

Summary of themes from *Promoting Sexual Assault Healing Services to Men* chat discussions  
February 28, 2023

### **Prompt 1**

**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?**

- Focus on language to be more inclusive.
- Use gender-neutral language in materials and promotion.
- State explicitly that all survivors welcome and not gender specific.
- Use graphics that promotes all genders and do make sure that we mention ALL survivors welcomed.
- Update graphics to be gender inclusive.
- We have on all of our social media and flyers that we work with all genders, identities, orientations, cultures, and population.
- If there are any men on the staff that can act as a host, having them host/promote.
- "This group is an inclusive space for people of all gender expressions and identities."
- "Our support group is open to all survivors."
- Go where men go. I'm working with a local gay bar to participate in drag shows to present our services between acts.
- Promote the group happenings in places where all genders, not just cis women, have access to. Or specifically promote in places men have access to.
- Select a location that is known to be gender and sexual orientation neutral.
- Our posters are always diverse to welcome all people. This is very important.

### **Prompt 2**

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

- Victim advocacy
- We are rebranding our name from "Women and Children's Horizons" to "Horizons" so we do not lose our male survivor community.
- We changed our name to be more broad and inclusive.
- All people who experience violence in relationships are eligible to participate in our services.
- We assist anyone who has experienced and been a victim of crime with resources, support, and information.
- Saying "supporting individuals and families" rather than gender or family-type specific.
- "If you or someone you know has been a victim of sexual assault, violent crime, or a traumatic circumstance..."
- Being creative with names for programs, such as brotherhood, fraternity, men's groups, gatherings, etc.
- "Working with all genders who are survivors of unwanted sexual experiences and trauma."
- We use "all genders, ages, and sexual orientations" to describe our served population.

- Update logo:
  - We used to have a butterfly in our logo but we took it out because it could look very feminine and might deter men from reaching out.
  - Our old logo was a butterfly, it is now a tree.
  - We had a teal butterfly logo but we changed it into hands holding a teal heart and having butterflies coming from the heart in rainbow colors to share we work with everyone and our tagline, “Be Believed Here.”
  - Our old logo was a woman with a child, we have updated it to be a mountain/rooftop/sunrise logo.

### **Prompt 3**

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

- Include men and provide statistics on men.
- “Unwanted sexual contact can happen to anyone anywhere, it's everyone's problem.”
- Not include the myths, but simply state facts including statistics and facts about men experiencing sexual assault and unwanted sexual encounters.
- By only portraying men as perpetrators it could cause harm on survivors that identify as men, and therefore could prevent them from seeking services. I like to highlight that anyone can be a perpetrator and anyone can be a victim it's crucial to validate EVERYONE's experiences.
- "Did you know..."
- Services are available to incarcerated people, and how/where to find hotline number.
- Discuss how common it is and backing that up.
- “Sexual assault does happen to those who are incarcerated.”
- “Sexual assault can happen to anyone, anywhere including...”
- Provide a statistic and something like, "Nobody deserves to be assaulted, regardless of being incarcerated. These services are available for all survivors..."
- “Unwanted sexual contact happens to all survivors, including incarcerated persons and nobody deserves to experience it.”
- “No one deserves to be sexually assaulted regardless of a crime.”
- “Unwanted sexual contact is common in our prison system. We support all incarcerated survivors with counseling.”
- Language that recognizes that discussion/support for men who experience sexual violence is often misunderstood or misrepresented, followed by inclusive statements about how men can be victimized regardless of age, gender, sexual orientation, previous relationship with perpetrator, lack of physical force/threat, etc.

### **Prompt 4**

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

- Assisted living communities, senior centers
- Shelters for the unhoused men
- Colleges, fraternities

- Pickleball courts, tennis courts
- Golf courses, country clubs
- Fitness centers, gyms
- Race tracks: dirt tracks, motorcycle racing, horse tracks, asphalt racing
- Bars, pubs, breweries, liquor stores
- 12-step programs
- Religious institutions (especially reach out to those that are LGBTQ-friendly), men’s groups at churches
- Local radio station
- Doctors – primary care doctors and mental/behavioral health doctors
- We have tear off flyers for elderly, LGBT+, children, military, teens, and basic one with our info.
- We provide clothing to survivors at the hospital after the rape kit and we switched to sweatpants that are unisex and fit all types.
- Post information using pull tab posters in men’s bathrooms and all-gender bathrooms.
- Word of mouth: through the community events and gathering.
- Social media:
  - Create TikToks specifically for men.
  - Facebook Live: We have what we call "talk about it Tuesday" segments that get posted to our FB page and did one specifically surrounding male survivors.
- Our center did have one male advocate over a year ago, but currently we only have female advocates, so we do struggle with connecting with male survivors who want to work with a male advocate.

### **Resources**

- Working with Male Survivors of Sexual Violence: <https://www.nsvrc.org/working-male-survivors-sexual-violence>
- How We Talk About Working with Male Survivors of Sexual Assault, Harassment, and Abuse: <https://www.nsvrc.org/resource/how-we-talk-about-working-male-survivors-sexual-assault-harassment-and-abuse>
- NSVRC has a limited quantity of free “All Are Welcome” posters: <https://www.nsvrc.org/all-are-welcome>. Contact us at [resources@nsvrc.org](mailto:resources@nsvrc.org) for information on how to order for your program!

*Comments have been lightly edited and combined for clarity and brevity.*