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UNBSU Breaks the Silence through Sexual Assault Campaign

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Fredericton, NB – The UNB Student Union and the University of New Brunswick have partnered in the #BreakTheSilence campaign. This campaign is aimed at removing the stigma surrounding the discussion of sexualized violence and working to create an environment where sexual violence is not tolerated. The poster campaign features photos of campus, statements from UNB’s sexual assault policy and the following 4 statistics taken from the UNB Sexual Assault Climate Survey conducted in 2015-2016;

- “In over 60% of sexual assault cases, both the student and the other individual had been drinking alcohol
- 62% of students’ experiences of sexual violence occurred in a home known to them
- 90% of sexual assaults happened between two people who knew each other
- 1 in 5 students experienced an incident of sexual assault since coming to UNB”ⁱ

“The release of this information is incredibly important because it allows students to understand that sexual assault does happen at UNB” said UNB Student Union Vice President External, Katie Beers who headed up this campaign. “Break the Silence shows students that while sexual assault is our reality, we have procedures and people in place to provide support” continued Beers.

The UNB Student Union is committed to creating a campus where sexual violence is not tolerated, where the discussion of sexual assault is destigmatized and where students are educated about the resources available for sexual assault survivors.

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ⁱ UNB Sexual Assault Climate Survey, O’Sullivan, Belu, Fuller (2016).
http://www.unb.ca/initiatives/sexualassault/_resources/assault-climate.pdf