific, and does not specify the use of force. The law also recognizes the inability of some individuals who cannot give consent, such as those with disabilities and minors where the perpetrator is a trusted individual in a supervisory position.

CONSENT IS...

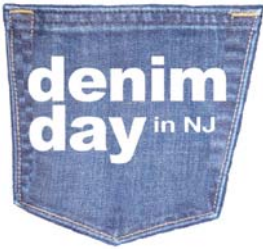
- Willing participation
- Based on choice
- Active not passive
- Based on equal power
- Only possible when neither party is incapacitated due to drug or alcohol consumption
- Is given not assumed
- Is not the absence of a "no"
- Is given during each experience and can be withdrawn at any point

CONSENT IS NOT...

- A drunken "yes"
- Given when one person is under the influence of substances
- Giving in because of fear
- Agreeing to sex because of fear or threats
- Purchased
- Going along in order to gain approval
- The absence of a "no"
- Capitulation
- Silence
- Coercion

RESPECTFUL SEXUALITY is about how we honor ourselves and how we treat others. It is about having knowledge of all the risks and ramifications of engaging in sexual behavior and choosing a path that is respectful of both parties involved. Consent and communication is essential to respectful sexuality.





SEXUAL ABUSE/ASSAULT FACT SHEET: DID YOU KNOW?

- Every two minutes, somewhere in America, someone is sexually assaulted. Two million children around the world are forced into prostitution every year.
- Law enforcement arrests for Internet sex crimes against minors are on the rise. 15,000 to 19,000 people with developmental disabilities are sexually assaulted each year in North America.
- 46% of 8th and 9th graders think being sexually assaulted is sometimes the survivor's fault.
- 40% felt wearing sexy clothes or drunkenness by the survivor causes or excuses sexual assault.
- 33% felt they would not be arrested if they forced sex on someone.
- 35% of college men who voluntarily participated in psychological research conducted at several universities indicated they might commit an act of sexual violence if they knew they could get away with it.
- 1 in 5 female students reported being physically and/or sexually abused by a dating partner. (JAMA Vol. 286 No. 5 2001.)
- Teens 16 to 24 were three and one-half times more likely than the general population to be survivors of sexual abuse/assault. (U.S. Department of Justice, 1996.)
- In 3 out of 4 incidents of sexual assault, the offender was not a stranger. (DOJ, 1997.)
- One in 3 girls and one in 4 to 5 boys will be sexually abused at some point in their childhood, according to most reliable studies of child sexual abuse in the United States.
- Only 3% of high school students who had been physically or sexually abused by a dating partner reported the abuse to an authority figure; only 6% told a family member. 61% of the respondents indicated that they told a friend and 30% indicated that they told no one at all. (The Prevention Researcher, 2000.)
- Most people know at least one person who has experienced or will experience sexual violation. Everyone has a role in preventing sexual assault.





MYTHS & FACTS ABOUT SEXUAL ASSAULT

Myth: Most sexual assaults occur in a dark alley by a stranger.

Fact: Most sexual assault survivors know the perpetrator. About 70% of female sexual assault survivors state the offender was an intimate, other relative, a friend or an acquaintance (Bureau of Justice Statistics 2005). This includes classmates, coworkers, dates, neighbors, caretakers, family members, wives and husbands, and boyfriends.

Myth: It is impossible to sexually assault your intimate partner.

Fact: Consent is not implied through a consensual intimate relationship. Any sexual contact that is forced is sexual violence regardless of the relationship between the survivor and the offender.

Myth: Rape is just "rough" or "bad" sex, what's the big deal?

Fact: Almost half of all survivors of sexual violence are fearful of serious injury or death during a sexual assault. Sexual violence affects an individual's sense of safety and control. Sexual assault survivors are nine times more likely than survivor's of other crimes to attempt suicide.

Myth: Males can't be raped.

Fact: Any person can be sexually assaulted. The reality of the crime and the intensity of its impact make sexual assault one of the most devastating acts of violence a male can experience.

Myth: If individuals have a previous consensual sexual contact or experience, then future sexual contact is ok.

Fact: Consent is something that is given during **each** sexual experience. Consent is not equal the absence of a "no". It is the presence of a "yes" that conveys an individual's willingness to participate in a current sexual experience.

Myth: Women ask to be sexually assaulted by the way they dress or act.

