



It Stops Now Campaign Guidelines for Campaign Mural Installation

The It Stops Now campaign aims to combat sexual violence and harassment in third-level institutes and calls for collective action to ensure the safety, equality and full participation of every student.

Our campaign mural is a central tool in sharing key messages and encouraging cultural change in attitudes towards and behaviours of sexual violence and harassment. Your institute is making an important contribution by installing this mural; these guidelines should provide useful information to make this installation as smooth as possible.

Mural Dimensions and Location

The campaign mural is designed to ideally be installed at 2.5 metres high and 8 metres long.

The mural can be installed indoors or outdoors; its location should ideally be in a popular, prominent area of campus and visible to a wide range of staff and students. An outdoors site is preferable as this gives the mural greater reach and impact, with more staff, students and visitors passing and thus gaining opportunities to engage with it. The outdoor walls of sports halls or Student Union buildings, for example, could be strong possibilities.

Please ensure to have the full permission of the Buildings and Estate Manager and any other relevant stakeholders before installing the mural.

Poster and Material Preparation

You will receive a total of five files in the mural pack. The four files below contain the posters which should be sent to your chosen printer: the posters are divided according to size, ranging from A3 to A0, and a full list of the posters included is outlined at the end of this document.

- It Stops Now A0 Posters
- It Stops Now A1 Posters
- It Stops Now A2 Posters
- It Stops Now A3 Posters.

While the majority of posters are rectangular, some are shaped like hands, speech bubbles and emoji; these too will be printed on rectangular sheets and have to be cut out with blades prior to being pasted onto the chosen wall.

[Wallpaper brushes](#) and wallpaper paste, such as [Solvite 'Paste the Wall' Wallcoverings Adhesive](#), should be used to paste posters to the wall.

You will also need buckets and water for mixing the paste, and ladders for reaching the higher parts of the mural. Cans of spray paint and coloured markers can also be used in the mural installation, as outlined below.

Installation

A team of eight to ten volunteers is ideal for installing the mural: it should take a couple of hours for a team of this size to complete it. We encourage you to gather volunteers from Student Unions and societies so that students play an active role in its installation and promotion from the beginning.

You will receive a 'Mural Installation Templates' file as the fifth file in the mural pack. This outlines the order in which posters should be pasted onto the wall and is key to ensuring the campaign messages are conveyed clearly: posters with negative messages should be counteracted with positive posters, while negative posters can also be intercepted with spray paint and markers. Print off a number of copies of the 'Mural Installation Templates' file for your team, and ensure that everyone follows the order and guidelines within it.

The mural can be shortened if necessary to fit a particular location. If doing so, ensure that the three central "Believe and Support Survivors", "Don't Stand By, Speak Up!" and "Before You Say, Do or Post It, Check If They Consent" posters are not removed from the design: these are the core campaign messages. The "End Sexual Violence and Harassment" and "#ItStopsNow" posters along the top and bottom of the mural should also be included.

Ensure the installation team puts the wallpaper paste over the posters when they are on the wall in order to seal them to withstand wear and damage.

Promotion

The mural is designed as a talking point and action driver in institutes, so staff and students are encouraged to engage and interact with it as much as possible.

During installation, you can take photographs and video of the team assembling and pasting up the posters, sharing these across various social media channels to generate interest and support. Ask passing students to record short vox-pops to get their reaction and take photos of students in front of the mural when it's completed.

Throughout the mural's duration, invite staff and students to take photos and videos in front of the mural, sharing these with the #ItStopsNow hashtag on social media to grow the conversation on issues of sexual violence and harassment. Share links to the [campaign video](#) and It Stops Now website – www.itstopsnow.org – to build greater awareness of the campaign and the ways in which students and staff can get involved with it.

Poster Removal

When the campaign mural is being taken down, posters will need to be powerhosed off the wall. A professional cleaning company can be hired to do this at an estimated cost of €150.

If you have any questions about the mural and/or its installation, please contact the It Stops Now campaign team below.

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FILE	POSTER	PAGE
It Stops Now A0 Posters	Closed fist	1
	Open hands and speech bubbles	2-3
	"It Stops Now" hashtag	4-5
	Person painting	6-9
It Stops Now A1 Posters	"Be a safe place"	1
	"Don't stand by, speak up"	2-3
	"Sex without consent is rape"	4
	Zero tolerance message	5-6
	"End sexual violence and harassment"	7-9
	"Don't stand by, speak up"	10
	"Before you do it, say it, or post it, check if they consent"	11-12
	Emoticons	13
	"It Stops Now" logo	14
"Believe and support survivors"	15	
It Stops Now A2 Posters	One in three women statistic	1
	Women with disabilities statistic	2
	"If I wanted to see a dick pic, I'd ask"	3
	"Always ask consent"	4
	"Silence ≠ consent"	5
	Speech bubble with emoticons	6
	"Boys will be boys"	7
	"Where are you from baby? You look exotic"	8
	"It's only a joke – lighten up"	9-10
	"Did you see what she was wearing??"	11-12
	"My clothes don't determine my consent"	13
	"They were asking for it"	14-15
	"How much did you drink though?"	17-18
	27 times more likely statistic	19
	"Did I ask you to grab my ass?"	20-21
	"She's such a slut"	22-23
	"Equality is based in rights and respect"	24
	"You're over-reacting"	25
	"Sexist jokes"	26
	"But they went home with them"	27
"If I wanted to see a dick pic, I'd ask"	28	
"It Stops Now" logo	29-30	
"Give us a smile!"	31-33	
It Stops Now A3 Posters	"Respect"	1
	Mobile phone with message	2
	"Stop slut shaming"	3
	"Boys will be held accountable for their actions"	4
	"Take it as a compliment"	5-7
	"Sexual harassment isn't flattery"	8-9
	"Believe and support survivors"	10
	Three "Me Too" banners	11