

DENIM DAY 2018

WHY DENIM?

Denim Day was originally created after a ruling by the Italian Supreme Court where a rape conviction was overturned because the justices felt that since the victim was wearing tight jeans she must have helped her rapist remove her jeans, thereby implying consent. The following day, the women in the Italian Parliament came to work wearing jeans in solidarity with the victim. Denim Day was developed in response to this case and wearing jeans during this annual event has become a symbol of protest against erroneous and destructive attitudes about sexual assault.

Women of the Italian Legislature protested the decision by wearing jeans to work. As news of the decision spread, so did the protest. In April 1999, a social service agency in Los Angeles established the first Denim Day in the United States.

adapted from Community Beyond Violence

HOSTED BY THE CARE CENTER AS PART OF SEXUAL ASSAULT AWARENESS MONTH

In 2017, the nation saw a wave of victims and survivors of sexual harassment and assault stand together to say #MeToo. The Sexual Trauma & Abuse Care Center's theme for Sexual Assault Awareness Month 2018 is "Your Voice Has Power". This Denim Day Toolkit has ideas and strategies for you to get involved in your community!

The Care Center promotes a culture of consent while providing 24/7 support to anyone affected by sexual trauma and abuse in Douglas, Franklin, and Jefferson Counties.



THE SEXUAL TRAUMA & ABUSE
CARE CENTER
Counseling • Advocacy & Response • Education

HOST A DENIM DAY

- Denim Day is April 25th! Encourage employees to wear denim as a sign that your company stands with victims of sexual assault.
- Invite employees to make a set pledge to benefit The Care Center on the day(s) they wear denim.
- Provide a donation jar to collect additional funds for The Care Center.
- Implement a company promise to match each employee's pledge.
- Spread the word and encourage a company-wide movement!
- Organize friendly competition between teams, classes, departments, or community partners to promote fundraising efforts!

OTHER WAYS TO GET INVOLVED

- Come together before the event to decorate the denim that staff will wear April 25th.
- Take a staff selfie on Denim Day and tag @stacarecenter.
- Commit to participating in Denim Day with The Care Center yearly.

OPEN UP THE CONVERSATION

- Bring a guest speaker from The Care Center to discuss the importance of awareness.
- Display brochures and flyers that provide information on Denim Day and The Care Center.
- Encourage staff to take "I Care About Consent" stickers for their office or personal belongings.
- Share information about Sexual Assault Awareness Month events happening in your community listed at stacarecenter.org/saam.
- Encourage an environment to discuss issues related to Denim Day, #MeToo, and sexual harassment prevention.

SEXUAL ASSAULT AWARENESS MONTH

STACARECENTER.ORG/SAAM



CONTACT US

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