



Thank you for accepting the #HearMeOut challenge! We congratulate you for joining this movement and being an ally to prevent and end domestic violence in Pennsylvania. We are excited for you to be joining us in this important work!

[Here you'll find information about easy ways to get involved and take action.](#)

ABOUT #HEARMEOUT

Championed by the Pennsylvania Coalition Against Domestic Violence (PCADV), #HearMeOut is a movement that seeks to invite men into the movement to end gender-based violence in Pennsylvania. The #HearMeOut challenge is about empowering and encouraging men like you to become leaders for other men. To model healthy relationships and interrupt behaviors and attitudes that make it seem like violence is acceptable.

#HearMeOut encourages a unique space for conversation between men from all kinds of backgrounds and various viewpoints to make changes in your own life to play a positive and active role in preventing domestic violence. Even when it feels uncomfortable.

WHY MEN? WHY YOU?

#HearMeOut is about highlighting the role men can play alongside women to stop domestic violence.

Unfortunately, domestic violence is often seen as only a "women's issue" and that it is the responsibility of only women to end it. #HearMeOut seeks to shift the narrative.

Because we know that most men don't use violence and believe it's unacceptable, you have a major role in the movement! It should come as no surprise that men learn a lot from each other, including about relationships and how to treat women.

Men have an important role in modeling healthy relationships and interrupting attitudes that are harmful. And, you can help us!

WHAT NOW? LET'S DO THIS!

Now that you have accepted the challenge, you can spread the word. We've provided you with some ideas in which you be a role model and step up with your friends, family, or in the community.

BE A ROLE MODEL

What makes a healthy relationship?



EMPATHY



COMMUNICATION



VULNERABILITY



RESPECTING BOUNDARIES



ACCOUNTABILITY
FOR YOUR ACTIONS

HEALTHY REACTIONS	UNHEALTHY REACTIONS
<p>You feel insecure and you're worried your partner is flirting with someone. You want to go through your partner's phone or direct messages.</p>	
<p>You talk with your partner. You tell them how you're feeling and express your concerns. Your partner is open and honest with you. You don't need to go through their phone or messages.</p>	<p>Stealing their phone, getting their password, or violating their privacy. You find reasons or small things that make you upset. Your partner gets upset and you get into an argument.</p>
<p>You want to go out to a club with your friends. You've picked out a fun outfit that your partner doesn't approve of - they say it's too provocative and start to feel jealous.</p>	
<p>Tell your partner that the outfit isn't what is wrong. Give them the opportunity to talk about what's really making them nervous.</p>	<p>Get mad at them, get into an argument, ignore them for the rest of the night.</p>
<p>Your friend's partner is upset that you two spend so much time together.</p>	
<p>Ask your friend why their partner is upset and suggest they talk to their partner about it openly.</p>	<p>Tell your friend that their partner is crazy and overreacting and that they should get upset with them.</p>
<p>After getting into an argument with your partner, you realize that you overreacted to something they did.</p>	
<p>Admit you were wrong and apologize sincerely. Make a plan for yourself on how you will change your behavior in the future.</p>	<p>Keep telling your partner that they were wrong, and they should feel bad for making you react like that.</p>

