



## AGENDA REPORT

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**To:** Mayor Joel Fajardo and Councilmembers

**From:** Councilmember Robert C. Gonzales

**Date:** April 2, 2019

**Subject:** Consideration to Adopt a Resolution Declaring April as Sexual Assault Awareness Month and April 24, 2019 as Denim Day

### **RECOMMENDATION:**

It is recommended that the City Council:

- a. Adopt Resolution No. 7908 (Attachment "A") declaring April as Sexual Assault Awareness Month and April 24, 2019 as Denim Day; and
- b. Approve including an annual resolution declaring April as Sexual Assault Awareness Month and one Wednesday in April as Denim Day on the City Council Consent Agenda.

### **BACKGROUND/ANALYSIS:**

#### Sexual Assault Awareness Month (SAAM).

1. The National Sexual Violence Resource Center (NSVRC) is the leading nonprofit in providing information and tools to prevent and respond to sexual violence. NSVRC translates research and trends into best practices that help individuals, communities and service providers achieve real and lasting change.
2. In 2001, NSVRC established Sexual Assault Awareness Month (SAAM), a campaign to educate and engage the public in addressing this widespread issue.
3. The goal of SAAM is to raise public awareness about sexual violence and educate communities on how to prevent it. Rape, sexual assault, and sexual harassment harm our community, and statistics show that one in five women and one in 67 men will be raped at some point in their lives.<sup>1</sup> Child sexual abuse prevention must be a priority to confront the reality that one in six boys and one in four girls will experience sexual assault before the age

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<sup>1</sup> Smith et al., 2017

of 18.<sup>2</sup> On campus, one in five women and one in 16 men are sexually assaulted during their time in college.<sup>3</sup>

4. The theme of this year's SAAM campaign is "I Ask" and champions the power of asking for consent – whether it be asking to hold someone's hand, for permission to share personal information with others, or if a partner is interested in sex. Consent is a clear, concrete example of what it takes to end sexual harassment, abuse, an assault. The goal of the campaign is to empower everyone to put consent into practice. I Ask is the statement by which individuals will demonstrate that asking for consent is a healthy, normal, and necessary part of everyday interactions.

#### Denim Day.

1. In 1999, Peace Over Violence established the Denim Day campaign to honor SAAM on a Wednesday in April.
2. The campaign began after a ruling by the Italian Supreme Court where a rape conviction was overturned because the justices felt that since the victim was wearing tight jeans she must have helped the person who raped her remove her jeans, thereby implying consent. The following day, the women in the Italian Parliament came to work wearing jeans in solidarity with the victim.
3. Peace Over Violence developed the Denim Day campaign in response to this case and the activism surrounding it. Since then, wearing jeans on Denim Day has become a symbol of protest against erroneous and destructive attitudes about sexual harassment, abuse, assault and rape.

#### **BUDGET IMPACT:**

There is minimal budget impact associated by adopting this resolution and preparing the related proclamation.

#### **CONCLUSION:**

Each year advocates and communities across the country take action to prevent sexual violence. In an effort to send a powerful message, heighten awareness and dispel myths about sexual violence, harassment, assault and rape, I would ask that the City Council adopt the

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<sup>2</sup> Dube et al., 2005

<sup>3</sup> Krebs, Lindquist, Warner, Fisher, & Martin, 2007

attached resolution and authorize staff to issue a proclamation (Attachment “B”) declaring April as Sexual Assault Awareness Month and April 24, 2019 as Denim Day.

**ATTACHMENTS:**

- A. Resolution No. 7908
- B. Proclamation

**RESOLUTION NO. 7908**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
SAN FERNANDO, CALIFORNIA, DESIGNATING APRIL AS  
SEXUAL ASSAULT AWARENESS MONTH AND APRIL 24, 2019  
AS DENIM DAY**

**WHEREAS**, Sexual Assault Awareness Month (SAAM) calls attention to the fact that sexual violence is widespread and impacts every person in the San Fernando community; and

**WHEREAS**, the goal of SAAM is to raise public awareness about sexual violence and educate communities on how to prevent it; and

**WHEREAS**, rape, sexual assault, and sexual harassment harm our community, and statistics show that one in five women and one in 67 men will be raped at some point in their lives; and

**WHEREAS**, child sexual abuse prevention must be a priority to confront the reality that one in six boys and one in four girls will experience sexual assault before the age of 18;

**WHEREAS**, on campus, one in five women and one in 16 men are sexually assaulted during their time in college; and

**WHEREAS**, the theme of this year’s SAAM campaign is “I Ask” and champions the power of asking for consent – whether it be asking to hold someone’s hand, for permission to share personal information with others, or if a partner is interested in sex. Consent is a clear, concrete example of what it takes to end sexual harassment, abuse, an assault. The goal of the campaign is to empower everyone to put consent into practice. I Ask is the statement by which individuals will demonstrate that asking for consent is a healthy, normal, and necessary part of everyday interactions; and

