



THE GEORGE WASHINGTON UNIVERSITY **IT'S ON US** TOOLKIT

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC



INTRODUCTION

The George Washington University is proud to join the **"It's On Us"** White House campaign aimed at fundamentally shifting the way we think about sexual assault.

The White House defines **It's On Us** as, "a rallying cry inviting everyone to step up and realize that the solution begins with us. It's a declaration that sexual assault is not only a crime committed by a perpetrator against a victim, but a societal problem in which all of us have a role to play. We are reframing sexual assault in a way that inspires everyone to see it as their responsibility to do something, big or small, to prevent it. We are asking everyone to create an environment, be it a dorm room, a party, a club or a sports team, or the greater college campus, where sexual assault is unacceptable and survivors are supported.

Raising awareness. Holding ourselves and each other accountable. Looking out for someone who cannot consent."

It's On Us, GW.



CAMPAIGN LANGUAGE & VISUALS

LANGUAGE

Below are examples provided by the White House of the range of language that can be used when talking about sexual assault:

It's On Us to _____

- Recognize that if someone doesn't or can't consent to sex, it's sexual assault
- Create an environment where women and men feel, and are, safe
- Get someone home safely if he or she needs help
- Never blame the victim
- Be more than a bystander
- Stop a sexual assault any way we can
- Tell our friends if what they are doing is wrong
- Look out for someone who has had too much to drink
- Help a victim report a sexual assault if he or she wants to
- Act when we think someone is in trouble
- Be part of the solution, not part of the problem

VISUALS

Below is a GW **It's On Us** graphic you are encouraged to make your profile photo on Facebook, Twitter, Instagram or any social network:






SHARING THE CAMPAIGN


SAMPLE TWEETS


AFTER FILMING A VIDEO

 **Marshall Cohen** @mw_cohen · Oct 13
Just filmed my #GWU #ItsOnUs video. I'm a member of @GWSigmaChi and It's On Us to end sexual violence.

 **Avra Bossov** @Avracado · Oct 13
Filmed a #GWU #ItsOnUs video this morning. I'm a member of the @GW_Students & @GWService community and It's On Us to end sexual violence.

SHARING YOUR VIDEO

 #ItsOnUs at #GWU to stop sexual assault. I took the pledge with @GWService to be part of the solution at ItsOnUs.org [Link to video]

 #ItsOnUs at #GWU to stop sexual assault. I took the pledge to be part of the solution at ItsOnUs.org. Will you? [Link to video]

GW RESOURCES

A 24-hour hotline at **202-994-7222** is available to reach the sexual assault response consultative team.

A 24-hour hotline at **202-994-5300** is available for those who wish to speak to a counselor.

Those concerned about a member of the GW community can complete a **CARE Network Report form**.

Visit haven.gwu.edu.