

## **Superdrug launch 'You Before Yes' - the UK's most comprehensive campaign to tackle destructive non consensual sexual behaviours**

- Campaign launched in response to new research highlighting the lack of understanding people have about consent and the devastating impact that non consensual behaviours are having on 18-21 year olds.
- Campaign in partnership with leading UK charities, Brook, Fumble, UK Says No More and Switchboard.
- Campaign ambassador Georgia Harrison launches a consent video to highlight what consent means - censored video [HERE](#); uncensored video [HERE](#).

Leading UK high street healthcare retailer Superdrug launches the UK's most comprehensive campaign to tackle the important issue of sexual consent, led by campaign ambassador Georgia Harrison, and launched in partnership with leading UK charities, Brook, Fumble, UK Says No More and Switchboard.

The [You Before Yes](#) Campaign provides information, education and support to improve people's understanding about consent and help develop more positive consent behaviours. It delves into the crucial, but too often overlooked world, of consent to open up important conversations about what consent actually means, helping people feel informed and empowered to find their voice and take positive action.

It's been launched in response to new research about consent conducted among over 2,000 18-21 year olds, which revealed devastating results:

- More than one third of people (36%) have 'gone along with sex' even though they didn't want to. Three in ten did so out of fear of what would happen if they said no.
- 25% of people have gone along with unprotected sex when they didn't want to. 41% of those were too afraid to say no.
- A quarter (23%) have experienced a power imbalance in a sexual relationship with 28% not recognising the relationship was imbalanced. 20% have put up with a power imbalance because they didn't know what to do to fix it.
- 30% of 18-21 year olds have never asked a sexual partner about their sexual health history, feeling too awkward to ask them if they've been tested for STIs.

- Two thirds have received explicit content over text, WhatsApp or social media without their consent. Of those who have received explicit content without their consent, the majority felt uncomfortable (72%), some felt violated (25%) and a proportion felt pressured to respond (16%).
- Nearly one in five (17%) have felt groomed or manipulated into non consensual behaviours, with 38% not being aware of the signs of grooming.
- 92% of 18-21 year olds say that sexual education didn't improve their confidence about sex, sexual consent and relationships.

With two thirds of 18-21 year olds calling for better societal understanding of what 'consent' means and 60% of 18-21 year olds wanting to see greater access to sexual consent advice from experts to drive positive change, the [You Before Yes](#) Campaign initially will provide:

**[You Before Yes](#) website containing the most essential consent education and information.**

Videos and Blogs written by campaign partners Georgia Harrison, Brook, Fumble, UK Says No More and Switchboard covering the most essential consent education and information, and helping people to navigate the intricate and often confusing topic of consent. Topics covered include, 'What is Consent', 'Consent in Relationships' 'Porn, Nudes and Consent' 'Consent and STIs' 'Consent and Cyberflashing' 'Consent and friends and family support'; 'Consent and sexual violence'. And importantly who to reach out to if help and support is needed.

The website includes Georgia Harrison's video content which highlights the need for individuals to put 'You' before 'Yes.' Georgia's video, which sees her reading out non-consensual sexually explicit direct messages, emphasises the essential point that everyone has a right to say no to any form of sexual activity and has the right to withdraw their consent at any time.

**Consent education on Superdrug Condoms:** In a UK first, Superdrug is rolling out consent-warning messages onto the packaging of its Own Brand condoms, to reinforce the importance of seeking consent before anything else happens. Consent messaging and a QR code to the You before Yes microsite to be included on Superdrug Own Brand condoms (available from September 2023)

**Consent education and support instore and online:** Additional Superdrug's commitment to building awareness and providing support to the millions of young people who visit its stores and online every week via:

- **Sexual consent information on till screens and instore** at the sexual health instore fixture
- **Sexual consent education leaflet available at all Superdrug pharmacies and health clinics**
- **Sexual consent information on Superdrug radio, recorded by Georgia Harrison**
- **Sexual consent information on Superdrug Online Doctor on relevant Services pages eg STI testing and contraception.**

Georgia Harrison, Superdrug's You Before Yes campaign ambassador comments " I'm extremely proud to be a part of the Superdrug you before yes campaign. It is so important now more than ever that the younger generation understand the importance of consent. The statistics revealed by Superdrug have clearly highlighted that more needs to be done to help educate young men and women on this subject. Now they are stepping up to raise awareness of the issues revealed and offer education and information to anyone who needs it."