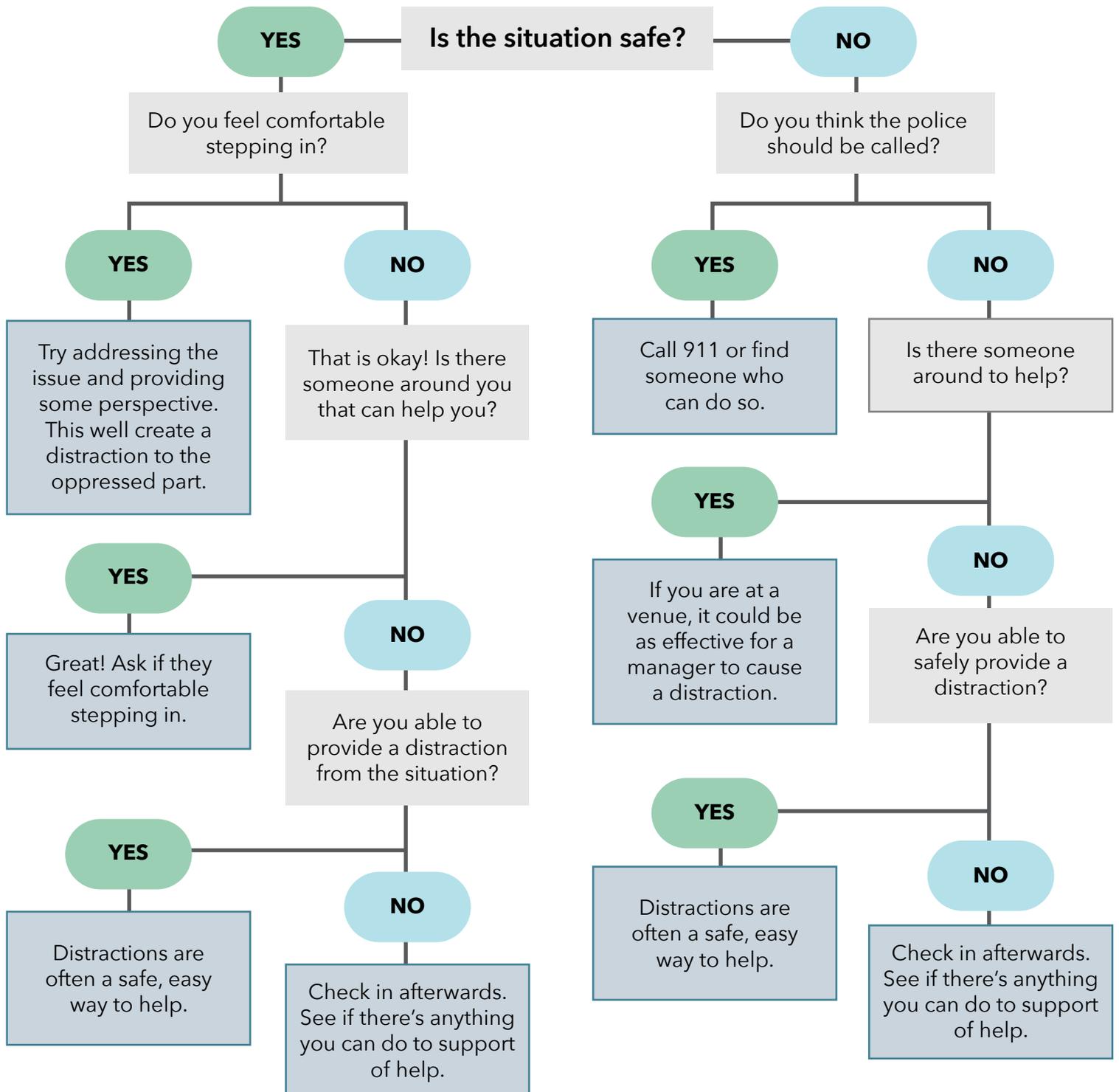
STEP UP!

Sometimes we see things that make us feel uncomfortable. You know, like a friend making an inappropriate joke about a woman, or someone who doesn't get the hint after they have been asked to stop or have been deliberately ignored.

Maybe you get that gut feeling that what's going on isn't right and you want to do something about it, but aren't really sure how.

Stepping up can be uncomfortable, but it's definitely the right thing to do. You might worry about what to do next and ask yourself: Will they get defensive? Will this turn into a fight? Will they think I'm not "man enough" to take a joke?

We get it. Those are legitimate concerns.
Here is a helpful flowchart to help you step up!



SPEAK OUT!

Social media is a great way to easily bring attention to this issue. Again, we really appreciate you accepting the #HearMeOut challenge, stepping up and speaking out! Even though domestic violence affects so many people (1 in 4 women and 1 in 7 men), sometimes it's still treated as a taboo subject. It shouldn't be! When we end the silence on domestic violence, we can help to prevent it from occurring in the first place and we create an environment where survivors can speak up and seek help.

Here are some examples of posts to start the conversation with your friends on social media! But, of course, we encourage you to share these facts in your own words. You'll also find graphics to use with your posts.

