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The Yes Campaign – A Sexy Way of Approaching Sexual Assault

Clear communication is key in any relationship, especially in a sexual one. In light of sexual assault awareness month, a group of students at American University plan to launch “The Yes Campaign” this week – taking a new approach to a sensitive and “over-played” issue. What’s their main message? “Yes: Get it the right way!”

Rather than focusing on telling students what they shouldn’t do, the campaign takes a positive and provocative spin – emphasizing clear communication and the rewards that come with pursuing a healthy sexual relationship. Taglines for the campaign include: “Wait for the Yes!” and “Yes! I have the power to say NO!” The main objective is to raise awareness on the issue of sexual assault as it affects college students.

Through its provocative and somewhat suggestive messaging, the campaign is bound to draw the attention of AU students. But after speaking with different groups females at AU, one thing became clear – sexual assault isn’t seen as a problem on campus. That will be the campaign’s biggest hurdle. The first objective needs to be to get out a clear definition of what sexual assault is. From there changing behavior and perceptions will be easier.

The campaign kicked off last night. Partnering with AU’s Women’s Initiative group, The Yes Campaign will disseminate information at AU’s annual *Take Back the Night* event. *Take Back the Night* brings together the AU community to raise awareness about violence and sexual assault against women and families. The event begins with a march around campus. It finishes in the Kay Spiritual Life Center with testimonies from survivors who have experienced violence or sexual assault.