

1. Create a culture of enthusiastic consent

Freely given
consent is
mandatory,
EVERY TIME

CONSENT

There are no
blurred lines.

2. Speak out against the root causes

Challenge stereotypical notions of **masculinity** as strong and dominant, and **femininity** as weak and less valued.

BOYS WILL
BE ~~BOYS~~
HELD
ACCOUNTABLE

3. Redefine masculinity

SELF-REFLECTION
Community conversations
ARTISTIC-EXPRESSION

There are many tools available to examine and redefine masculinities.



4. Stop victim blaming

**“SHE WAS DRESSED LIKE A SLUT.
SHE WAS ASKING FOR IT.”**

**You have the power to
leave behind...**

**STOP
VICTIM
BLAMING**

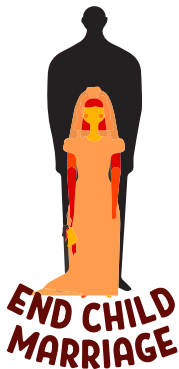
5. Have zero tolerance

Establish policies of zero tolerance for sexual harassment and violence in the spaces in which you live, work and play.



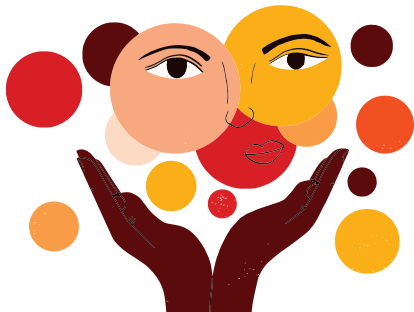
6. Broaden your understanding of rape culture.

Know the facts and myths that underpin rape culture.



7. Take an intersectional approach

Certain characteristics such as sexual orientation or disability, and other contextual factors, such as geographic location, increase women's vulnerability to violence.



8. Know the history of rape culture.

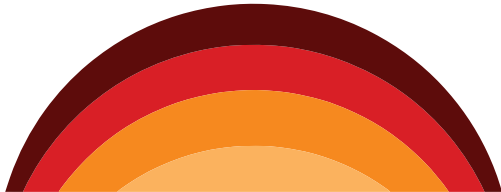
Rape has been used as a weapon of war and oppression throughout history.

end rape
culture

9. Invest in women

Donate to organizations that empower women, amplify their voices, support survivors, and represent all gender identities and sexualities.

BELIEVEWOMEN



10. Listen to survivors

DON'T SAY,
“Why didn't she leave?”

DO SAY:
“We hear you. We see you.
We believe you.”

FOLLOW **#OrangeTheWorld** and
#GenerationEquality on social media.



11. Don't laugh at rape

Call out humour that normalizes and justifies sexual violence.



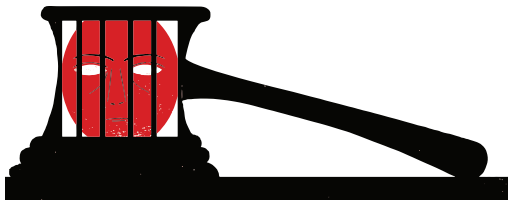
12. Get involved

Check out the [global database on violence against women](#) to see what your country is doing to protect women and girls.



13. End impunity

Fight for justice and accountability for perpetrators where there is pushback against legal consequences.



14. Be an active bystander

Intervening as an active bystander signals to the perpetrator that their behaviour is unacceptable and may help the survivor stay safe.

Make a clear statement directly to the perpetrator such as,
“I don’t think they are comfortable with what you are doing, please stop”.

15. Educate the next generation

Challenge the gender stereotypes that enable or support violence that children are exposed to in the media, on the streets, and at school.



16. Start – or join – the conversation

Talk to family and friends about how you can work together to end rape culture in your communities.

You can join the conversation online right now by following **#Orangetheworld** and **#GenerationEquality**.



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PLACE
STAMP
HERE