@PCADVorg launched #HearMeOut challenge as part of their Engaging Men Campaign. Let's support their efforts as we strive for healthier relationships.

What does it mean to be a man? Join @PCADVorg's #HearMeOut challenge and share what healthy masculinity means to you!

#DidYouKnow 1 in 4 women & 1 in 7 men have experienced severe violence by an intimate partner? #HearMeOut

@PCADVorg engaging men's campaign promotes the importance of healthy masculinity. Join the #HearMeOut challenge and spread the message!

#DidYouKnow 1 in 7 men in the United States have been the victim of severe physical violence by an intimate partner in their lifetime. You are not alone!

Intimate partner violence can happen to anyone and you can prevent it. Join our #HearMeOut challenge and make a difference.

Being a leader means standing up for what's right to keep my community safe. Being a leader means working to end domestic violence. @PCADVorg and I invite you to take the #HearMeOut challenge to end domestic violence in PA.

We challenge all men to take the #HearMeOut challenge. Become an ally in the movement to prevent and end domestic violence with @PCADVorg today! *(Include link to pcadv.org/hearmeout to sign up for the challenge)*

Not everyone on social media is as informed as you. You may get some comments or questions, and some may want to debate. You don't need to have all of the answers!

PCADV.ORG has plenty of resources and materials to help you learn more about domestic violence and how to prevent it. Also, we're here to help! Have questions about the campaign? Contact Kristen Herman, Director of Prevention & Program Services, at kherman@pcadv.org.

DOWNLOAD THE SAMPLE SOCIAL MEDIA GRAPHICS AT: [PCADV.ORG/HEARMEOUT/](https://pcadv.org/hearmeout/)

ASK FOR HELP

If you or someone you know needs help, we've shared some resources below.

1. Find your local domestic violence program at pcadv.org/find-help
2. Call the National Helpline at **1 (800) 799-7233**
3. Take our [Is this abuse? quiz](#)

#HEARMEOUT CAMPAIGN DURING COVID-19

During this unprecedented time of public health recommendations urging social distancing and self-quarantine to prevent the spread of COVID-19, those experiencing domestic violence may face even more anxiety and new challenges to navigate. Additionally, the closure of schools and community centers can further strain families. Families are faced with having to ensure childcare, maintain employment, provide nutrition for their family, and access healthcare.

How to talk about relationships during COVID-19

Talking about relationships is perhaps more important during this time of isolation. Maintaining relationships while quarantined is challenging and so is maintaining healthy boundaries and relationships with those we are living with.

So, which messages are important to get across and relevant now?

1. Communication!

Healthy communication is always a work-in-progress, especially now that we are not able to interact with our friends, family, coworkers, partners in the same way we're used to. How can we maintain these relationships? How can we check in on friends if we're concerned about them? Calling or video chatting to check in is a great way to keep conversations going.

2. Shared gender roles!

Now more than ever, our roles at home and which partner we depend on for income may change. Think about how you share financial and care responsibilities in the home. Does each partner do equal work? Do you share in the cooking, cleaning, laundry, lawn care, etc.? Sometimes stress in relationships comes from unequal roles. Talk with your partner about these roles. What changes could you or your partner make to even things out? What do you already feel proud of?

3. Sharing on social media!

Due to the need for social distancing, social media is now an even more important strategy to get our message out. We can talk about healthy relationships using social media. Share some of PCADV's posts and videos for a place to start. You can also record a video and talk about how you're checking in on friends during the quarantine. Get creative! How else can you get others to talk about healthy relationships?

4. Connecting with resources!

- Share same DV hotline resources
- [PCADV COVID-19 page](#)
- [Pennsylvania Department of Health COVID-19 page](#)
- Useful infographics and research that can be share by the participants
 - <https://womendeliver.org/wp-content/uploads/2020/01/Women-Deliver-Male-Engagement-Infographic.pdf>
 - <https://www.project-syndicate.org/commentary/covid19-response-requires-a-gender-lens-by-susan-papp-and-marcy-hersh-2020-03>
 - [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(20\)30526-2/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(20)30526-2/fulltext)