

What is #CalgaryGetsConsent?

#CalgaryGetsConsent is a year-long campaign initiated by the Calgary Sexual Health Centre with the intent of creating a consent-focused community. The overall goal of **#CalgaryGetsConsent** is to raise awareness and provide education about consent by creating a community-wide conversation, and to provide community members with tools to discuss consent. Recognising that consent is important at all ages, from birth into old age, this campaign aims to normalise consent in all aspects of our lives.

#CalgaryGetsConsent includes several initiatives:

- free community training opportunities about consent and bystander interventions
- a media campaign across multiple platforms to start the conversation about consent
- working with community partners on local events

#CalgaryGetsConsent acknowledges Calgary as the traditional territory of the Niitsitapi (Blackfoot) and the people of the Treaty 7 region in Southern Alberta. We would like to recognise the Treaty 7 Nations who make their home on this land, including the Siksika, the Piikani, the Kainai, the Tsuut'ina, and the ȩyāǎhé Nakoda First Nations, including the Chiniki, Bearspaw, and Wesley First Nations. This land is also home to the Métis Nation of Alberta, Region III. **#CalgaryGetsConsent** is grateful to the people of Treaty 7 for taking such good care of this land, so that we may enjoy such abundance, and accepts the responsibilities of being treaty people.

What is Consent?

#CalgaryGetsConsent defines consent as follows:

Consent is when people share their boundaries and are given clear permission before a specific activity – whether that be a hug, a back rub, a kiss, or sexual activities. It is an informed, voluntary, and mutual decision that people feel good about. All people involved understand what they are agreeing to, and have had a conversation about boundaries so that each person involved feels safe and heard. Consent is an ongoing conversation, and can be withdrawn at any time if one of the people involved feels uncomfortable, even if that person gave consent in the past for the same activity. Consent can be verbal (including sign language) or non-verbal, so long as the words and actions used are clear for everyone involved. It is everyone's shared responsibility to seek and receive consent.

Through this campaign, **#CalgaryGetsConsent** aims to normalise consent in all aspects of our lives. Because consent often gets grouped with sometimes uncomfortable topics like sexuality and violence, it can be challenging for a lot of people to engage with the conversation. As such, the official messaging of this campaign will not label the project as sexual assault prevention, and will rather focus on broadening our conversations around consent, boundaries, and healthy relationships.

Key Stats

- Almost all Canadians agree that sexual activity between partners should be consensual, but only 1 in 3 Canadians understand what it means to give consent ([Canadian Women's Foundation](#), 2015).
 - While most Canadians believe consent is required for sexual activity between people on a casual date or between new partners, 1 in 10 Canadians believe consent to sexual activity is not needed between long-term partners and spouses ([Canadian Women's Foundation](#), 2015).
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Engaging Online

In this campaign, we are asking Calgary community members to describe why consent is important in their communities using the **#CalgaryGetsConsent** hashtag across social media sites. We will roll out monthly targeted calls to action throughout the year.

Instagram

Start by following the [@yycgetsconsent](#) Instagram account and search for **#CalgaryGetsConsent** to view the campaign activity so far. Community members are invited to post their photos and messages of support for the campaign. We have included some sample copy below to get you started!

- **#CalgaryGetsConsent** is a year-long campaign aiming to create a culture of #consent in #YYC. Follow [@yycgetsconsent](#) for updates!
- Does your community need to talk about #consent? Get involved in the conversation by following the **#CalgaryGetsConsent** campaign at [@yycgetsconsent](#)!
- Looking for FREE bystander intervention trainings? **#CalgaryGetsConsent** has got your back! Get in touch with [@yycgetsconsent](#) for more information.

Facebook

Like and share the **#CalgaryGetsConsent** Facebook page at <https://www.facebook.com/yycgetsconsent>! This page will be administrated by Calgary Sexual Health Centre. Community members are invited to post their photos and messages of support for the campaign, tagged with the **#CalgaryGetsConsent** hashtag. Here are some general posts that you can share across your social channels to help spread the word!

