

Toolkit developed by:

Haliburton, Kawartha Lakes, Northumberland

**DRUG STRATEGY**

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# UNBLURRING THE LINE

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Campaign Toolkit & Social Media Guide

# Sexual Assault Prevention Month

## About Sexual Assault Prevention Month

In Ontario, May is Sexual Assault Prevention Month (**SAPM**). The goal of this month is to raise awareness about the impacts of sexual assault and focus on measures that need to be taken in order to stop sexual violence and support sexual assault survivors. Learn more about SAPM on the Ministry of Children, Community and Social Services's [website](#).

## About the Toolkit

This social media toolkit is intended for use among individuals and organizations looking to increase education and awareness about sexual assault and SAPM in their local communities. This toolkit will guide individuals and agencies in their use of social media messaging to promote SAPM and several key topics for the "UNBLURRING THE LINE" campaign.

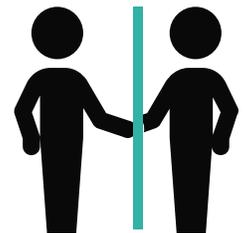
# About the UNBLURRING THE LINE Campaign

Alcohol and other substances were involved in about **25-50%** of sexual assaults reported both locally and across the country. The use of substances in sexual assaults is an important issue that asks us to look and understand the issue a little differently.

The **UNBLURRING THE LINE** campaign draws attention to this issue and provides information and resources for different kinds of intervention. It is important to be able to define and maintain your own personal boundaries. Sometimes the use of alcohol and substances can blur the line when making decisions about how you interact with others.

We all get to define our own lines. The challenge is that some substances cause us to forget the line, and we forget the healthy boundaries that we usually have. Keeping healthy boundaries and holding our lines is respectful of oneself and of others.

The line can differ from person to person and situation to situation. It is most important to communicate effectively and ALWAYS ask for consent.



# UNBLURRING THE LINE Campaign

## Campaign Goals

The goal of the campaign is to increase awareness to reduce the role of alcohol and other substances in sexual assaults, and to connect people to local resources and other information. The campaign is also designed to give people information about boundaries and consent, and to encourage conversations free of shame and blame.

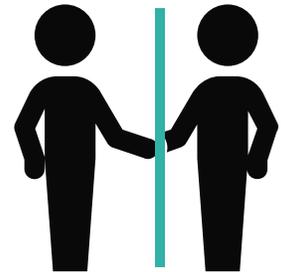
## Key Messages: Define The Line

### Consent

- Understand consent, and ways to identify, establish & maintain consent
- Understand the role of alcohol and other substances in a person's ability to respect consent

### Boundaries

- Define boundaries & recognize and respect others' boundaries



# About this Toolkit

The UNBLURRING THE LINE social media toolkit consists of sample Tweets, Facebook posts, videos, and printable posters and factsheets. These messages can be copied and shared to several social media platforms. Media messaging will help to promote SAPM and provide information and resources for those seeking support.

## What's in this Toolkit?

- Social media messages
- Links to videos
- Printable posters
- Printable factsheets
- Links to other resources
- A message from the contributing partners:



Northumberland Coalition to End Violence

# A Message from the Contributing Partners

Haliburton, Kawartha Lakes, Northumberland

## DRUG STRATEGY

*Serving Haliburton County, the City of Kawartha Lakes, and Northumberland County*

**May 1, 2019** - The Haliburton, Kawartha Lakes, Northumberland Drug Strategy (HKLNDS), PARN – Your AIDS Resource Network, Women and HIV/AIDS Initiative (WHAI), Kawartha Sexual Assault Centre (KSAC), Thrive Coalition Northumberland, and Peterborough Drug Strategy are committed to working together to continue to raise awareness about various issues facing the residents of these represented communities. Rachel Petty, WHAI Coordinator for the four counties says, “Coming from a place of strength we want to work within in our communities to acknowledge the complexities of people’s lives as related to their substance use, to enhance capacity for critically thinking about the risks associated with certain behaviours and enable low barrier access to necessary harm reduction tools and supports.”

We will be partnering on a very important issue during the week of May 6th to 10th, as part of Sexual Assault Prevention Month (SAPM), focusing on the harms associated with alcohol and substance use as they relate to sexual assaults. The number of sexual assaults involving alcohol and other drugs is an issue that warrants our attention, considering 25% of reported sexual assaults involved licit and illicit substances. In order to assist our partners in promoting this campaign we have developed a social media toolkit, called “Unblurring The Line”. Megan Deyman, Coordinator for HKLNDS says, “The goal of the campaign is to increase awareness of the role of substance use in sexual assaults, and to connect people with the necessary supports. The campaign will also give people information about boundaries and consent, and to encourage conversations free of shame and blame.”

