

BE IT. LEAD IT.



JEANS4JUSTICE.ORG

MISSION STATEMENT

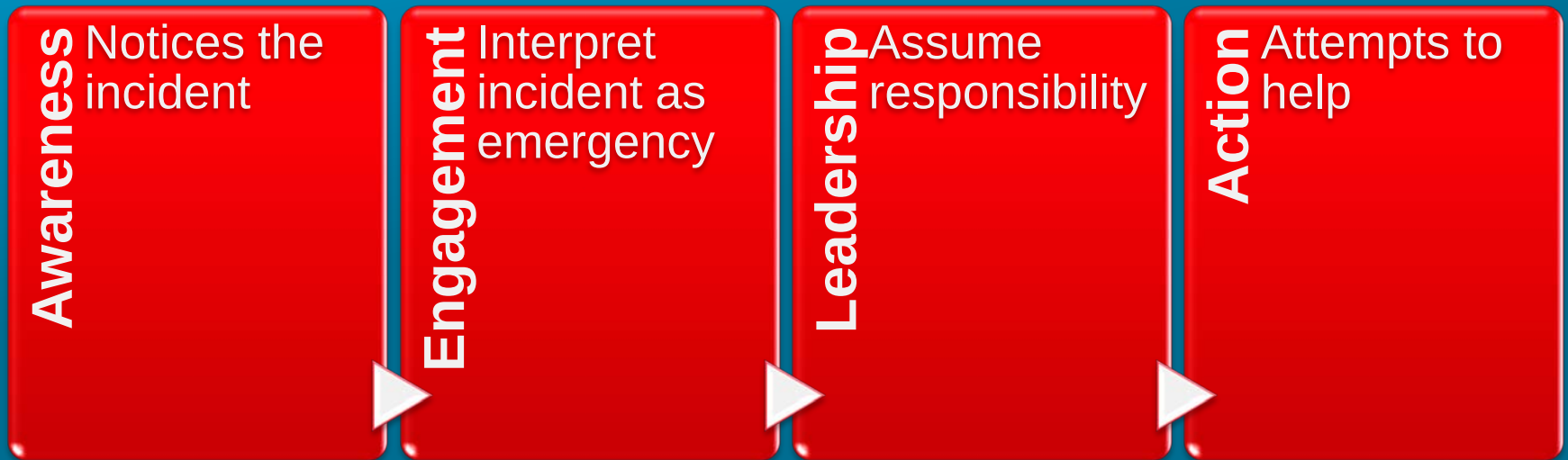
- ★ Our mission is to create healthy attitudes, beliefs and behaviors around relationships and sexuality. We use art, fashion, film and fitness as access points to engage people in the conversation about sexual and relationship violence. We create safe communities for sharing, hearing, and understanding stories to lift the burden of shame and allow healing to take place. We empower young leaders to transform their own lives and mobilize them to create lasting social change in their communities.
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Problem to be addressed

