WHAT'S NEW

AND WHAT STILL NEEDS TO BE SAID FOR WARRIOR WOMEN



WHAT WE ALREADY KNOW ABOUT MST

ROLE OF SOCIAL MEDIA ADVOCACY

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

STATISTICS BASED ON SKEWED DATA

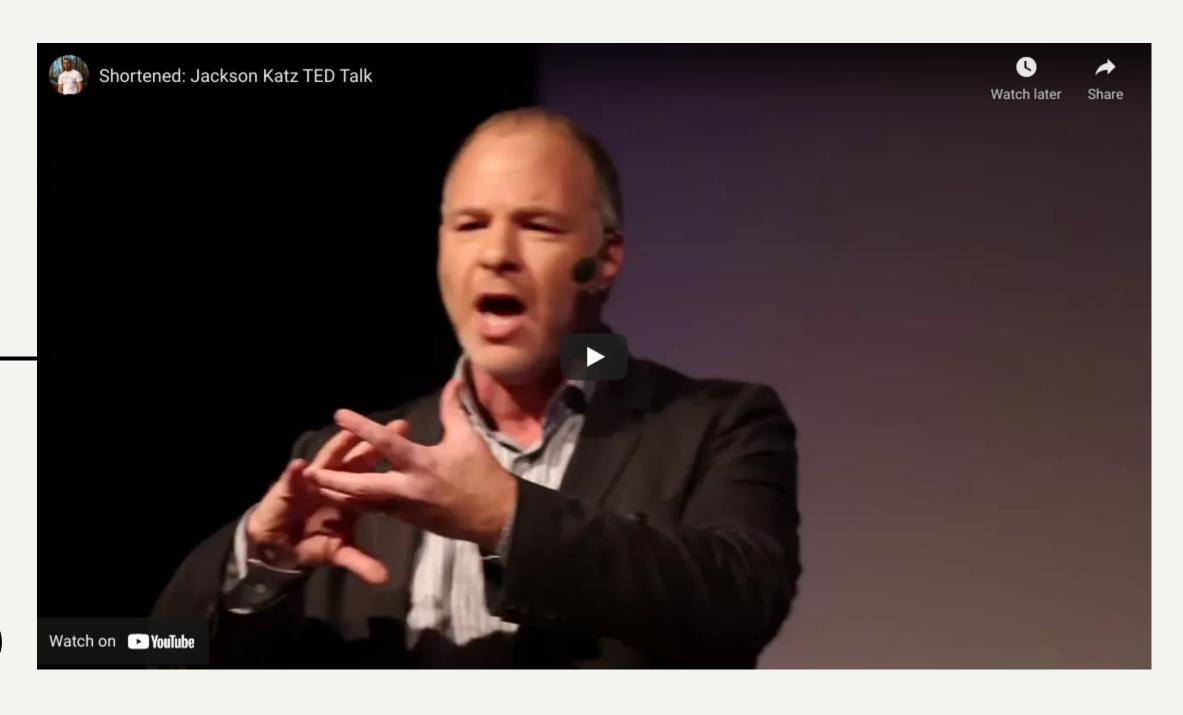
- 1/4 female veterans experience MST
- 6,236 reported assaults in 2019, unreported is 24,946 bringing the aprox. total to 31,182
- 62% of MSA involves alcohol

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?



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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 tending 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 nonprofits w/ experienced and trained staff.

Why It Matters

THEY DESERVE BETTER

CREATING SAFE SPACES

CREATING COMMUNITY

WHY IT MATTERS CONTINUED...