



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.



#HEARMEOUT

ABOUT #HEARMEOUT

Championed by the Pennsylvania Coalition Against Domestic Violence (PCADV), **#HearMeOut** is a movement that seeks to disrupt social norms and provide a much-needed male presence within 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 in the movement to prevent and end domestic violence. Unfortunately, domestic violence is often seen as a “women’s issue.” The reality is that domestic violence affects us all!

#HearMeOut encourages a unique space for dialogue where men from all kinds of backgrounds and with various viewpoints to intentionally take a lead in this conversation--listening even when it gets uncomfortable--and to make changes in your own life to play a positive and active role in preventing domestic violence.

WHY MEN? WHY YOU?

Because you are the perfect ally! You have access to a network of other men maybe even some who look up to you. As fathers, uncles, brothers, caretakers, coaches, bosses, mentors, professors, and professionals in your field you can help to shift the narrative. You can set an example of what it means to “be a man” in healthier ways. How we act and what we say has a significant impact on other men and our larger communities.

WHAT NOW? LET'S DO THIS!

Now that you have accepted the challenge, there are two essential ways you can take action.

STEP UP!

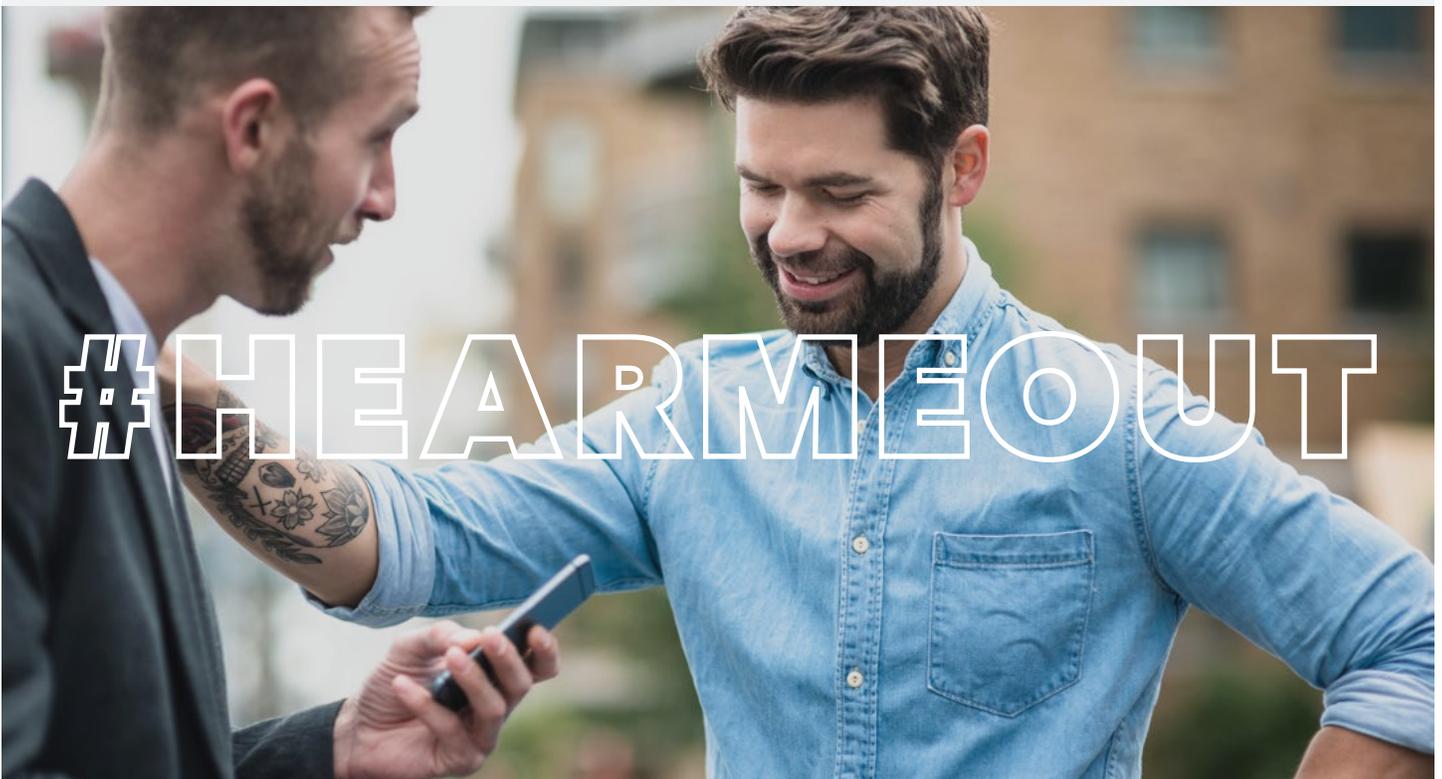
Sometimes we see things that make us feel uncomfortable. You know, like a friend making an inappropriate joke about a woman, or someone who doesn't get the hint after they have been asked to stop or have been deliberately ignored.

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. But here are some ways to safely step up and hold others accountable for their actions.

- 1** You don't have to get involved if you feel like it may cause a physical confrontation. You can always ask a friend or someone else to back you up. Or think about telling a bouncer or calling the police.
- 2** You don't have to confront the issue directly. Sometimes creating a distraction is enough. Hear us out, if a person you know is starting to be aggressive toward their partner, you don't have to call them out if you don't want to, simply ask them to join you in another room. There you can calmly share your concerns without embarrassing them in front of others or escalating the situation.



