

“Don’t be that guy” campaign returns

May 21, 2015

The Envision Counselling and Support Centre is bringing back the *Don't Be That Guy* campaign for the second straight year.

Envision introduced the campaign to Estevan last May, in an effort to reduce sexual violence. The agency wants to spread the message on the prevalence of sexual violence within the region.

“*Don't Be That Guy* came about following a statistical analysis, which found that nearly 50 per cent of young men aged 19 to 25 did not consider sex to be rape if the woman was too drunk to know what was going on,” Envision stated in a press release.

Originating in Edmonton and used in other cities throughout Canada, the *Don't Be That Guy* campaign speaks directly to young men on the issue of drug-facilitated sexual assault. In the southeast, Envision plans to partner with Saskatchewan Liquor and Gaming and the Saskatchewan Law Foundation for the campaign.

It will use provocative posters that will be located in washrooms and other areas in drinking establishments throughout the southeast region.

One poster depicts a male undressing in front of a woman who is passed out on a bed, with a message “It's not sex...when she's passed out.” The second shows a man with his arm around a woman in a vehicle, with the line “It's not sex...when she doesn't want it.”

The third has two men with a woman, and the line is “It's not sex...when she's wasted.”

All three posters state that sex without consent is sexual assault, and carry the “Don't Be That Guy” theme.

“The images in the poster campaign are intentionally graphic to emphasize the bottom line – sex without consent is sexual assault,” Envision stated in a press release.

Envision noted there is no correlation between the locations of the posters and incidents of sexual assaults.

“The main goal of the 'Don't Be That Guy' campaign is to spark a conversation about the prevalence of sexual violence in the community, with attempts to prevent it from continuing,” Envision stated.

Envision stresses that while not all individuals may agree with how someone dresses or their behaviour, these do not negate the fact that all individuals deserve safety and security in their communities and homes.

Many other sexual assault campaigns have been aimed at women, Envision said, and those efforts offer techniques and advice on how to protect themselves from becoming a victim. This campaign targets the actions of the offender.