

Promoting Sexual Assault Healing Services to Men



Presenters



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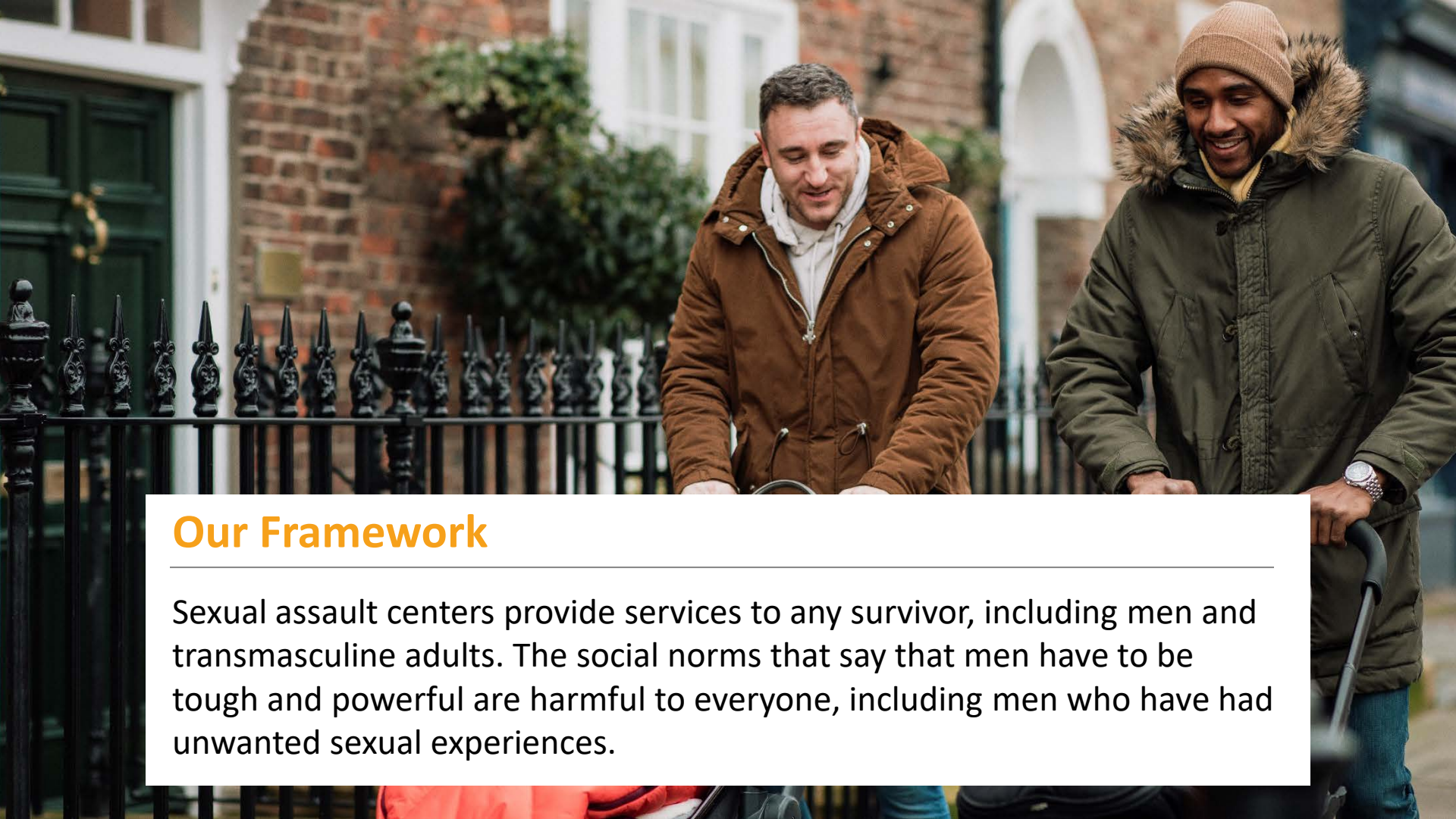
Tell us in the chat
what state or
territory you're
joining from.



Poll: How effective is your agency at reaching men who are survivors?



- A – Very effective
- B – Effective
- C – Ineffective
- D – Very ineffective
- E – Unsure



Our Framework

Sexual assault centers provide services to any survivor, including men and transmasculine adults. The social norms that say that men have to be tough and powerful are harmful to everyone, including men who have had unwanted sexual experiences.



Barriers to services for men

Socialization and stigma

Men are socialized to suppress emotions, and to see victimhood as feminine.

Perception of sexual assault centers

Men perceive that services are for women, and outreach language from centers may not reflect men's experiences.