Fact: This attitude holds survivors of sexual assault accountable for the violence perpetrated against them. No one asks or deserves to be sexually assaulted. Sexual violence does not happen in response to provocative clothing or behavior, it happens because the perpetrator ignores the survivor's right to self-determination despite his or her clothing. A life free from sexual violence is a basic human right that should be accorded to all members of society.

Myth: All sexual assault survivors are young and weak.

Fact: Anyone male or female, no matter how old or strong can be a survivor of sexual violence.

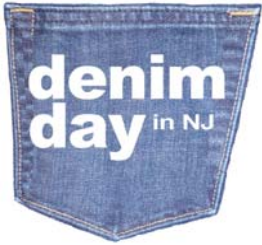
Myth: It's okay for a man to force a woman to have sex with him if she gets him turned on.

Fact: This attitude suggests that men are not capable of controlling their sexual behavior. It further suggests that women must ultimately bear the responsibility for men's violent behavior. This is simply not true; people are able to control themselves when they chose to do so. If a person chooses to act out violently against another, that person must be held accountable.

Myth: Only gay males sexually victimize other males.

Fact: The overwhelming majority of men who sexually victimize other men are heterosexual. This is also true of the survivors of these assaults. Sexual assault is a crime of violence rather than a crime of passion. Perpetrators seek to dominate and humiliate their victims. Sexual violence is not an erotic act, and is unrelated to a person's sexual orientation.





IDEAS FOR DENIM DAY AWARENESS RAISING ACTIVITIES

Wondering how to put on a Denim Day in NJ rally or activity in your school or community? Find the answer to your questions below. Feel free to use some or all of these ideas to put on a Denim Day event—and show your support for this vital campaign.

Looking for a speaker for your classroom? The YWCA of Bergen County Rape Crisis Center will be more than happy to send someone. Call us at 201-881-1700.

APRIL 28th IS DENIM DAY IN NJ. GET INVOLVED!

You can also schedule events for the week before and the week after.

- Plan a Denim Day in NJ assembly or rally. Invite speakers and local community leaders.
- Post a sign on your central bulletin board for everyone to see that April 28th is Denim Day in NJ. Put out a bowl of Denim Day in NJ ribbons for people to take and wear.
- Create a school library display highlighting sexual assault prevention.
- Hang posters around school that challenge the myths that allow sexual assault.
- Make announcements over the school PA system about sexual assault prevention.
- Make information about Denim Day and sexual assault available to students, faculty and staff at a lunchtime information table.
- Have the school paper publish articles about sexual violence prevention.
- Hold a vigil or campaign to bring attention and support to survivors of sexual assault.
- Form a committee of co-workers and staff to publicize Denim Day activities.
- Install screen savers on the computers that promote Denim Day or provide information about preventing sexual violence.
- Cut out pieces of denim or paper in the shape of jeans and invite students and faculty to write supportive messages on them. Display the finished product.
- Review the Denim Day in NJ *Myths and Realities Flyer*, and use it to spark a discussion about the attitudes that excuse sexual violence.
- Have a poster contest and submit the winner to the YWCA of Bergen County Rape Crisis Center. See contest details under "How to Create Posters, Flyers & Giveaways."
- Invite speakers from the Rape Crisis Center to talk about sexual violence prevention in health or other classes.





QUIZ: COMMITMENT TO ENDING SEXUAL VIOLENCE (Circle the appropriate response)

1. Have I tried to enhance my own awareness and understanding of sexual violence? Yes No
2. Have I committed to supporting survivors of sexual assault? Yes No
3. Have I openly disagreed with my friends and those around me on:
 - A comment that blames sexual assault survivors for an assault? Yes No
 - A joke that makes light of sexual assault? Yes No
 - A myth about sexual violence which I know is not true? Yes No
4. Can I identify television programs, newscasts or advertising that reinforce myths about sexual violence? Yes No
5. Have I initiated anti-sexual violence or anti-sexism discussions among my family, friends, co-workers, etc.? Yes No
6. Do I affiliate or work with organizations that actively confront sexual violence? Yes No
7. Am I satisfied with my own level of activity in combating sexual violence? Yes No

Tally up how many "Yes" and "No" responses you have. We know that big changes begin with individuals: are you on the road to advocating change in our society as part of the solution? Maybe you haven't yet realized how powerful an individual can be in affecting big changes.

There are no "right" or "wrong" answers to this quiz. Take a moment to check your answers: do you think you have done enough to advocate against sexual violence? What more can you do?





