

FOR IMMEDIATE RELEASE
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PRESS RELEASE

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SAFE Launches Consent Campaign and SAFeline Text Services
“Consent isn’t Cheesy” aims to start conversations about consent

Austin, TX— The SAFE Alliance’s Expect Respect program, which educates youth in over 40 local schools about building healthy and safe relationships, is launching the Consent Isn’t Cheesy campaign during the month of February to engage young people in conversations about consent.

Among high school students who dated, 21 percent of females and 10 percent of males experienced physical and/or sexual dating violence, according to [The CDC](#). With the #ConsentIsntCheesy campaign, Expect Respect is working to increase awareness of the importance of respecting physical boundaries by seeking agreement for any physical or sexual behavior involving another person.

To make our services more accessible to teens, The SAFE Alliance has also expanded its SAFeline services to allow people to text with advocates in addition to talking over the phone or chatting through a web browser. SAFE believes that teens may feel more comfortable reaching out through a form of communication that they already use in their daily lives, such as texting.

The #ConsentIsntCheesy campaign will also include an Instagram contest where participants can post a photo or video that captures what consent means to them. By tagging the post with @safeatx and #consentisntcheesy, participants will be entered into a drawing to win prizes at the beginning of March.

SAFE’s vision is a just and safe community free from violence and abuse. Prevention is essential to ending the cycle of violence.



About SAFE

SAFE is a merger of Austin Children’s Shelter and SafePlace, both long-standing and respected human service agencies in Austin. SAFE serves survivors of sexual assault and exploitation, child abuse, and domestic violence. Our goal is ambitious and simple: stop abuse for everyone. Learn more about our services, programs, and locations at safeaustin.org