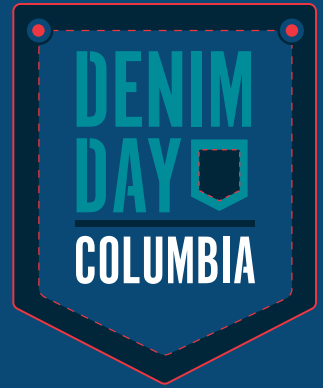


04.29



2020 DENIM DAY ACTION CARD

April is Sexual Assault Awareness Month. During this month of education and action, Columbia University participates in Denim Day.

The Denim Day campaign was created in response to a ruling by the Italian Supreme Court when a 1998 rape conviction was overturned because the justices concluded the jeans of the victim were so tight she must have aided in their removal, thereby implying consent.

The next day, the women in the Italian Parliament wore jeans to show solidarity with the victim. Ever since, wearing jeans on Denim Day has become an international symbol of protest against erroneous and dangerous attitudes about sexual assault.

In these times of uncertainty, community matters more than ever. From now until April 29, Columbia community members can make a social statement with their fashion statement. Wear jeans or denim as a visible sign of support for survivors of sexual assault.

To learn more, visit
health.columbia.edu/denim

There is no place for sexual assault in our community. Together, we must support survivors through their healing journey, amplify the voices and conversations of communities who have been left out of the discussion, reinforce a sense of community, and come together to build a future without sexual assault.





HOW TO SUPPORT DENIM DAY

“Roll Red Roll” and the Reality of Rape Culture

Wednesday, April 29, 2020. 2:00-4:30PM ET.

SVR is hosting a film screening and talkback with the director for “Roll Red Roll.” which explores the extensive cover-up perpetrated by a close-knit community and the complicity of media culture that regularly engages in blaming and shaming victims of sexual assault. Visit health.columbia.edu/events to register.

“Jammies to Jeans” campaign

SVR wants to see how YOU can incorporate denim into your day whether you’re working from home, studying remotely, cooking a meal, or watching Netflix and quarantining.

- Take a photo of you wearing your denim
- Post the photo and use the hashtags #JammiestoJeans #DenimDay.
- Tag facebook.com/SVR.Columbia on Facebook or [@columbiahealth](https://instagram.com/columbiahealth) on Instagram.
- You can also email the photo to SVResponse@cumc.columbia.edu and we will highlight it on our Facebook Page!

PUT YOUR SUPPORT INTO ACTION

- Speak out against jokes or attitudes that make light of or promote sexual violence or harassment.
- Recognize and speak up when you hear statements that blame victims.
- Talk to peers, family, or friends about these critical issues.
- Sign the Denim Day pledge at health.columbia.edu/denim.

If you know a survivor:

- Let them share their story, believe what they say, and offer unconditional support.
- Communicate without judgment, blame, or pity.
- Assure them that it wasn’t their fault.

Share appropriate campus resources:

Sexual Violence Response: 212-854-HELP/4357

Counseling and Psychological Services: 212-854-2878

Title IX Coordinator: 212-853-1276