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Statistics on Violence Against Women


- 1 in 4 women and 1 in 7 men have experienced severe physical violence by an intimate partner
- 1 in 3 women have experienced some form of sexual violence in their lifetime
- 70-75% of individuals advertised for sex in Nebraska show some indicator of being trafficked

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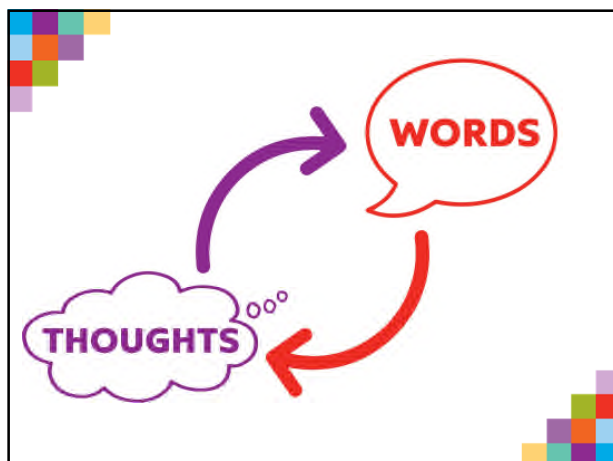


Words Matter


How we talk about gender-based violence shapes the way our community understands, responds and hopefully prevents these issues.



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Words Matter

- Language helps victims report.
- Language can help survivors feel supported.
- News reports can help a community better understand and ultimately prevent violence against women.



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What's Your Role?

- Utilize the resource to guide your interactions with journalists and media representatives
- Correct bad reports and thank the media when they get it right
- Share the trauma-informed reports and articles (not the bad ones!)
- Use the right words in your own communications



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Fight Against Sex Trafficking

- Highlight reputable sources
- Put the focus on the buyers
- Provide context on the relationship between prostitution and trafficking

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~~Sex with a Minor~~


 Rape or Sex Trafficking

10


~~Child Prostitute/
Forced Prostitution~~


 Sex Trafficking

11


~~John~~


 Sex Buyer

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Discussing Domestic & Sexual Violence


- Portray domestic violence as pattern of behavior
- Don't overemphasize statements of neighbors
- Don't overestimate false reporting
- Use anonymous sources

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~~Alleges~~

Reports

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~~Ex-Boyfriend~~



Abuser


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It is not enough to bring individual perpetrators of rape and sexual violence to justice. Since the problem lies in a culture that is entertained by degrading acts and images of women, the solution is to look at the individual acts as a symptom of rape culture and solve it holistically.

WE ALL HAVE A PART TO PLAY IN ALLOWING RAPE CULTURE TO EXIST. SO WE CAN ALL DO SOMETHING TO ERADICATE IT."


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Using the Right Words

We should all be prepared to pivot the conversation and ask, what messages the perpetrators received over their lifetime about rape and about "being a man." The question is not, "what was she wearing/saying/doing when she was raped?"


The right question is, "what made him think this was acceptable?"



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Trauma-Informed Interviewing




Instead of...

- How did you get yourself into this?




Use...


- What tactics did your abuser use to gain control over you?



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Trauma-Informed Interviewing




Instead of...

- Why didn't you leave?




Use...


- What did your abuser do to make you feel you couldn't leave?



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Trauma-Informed Interviewing




Instead of...

- Will you provide details about your experience?

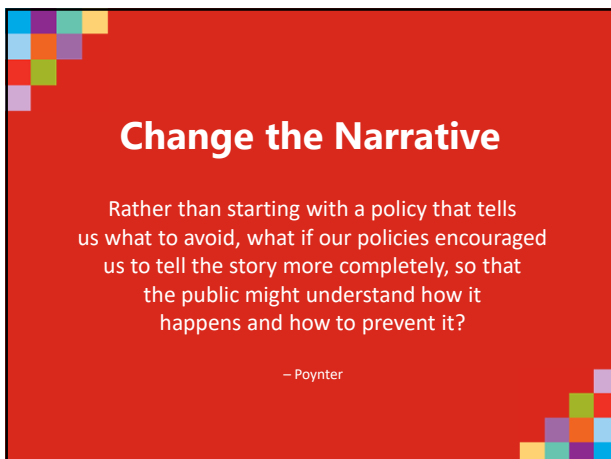


Use...

- Is there anything you'd like to share that would help shed a light on this type of violence?



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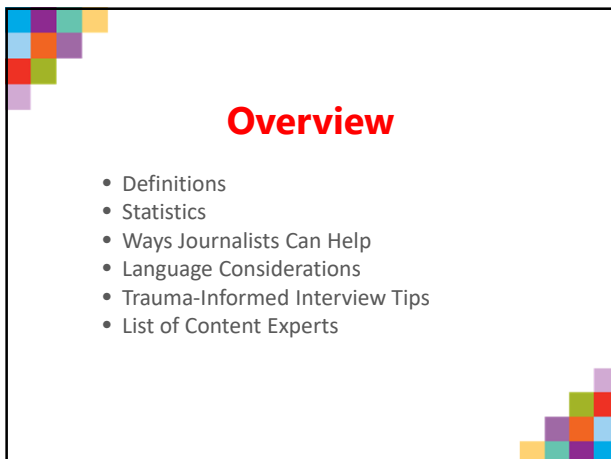


Change the Narrative

Rather than starting with a policy that tells us what to avoid, what if our policies encouraged us to tell the story more completely, so that the public might understand how it happens and how to prevent it?

— Poynter

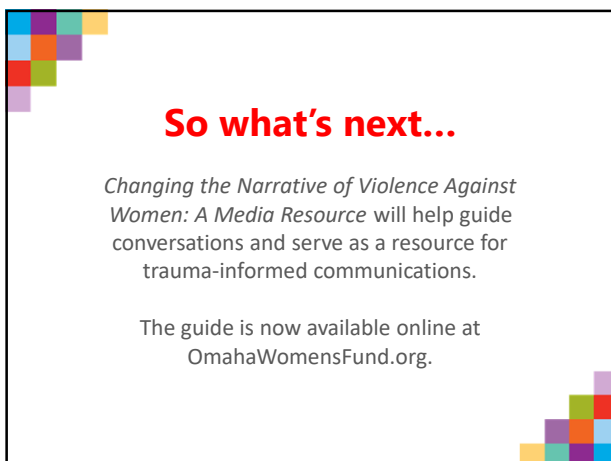
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Overview

- Definitions
- Statistics
- Ways Journalists Can Help
- Language Considerations
- Trauma-Informed Interview Tips
- List of Content Experts

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So what's next...

Changing the Narrative of Violence Against Women: A Media Resource will help guide conversations and serve as a resource for trauma-informed communications.


The guide is now available online at OmahaWomensFund.org.

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Takeaways

- Reframe the story
- Use words differently
- Hold ourselves and others accountable for communications



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Questions?

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