

Young Social Innovators National Social Media Award 2017

Congratulations and well done to the 'It's the Yes Not the Dress' team who were the winners of the **Young Social Innovators National Social Media Award 2017** at a ceremony in the Convention Centre in Dublin on Thursday 11th May. Out of over 450 teams nationally, they scooped the top prize in their category. They were highly commended for their project on the day. This is a tremendous achievement for the team.

'It's the Yes, Not the Dress' project was first established in September 2015 and since then the project has grown from strength to strength. The girls are the creators of a National campaign raising awareness about the importance of sexual consent and highlighting the prevalence of rape culture in the mass media. Over the course of the campaign they have had the privilege of working with a large number of organisations and reaching out to a large audience both in their own community and nationwide. They have met so many inspirational people along the way notably Minister Katherine Zappone, Ms. Noeline Blackwell and all the staff at the Dublin Rape Crisis Centre to name but a few who have been an incredible support to the girls throughout their journey.

They feel privileged to have had so many wonderful opportunities such as being the only school in Ireland to be invited to Government Buildings to launch the #AskConsent campaign as part of International Women's Day with the Dublin Rape Crisis Centre, speaking on national news stations RTE News, TV3 and Newstalk, featuring in the Daily Edge, Irish Independent, journal.ie along with a range of local newspapers, giving sexual consent workshops in secondary schools and colleges throughout Ireland and launching a series of posters and that is to name but a few.

The girls embraced social media in a big way to bolster their awareness campaign. They used Christmas and Valentine's Day to launch two online campaigns; #12DaysofConsent and #Let'sGetConsensual. They also produced an awareness-raising video, 'Locker Room Talk', which reached almost 15,000 people on Facebook. The project has been widely featured in Irish mainstream and digital media. The girls look forward to launching their very own 'It's the Yes Not the Dress' website in the coming months where they will be educating the nation about the importance of sexual consent. This will be an invaluable interactive teaching resource for all teachers and students nationwide. Furthermore, they have been invited to speak at a number of events including Zeminar, Ireland's largest youth summit in October as they continue in their endeavours to educate the nation.

Teacher: *Ms. Jacqueline Glynn.*