16 WAYS YOU CAN BEGIN TO STOP SEXUAL VIOLENCE TODAY

1. Donate your time as a volunteer to your local sexual violence program.
2. Start a fundraiser or awareness event for your local sexual violence program.
3. Recognize that women and men neither ask for nor deserve to be sexually violated—ever.
4. Don't blame sexual assault survivors for the violence perpetrated against them.
5. Speak up when someone makes a comment that blames survivors.
6. Know that silence does not equal consent.
7. Think critically about how the media depicts sexuality.
8. Don't use alcohol and/or drugs to get someone to have sex with you.
9. Know the definition of consent and do not have sex without consent.
10. Men: become an ally to the woman in your life—do not participate in sexist behavior by objectifying or stereotyping women.
11. Women: Be an ally to the men in your life—do not participate in stereotypical behavior objectifying the relationship between women and men.
12. Teach your children, friends, parents, and peers about the myths and realities of sexual assault.
13. Find out what your local K-12 school board's policy is on anti-sexual violence and violence prevention education and get involved. If it is not proactive, change it!
14. Lobby your local, state and federal legislators for funding for anti-sexual assault programs.
15. Let teachers know you want to have sexual violence prevention programs in your classes. Help to identify those areas in your environment that are prone to sexual violence and suggest ways to make them safer.
16. If you have been a survivor of sexual assault either by a stranger, acquaintance or an intimate, know there is help out there. AND SEEK IT.





BYSTANDER EDUCATION: ASSESS SAFETY, BE WITH OTHERS & CARE FOR SURVIVORS

Questions to ask before I take action:

- ✓ Am I aware there is a problem or risky situation?
- ✓ Is it safe to help?
- ✓ Do I recognize someone needs help?
- ✓ Do I see others and myself as part of the solution?

Questions to ask during the situation:

- ✓ How can I keep myself safe?
- ✓ What are my available options?
- ✓ Are there others I may call upon for help?
- ✓ What are the benefits/costs for taking action?

Decision to take action:

- ✓ When to act?
- ✓ Are resources available (people, phone information)?

How to intervene safely:

- ✓ Call police or someone else in authority.
- ✓ Tell another person. Being with others is a good idea when situations look dangerous.
- ✓ Yell for help.
- ✓ Ask a friend in a potentially dangerous situation if he/she wants to leave and then make sure that he/she gets home safely.
- ✓ Ask a survivor if he/she is okay. Provide options and a listening ear.
- ✓ Call the local crisis center for support and options.





PLEDGE FOR NON-VIOLENCE

I, _____, hereby pledge to use my strength for efforts of non-violence and commit as best I can to become a nonviolent person.

I will actively engage in my community to ensure that it is a safe space that is free of attitudes, beliefs and behaviors that justify violence.

I will challenge misperceptions that promote violence within myself and others.

I will use my voice to stand up for and educate others.

I will listen carefully to others, including those who disagree with me, and to consider their feelings and needs rather than insist on having my own way.

I will respect individuals' rights to choice.

I pledge to make my community a place of equality and justice, and freedom from oppression and violence.

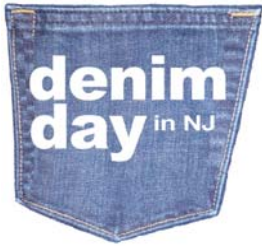
I pledge to make non-violence a way of life in my dealings with people.

I recognize and accept the definition of consensual sexual activity. I will wait for a continual yes and make sure that my partner understands consent.

I will not engage in any sexual activity without first getting the consent of my partner(s).

X: _____
My Strength is NOT for Hurting





CREATING POSTERS, FLYERS & GIVEAWAYS

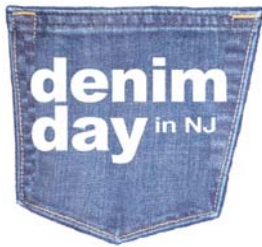
USE THE LOGOS AND TEMPLATES PROVIDED IN THIS DENIM DAY TOOLKIT.

We can provide you with electronic versions of the Denim Day in NJ logo and flyers.

Use your creativity and imagination to design custom items to display, wear, sell, or give away.

