

April Campaign

We run an annual global awareness and action campaign where our fierce and fearless supporters rock red lipstick all throughout the month of April (Sexual Assault Awareness Month) to demonstrate solidarity and support for survivors and start important conversations with people in their lives.



We use red lipstick to:

- create visibility and raise awareness
- combat rape myths and victim-blaming
- demonstrate support for ALL survivors
- disrupt the shame and silence connected with sexual violence

What else you can do:

- Talk to your friends and family and let them know why this cause is important to you.
- Post photos on social media showing your support. Use #redmylips and #ok2share if you're comfortable with us reposting them.
- Plan an event in your school or community.
- Create a poster, flyer, or art project.
- Organize a photoshoot.
- Share local resources.

www.redmylips.org

@redmylipsorg

(Instagram & Twitter)

Place local resources here.



Like us on Facebook!



This is not about vanity. It's about visibility.



What is Red My Lips?

Red My Lips is an international nonprofit organization that uses red lipstick to raise awareness about sexual violence and combat rape myths and victim-blaming.

Mission

To transform our culture of sexual violence by educating, inspiring, and mobilizing a global community to red their lips, raise their voices, and create real change.

How It Started



In 2011, after a night out, Red My Lips founder Danielle Tansino was raped by a childhood friend of her housemate. After filing a police

report, she was told by a female district attorney that they would not prosecute because, "Jurors don't like girls that drink."

And while loved ones tried to be supportive, many weren't sure how. Some questioned whether the attack was a "misunderstanding," while others attempted to frame it as a natural consequence of "not being careful enough." In an effort to change this way of thinking, she founded Red My Lips in December 2012.

What is Victim-Blaming?

Victim-blaming includes any statement or question that focuses on what a victim of sexual violence did or didn't do, implying that their behavior makes them fully or partly responsible for being assaulted or for failing to prevent their assault. While some people will say a victim was "asking for it," often-times victim-blaming is less direct and may sound like:

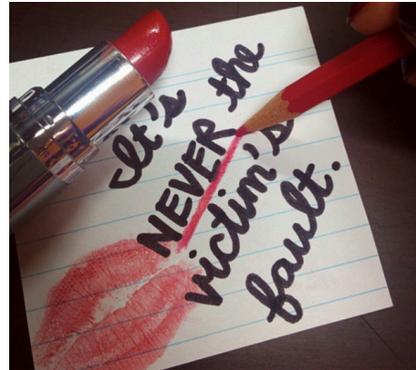
"What were you thinking going there/
wearing that/drinking so much?"

"Well, you put yourself in that position."

"What did you expect would happen?"

"You should have been more careful."

"Did you even fight back?"



Many victims/survivors experience these responses as more traumatizing than the sexual assault itself. In fact, researchers describe this re-victimization as "the second rape."

Is this campaign just for women?



No.

People of ALL genders can experience sexual violence. We use red lipstick as a tool to spark conversations and demonstrate support for ALL victims/survivors, and a weapon to disrupt the shame and silence connected with sexual violence.

Lipstick Alternatives

Not comfortable wearing lipstick? No problem! Ask a friend to leave a lip print on your cheek or get creative!

