



FOR IMMEDIATE RELEASE: MONDAY, MAY 16, 2011

Sexual violence conference to launch provocative new campaign

Ottawa—As part of activities to mark Sexual Assault Awareness Month, Crime Prevention Ottawa, the Ottawa Rape Crisis Centre and the Ottawa Coalition to End Violence Against Women will unveil new research and a campaign targeting young men and women at the *Building Prevention: Sexual Violence, Youth and Drinking* conference on Thursday, May 19, 2011. The “Don’t Be That Guy” campaign is a collection of thought-provoking posters to be distributed to Ottawa-area bars and places where young people go. The posters are designed to raise awareness among young people about drinking and sexual violence.

Details are as follows:

Where: Ottawa City Hall, 110 Laurier Avenue, Andrew Haydon Hall

When: Thursday, May 19, 2011 at 9:30 a.m.

University of Ottawa Criminology Professor Holly Johnson will also be on hand to present the research project entitled, *Building Prevention: Sexual Violence, Youth and Drinking*. The Ottawa-based study explores effective prevention strategies and examines what does and does not work to prevent alcohol-related sexual violence.

For more information about the *Building Prevention* research project and other community safety issues, please visit our website at www.CrimePreventionOttawa.ca.



DOESN'T MEAN YOU GET TO HELP YOURSELF.

sex without consent = sexual assault

DON'T BE THAT GUY.

sexualassaultvoices.com



DOESN'T MEAN SHE'S SAYING YES.

sex without consent = sexual assault

DON'T BE THAT GUY.

sexualassaultvoices.com



**Just because
she's drunk,
doesn't mean
she wants
to f**k.**

sex without consent = sexual assault

DON'T BE THAT GUY.

sexualassaultvoices.com



Provocative posters mark campaign against sex assaults

Targets situations involving alcohol

By Louisa Taylor, Ottawa Citizen May 20, 2011



Several Ottawa agencies unveiled a campaign on the links between sexual violence and alcohol at City Hall Thursday during a one-day workshop. Ottawa Deputy Police Chief Charles Bordeleau is shown at the workshop. Photograph by: Pat McGrath, The Ottawa Citizen, Ottawa Citizen

A young man is helping a young woman into a car. Her pink dress is wrinkled and her high-heels are falling off. She is hanging onto the man with one hand and clutching a liquor bottle with the other.

The message, in white and black lettering, reads: "Just because you help her home . doesn't mean you get to help yourself."

Another photo shows a young woman sprawled facedown on a sofa, surrounded by empty bottles and her own spilled red wine. The text says: "Just because she isn't saying no . doesn't mean she's saying yes."

The startling images are part of a provocative new campaign by Ottawa agencies working to prevent sexual violence against women, in particular assaults that take place when alcohol is involved.

Drilling home the message that sex without consent -whether with a stranger or a friend -is sexual assault, the posters are primarily aimed at young men, both those who might be

perpetrators of sexual violence and witnesses who can intervene when they see a risky situation developing, says Sandy Onyalo, executive director of the Ottawa Rape Crisis Centre.

"If we don't bring young men into this discussion, we're never going to truly combat sexual assault against women," Onyalo says. "We're asking men to ask themselves, how can they take responsibility for their own behaviour, and the behaviour of their friends?"

Crime Prevention Ottawa, the Ottawa Police Service, the Ottawa Coalition to End Violence Against Women and the Ottawa Rape Crisis Centre joined forces to unveil the campaign at City Hall Thursday during a one-day workshop on the links between sexual violence and alcohol. According to background material for the conference, based on research by University of Ottawa professor Holly Johnson, most sexual violence takes place between people who know each other, and alcohol "is so common in sexual violence that it is considered by many to be 'the date-rape drug.' "

The posters -carrying the tag line "Don't Be THAT Guy" -will be displayed in bars and restaurants across the city, in both French and English. A third poster uses only text -and two strategically placed asterisks -to be even more blunt: "Just because she's drunk doesn't mean she wants to f**k."