- Print Denim Day in NJ posters and flyers and display them throughout your school and community to raise awareness about sexual violence prevention. Feel free to incorporate one or more of the following slogans or make up your own:
 - "Until I say YES, buttoned up is best."
 - "Don't touch my jeans 'til you know what I mean."
 - "My Body. My Right. My Jeans."
 - "My Body. My Voice. My Jeans."
 - "My blues, my rules."
 - "My Jeans. My Means."
 - "Just because my jeans are tight, that does not give you the right."
 - "My Jeans. My Body. My Right to Say Yes!"
- Make your own Denim Day in NJ ribbons by cutting strips of denim from old jeans, then looping them and securing with small safety pins. Or set up a table where people can make their own.
- Use the logo to make your own T-shirts. These can be sold as fundraisers or worn by your school's Denim Day in NJ team.
- **Hold a Denim Day in NJ Poster Contest at your school!** Send posters via mail or email to the YWCA of Bergen County Rape Crisis Center. We will select one design to feature in our Denim Day in NJ campaign.
- Design one-of-a-kind denim jackets, hats, accessories, or patches by combining the logo with paints, markers, glitter, etc. Use these items to create a library or gallery display or auction them off to raise money.





HOW TO ORGANIZE A RALLY OR ASSEMBLY

1. **PUT TOGETHER AN ORGANIZING COMMITTEE TO HELP PLAN THE ACTIVITY.** This committee can be made up of as few as one person or as many as five people. If you are a student, select a faculty member to be your advisor to make sure you follow all the school's guidelines.
2. **SELECT A DATE, TIME AND PLACE TO HOLD THE RALLY.** Locations might be your school cafeteria, auditorium or student center, a grassy area in a central location, a lobby or a foyer. Be creative!
3. **ASSIGN COMMITTEE MEMBERS TO COVER DIFFERENT AREAS IN PLANNING THE RALLY OR ASSEMBLY.** Some areas could be: Program, Speakers, Volunteers, Promotion, and Entertainment. Feel free to think of others.
4. **PLAN A FUN ACTIVITY TO DO DURING THE EVENT.** We want Denim Day in NJ to be a fun event for everyone, so we encourage you to include as much fun stuff as possible to keep your crowd engaged. Some ideas might be: inviting an artist to perform (spoken word, dance, singer, mime), have a denim jean fashion show, show a documentary that deals with the issue. (*Possible films to watch: Beyond Beats and Rhymes, Shadya, The Accused, Deliver Us From Evil, Boys Don't Cry, Gossip, Kids.*)
5. **CALL THE RAPE CRISIS CENTER** at 201-881-1752 and ask to have someone from our organization come and speak on sexual abuse/assault.
6. **CREATE A RALLY OR ASSEMBLY FLYER** to distribute/email around your school or community, inviting people to attend.
7. **ORGANIZE SOME REFRESHMENTS.** Many local businesses are often willing to donate food if it's for a good cause. Tell them you're organizing an event in honor of Sexual Assault Awareness Month.
8. **SET UP YOUR RALLY AREA** (tables, chairs, podium, microphone) and get ready to have a great time filled with educational and consciousness-raising activities.
9. **TAKE PHOTOS** and send them to rcc@ywcabergencounty.org so we can post them on our website. Include a short testimonial about what you did and experienced at your event.





HOW CAN YOU HELP?

For more information call 201-881-1752, or call our 24-hour hotline at 201-487-2227.

SUPPORT OUR DENIM DAY IN NJ SEXUAL VIOLENCE PREVENTION EDUCATION EFFORTS

- **EDUCATE**
Display Denim Day in NJ posters in highly visible locations during the month of April.
- **PARTICIPATE**
Wear jeans and a Denim Day in NJ ribbon. Register your participation via email at rcc@ywcabergencounty.org or call 201-881-1752. Raise awareness about sexual assault myths. Support survivors. Tell everyone you know about Denim Day in NJ.
- **ORGANIZE**
Host a Denim Day educational activity. Call the Rape Crisis Center at 201-881-1752.
- **DESIGN**
Have a Denim Day Poster Contest and submit the winner to the YWCA.
- **DONATE**
Join the Dollars for Denim Campaign. Encourage administrators, teachers and students to make a contribution for the freedom to wear jeans on April 28th. Suggested donations: \$5 for adults, \$2 for students. Donations support the YWCA of Bergen County Rape Crisis Center's services to survivors.

HOW CAN YOU DONATE TODAY?

Mail your donation(s) to:

YWCA of Bergen County
Rape Crisis Center
2 University Plaza
Suite 208
Hackensack, NJ 07601

We will acknowledge your contribution on our Web site and send out a special "thank you".





YWCA OF BERGEN COUNTY RAPE CRISIS CENTER BROCHURE

Click on this link to download the brochure.

