



## #BodakConsent

On October 2<sup>nd</sup>, 2018, The Canadian Foundation for AIDS Research (CANFAR) in partnership with arts-based youth performance group, **SEXT: Sex Education by Theatre**, released **Bodak Consent**, a brand-new music video highlighting the topic of consent, safer sex practices and HIV/STI prevention.

Bodak Consent is a rap parody based on Cardi B's *Bodak Yellow*. The lyrics were re-written by 19-year old cast member Lauren Chang teaching youth about consent. The piece is an arts-based public health and sexual health educational resource made by youth for youth.

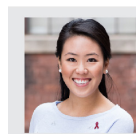
To date, the video has garnered over **7,000 views on YouTube** and the overall reception from both the media and the public have been overwhelmingly positive. CANFAR has been featured on **She Does The City** (55,720 unique website visitors per month and 30,800 followers on social media) and has gone on radio interviews with **SiriusXM Canada Radio** (audience of 32.7 million subscribers across North America), **kultur'D**, a pop culture and diversity show on **Global News Radio AM 640**

(audience reach of 7 million listeners), and **Talking Radical Radio**, a podcast about grassroots social change work in Canada on **Rabble.ca**.

CANFAR was also featured on interviews with **CTV News** and **Breakfast Television**, speaking to SEXT about the video and partnership.

Other key influencers who have shared or engaged with the video online include, **Tanya Kim** (former co-host of *etalk Canada*), Canadian actors **Jade Hassouné** and **Mena Massoud** (cast to play Aladdin in Disney's remake of *Aladdin* in 2019), Canadian author **Kelley Armstrong**, and Canadian actress **Jean Yoon** (from *Kim's Convenience*), among many others.

SEXT alongside CANFAR is encouraging everyone to follow along and participate in the conversation online using **#BodakConsent**.



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(From left to right) SEXT cast member and Bodak Consent writer, Lauren Chang; the kultur'D Show Guest Co-host, Andrea Bains; CANFAR Senior Manager of National Awareness Programs, Roxanne Ma; SEXT Creator and Director, Shira Taylor; the kultur'D Show Co-host, Meera Estrada.