“Thrive Northumberland is a coalition of local agencies who support women and children fleeing violence. Our participation in collaborative campaigns such as Unblurring the Line helps us build capacity across the VAW sector and more importantly, raise awareness about the services and supports available to women and children in our communities” – Nicole Beatty.

Our social media campaign will engage our collective audiences with directed messages daily in order to bring more awareness to these issues and stop future assaults before they happen.

Thank you for your continued support.

# Social Media

## Twitter

Twitter can be used to Tweet your own messages (in 280 characters or less) or use sample Tweets from this toolkit. Twitter can also be used to re-Tweet messages from participating agencies, and link to resources and other information. Hashtags ([#UnblurringTheLine](#)) can be used to promote SAPM, the UNBLURRING THE LINE campaign, and other related campaign material.



## Facebook

You can share original or sample posts on Facebook using the appropriate hashtags. Posts can also be shared from other Facebook pages.



**Sharing posts will get people talking about  
Sexual Assault Prevention Month!**

# MAY 6th-10th

The week of May 6th-10th during Sexual Assault Prevention Month is being recognized as a week to increase awareness and education about the use of substances in sexual assaults. Each day of the week will have a targeted message that can be shared through use of sample Facebook posts and Tweets.

May						
<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

2019

Social post:

# May 6th

**Social Share:** [Planned Parenthood](#) describes consent as *freely given, reversible, informed, enthusiastic, and specific*. Consent cannot be given if drugs or alcohol are in your system. Share this video to continue the conversation [#UnblurringTheLine](#) [#HKLNDSTalksConsent](#)



**Video:** [#DoYouTalkConsent - Birds N' Bees](#)

"[#DoYouTalkConsent?](#) [#TrentTalksConsent](#) [#FlemingTalksConsent](#) is a video initiative to encourage the community to think about the times when sexual consent may be in question, like when drinking alcohol and meeting someone new, and using 'consent' in our everyday language" (KSAC, 2017).

**Alternative post:** [Planned Parenthood](#) describes consent as *freely given, reversible, informed, enthusiastic, and specific*. Consent cannot be given if drugs or alcohol are in your system. If you are not sober, you cannot consent. The Ontario Government's [website](#) provides further details about how to maintain consent.

Link to other resources found on [page 17](#) of this toolkit.

Social post:

# May 7th

**Twitter post:** Some young people are unclear about what behaviours constitute sexual assault and when someone has “crossed the line”, especially when drugs and alcohol are involved. Know when the line has been crossed. Practice consent. [#UnblurringTheLine](#) [#ConsiderConsentFirst](#) [#SoberSexisSexy](#)

**Alternative post:** Almost all Canadians (96%) believe all sexual activities should be consensual, but only 1 in 3 Canadians understand what it means to give consent. [#UnblurringTheLine](#) [#ConsiderConsentFirst](#)

**Alternative post:** Studies have found alcohol and drugs to be involved in over half of sexual assaults involving post-secondary students. University and college campuses are required to have policies and supports available for students. See what your local campuses are doing [@TrentUniversity](#) [@FlemingCollege](#) [#SAPM](#)

## Other Resources to share:

- Consent resources found on **page 17** of this toolkit
- [Trent University Prevention and Response Services](#)
- [Fleming College Sexual Violence Support Services](#)
- [Equally Safe at School – A Whole School Approach](#)



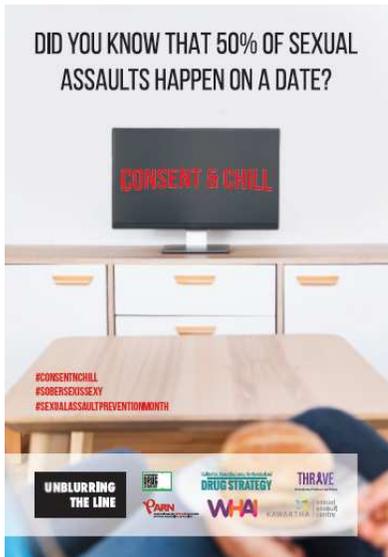
**UNBLURRING  
THE LINE**

Social post:

# May 8th

**Twitter post:** 50% of sexual assaults occur on a date and 27% in a bar or restaurant. Consumption rates rise with increased access and availability of alcohol, and so do the social harms. [#ConsentNChill](#) [#SoberSexIsSexy](#) [#UnblurringTheLine](#)

**Alternative post:** Roughly 27% of sexual assault victims reported that the incident occurred in a bar or a restaurant. Bystanders can play an important role in recognizing a sexual assault. Learn how to be an active bystander with training provided by [@KSACstaff](#) [#SAPM](#) [#UnblurringTheLine](#)



Social post:

# May 9th

**Social Share:** Using alcohol and other drugs may impair your ability to understand someone's sexual interest and ability to consent. Consumption does not equal sexual consent. Practice consent.