"When I show the poster to middle-aged people they're shocked, but when I show it to my staff and to youth, they find it very informative, and that says to me that it gets the point across," says Steve Monuk of York Entertainment, which owns 16 restaurants and bars in the ByWard Market. Monuk, a member of the area's safety and security committee, hopes to put the poster in the washrooms of his company's bars.

The images and text come from a similar campaign created late last year by an Edmonton coalition, but Deputy Police Chief Charles Bordeleau says the message is equally relevant in Ottawa.

"Just last week we arrested a man in connection with incidents of sexual assault, eerily familiar to what's shown in the poster," said Bordeleau. In that case, a 29-year-old man is accused of preying on young women alone in the ByWard Market, inviting them into his vehicle and then robbing and sexually assaulting them.

"With this campaign we're targeting the offender, and telling young men not to be 'that guy,' " Bordeleau says. "The campaign is edgy, it's shocking, but it's the right message to send."

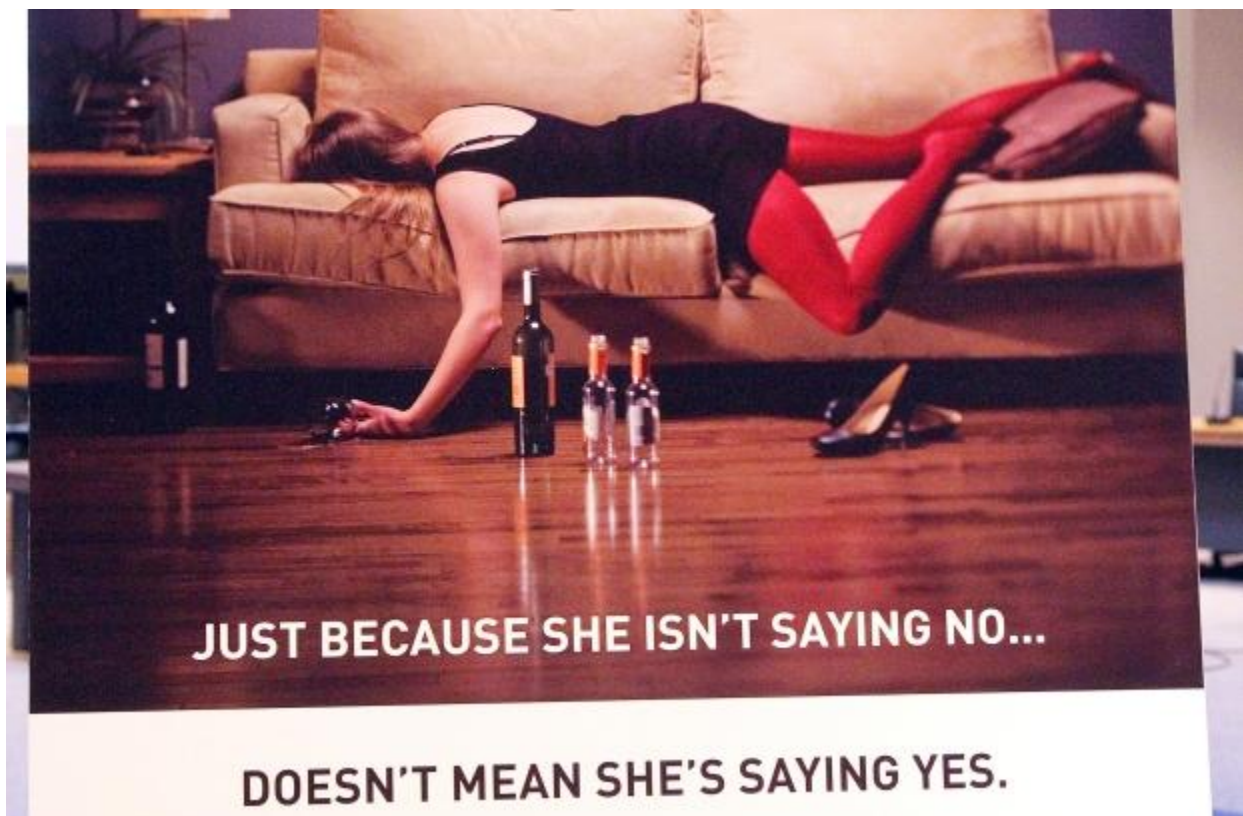
For more information on the campaign, visit crimepreventionottawa.ca.

