

#IBelieveYou is an Alberta-wide campaign about how to respond to survivors of sexual assault.



Here's how growing public support for sexual assault survivors is helping them feel safe to come forward, and making our communities healthier and safer for everyone.

We asked 1000 Albertans if they would know what to say to a survivor of sexual assault. Of those who responded yes:



Percentage who would give a supportive response (*I'm sorry that happened, it's not your fault, how can I help?*)

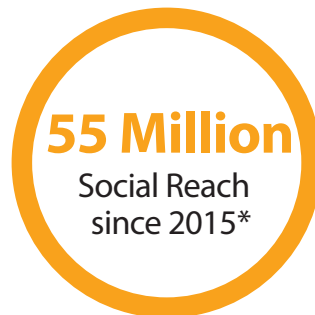
Pre-campaign	2015	2017
21%	42%	72%



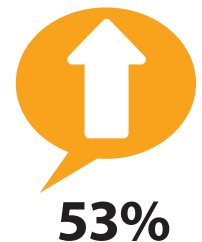
Percentage who would say "I Believe You"

<1%	5%	21%
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Supporters used social media to say **#IBelieveYou**



AASAS new counselling clients



*In 2017, #metoo participants added #IBelieveYou to their posts, boosting social reach by approximately 40 million.

ibelieveyou.info