Staff readiness to work with men

Advocates may view serving men as “extra” or as a “distraction” from the mission.

Key Tips

1. Know when to use gender-neutral language or gender-specific language.
2. Mix in varying descriptions of your center's services.
3. Focus on the facts.
4. Go beyond words.
5. Everyone at your program has a role in increasing men's access to services.



Know when to use gender-neutral language or gender-specific language.

- Gender-neutral language helps us be inclusive in our communication, to show that we serve survivors of all genders.
- Gender-specific language can help clearly communicate that you are there to work with survivors who are men.



Scenario: You have a support group that is for survivors of any gender, but only cisgender women currently attend. How could you promote the group in a way that communicates that it's also open to men?



Mix in varying descriptions of your center's services.

- Some of the labels common to our work may not resonate for all survivors.
- Try describing aspects of the services you provide that men might be more comfortable accessing.
- Descriptive language can help people access services without having to identify or label their unwanted sexual experiences (1in6, n.d.).
- Know your audiences.



Discussion: What other words, phrases, and descriptions could you use? Are there other ways you can vary the description of your center's services?



Focus on the facts.

- Avoid restating the myths (Cook & Lewandowsky, 2012).
- People already know them, and repeating them can reinforce them (O'Neil & Morgan, 2010).



Focus on the facts.

- **Fact:** Men are victims of sexual assault and harassment (Smith et al., 2018).
- **Fact:** Men experience unwanted sexual contact by people of any sexual orientation (Greathouse et al., 2015).
- **Fact:** Unwanted sexual contact causes harm to men and boys who experience it (D'Inverno et al., 2019).



Scenario: Your agency uses a “myth/fact” webpage to talk about survivors who are men. How could you reframe common myths?



Go beyond words.

- Go to where men are in your community.
- Conduct active outreach in spaces where men are.
- Have posters, newsletters, magazines, and other materials at your agency that include images of different
- Hire a diverse range of staff.

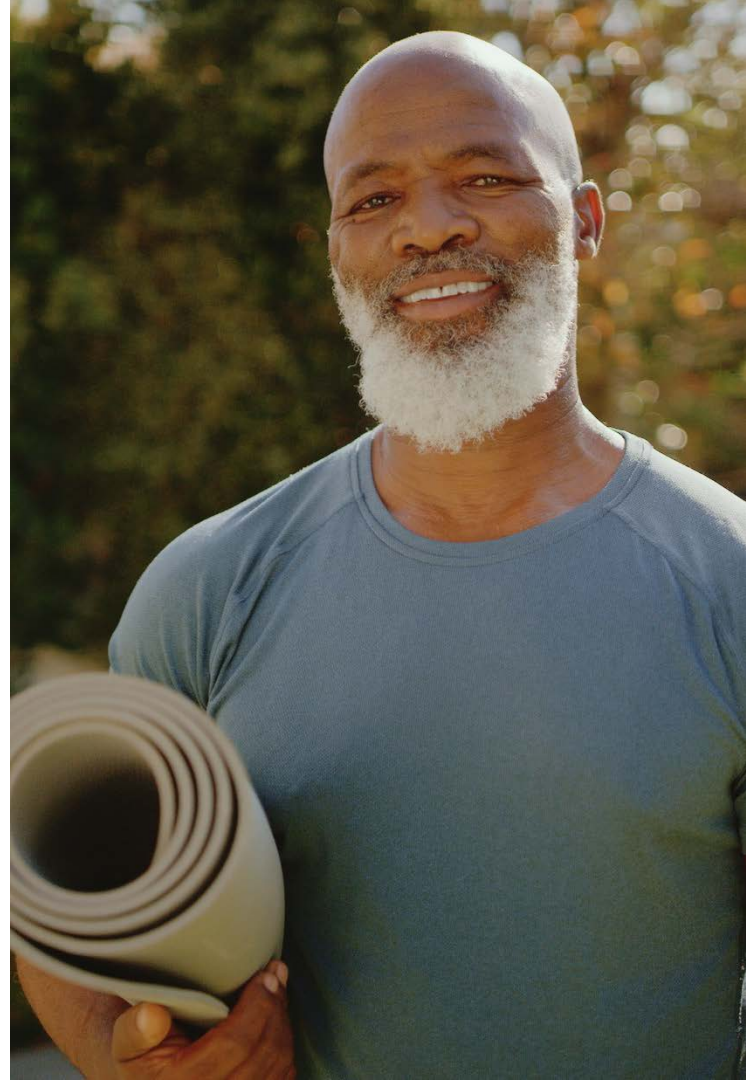



Discussion: Where are men in your area going for support, community, and services?



Everyone at your program has a role in increasing men's access to services.