ltaylor@ottawacitizen.com

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‘Don’t be THAT guy’: Edgy campaign targets link between alcohol and sexual violence

By Louisa Taylor, The Ottawa Citizen May 20, 2011



An edgy campaign unveiled Thursday takes aim at the link between alcohol use and sexual violence. Some have called alcohol ‘the date rape drug.’ Photograph by: Pat McGrath, Ottawa Citizen

A young man is helping a young woman into a car. Her pink dress is wrinkled and her high-heels are falling off. She is hanging onto the man with one hand and clutching a liquor bottle with the other.

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The startling images are part of a provocative new campaign by Ottawa agencies working to prevent sexual violence against women, in particular assaults that take place when alcohol is involved. Drilling home the message that sex without consent — whether with a stranger or a friend — is sexual assault, the posters are primarily aimed at young men, both those who might be perpetrators of sexual violence and witnesses who can intervene when they see a risky situation developing, says Sandy Onyalo, executive director of the Ottawa Rape Crisis Centre.

“If we don’t bring young men into this discussion, we’re never going to truly combat sexual assault against women,” says Onyalo. “We’re asking men to ask themselves, how can they take responsibility for their own behaviour, and the behaviour of their friends?”

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The posters — carrying the tag line “Don’t Be THAT Guy” — will be displayed in bars and restaurants across the city, in both French and English. A third poster uses only text — and two strategically placed asterisks — to be even more blunt: “Just because she’s drunk doesn’t mean she wants to f**k.”

“When I show the poster to middle-aged people they’re shocked, but when I show it to my staff and to youth, they find it very informative, and that says to me that it gets the point across,” says Steve Monuk of York Entertainment, which owns 16 restaurants and bars in the ByWard Market. Monuk, a member of the area’s safety and security committee, hopes to put the poster in the washrooms of his company’s bars.

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“With this campaign we’re targeting the offender, and telling young men not to be ‘that guy,’” says Bordeleau. “The campaign is edgy, it’s shocking, but it’s the right message to send.”

For more information on the campaign, visit crimepreventionottawa.ca

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Blunt anti-sex assault ads target men

[CBC News](#)

Posted: May 19, 2011 2:58 PM ET



Two posters are shown from a newly launched Ottawa campaign directed at men to end sexual assault. ((Don't Be That Guy campaign))

Related-External Links-[Don't Be That Guy campaign](#)

(Note: CBC does not endorse and is not responsible for the content of external links.)

A new series of provocative, anti-date rape ads take aim at men with a simple and direct message: Don't Be That Guy.

That's the name of the new campaign launched Thursday by Ottawa Police, the Rape Crisis Centre and other agencies. Several downtown bars have already agreed to put up the posters, which bear some straight-talking taglines.

On one poster, a young woman is shown passed out on a couch with an empty wine glass in her hand. The caption reads: "Just because she isn't saying no, doesn't mean she's saying yes."

Another states: "Just because she's drunk, doesn't mean she wants to f**k."

Ads speak to young men

The point is to shift the focus of the advertisements towards potential male offenders, said criminology professor Holly Johnson. Until now, she added, most messages are warnings to women about how to stay safe.

"They say exactly what we want to say to young men. That is, 'sex without consent is sexual assault; doesn't matter if she's intoxicated,'" said Johnson, who researches ways to prevent alcohol-related sexual violence.

"We don't speak to our young men about avoiding sexual violence, and about making sure she's consenting and what that means."

The posters were designed in Edmonton, where young men were consulted for input. The feedback helped to develop ads that strike a balance between straight talk, while stopping short of portraying all men as rapists.

'It will shock'

Steve Manuk, who co-chairs the Byward Market's safety and security committee, and owns more than a dozen bars, said he appreciates the new campaign, though he expects it may shock some patrons.

"I think it's a great campaign. I think it's something that should be talked about," he said. "It will shock them, but I don't think that's the point. The point is to get your message across."

Organizers hope that a successful campaign will remind men to not only discuss the problem of sexual assault, but intervene if they ever witness it happening.

