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A Drunk Yes is Not a Yes

In any campaign, having the facts and being able to reach your target market is key. One in four college women are sexually assaulted. 75 percent of those women know the person who assaulted them. And 90 percent of acquaintance assaults involve alcohol.

According to American University's Sexual Assault Task Force, alcohol is the number one form of date rape drug. It's easy to get a hold of, cheap, and often times self-induced. People drink to feel comfortable – to loosen up, and to fit in with their friends. Unfortunately, like any other drug, it carries risks. As many of us know, alcohol decreases our inhibitions; it stops us from thinking rationally, and puts us in a position to take more risks and not communicate effectively.

Knowing all of this the students involved with the Yes Campaign sought to target those who would generally fall in this category. How did they do this? They partnered with Clyde's for one of their college nights and spread one message: "A drunk yes, is not a yes."

Their goal was to inform those there of the affects that alcohol can have, and the importance of clear communication even when they're out having fun. By going out to their target, rather than trying to pull them into the campaign, the campaign successfully reached audience in a non-threatening way. The people at the bar felt more comfortable talking to campaign members and were receptive to what they had to say.

In all, the campaign is quickly maturing, and starting to reach its objective of raising awareness on the issue of sexual assault and the importance of consent.