No Place Here: Campaign to end sexual violence

Edmonton—MacEwan University’s ‘No Place Here’ campaign aims to end sexual violence on its campuses through a series of educational initiatives. The key stakeholders who will be the initial focus of the education and training programs include students, security services, faculty, and front-line staff.

“Post-secondary institutions profoundly shape cultural norms and produce leaders and citizens to whom we entrust our community’s future,” said David Atkinson, President, MacEwan University. “We have the opportunity and responsibility to harness this educational power by adopting both proactive and responsive solutions.”

“The university has developed a program aimed at engaging diverse student groups to create a sustainable plan to eliminate sexual violence on campus,” says Jill Green, Wellness and Psychological Services, MacEwan University. “Our programs are designed to promote a positive message of collective social change; part of that is the launching a bystander intervention program. Our goal is to encourage individuals to safely challenge the social norms and situations that promote gender inequality,” said Green.

The campaign includes a variety of components including visuals consisting of educational messaging, banners, posters and a video featuring student leaders, faculty, and administration. “There will also be classroom visits with student volunteers, student athletes and Students’ Association executive members,” said Green. “These leaders will visit first year English classes and has the potential to reach every first year student, as the start of the term is a critical time to provide this information,” added Green.

To access the video presentation, please go to: https://youtu.be/Gjb1mOKoBzQ

Founded in 1971, MacEwan University inspires its students with a powerful combination of academic excellence and personal learning experiences. Offering more than 65 programs including undergraduate degrees, applied degrees, diplomas, certificates, continuing education and corporate training, the university provides a transformative education in a creative, collaborative and supportive learning environment where creativity and innovation thrive. Located in Edmonton, Alberta Canada, MacEwan University offers a unique student experience that opens up diverse pathways for achievement and growth.