To learn more about the campaign, visit sexualassaultvoices.com.

With files from the CBC's Giacomo Panico



Radio-Canada
<http://www.radio-canada.ca/>

Ottawa

Campagne-choc contre la violence sexuelle

Mise à jour le jeudi 19 mai 2011 à 19 h 12



« Ce n'est pas parce qu'elle est saoule qu'elle veut forcément baiser. » Voilà le genre de phrases-choc qui se retrouveront sur des affiches à Ottawa, dans le cadre d'une campagne de sensibilisation auprès des jeunes contre la violence sexuelle liée à la consommation d'alcool.

Les trois différentes affiches seront installées dans les bars, les écoles et des endroits que les jeunes fréquentent. La campagne « Sois pas ce gars-là » s'adresse essentiellement aux hommes de 19 à 25 ans.

La police d'Ottawa s'associe à cette campagne de sensibilisation et de prévention. Plus de 400 agressions sexuelles sont rapportées à chaque année à Ottawa et selon la police, la majorité des agressions sexuelles se produisent à la sortie des bars ou lors de fêtes bien arrosées.

Kevin Monik, de l'Association des tenanciers de bars du Marché By, confirme que les gens qui prennent un verre ont tendance à devenir plus sociables et à moins se méfier. Il confirme que des couples partent ensemble après des soirées bien arrosées, mais avoue que ce qui se passe ensuite lui échappe. Il se réjouit cependant qu'on commence à en parler plus ouvertement.

Les plus récentes statistiques révèlent qu'un quart des femmes au pays seront agressées sexuellement au cours de leur vie étudiante, mais seulement une sur huit le rapportera à la police.

La Ville d'Ottawa et les organismes impliqués dans la campagne vont produire une vidéo qui sera mise en ligne et diffusée via les médias sociaux, afin de rejoindre la clientèle visée par la publicité.

Lors d'un point de presse pour lancer la campagne, jeudi, le conseiller municipal David Chernuschenko a parlé à titre de père de famille : « Le fait que ça peut être trop direct pour certaines personnes, des fois, il le faut, parce que ce qu'on fait maintenant, d'être trop poli, ça ne marche pas. »

Si être un peu choquant peut prévenir un seul viol, je serai fier d'avoir fait partie de cette campagne.

— David Cheruschenko, conseiller municipal

Julie Lalonde est étudiante et travaille dans un centre d'aide aux victimes d'agression sexuelle à l'université Carleton. À son avis, le fait d'être habillée sexy et d'être à l'aise avec la personne avec laquelle tu prends un verre ne justifie pas que cette personne se croit tout permis.

Ces affiches représentent ce qui se passe sur les campus, dans les écoles secondaires, dans les vies des personnes qui sont jeunes.

— Julie Lalonde, étudiante-intervenante à l'Université Carleton

Campagne osée pour prévenir la violence sexuelle



[François Pierre Dufault](#)

Le Droit

Une affiche qui dit que « c'est pas parce qu'elle est saoule qu'elle veut forcément baiser ». Deux autres qui montrent des jeunes femmes ivres, avec des messages tout aussi percutants.

Voilà comment la Ville d'Ottawa et ses partenaires dans la lutte aux crimes sexuels souhaitent interpellier les jeunes hommes et prévenir les cas d'abus sexuels à la sortie des bars du marché By et des autres coins animés de la capitale.

Les trois affiches, dévoilées hier, seront placardées principalement sur les murs des toilettes des hommes dans les bars d'Ottawa. Elles visent à faire réfléchir ceux qui seraient susceptibles de prendre un verre de trop et de commettre l'irréparable. « Le sexe sans consentement est considéré comme une agression sexuelle. Et une agression sexuelle est un crime », a rappelé le chef-adjoint Charles Bordeleau, de la police d'Ottawa.

Si plusieurs campagnes de prévention ont jusqu'ici été menées auprès des jeunes femmes, celle-ci, intitulée « Sois pas ce gars-là », est une des premières à viser spécifiquement les jeunes hommes. D'une façon très directe, les affiches enjoignent leur public cible à ne pas prendre avantage d'une jeune femme qui aurait trop bu.