DENIM DAY FLYER & LOGO

Click here for the Denim Day Flyer.

To request logo and other Denim Day materials email rcc@ywcabergencounty.org
or call 201-881-1752.



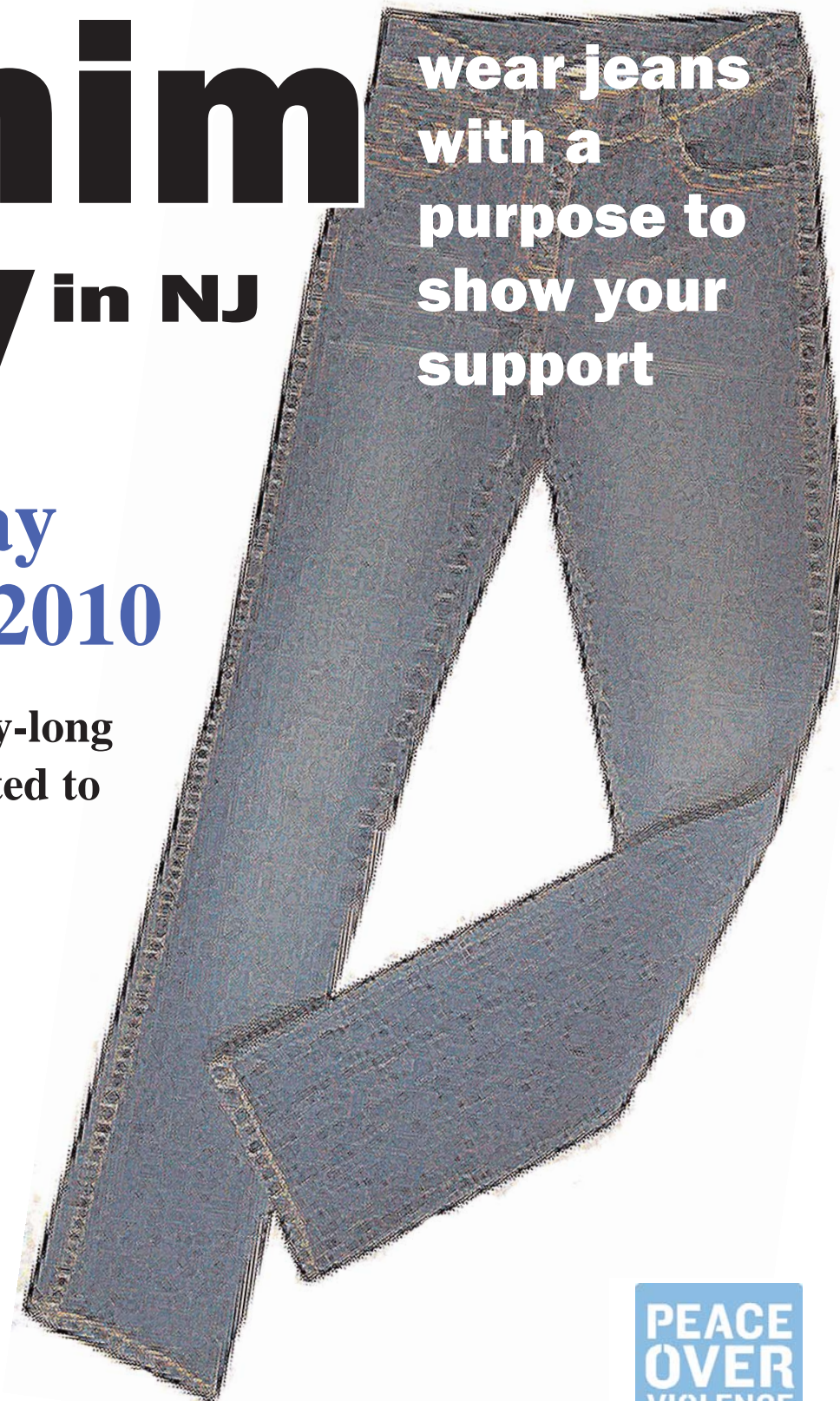
denim day^{in NJ}

wear jeans
with a
purpose to
show your
support

Wednesday
April 28, 2010

Denim Day is a day-long observance dedicated to raising awareness about consent and the prevention of sexual violence.

Sponsored by the
YWCA of Bergen County
Rape Crisis Center



For more information call
201-487-2227 or visit
www.ywcabergencounty.org



eliminating racism
empowering women
ywca
bergen county
"y the w makes a difference"