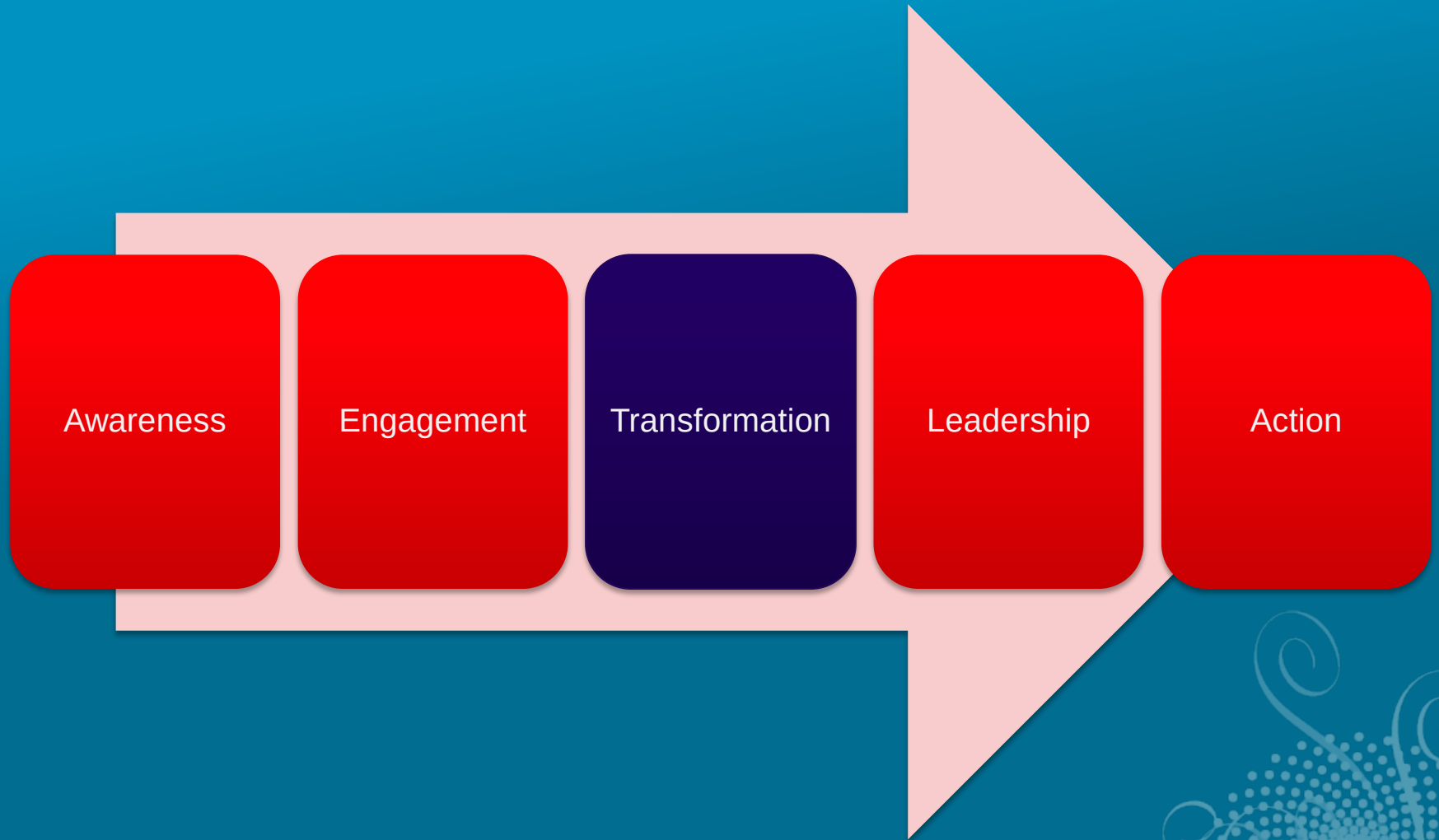
Gaps in Current Prevention Programming

- ★ Prevention focus is on potential victims and perpetrators in violent stranger rape crimes
- ★ High prevalence of acquaintance rape demonstrates need for personal transformation and healthy relationship curriculum
- ★ Prevention programs that do address behavior and norm shifts do not emphasize experiential learning formats that we believe engage students personally to the issue and are more effective in personal transformation that leads to social change

Bystander Intervention Model



Jeans 4 Justice model of social change



Transformation is egoless

- ★ Experiential and Embodied
- ★ Gradual and Gentle
- ★ Ownership of Oneself
- ★ Love and Leadership Based
- ★ Energy Efficient
- ★ Self-Serving
- ★ Spiritually Sustained



The impact



Experiential is the Key to transformation

Make it Safe

Make it Personal

Make it Tiny

Make it Fun



**FASHION
ART, & FITNESS
EMPOWER,
EDUCATE, &
MOBILIZE.**

JEANS 4 JUSTICE
A SOCIAL CHANGE
ORGANIZATION TO
PREVENT SEXUAL VIOLENCE