« L'important est de faire passer le message. Et d'après les commentaires que j'ai reçus des jeunes à qui j'ai montré les affiches, à date, le message passe très bien », a indiqué Steve Monuk, le porteur du dossier de la sécurité publique au sein de la zone d'amélioration commerciale (ZAC) du marché By.

Campagne provocante

Les instigateurs de cette campagne ont délibérément choisi la voie de la provocation pour attirer l'attention de leur public cible, les 19 à 30 ans. Une des affiches montre une jeune femme ivre morte sur un divan, entourée de bouteilles d'alcool.

L'alcool serait si intimement lié à la violence sexuelle qu'il serait considéré comme la véritable drogue du viol, bien avant le GHB et l'ecstasy. Selon une étude menée auprès des femmes ayant recours aux centres pour victimes d'agressions sexuelles en Ontario, l'alcool serait en cause dans plus de 65 % des agressions. La drogue serait en cause dans 20 à 25 % des cas.

Bien des cas d'agressions sexuelles ne seraient pas signalés aux autorités parce qu'elles ont été perpétrées par des connaissances des victimes. Parfois, aussi, les victimes sont trop ivres ou droguées pour se rappeler de l'incident à leur réveil.

« Nous avons toutes sortes de services pour les victimes de crimes sexuels. Nous parlons beaucoup aux jeunes femmes. Nous leur disons de faire attention. Mais est-ce que nous passons le message aux gars ? Pourtant, ce sont les gars qui sont responsables (des crimes sexuels qu'ils commettent) », a fait valoir le conseiller municipal David Chernushenko. L'élue du quartier Capitale se dit parfaitement d'accord avec le ton provocateur de la campagne. « C'est un crime ! Ça vaut la peine d'être direct. »

La campagne est parrainée par l'organisme paramunicipal Prévention du crime Ottawa, en collaboration avec la police, la Coalition d'Ottawa contre la violence faite aux femmes et l'Ottawa Rape Crisis Centre. Elle s'inscrit dans le cadre du plan d'action de l'Ontario contre la violence à caractère sexuel.

CFRA-May 20-2011

Edgy Sexual Assault Campaign Launches in Ottawa

Anna Drahovzal with Kristi Soble

Thursday, May 19, 2011

A new campaign is underway in the city with the goal of preventing sexual assault.

The posters are aimed at men between 19 and 25 and bear the message "don't be that guy".

Steve Monuk, with York Entertainment, acknowledges the posters are edgy but says they're going up in their bars because they resonate with youth and that's their target.

The campaign coincides with an Ottawa-based study that determined most sexual violations take place at social events and between people who know each other.

Deputy chief Charles Bordeleau says the poster is clear, that sexual assault without consent is a crime and the Ottawa Police Service will treat it that way.

Bordeleau says they support the innovative approach of targeting the men behind the issue in an attempt to prevent sexual assault.



'Shocking' poster campaign aims to prevent sexual assault

Jessica Smith

19 May 2011 11:45



Jessica Smith / Metro Ottawa

Steve Monuk and Deputy Police Chief Charles Bordeleau unveil posters at City Hall on Thursday morning. The girl in the pink dress holds a mickey of booze in her left hand as she stumbles out of her high heels towards a car – with a young man holding her up.

It's young men the poster is targeting with its message: "Just because you help her home... Doesn't mean you get to help yourself."

The anti-rape poster campaign was made to be shocking so that it is talked about by young people who frequent bars in Ottawa's Byward Market area.

The Ottawa Police Service and several community organizations unveiled the posters at City Hall yesterday before a conference on Sexual Violence, Youth and Drinking

Deputy Police Chief Charles Bordeleau said that poster of the girl in the pink dress is "eerie" because it closely resembles a recent string of sexual assaults in the Byward Market area.

"He would offer rides to women in the Byward Market, and if you look at the poster... the circumstances are very familiar to and similar to the incidents we investigated," he said.

"With this campaign we're trying to focus on the men who are potentially out there victimizing women with sexual assault," said Bordeleau. "It's an aggressive poster campaign where the bar owners in the market are participating, sending a strong message to you men that we don't want them to be that young guy."

