

# Sexual Violence Awareness Campaign

breakthesilenceNS.ca

## WE ALL HAVE A ROLE IN ENDING SEXUAL VIOLENCE.

Nova Scotia's award winning Public Awareness Campaign was launched in October 2016 and was developed with the guidance of a Provincial Committee as part of the Sexual Violence Strategy.

"I have friends who have been in situations like this. I think people my age will pay attention to this campaign. We need people to be more aware. There's a problem with things like cat-calling and how some people talk to women and girls. I find a lot of people don't have a voice. We need a change and not just with some people, with everyone."

Emily Hammond  
Student at Millwood High

The campaign is aimed at Nova Scotians aged 14 to 20 and uses an animated, modern twist on the popular "Birds and the Bees" metaphor to broach subjects like consent.

Just like The Birds and the Bees – aka the sex talk – we need to be talking about sexual assault, consent, healthy relationships, and respect. The campaign is meant to spark conversations about sexual violence and to help Nova Scotians learn more about what it is and where to get help.

Campaign materials have been designed so they can be easily used by organizations, free of charge, around the province.

## WHAT DOES THE CAMPAIGN INCLUDE?

**Videos** - The 30 and 60 second videos feature bird-and-bee-type characters animated in the style of popular shows like Bojack Horseman and The Simpsons.



The episodes deal with situations of sexual violence that youth told us they are facing in today's world. The first 60 second video takes place at a house party and explores the issue of alcohol and consent and the 30 second video focuses on online harassment.

**Posters** - Four posters were developed and can be downloaded from the website [breakthesilenceNS.ca](http://breakthesilenceNS.ca).

The poster messages focus on consent and alcohol, victim-blaming and hypersexualization, and the issue of non-consensual photo sharing.

The posters are available in both English and French.

**Website** - Posters and videos are great resources, however it is important to be able to provide further information than what can be delivered in a short ad.

The bilingual website [breakthesilenceNS.ca](http://breakthesilenceNS.ca) has a variety of resources including two videos of Nova Scotians discussing the issue of sexual violence, a coloring book and infographics. It also provides valuable information such as:

- Where to go to get help
- What sexual violence is
- How to support a friend
- Access to an online training course
- Types of supports available



### Where to get help



If we have missed a resource or one needs updating, please connect with us at [strategy@novascotia.ca](mailto:strategy@novascotia.ca)

## WHO CAN USE THE CAMPAIGN?

All campaign resources are simple and effective tools available to all Nova Scotians.

They were created to be used by individuals and organizations, including schools and community based groups across the province to educate, inform and support those affected by sexual violence.

## CAMPAIGN OUTCOMES INCLUDE:

- Increased comfort in talking about sexual violence
- Increased understanding in what constitutes sexual violence
- Increased understanding of what consent is
- Increased awareness about where to get help

“Sexual violence thrives where there is silence, shame and confusion about what is right and wrong. We want this campaign to be an opportunity for all of us, especially youth, to speak where there has been silence, make sense out of the confusion, and use this new awareness to reduce the prevalence of sexual violence in our communities.”

Rhonda McLean  
High School Guidance Counsellor

## PART OF THE WHOLE

Throughout the development of this strategy Nova Scotians strongly indicated the need for increased awareness and understanding of the issue of sexual violence – the absence of which contributes to the perpetuation of myths, misconceptions and victim-blaming.

The 2014 General Social Survey reports that people between the ages of 15-24 are at greater risk of being sexually victimized. This is why the campaign is geared towards youth and why all efforts to prevent and respond to sexual violence must engage young people.

This campaign complements the other aspects of the Strategy which include the free online training course Supporting Survivors of Sexual Violence: A Nova Scotia Resource, Community Support Networks, The Prevention Innovation Fund and the Interdepartmental Committee on Sexual Violence.



## ACKNOWLEDGMENTS

A Provincial Committee made up of community members from across Nova Scotia helped develop this campaign. We are grateful for their energy and expertise which helped inform these important resources.

A big shout out to the youth and staff at Millwood High, Souls Strong North Preston, East Preston Youth Outreach and Native Council of Nova Scotia Youth Outreach for your invaluable perspectives and guidance as we created this campaign.

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