Caris Newson, Superdrug's Healthcare Director comments, "People are being exposed to devastating non consensual behaviours far too frequently and lack access to information and support. At Superdrug, we provide sexual health products, services and expertise, and with millions of young people visiting us instore and online every week, we recognise that action needs to be taken to help everyone feel empowered to find their voice when it comes to consent. Better consent-based behaviours won't happen overnight and we're committed to working with our partners to create long standing change."

Isabel Inman, Assistant Director of Communications, Policy and Public Affairs at Brook, says: "Understanding consent is fundamental to keeping young people safe and healthy. That's why Brook is proud to partner with Superdrug to empower young people to navigate the world of consent safely online and offline through inclusive, accessible information and support.

Emilie Cousins, Programme Manager at FUMBLE comments "We know, by listening to young people, that they need much more support and inclusive education when it comes to sexual consent in the digital age. You Before Yes comes at this crucial time. As a safe, digital space for young people to ask their sex, relationships and health questions, Fumble is proud to be part of this campaign."

Sarah D'Angelis, UK Says No More Programme Manager at Hestia comments, "All too often, sexual violence is downplayed or laughed off, or worse victims are blamed because of what they were wearing or how much they'd had to drink. For real social change to happen, we need to create a 'consent culture' in the UK and talk openly about consent – that's why UK Says No More is proud to support Superdrug's 'You Before Yes' campaign."

Allison Montgomery, Switchboard Communications Manager adds "Switchboard is proud to partner with Superdrug on their "You Before Yes" Campaign. Consent is crucial regardless of your sexual orientation and this campaign makes that clear through important information, education and support for all."

- Ends -

**For more information, further research insights or interview requests please contact:**

**[Superdrug@itsmaven.com](mailto:Superdrug@itsmaven.com)**

Research conducted among 2080 Superdrug 18-21 year old customers in January 2023.

**Notes to Editors**

### **About Brook**

Brook is a national charity supporting people with their sexual health and wellbeing. We offer a range of services to support our mission of helping people to live healthier lives. Brook fights for everyone's right to safe, confidential, accessible healthcare, no matter who they are. We challenge stigma, amplify voices and provide lifelong support so that meets the diverse needs of our communities.

Our unique offer combines clinical services, relationships and sex education, outreach in community settings, wellbeing programmes and counselling. Our life-course approach to sexual health and wellbeing means that people can benefit from our holistic services at any stage of their life.

[www.brook.org.uk](http://www.brook.org.uk)

### **About Fumble**

[Fumble](#) is an award-winning youth charity that creates a free, healthy online world of relationships and sex education. Our content is created with young people, for young people. In this digital age, it's crucial that there are safe, online spaces for young people to turn to: that's Fumble.

### **About UK SAYS NO MORE**

UK SAYS NO MORE is the national prevention and awareness campaign for domestic abuse and sexual violence, hosted by crisis response charity Hestia, and is the UK chapter in the global NO MORE family.

UK SAYS NO MORE is the home of programmes such as Safe Spaces and Online Safe Spaces. We work with our 13,000+ partners to create societal change campaigns and partnership-based solutions to increase opportunities for victims of domestic abuse and sexual violence, to access specialist support, safely.

Together we can end domestic abuse & sexual violence. For more information please visit

[www.uksaysnomore.org](http://www.uksaysnomore.org)

### **About Switchboard**

Switchboard LGBT+ Helpline, one of the UK's longest-running charities serving the LGBTQ+ community. As a national helpline, they provide a confidential, non-directive and non-judgmental listening service on the phone, instant message and email. Switchboard volunteers all identify as LGBTQIA+ and talk to people from all across the UK and beyond who wish to discuss issues ranging from sexuality, gender identity, mental and sexual health, isolation and more. Whether this is a personal challenge or one facing a friend or family member, you can reach them 10am-10pm every day via phone, instant message or email (0800 0119 100 / [switchboard.lgbt](mailto:switchboard.lgbt@switchboard.lgbt) / [hello@switchboard.lgbt](mailto:hello@switchboard.lgbt)).