Different situations call for different tactics.
Here are some that you might find helpful.

SITUATION 1

Let's say you're at a bar with friends. You notice that a guy is preventing a woman from leaving. In this situation you could:

- Inform the bouncer or bartender that you think something is up, and you'd like someone to check on the situation.
- Walk over to the guy and ask if he knows directions to the closest pizza shop. That might distract him and give the woman time to leave.

SITUATION 2

You're at the gym with your friend when a group of women walk by and your friend calls out to them. They ignore him, so he responds by insulting them and calling them names. In this situation you could:

- Suggest you both get back to the workout to get all of your reps in, hopefully that will take his attention to the women back to the workout.
- In a friendly way, suggest that the women don't seem interested and he should leave them alone. If he doesn't get it, ask him to try to put himself in their position and think about how that might make them uncomfortable.

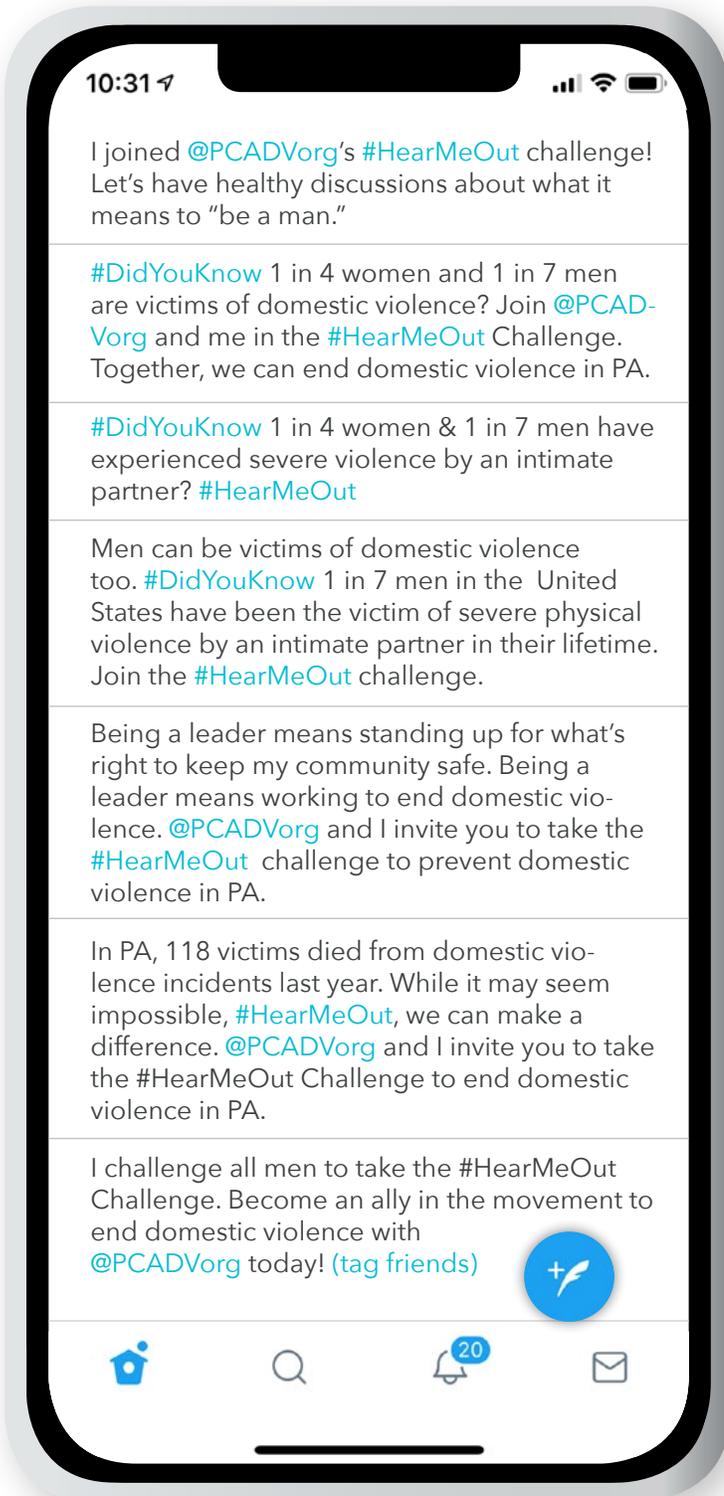


SITUATION 3

You and your friend are hanging out playing video games. You notice your friend is distracted and is sending text messages every chance he gets. You ask what's up and he responds with, "My girlfriend is out with her friends. I'm just keeping tabs on her."

You can let your friend know that it's healthy for both partners to be able pursue their own interests and spend time with friends. You could also suggest that his girlfriend might feel that the constant texting is controlling behavior.

Of course, these are not the only situations you will encounter or the only actions you can take. For every situation, there are a number of ways to redirect or intervene. What's most important is that the small steps you take can lead to big changes in helping others feel comfortable and making our communities safer.



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.



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 Ángela Capeles at acapeles@pcadv.org.

DOWNLOAD THE SAMPLE SOCIAL MEDIA GRAPHICS AT: PCADV.ORG/HEARMEOUT/