[#UnblurringTheLine](#) [#NoOneAsksForIt](#) [#SAPM](#)

Share Healthy, Equal Relationships resources for:

- o [Teachers](#)
- o [Kids](#)
- o [Teens](#)

Other resources found on **page 17** of this toolkit.



Social post:

# May 10th

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**Twitter post:** The @ONgov reports that **1 in 3 women** and **1 in 6 men** are affected by sexual violence. Share Lady Gaga's "Til it Happens to You" music video to help increase awareness that anyone can be affected by a sexual assault [#SAPM](#) [#UnblurringTheLine](#) [#supportafterSA](#)

**Facebook post:** The Ontario Government reports that **1 in 3 women** and **1 in 6 men** are affected by sexual violence. By sharing Lady Gaga's "Til it Happens to You" music video, you can help spread awareness that anyone can be affected by a sexual assault. Click [here](#) to find a sexual assault center near you.



**Video:** Till it happens to you - Lady Gaga

**\*\*\*Content Warning:** This video has vivid images of experiences of sexual assault/violence and may be triggering or uncomfortable to watch.

"Till it happens to you" is Lady Gaga's music video that addresses sexual assault. It depicts the harsh realities of many college students' experiences of this type of violence.

Other shareable videos can be found on [page 16](#) of this toolkit.

# Twitter

**Look for tweets from:** @HKLNDrugStrat @KSACstaff @PARN4Counties @WHAatPARN @thrive\_north @DrugStrategy

## **Campaign Hashtags:**

#UnblurringTheLine  
#SAPM  
#SexualAssaultPreventionMonth  
#ConsentNChill  
#ConsiderConsentFirst  
#SoberSaxisSexy

## **Pre-existing Hashtags:**

#metoo	#WhoWillYouHelp
#believesurvivors	#ItsNeverOkay
#timesup	#consent
#imwithher	#ConsentCulture
#iask	#YouAreNotAlone
#notmyfault	#DoYouTalkConsent?
#NoOneAsksForIt	#FlemingTalksConsent
#drawtheline	#TrentTalksConsent



Retweet



Like



Hashtag



At

# Other Shareable Tweets & Posts

The @HKLNDrugStrat is #UnblurringTheLine around sexual assault and promoting Sexual Assault Prevention Month #SAPM in May. Anyone can participate whether through social media messaging or participation in local events. Start by downloading this media toolkit.

May is Sexual Assault Prevention Month #SAPM How will you participate??

Show us how @HKLNDrugStrat @PARN4Counties @KSAC @thrive\_north @WHA!atPARN @DrugStrategy

Throughout Sexual Assault Prevention Month #SAPM everyone can have an impact! Join us in raising awareness in our communities. @HKLNDrugStrat @PARN4Counties @KSAC @thrive\_north @WHA!atPARN @DrugStrategy

What does #supportafterSA look like or sound like to you? Tweet us a reply @HKLNDrugStrat @PARN4Counties @KSAC @thrive\_north @WHA!atPARN @DrugStrategy

# Posters & Printable Fact Sheets

[Consent and Chill](#)

[WARNING:Consumption does not  
equal sexual](#)

[DRAW THE LINE campaign posters](#)

# Other Shareable Videos

[Project Consent YouTube Channel](#)

[Kawartha Sexual Assault YouTube Channel](#)

[Consent: Explained With Tea](#)

# Other Resources

## Consent

National Sexual Violence Resource Center, “I ASK” campaign:

- o “I Ask for Consent”
- o “I Ask for Digital Consent”
- o “I Ask How to Teach Consent Early”
- o “I Ask How Power Impacts Consent”

[Project Consent](#) multimedia campaign material

## Other

[Out of the Shadows](#) and [Survivor Toolkit](#) website

[The Thrive Northumberland Drop In Centre](#)

[Kizhaay Anishinaabe Niin \(I am a kind man\) program](#)

Women & HIV/AIDS Initiative: [PEP](#) and [PrEP](#) resource brochures

Sexual Health Clinics in [HKPR](#) and [Peterborough](#)

[Trent University Prevention and Response Services](#)

[Fleming College Sexual Violence Support Services](#)

[Bystander Intervention Training](#)

Resource Guide: [Women living with HIV and intimate partner violence](#)

[Resources](#) for promoting Healthy, Equal Relationships

[Sexual Assault and the Law](#)

Read [Ontario's Sexual Violence and Harassment Action Plan Act](#)



# 24-Hour Crisis Support Lines

Kawartha Sexual Assault Centre: **1-866-298-7778**

Women's Health Care Centre @ PRHC: **1-800-419-3111**

YWCA Peterborough Haliburton: **1-800-461-7656**

Women's Resources: **1-800-565-5350**

Cornerstone Family Violence Prevention Centre: **1-800-263-3757**

Victim Services of Peterborough & Northumberland: **1-888-822-7729**