**WHEREAS**, for the past 20 years, Peace Over Violence has run its Denim Day campaign on a Wednesday in April to honor SAAM;

**WHEREAS**, the campaign began after a ruling by the Italian Supreme Court where a rape conviction was overturned because the justices felt that since the victim was wearing tight jeans she must have helped the person who raped her remove her jeans, thereby implying consent. The following day, the women in the Italian Parliament came to work wearing jeans in solidarity with the victim; and

**WHEREAS**, Peace Over Violence developed the Denim Day campaign in response to this case and the activism surrounding it. Since then, wearing jeans on Denim Day has become a symbol of protest against erroneous and destructive attitudes about sexual harassment, abuse, assault and rape.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SAN FERNANDO, DOES HEREBY RESOLVE, FIND, DETERMINE, AND ORDER AS FOLLOWS:**

**SECTION 1.** The representations set forth in the Recitals above, are true and correct.

**SECTION 2.** That by adoption of this Resolution, the City of San Fernando declares April as Sexual Assault Awareness Month and joins advocates and communities across the country in taking action to prevent sexual violence.

**SECTION 3.** That by adoption of this Resolution, the City of San Fernando declares April 24, 2019 as Denim Day and calls upon community members, elected officials, businesses and students to make a social statement with their fashion statement by wearing jeans on this day as a visible means of protest against the misconceptions that surround sexual violence.

**PASSED, APPROVED, AND ADOPTED** this 2<sup>nd</sup> day of April, 2019.

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Joel Fajardo, Mayor

**ATTEST:**

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Elena G. Chávez, City Clerk

**STATE OF CALIFORNIA            )**  
**COUNTY OF LOS ANGELES       ) ss**  
**CITY OF SAN FERNANDO        )**

**I HEREBY CERTIFY** that the foregoing Resolution was approved and adopted at a regular meeting of the City Council held on the 2<sup>nd</sup> day of April, 2019, by the following vote to wit:

**AYES:**

**NOES:**

**ABSENT:**

\_\_\_\_\_  
Elena G. Chávez, City Clerk



# Proclamation

**SEXUAL ASSAULT  
AWARENESS MONTH**  
*April 2019*

**& DENIM DAY**  
*April 24, 2019*

WHEREAS, the National Sexual Violence Resource Center has declared April as "Sexual Assault Awareness Month" and Peace Over Violence has declared April 24, 2019 as "Denim Day" in Los Angeles County;

WHEREAS, both campaigns are intended to draw attention to the fact that sexual violence remains a serious issue in our society and harmful attitudes about all forms of sexual violence allow these issues to persist and allow victim/survivors to be re-victimized;

WHEREAS, sexual harassment is part of a continuum of violence whose damaging effects are felt throughout our culture;

WHEREAS, "Sexual Assault Awareness Month" and "Denim Day" were also instituted to call attention to misconceptions and misinformation about sexual violence, and the problem that many in society remain disturbingly uninformed with respect to issues of sexual harassment, assault, abuse, and rape;

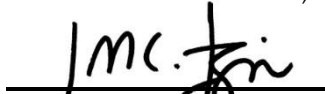
WHEREAS, rape, sexual assault, and sexual harassment harm our community and statistics show that one in six boys and one in four girls will experience sexual assault before the age of 18, one in five women and one in 16 men are sexually assaulted during their time in college; and one in five women and one in 67 men will be raped at some point in their lives;


WHEREAS, with proper education on the matter and comprehensive prevention projects, sexual violence and its unfair and traumatizing effects are preventable.

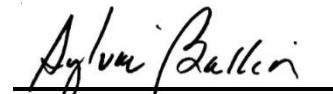
NOW, THEREFORE, THE SAN FERNANDO CITY COUNCIL DOES HEREBY PROCLAIM APRIL 2019 AS SEXUAL ASSAULT AWARENESS MONTH and designates April 24, 2019 as DENIM DAY in the City of San Fernando, and urges all citizens to wear jeans on April 24, 2019 to help communicate the message that there is no excuse and never an invitation to harass, abuse, assault, or rape.

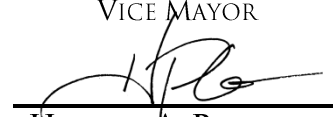


  
ROBERT C. GONZALES  
COUNCILMEMBER

  
JOEL FAJARDO  
MAYOR

  
ANTONIO LOPEZ  
COUNCILMEMBER

  
SYLVIA BALLIN  
VICE MAYOR

  
HECTOR A. PACHECO  
COUNCILMEMBER

*April 2, 2019*

THE CITY OF  
**SAN FERNANDO**