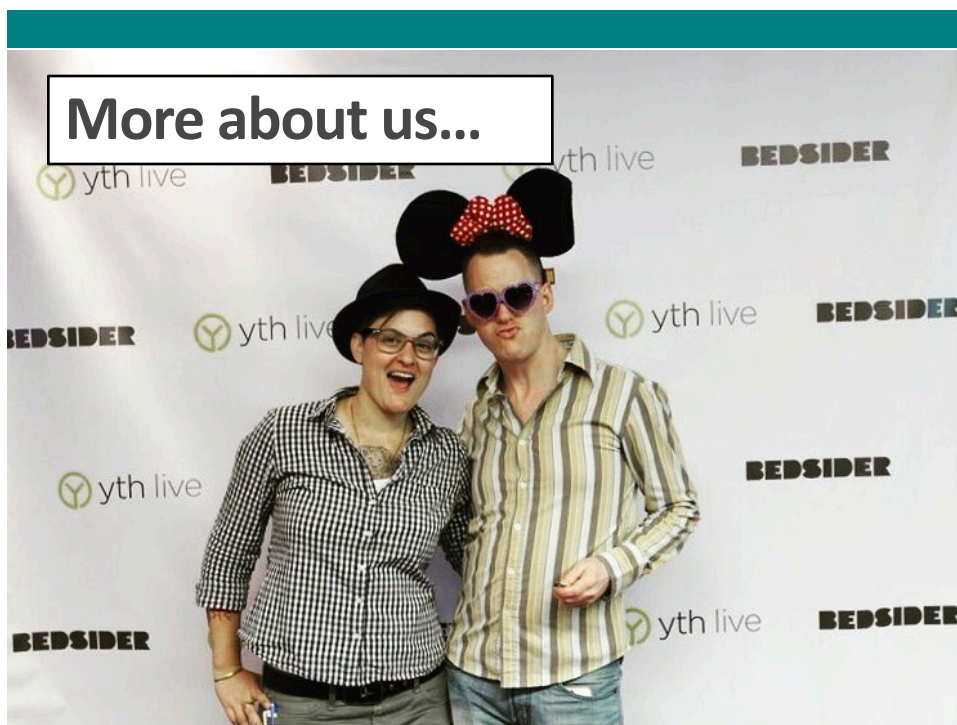


EXPANDING ACCESS TO LGBTQIA COMMUNITIES

Outreach, Marketing and Internal
Development to Promote Inclusive Agencies



Avi Deol & Matty Smith



Why there is a need:

- There are about 9.5 million people in the U.S. who identify as LGBTQIA
- LGBTQIA people experience significantly higher rates of sexual and domestic violence, including sexual harassment and physical abuse
- LGBTQIA people of color experience sexual assault at much higher rates than others
- 50% of transgender individuals experience some form of sexual violence at some point in their lives

Why we're here:

THE PROBLEM:

- Service providers may encounter challenges when promoting safety and community reconnection for LGBTQIA survivors
- LGBTQIA survivors struggle with systematic oppression and discrimination IN ADDITION to the aftermath of sexual and domestic violence

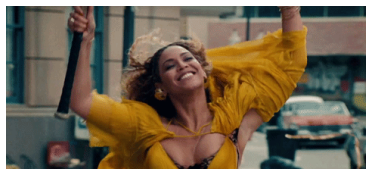
THE SOLUTION:

- We must create culturally relevant, LGBTQIA-affirming services. This is crucial.

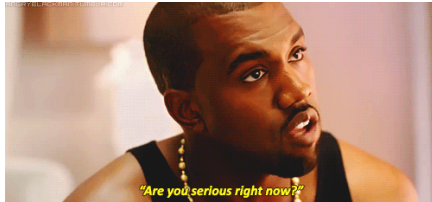
OK... are you ready to have your mind blown?



Here's how we think we're providing services to LGBTQIA survivors:



But the reality sometimes looks more like this...



What do survivors see?

- When a survivor needs services from your program, what do they see?
 - Website and/or hotline?
 - Brochures, publications, and documentation?
 - Who is there to provide services?

What do survivors see?

- Why are the assumptions we make about survivors who come through the door problematic?
- How does this make a survivor feel?



What does a survivor know about you?

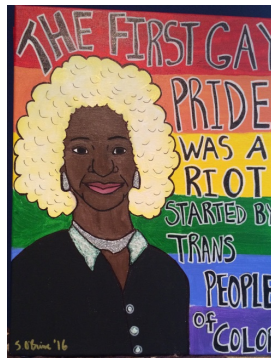
Externally:

- Name of your agency
- Brochures
- Website
- Hotline/Helpline
- Imagery
- Programs and Services
- Word of mouth

What does a survivor know about you?

Internally:

- Staff, volunteers, and board members
- Posters and imagery inside your office
- Documentation
 - Name, Pronouns, Gender Identity, Sexual Orientation, etc.
- Agency Policies
- Gender neutral bathrooms



What does a survivor know about you?

Internally: Direct Services & Advocacy

- Coming Out is not a one-time process
- Do ask (questions) and do tell (why)
- Not every LGBTQIA person is out about their identities
 - This may differ based on environment (home, work, school, clubs, events, faith based spaces)
 - When someone shares an aspect of their sexual and/or gender identity, respond appropriately

Some ways to respond...

