

CONSENT AT WORK

Consent at Work is a community health response to Workplace Sexual Harassment in Manitoba, developed in collaboration with Sexuality Education Resource Centre MB, MFL Occupational Health Centre, and Klinic Community Health.

Most Anti-Workplace Sexual Harassment training is ineffective at best and, at its worst, triggering for survivors. Consent at Work takes a revolutionary, pro-consent approach to Anti-Workplace Sexual Harassment education and training, equipping people with the language and tools to assert their boundaries and check in with their peers. By understanding sexual harassment as a cultural problem, the program aims to instill the cultural values of a functional, safe workplace.





Methodology

Through a combination of grassroots, traditional, and digital media, we maximized awareness of the Consent at Work campaign across diverse environments to find workers. Our boldly vibrant, attention-grabbing designs took the form of posters in high-traffic downtown streets, digital advertisements, and drink coasters for restaurants to champion the message to employees and patrons.

A video filmed in the style of a product launch anchored our campaign, outlining the impact of consent in the workplace – which can be compared to that of a high-performing employee. Because of this, we also distributed resumes which personified Consent at Work, showing businesses the positive influence of consent culture on productivity, profits, and employee wellness. Stickers, magnets, and posters for workplaces that completed the training further promoted their ongoing commitment to this culture change and connected workers with resources.

Execution

Encouraging businesses to sign up for workplace training was just one piece of the puzzle. Every impression and interaction with the Consent at Work campaign is an opportunity to influence people to think differently about work and consent culture in every aspect of their lives – something our partners in the campaign really wanted to achieve.

While we took a positive and eye-catching approach to the campaign, we considered our uber target for the campaign to be survivors of Workplace Sexual Harassment. So, while the messages were pro-consent, they were never dismissive of Workplace Sexual Harassment. We needed to make sure that our materials wouldn't be triggering to survivors and that resources for dealing with Workplace Sexual Harassment were easily accessible. This was made easier with all ads pointing to an easy-to-navigate website that empowers survivors to take action or bystanders to stand up.

Outcome

Between August 10 and October 10, we generated 1,750,000 impressions and 10,500 clicks to the Consent at Work website. Every impression helps inspire Manitobans to reflect on consent in the workplace, the impact of their actions, and their role in maintaining a safe, respectful workplace culture. Every website click opens the door for survivors to seek real, effective solutions and paths to justice.

At the end of our media campaign, the Consent at Work project had already delivered 29 out of 100 training sessions expected before their project's end date of March 31, 2024.

The Consent at Work website consolidates all of the information people need to proceed with formal complaints or deal with Workplace Sexual Harassment in the way that best suits them. Choice-based navigation for accessing these resources helps restore power back to the survivor.

The shift toward consent culture in the workplace continues to spread, empowering Manitobans to assert their boundaries and to recognize the impact their words and actions have on those around them. By acknowledging the harm of sexual harassment and showcasing the positive influence of consent on workers' health and productivity, we're paving the way for businesses to succeed and for Manitobans to feel safe, valued, and optimistic about their professional futures.

Lets start

the conversation.