Steve Monuk, co-chair of the Byward Market BIA safety and security committee, said they will be displayed, mostly in the men's washrooms, in the York Entertainment chain of bars.

"I found them a little shocking, but I'm not the demographic. When I did show them to the demographic, they found them informative," Monuk said.

When he showed the poster to the hundreds of 18- to 22-year-olds who work in his bars, the message hit home, he said.

The groups behind the poster campaign are the Byward Market BIA, Ottawa Police Service, Crime Prevention Ottawa, the Ottawa Coalition To End Violence Against Women and the Ottawa Rape Crisis Centre.

Metro Ottawa

Targeting the wrong 'guy'

BY JASON MENARD, THE OTTAWA CITIZEN MAY 20, 2011

Instead of a campaign of shock and awe, perhaps the Ottawa Police Service and its partners should have spent more time finding the right target.

The police force and various community organizations have come up with a new campaign designed to reduce sexual assault. The problem is, as with most campaigns of this nature, the wrong message is being sent to the wrong people. That's not to say I don't agree with the content, which features tag lines like: "Just because you help her home, doesn't mean you get to help yourself" and "Just because she's drunk, doesn't mean she wants to f**k."

Far from it. The problem is the whole campaign is based on the concept of "Don't be THAT guy." I've got bad news for you: THAT guy isn't reading those posters. And even if he is, he's not going to suddenly change his attitudes; he's not suddenly going to be cured of whatever sickness compels him to violate defenceless women; and he's certainly not going to see himself in these posters. He's a master of justifying his own behaviour: "she asked for it, dressing like that" or "oh, she wanted it. She just was embarrassed to say so." No poster is going to stop some emasculated wonder from dropping a roofie in a girl's drink; no poster is going to stop some sicko from preying on a drunk woman who stumbles away from the safety of her friends. Sadly, the only guys who are going to get the message are the ones who wouldn't even consider being that guy.

I'm not going to hope that my daughter's safety is going to be dependent on someone demented enough to sexually assault someone suddenly having a self-reflective moment of clarity that prevents him from lashing out. Most criminals do know what they're doing is wrong, but they do it anyway.

Instead of "Don't be THAT guy," the message should be "Watch out for THAT guy." We're never going to change the attitudes of those who choose to victimize others, but we can socialize each other to the warning signs. We can all be aware of the dangers and, as a community, work to protect each other.

We're all well versed in protecting our property from crime: we park in well-lit areas; we keep valuables out of our cars; we lock our doors at home and use home alarms. So why not follow the same principles in protecting each other?

Travel in groups, make sure no one gets left behind, keep an eye out for strange guys trying to coerce a woman away from a crowd. And if anyone's drunk, then they go home with the people they came with -no questions. A drunk friend may object, or get angry, but that's better than a whole lot of regret afterwards.

I hope Ottawa's campaign will raise awareness of the dangers -that would be a wonderful benefit. But it's up to those of us who agree with the sentiments on these posters to ensure that they're enforced.

Jason Menard is a London, Ontario-based writer/editor who works full-time in corporate communications. © Copyright (c) The Ottawa Citizen

Madely in the Morning

CFRA 580 - Ottawa - 6:34am -Thu May 19 2011

City of Ottawa noted on Thu May 19 2011 7:14 am ET -Sexual violence campaign.

A new campaign in Ottawa bars will raise awareness about drinking and sexual violence at slogan don't be that guy will target young men and women where they hang out especially bars crime prevention Ottawa the Ottawa rape crisis center and the Ottawa coalition to end violence against women will unveil new research this morning.