Embrace....

- Thank you for sharing that with me.
- Keep it confidential— don't share with others without the person's consent
- Reflect client's language
- Ask how you can best support them

Avoid.....

- not acknowledging what was shared
- "That doesn't matter to me"
- "I treat everyone the same"
- "I don't see _____"



**'Coming Out'
or 'Letting In'?
Recasting the
LGBT Narrative**

**How do we move away from the
heteronormative?**

Externally:

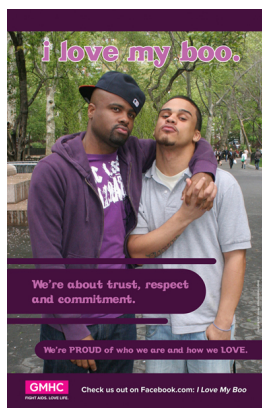
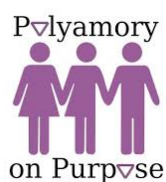
- Name of your agency
 - Including tagline that state you serve individuals of all genders and identities
- Hotline/Helpline
 - Assume nothing! (This includes pronouns, sexual desires, behaviors, identities and number of partners)

How do we move away from the heteronormative?

Externally:

Anti-Violence Prevention Work

- Use examples that include LGBTQIA identities
- Lobby against anti-LGBTQIA policies
- Include positive examples of LGBTQIA healthy relationships
- Work with family members on education and acceptance
- Interrupt problematic behaviors
 - This includes staff, stakeholders, even survivors
 - Active bystander



'THAT'S SO GAY.'
LET'S BE HONEST, IT'S PROBABLY NOT.

Gay. Let's get over it.
 @stretsaluk facebook.com/stretsaluk

Stonewall

How do we move away from the heteronormative?

Externally (continued):

- Website and social media
 - Imagery that is inclusive of LGBTQIA communities, gender-inclusive language, highlight LGBTQIA partnerships
- Build relationships
 - LGBTQIA resources and inclusive providers in your region/state

Highlight local LGBTQIA folks in campaigns (Mpowerment, Iowa City)

We get tested for HIV because...



How do we move away from the heteronormative?

Internally:

- Staff, volunteers, and board members
 - Is there diverse representation?
- Intake forms and documentation
 - Avoid the gender binary
 - Ask about gender identity, pronouns, and partners openly
 - Don't make assumptions based on looks
 - Only ask questions you need to know, and explain why

How do we move away from the heteronormative?



How do we move away from the heteronormative?

Internally (continued):

- Training
 - Include LGBTQIA examples that are relevant
- Referrals to LGBTQIA resources
 - The importance of co-advocacy!
- Policies
 - Are they inclusive?

What's the public message?

- Language is a critical step in ensuring you're being inclusive
- Never make assumptions about survivors and/or their experiences
- Key statement: "Sexual violence affects people of *all* genders and *all* identities"
- Intersectionality exists within the LGBTQIA community; other identities (race, ethnicity) could (even *should*) change your messaging, engagement, and outreach

Show your pride!

- Attend community events:
 - Outreach plan should include LGBTQIA survivors
 - Have LGBTQIA-specific brochures and materials that are culturally relevant
 - June is LGBTQIA Pride Month! Find out what's happening in your community!



Networking with other organizations

- ***Take time to build intentional relationships.***
- What other organizations can you reach out to that already work with LGBTQIA folks and/or survivors?
- What are some of the rewards and challenges of working with LGBTQIA survivors?



Networking with other organizations

- Take the time to listen (especially before offering solutions)
- Be open to, and solicit, feedback
- Show up and follow through
 - Make the relationship mutually beneficial
 - Don't ask for things without giving back in some way

Co-advocacy is your friend

- **Co-advocacy**: a collaborative process of improving how agencies work together to ensure that they are providing appropriate resources and services to all survivors.
- Helps to ensure survivors will have their needs met and possess the knowledge to meet those needs based on the understanding of an individual's cultural and historical trauma.
- In other words... **co-advocacy is awesome-sauce!**

What are some opportunities for co-advocacy?

- Sexual Assault Awareness Month (April)
- Domestic Violence Awareness Month (October)
- Queer History Month (October)
- Transgender Day of Remembrance (November 20)
- National Coming Out Day (October 11)
- LGBTQIA Pride Month (June)
- And more...! (Google is your friend.)

What are some opportunities for co-advocacy?



Some points to remember...

- Assess for readiness
 - Examine your own feelings, bias & misconceptions individually and as a staff about sexuality and gender
 - Talk with local LGBTQIA leaders to assess communities' readiness
 - Do they consider sexual violence to be an issue?
 - What strategies do they already employ?

Some points to remember...

- Have regular trainings (more than 1x/year!)
- Self-education is crucial
- Language is both powerful & meaningless
- Use the skills you already possess & don't "re-create the wheel"



Resources, materials, and so much more!

- Handouts including:
 - Summary of Presentation's Key Points
 - Resources for staff development
 - LGBTQIA Terminology and Statistics
 - Gender Pronouns Chart
 - LGBTQIA Power and Control Wheel

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