- Work together as an entire staff to practice communicating your services.
- Every audience we interact with includes men who are survivors and their loved ones.
- Go beyond characterizing men as bystanders and people who offend.





HOW WE TALK ABOUT WORKING
WITH MALE SURVIVORS OF SEXUAL
ASSAULT, HARASSMENT, AND ABUSE



Working with Male Survivors of Sexual Violence



Training

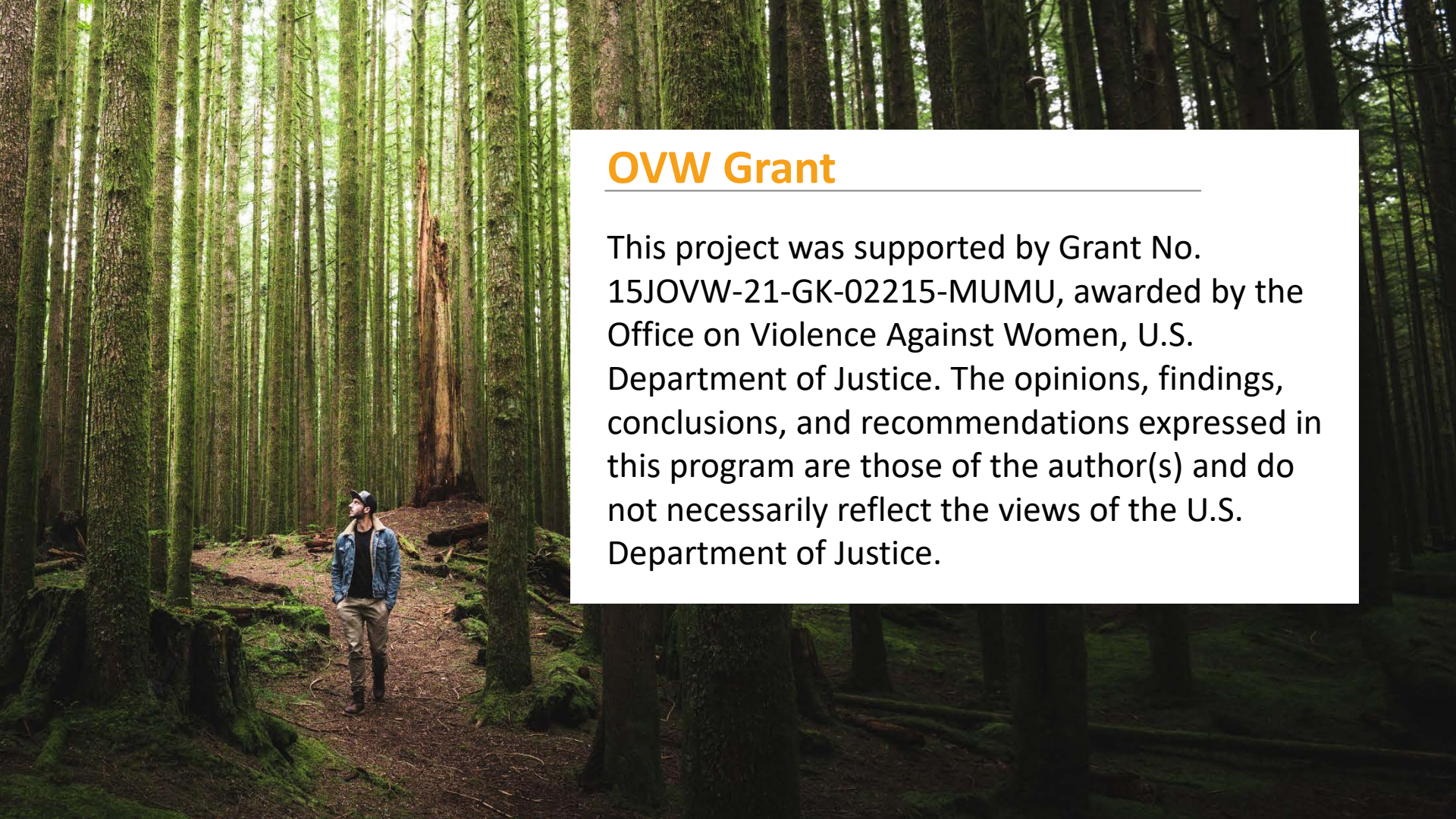
Training at your sexual assault program related to reaching and serving survivors who are men.

Support

Support in strategizing how to better reach and serve survivors who are men, including joining our online community of advocates supporting each other in this work.

Resources

Resources like podcasts, sample curricula for your staff, organization assessment tool, infographics, and more in our online toolkit.



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Thank you!

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