



# Denim Day

A practice of **support** and **solidarity** with survivors of sexual violence.

## What is Denim Day?

Denim Day is a campaign on a Wednesday in April in *honor of Sexual Assault Awareness Month*. The campaign began 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 the person who raped her 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.

**Peace Over Violence developed the Denim Day campaign in response to this case and the activism surrounding it.**

Since 1999, what started as a local campaign to bring awareness to victim blaming and destructive has grown into a movement.

**Check out the history of Denim Day by scanning the QR code:**



## How to end a culture of sexual violence:

1. Support and believe survivors of sexual violence.
2. Bring awareness and challenge victim-blaming statements.
3. Get help or take action by directly intervening when you see someone taking advantage of a person who is not capable of giving consent.
4. Consent is mandatory and every sexual interaction you have must be consensual--no excuse.
5. Educate yourself on what it means to get and give consent.
6. Build and engage in healthy, respectful relationships.

## HSC Resources

### HSC Title IX

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### Care Team

CareTeam@unthsc.edu  
24/7 line: 817-735-2740

### HSC Police

Emergency: (817) 735-2600  
Non-Emergency: (817) 735-2210



Office of  
Care and Civility