Afternoon Edition

CFRA 580 - Ottawa 4:11pm -Thu May 19 2011

City of Ottawa noted on Thu May 19 2011 4:56 pm ET -Sexual violence campaign.

crime prevention auto wa is launching today in a g. sexual assault prevention campaign with a unique twist the messages aimed at men t. f. r. a.'s anna draw hope so reports help south there is no sugar coating the message in this campaign three posters tumble launched one shows the woman passed out on a couch surrounded by alcohol with the words just because she isn't saying no doesn't mean she's things yes written underneath another shows the man helping a woman into a car losses holding and mickey in her hands and that's it reads testy kathy help for home doesn't mean you get to

4:12pm ET for the moment knowledge is it is raising eyebrows we're hearing that the older people , are are reacting a having a stronger reaction so it's not really appropriate but , when you speak to the young then the recount their used harder in the russian saying no we don't have never said it's it's i mean you're very strong message targeting man is a different approach to traditional prevention campaign says the aaron williams with the ottawa coalition to and violence against women settings amazing we need to have the shift i think that we need to start engaging men as allies i was very happy to see a lot of strong community members who were men supporting this campaign to coincide with the launch of the campaign the coalition along with crime prevention on while anti audible rape crisis center unveiled a study on sexual assault youth and drinking williams says there were surprising findings one of the themes of the research is blurry lines use were saying at some times there they're not so certain what to do in situations they don't us

4:13pm ET , under the influence or if you're drunk that's illegal let sexual violence you cannot consented to sex , when your truck or high for example but , sexual violence occurring how do you navigate that right in may know at this it before but how do you navigate that when you're in a situation at a house party we really need to have prevention programs that allow used to practice skills because when we were talking with young people above the myth sussex will violence theoretically they understood what they needed to do however what we're seeing on campuses is that there is still and so if we use our understanding why is it still happening overall the study found that most sexual violations take place at social events between people who know each other because of the social aspect behind these cases the posters are going up where young people gather in bars but by rick market b. i. e. a. is behind that says director gasoline jennings

4:14pm ET , circulated through our safety many and are born ands everybody felt it was an important message to share in to get behind steve minute owns several bars in the market and says he's happy to put the posters up until we refer to as the if you can start something before it happens and we want to talk to that you never know you you never know what you stopped in there is is this two sticks you don't know you don't know who you say you don't know what you saw and if we can stop one young lady from going through this is very very important the posters low mainly be in man's bathrooms targeting potential perpetrators in this way is something sense surgeon tommy gets our support he's at the sexual assault unit i think it's a standing i mean men are consuming alcohol there in addition skip you know we do so anything to give them a dose back to reality i think is a good thing our folks spent a lot of time

4:15pm ET the aftermath as these tragic events in the hope of these posters is pizza special we get the message of ahead of time so we don't have to end up doing would have a first place ottawa police in the campaign couldn't have come at a better time just last week police charged a man with sexual assault after several young women were offered rides in the by rick markets have been assaulted a conference today brought together school boards community groups and youth services bureau contravention auto well we'll see how the campaign goes over the next several months and hopes it will be expanded with the help of peace partners

As It Happens

CBC Radio One - Ottawa - 6:28 p.m. -Thu May 19 2011

Patrons at several Ottawa bars will soon be seeing an edgy provocative poster campaign targeting men. the idea is to get the men to think about alcohol and sexual consent. the campaign is called don't be that guy and it speaks to men about alcohol related assaults. several agencies including ottawa police and the rape crisis center unveiled the posters this morning.

OTTAWA  CITIZEN

We can change attitudes about rape

Ottawa Citizen

Wed May 25 2011

Page: A10

Section: Editorial

Byline: Nancy Worsfold

Source: **Ottawa** Citizen

Re: Targeting the wrong 'guy,' May 20.

Jason Menard, who wrote an opinion article in the Citizen arguing that the "Don't Be That Guy" campaign is targeting the wrong men, might want to re-consider his opinion about who commits sexual assault.

It is not just "demented" men who sexually assault women, it is also sports stars, bankers and just average guys. In fact, one U.S. study found that 35 per cent of male college students say their friends approve of getting a woman drunk to rape her, and 20 per cent knew of friends who had got a woman drunk or high to rape her.

One of the main objectives of the Don't Be That Guy campaign is to start a community-wide discussion about what constitutes sexual violence and why men must be a part of that conversation. Focusing prevention efforts on women alone, as most past campaigns have done, is not enough. The opinion writer suggests that we are "never going to change the attitudes of those who choose to victimize others." I think he is wrong. I have a lot of faith in our young men. And if you don't believe me, just ask the ones who spoke at our conference.

Nancy Worsfold, Executive director, **Crime Prevention Ottawa**