

University Specific Public Awareness Campaign

UMD created a University wide campaign to raise awareness about sexual misconduct. The campaign, called *Rule of Thumb*. Some people believe the etymology of the colloquialism “rule of thumb” comes from a [1868 criminal case](#) where the court ruled a man could beat his wife with a switch no wider than his thumb. While research shows the etymology of the phrase is very likely not related to the specific case, it nonetheless provides an opportunity for discussion and education about our history of state sanctioned violence against women as property. This history informs attitudes and beliefs about women today. Take the Pledge! It’s our Rule of Thumb! <http://www.ocrsm/umd.edu>

