

# WHAT'S NEW

## AND WHAT STILL NEEDS TO BE SAID FOR WARRIOR WOMEN



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# WHAT WE ALREADY KNOW ABOUT MST

## ROLE OF SOCIAL MEDIA ADVOCACY

- #MeToo Movement
- #InvisibleWar
- #IAmVanessaGuillen
- Role of Twitter specifically

## STATISTICS BASED ON SKEWED DATA

- 1/4 female veterans experience MST
- 6,236 reported assaults in 2019, unreported is 24,946 bringing the aprox. total to 31,182
- 62% of MSA involves alcohol

## WHY WOMEN DON'T COME FORWARD

- Re-victimization
- Lack of consequences for perpetrators leaving OK women feeling defeated
- OK Vance Air Force Base listed as top 5 most dangerous for women

# POLITICS VS MORALS

IS IT REALLY A  
WOMEN'S ISSUE?



# POLITICS VS MORALS

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## IS IT REALLY A WOMEN'S ISSUE?

### WHY DOES THIS MATTER?

- Potential problems:  
showing why this matters  
to the client and getting  
men to pay attention
- Highlighting how to honor  
women's struggles  
without making their  
struggles their identity
- Why female  
representation and female  
advocacy within WFF is  
important to this issue

## NOW IS THE TIME TO TAKE A STANCE

- Not taking a stance when it matters = standing for nothing.
- Massive social trend that causes extreme backlash that's near impossible to come back from w/ that active public.

## SURVIVORS KNOW WHEN ITS INGENUINE

- Is WFF talking about it because it is nationally trending or is WFF serious about their commitment.
- Word selection & STRATEGIC comm.
- No trust without authenticity

## BE THE VOICE - ORGS HAVE POWER

- Female service members are extremely at-risk in Oklahoma.
- THIS HAPPENS HERE.
- If you aren't talking about it, you don't care.

## ALTER THE CONVERSATION

- Set the standard for commitment to women and their needs as a veterans org.
- Team up with more knowledgeable non-profits w/ experienced and trained staff.

# Why It Matters

THEY DESERVE BETTER

CREATING SAFE SPACES

CREATING COMMUNITY

**WHY IT  
MATTERS  
CONTINUED...**