- **#CalgaryGetsConsent** is a year-long campaign aiming to create a culture of consent in #YYC. Follow <https://www.facebook.com/yycgetsconsent> for updates!
- Does your community need to talk about consent? Get involved in the conversation by following the **#CalgaryGetsConsent** campaign at <https://www.facebook.com/yycgetsconsent>
- Looking for FREE bystander intervention trainings? **#CalgaryGetsConsent** has got your back! Check out <https://www.facebook.com/yycgetsconsent> for more information.

Twitter

Start by following the [@yycgetsconsent](#) Twitter account and search for **#CalgaryGetsConsent** to view the campaign activity so far. We have included some sample tweets below!

- **#CalgaryGetsConsent** is a year-long campaign aiming to create a culture of #consent in #YYC. Find out more at <https://calgarygetsconsent.ca>
- **#BystanderIntervention WORKS!** Check out [@yycgetsconsent](#) for FREE training opportunities in #YYC **#CalgaryGetsConsent**
- Have you followed [@yycgetsconsent](#) yet? They're working to create a culture of #consent in #YYC. Join the convo at **#CalgaryGetsConsent**
- It's time to start the conversation about #consent in #YYC. Check out **#CalgaryGetsConsent** to get involved! <https://calgarygetsconsent.ca>
- **#CalgaryGetsConsent** is working to make real change in #YYC. Join the conversation about #consent by following [@yycgetsconsent](#)

Online Hub

The **#CalgaryGetsConsent** website is available at <https://calgarygetsconsent.ca/>. This website features general information, social media feeds, and downloadable resources, as well as information on how to book one of our workshops.

Engaging Offline

As part of the **#CalgaryGetsConsent** initiative, we will be offering FREE trainings to community members and organisations. Check out the descriptions below, and contact Katie O'Brien at kobrien@calgarysexualhealth.ca to book a workshop in your organisation or community!

- **Creating a Culture of Consent: Community Bystander Interventions**
Workshop hosted by: Calgary Sexual Health Centre

In this workshop, participants will increase their knowledge and identify how media and society perpetuate harmful messages about consent, relationships and sexual violence. We will explore and discuss the bystander effect and some common barriers to intervention. Participants will also learn practical tools that will prepare them to recognise when and how they can be active bystanders.
- **Creating a Culture of Consent: Providing Safer Establishments**
Workshop hosted by: Calgary Sexual Health Centre

This workshop is based on our work with employees and staff from the hospitality industry. Participants will explore policies and legal obligations that address sexual harassment, and will discuss tools to create safer spaces for patrons and clients. We will explore factors that may prevent people from intervening, strategies to address harassment, and highlight the roles of bystanders in the workplace.

- **Sexual Violence and Responding to Disclosures**

Workshop hosted by: Calgary Communities Against Sexual Abuse (CCASA)

This four-hour workshop encourages participants to engage in conversations about sexual violence within our communities. Participants will have a chance to increase their knowledge of sexual harassment and sexual assault by exploring definitions, laws, prevalence rates, common misconceptions, and facts about how and why sexual violence continues to occur. Participants will also strengthen their ability to respond to a disclosure of sexual violence in a positive and supportive manner.

- **Creating a Culture of Consent: Let's TALK About Sex – *COMING SOON***

Workshop hosted by: Calgary Sexual Health Centre

This workshop will focus on what consent realistically looks, sounds, and feels like in practice. We will explore the impact of gender norms, scripts, and stereotypes on practicing consent. Participants will leave this workshop with a deeper understanding of consent, as well as tools to talk about and practice healthy communication in relationships.

- **Creating a Culture of Consent: Helping Guyz be Wise – *COMING SOON***

Workshop hosted by: Calgary Sexual Health Centre

In this workshop, participants will be asked to reflect on the ways that various pressures of masculinity impact their own behaviors, attitudes, values, and relationships. Participants will also be given the opportunity to develop and practice tools that will allow them to engage in further conversations about masculinity, healthy relationships, and consent.