

SEXUAL
ASSAULT
AWARENESS
MONTH **DENIM DAY** **WCJ**

RAPE CRISIS HELPLINE **904.721.7273**

HOW TO GEAR UP FOR #DENIMDAY

- Always have #DenimDay #StopSexualViolence hashtags in your posts
- Always tag Women's Center of Jacksonville (handles below)
- Tag your friends to make the same statement and share the #DenimDay posts to encourage others to participate
- Use one of our sample posts or statistics below in your own posts about Denim Day
- Upload your photo on your social media account to let your followers know that you are against rape culture and want to stop sexual violence
- Use images from this Action Kit or post your pictures

REMEMBER TO FOLLOW US ON SOCIAL MEDIA & TAG US

Instagram: @thewcj_

Facebook: <https://www.facebook.com/TheWCJ>

Twitter: @The_WCJ_

FACTS & STATISTICS POSTS

- In the US, over half of women and almost 1 in 3 men have experienced sexual violence involving physical contact during their lifetime
#denimday #StopSexualViolence
- More than 4 in 5 female rape survivors reported that they were first raped before age 25 and almost half were first raped as a minor #denimday
#StopSexualViolence
- Women and racial and ethnic minority groups experience a higher burden of sexual violence #denimday #StopSexualViolence
- 63% of sexual assaults are never reported to the police #denimday
#StopSexualViolence
- 1 in 6 men experience abusive sexual experiences before the age of 18
#denimday #StopSexualViolence

- Almost two-thirds of rapes are committed by someone the victim knows
#denimday #StopSexualViolence
- 44% of sexual assault and rape victims are under the age of 18
#denimday#StopSexualViolence
- Women who have been raped in the military have a higher rate of PTSD than men who've been in combat #denimday #StopSexualViolence
- Around the world, 1 in 3 women will be raped or beaten in her lifetime
#denimday #StopSexualViolence
- Recent estimates put the lifetime cost of rape at \$122,461 per survivor, including medical costs, lost productivity, criminal justice activities, and other costs
#denimday #StopSexualViolence

#DENIMDAY SAMPLE POSTS

- Today is the 25th anniversary of Denim Day so join with [organization name] and people across the world by rocking your denim today with a purpose – all in support of survivors and to stop sexual violence #denimday #StopSexualViolence
- Today is Denim Day and we proudly stand together in solidarity, rocking our denim loud and proud, to show our support for survivors of sexual violence. Let's keep breaking the silence, challenging norms, and promoting consent and respect every single day. Together, we can make a difference! #denimday #StopSexualViolence
- Wednesday, April 24th is #denimday. Join me in taking action to support this sexual violence prevention and educational campaign. #StopSexualViolence
- I am an ally. Be an ally. Join the movement to end violence. #denimday #StopSexualViolence
- Be an upstander. Join the movement to end sexual violence. #denimday #StopSexualViolence
- Let's protect each other! Join the movement to stop sexual violence. #denimday #StopSexualViolence
- There is no excuse and never an invitation to rape. Stand with sexual assault survivors on April 24 #denimday #StopSexualViolence
- Make a social statement with your fashion statement. Support survivors of sexual assault on 4.24.24 #denimday #StopSexualViolence
- Wear jeans. Support survivors. Educate others. April 24th is #denimday #StopSexualViolence