



TAKE ACTION

CHANGE THE CULTURE



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WHAT IS START BY BELIEVING?

Start by Believing is a public awareness campaign designed to **end the cycle of silence and change the way we respond to sexual assault**. It was first launched in April 2011. Since then, thousands of people across the country have made their own personal commitment to believe and support survivors of sexual violence.

WHAT CAN I DO?

There are many ways you can take action. Below is a list of ideas on how to get involved – but don't stop there! Be creative and use what you know to spread the word.

Support victims: When someone tells you they have been sexually violated, believe them and remind them that it was not their fault.

Speak up: Rape continues to be the most under-reported crime, with law enforcement estimating that only about 35% of rapes are reported each year. In addition, many people overestimate the percentage of sexual assault reports that are false. Research shows that about 2-8% of sexual assault reports to law enforcement are false, far less than many people realize. Challenge these myths when you hear them!

Take a stand: When you hear people blame a victim for their "role" in the sexual assault, remind them that we've all made choices that decrease our safety. It is not the choice of the victim that matters – it is the decision of someone else to commit a sexual assault.

Start a conversation: Social media allows you to carry the message farther and faster than ever before. Use your preferred platform to engage a conversation on what it means to #StartbyBelieving.

Make it visual: Take a selfie with your pledge and post it on social media.

TAKE THE PLEDGE

Start by making your own personal commitment to Start by Believing:

- I pledge to Start by Believing when someone tells me about their sexual assault.
- I pledge to help survivors on the road to justice and healing.
- I pledge to end the cycle of silence.



My name is _____

When someone tells me that they were raped or sexually assaulted, I will:
