

**SHE LOOKS TOO DRUNK TO CONSENT
TO A CUP OF TEA, NEVER MIND SEX:
EVALUATING A SEXUAL CONSENT
CAMPAIGN AIMED AT YOUNG MEN**

Dr Anna Carline LJMU and
Dr Clare Gunby University of Leicester

Survey of Students Experiences

- Aim = to identify the experiences, attitudes and understandings of a UK student sample with regards to voluntary alcohol intoxication and non-consensual sex.

Methodology

Construction of the survey instrument:

- Study data was obtained via a self-report survey.
- Non-consensual sex questions were taken from the revised 2006 victimisation SES (Koss, et al., 2007).
- Behaviourally specific descriptions of acts that at the extreme point mirror legal definitions of rape.
- Questions asked on the role of alcohol in the victimisation experience.

Findings

Participants:

- 1079 University students
 - 98% LJMU students
- Male = 259
- Female = 817
- Transgender = 2
- Didn't identify = 1
- All aged 18-24 years
- 84% = White British

Victimisation Experiences

- Descriptive analysis revealed that 30.7 percent (n= 329) of study participants has experienced alcohol related non-consensual oral, vaginal or anal sex since the age of 14.
 - 273 women
 - 55 men
 - 1 individual who classified as transgender
- Individuals asked to identify the gender of their perpetrator:
 - Male in 251 cases
 - Female in 38 cases
- Using the student sexually after they had been drinking alcohol and were conscious but too intoxicated to give consent or stop what was happening – most frequently used tactic.

- Non-consensual acts were perpetrated most frequently by an individual known to the victim:
 - ***Acquaintance (n= 80) 26.9 %***
 - Friend (n= 63) 21.2%
 - Recent acquaintance (i.e. someone known for less than 24 hours (n= 50) 16.8%
 - Current/ex partner (n= 65) 21.9%
 - Stranger (n= 39) 13.1%

- Victims were drinking at the more extreme end of the continuum prior to non-consensual act:
 - 1-2 drinks (n= 10) 3.2%
 - 3-4 drinks (n= 15) 4.8%
 - 5-6 drinks (n= 29) 9.3%
 - 7-9 drinks (n= 77) 24.8%
 - **10+ drinks (n=104) 33.4%**
 - Don't remember (n=76) 24.4%

- Participants more frequently classified their intoxication at the 'very drunk' level:
 - Not at all drunk (n= 9) 2.9%
 - A little drunk (n= 25) 8.0%
 - Moderately drunk (n= 51) 16.2%
 - **Very drunk (n= 201) 64%**
 - Don't remember (n= 28) 8.9%

- In 72.9% of cases (n= 229) the other member of the dyad was also reported to have been drinking alcohol.
- Supports arguments that victim and perpetrator alcohol consumption typically co-occurs
- Would you classify your experience as rape?
 - Yes (n= 66) 21.1%
 - **No (n= 165) 52.7%**
 - Undecided (n= 82) 26.2%

- Demonstrates misunderstanding around the legal definitions of rape and consent which will impact on an individual's classification of their experience and decision to report to the police and utilise specialist services.
- Men more than women less likely to believe that being drunk affects one's capacity to consent to sex.
 - In focus groups – sexual intercourse when too drunk to consent was classified as a bad experience as opposed to rape.
- Highlights the frequency with which individuals are 'taken advantage of' when drunk.
- Presented to Liverpool CitySafe.

**CAN'T ANSWER?
CAN'T CONSENT.**

**SEX WITHOUT
CONSENT IS
RAPE**



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○ Campaign Aims:

- To clarify that engaging in sexual activity with someone unable to consent, either through voluntary and involuntary intoxication, is rape.
- Reduce and prevent the offences of rape and sexual assault.
- To raise awareness of the impact of non consensual sex.
- Target audience of the campaign were men aged between 18-24 years, specifically students and night time economy users.

- 321 on-street face-to-face interviews
 - Organised by Liverpool City Council
 - Conduct by peers
 - April 2012
- 6 Focus Groups at LJMU
 - 41 participants
 - Male facilitator
- All participants were male aged 18-24

○ Street sample comprised:

- 44 respondents who remembered the campaign unprompted (16%)
- 26 respondents who were aware of a campaign in Liverpool; but did not recognise the Citysafe campaign (11%)
- 39 who remembered seeing the images when prompted (14%)
- 165 who were not aware of the campaign and did not remember when prompted (60%)

- Those who remembered unprompted generally appreciated the meaning of the message:
 - Sex without consent is rape - that slogan. A picture of a girl slumped in a sofa looking drunk.
 - That if she is too drunk to consent it's rape.
 - Rape is wrong (not able to answer, not able to consent, it's rape).
 - Aimed at drink-related rape, very to-the-point.

- 200 detailed written answers, 65% demonstrated an understanding of the key message:
 - To clarify the definition of rape and to warn potential perpetrators that it is a criminal offence and is punishable by law.
 - If a girl is too drunk to have a conversation, don't rape her. If she can't say yes and you have sex you're a rapist.
 - Well, that there's no fine line between sex without consent and rape - non consensual sex will/should always be considered rape. Evidently this is aimed at young men.
 - Even if someone doesn't say no, if they are drunk they can't make a proper judgement.

- FG – only a couple of participants remembered the campaign
- When shown images, similar opinions:
 - People are taking advantage of incredibly drunk people.
 - Just because they can't say no doesn't mean it's not rape.
 - She couldn't consent to a cup of tea, never mind sex.
 - Too drunk to consent.
 - Think it's trying to raise awareness of what actually constitutes rape, because people just think, oh, sure we're both drunk, it's alright sort of thing.
 - People aren't aware of what actually rape is and like what your actions actually...when it is actually considered rape by the law.

- Mainly positive – although some negatives:
 - Overly accusative did not like the assumption that I had to be told not to rape.
 - A bit accusing.
 - The fact that it's only men sitting in this room I think is slightly wrong. Just because then you're insinuating that all rapes happen because of men, not because they're..it could possibly happen because they're misled by women and then claim rape.
 - It's quite sexist ...it just focuses on the man like being ...like rape a woman.

- Street based survey 12% in written statements demonstrated a lack of understanding
- Some placing responsibility on women, despite the fact that the campaign was expressly designed to avoid this:
 - Drinking and awareness of what you are actually doing.
 - Drink sensibly, don't put yourself in any danger, unnecessarily.
 - Seems vulnerable, seems overdone the drink.
 - Too much drinking for women is not good. Woman needs to be in her senses before having sex.

- SB survey questions regarding impact of campaign:
 - 73% agreed that the images and information make men think about their behaviour.
 - 78% agreed the campaign made it clear that if someone is so drunk they are unable to meaningfully respond, then having sex with them would be a criminal offence.
 - 27% considered that it gave a message that women are at fault if they are too drunk to know what they are doing.

- Theme re focusing on women mentioned in all FGs
- Some participants considered that the campaign could be perceived as being aimed at both men and women:
 - I think it's a bit of both, like a woman is like well, don't drink as much, and like men it's like don't go take advantage of like someone's who's drunk.
 - It could be a campaign for both, as in saying that women should be more careful, like just what's out there; you know. If you're going to get drunk, make sure you've bought a friend with you to look after you, safety in numbers and all that malarkey.
 - And then, just to be careful who you're with, what you're surrounded with as to what people you're with, and just like make sure you're alright and not gonna pass out in front of some other suspicious character really.
 - I was thinking maybe it's also like addressed towards like the girls and stuff, like don't get too drunk or you might get raped.

- Many developed this further and argued that it was important to have a media campaign aimed at women as well as men:
 - I think if you were going to do a campaign...you should split it down the middle, and say have like two different posters.
 - if you told me that they had X amount of money to spend and they spent half on literature, which was pretty much decided is probably for male, and then half for females, then I'd say that'd be fair, *because I think there's got to be some sort of crime prevention aspect to it.*

- There's um quite a loud argument going on that girls shouldn't have to cover up, they can wear what they want, it's never their fault. But I think a little bit of common sense literature and a bit of crime prevention, a bit of awareness for females.
- There always an argument that you hear, saying, well, if you put yourself in that position...if you're gonna dress sort of provocatively and then sort of lose your clothes on a night out, be incredibly revealing and not look after yourself, then, you know, I think they possible are fair comments.
- I think it's just that they should be aware that there's a risk.
- Yeah, women shouldn't get themselves in that position.
- Don't try to have sex with a drunk girl because she could say that she was more than she was.
- Girl willing to get raped.

◉ Media Campaigns and NTE

- And it's obviously geared around pubs and stuff where there's alcohol anyway, which is always good because it's really your target audience.
- The bathroom actually a really good place to target because if you are in a situation where you think you gonna get laid and you don't have a condom, you can go to the bathroom and buy a condom.
- Good you don't need to read anything. You don't need to be fully coherent or, you know, not under the influence. You can look at it and in a split second know exactly what it's talking about. You see vulnerability and you see rape.
- It's short and quick. You don't want to be stood there reading a poster.
- Well, if you seen it on the way home with a girl, it probably would make you think twice.

○ Negatives:

- If you have it in clubs and bars, then you have things like the lighting, you might not be able to read it properly. Plus if you're sort of drunk, you're not gonna really take any notice of it probably.
- If it's only in bars and stuff, like half the time you'll either be too drunk...but if it's a place where you might see it when you're sober...that probably might be the bit when you bring up the discussion with someone.
- I know when I get drunk, I'm not taking in anything except for I'm going to get drunk. Like any messages or anything on a board probably just passes me by.

◎ Alternative Approaches:

- TV campaigns are probably more effective.
- Maybe you could have wherever you're getting the alcohol from, you're getting it at the bar of a shop or on the actual bottle itself, in the bar where you're dancing.
- Maybe bus shelters, the inside of taxis.
- Condom wrappers/condom machines.
- Youtube.