

Everyone's Invited



PARENT SHARING
manual

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Positive Influencers

RAPE *culture*



When attitudes, behaviours and beliefs in society have the effect of normalising and trivialising sexual violence. This culture includes misogyny, rape jokes, sexual harassment, online sexual abuse (upskirting, non-consensual sharing of intimate photos, cyberflashing), and sexual coercion. When behaviours such as these are normalised this can act as a gateway to more extreme acts such as sexual assault and rape.



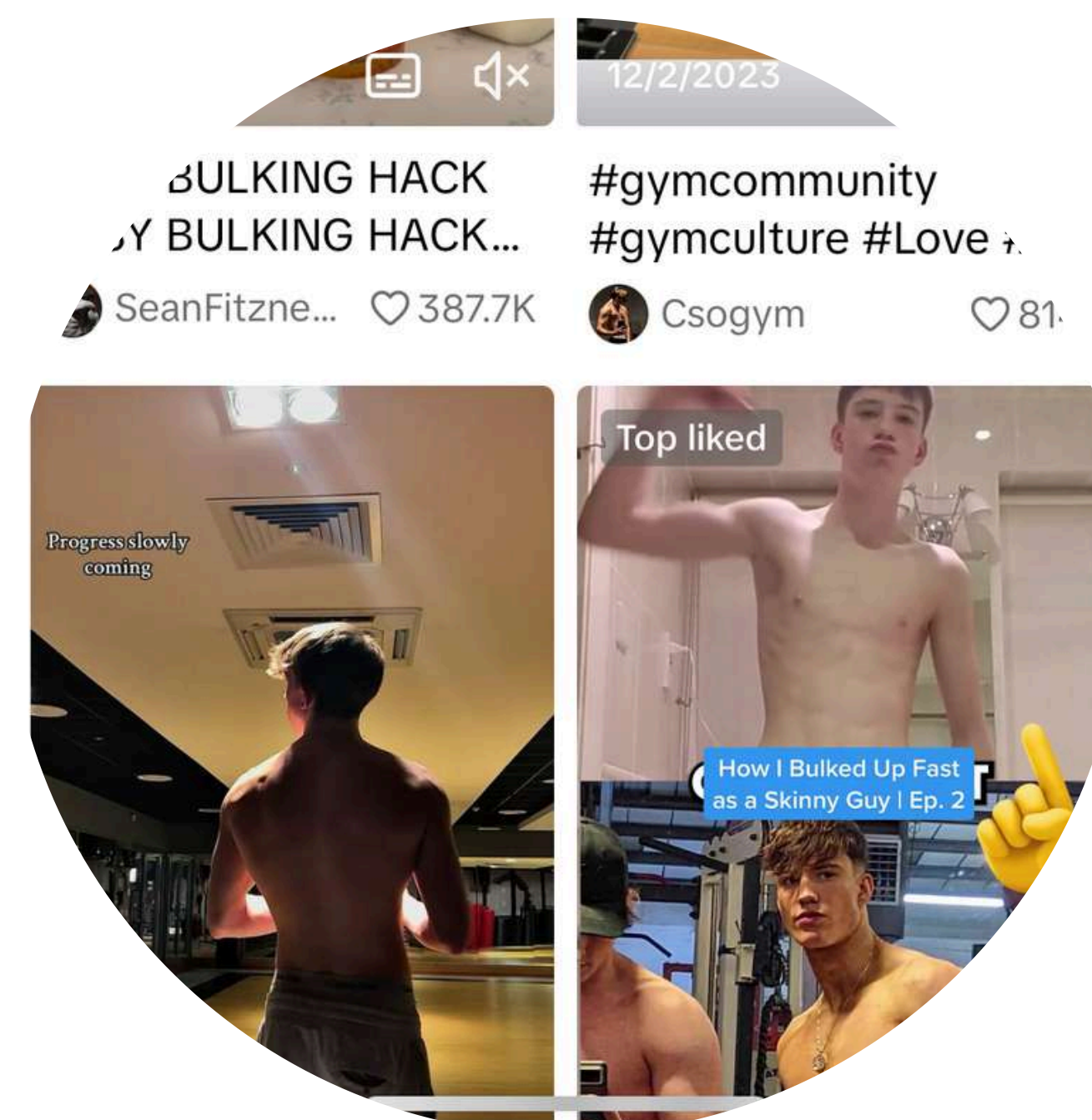
Gender inequality affects us all



"In more gender-equal societies men are half as likely to be depressed, less likely to commit suicide, have around a 40% smaller risk of dying a violent death and even suffer less from chronic back pain. Adolescent boys in those countries have fewer psychosomatic complaints and are more likely to use contraceptives" It also goes without saying, the more equality, the less violence there is"

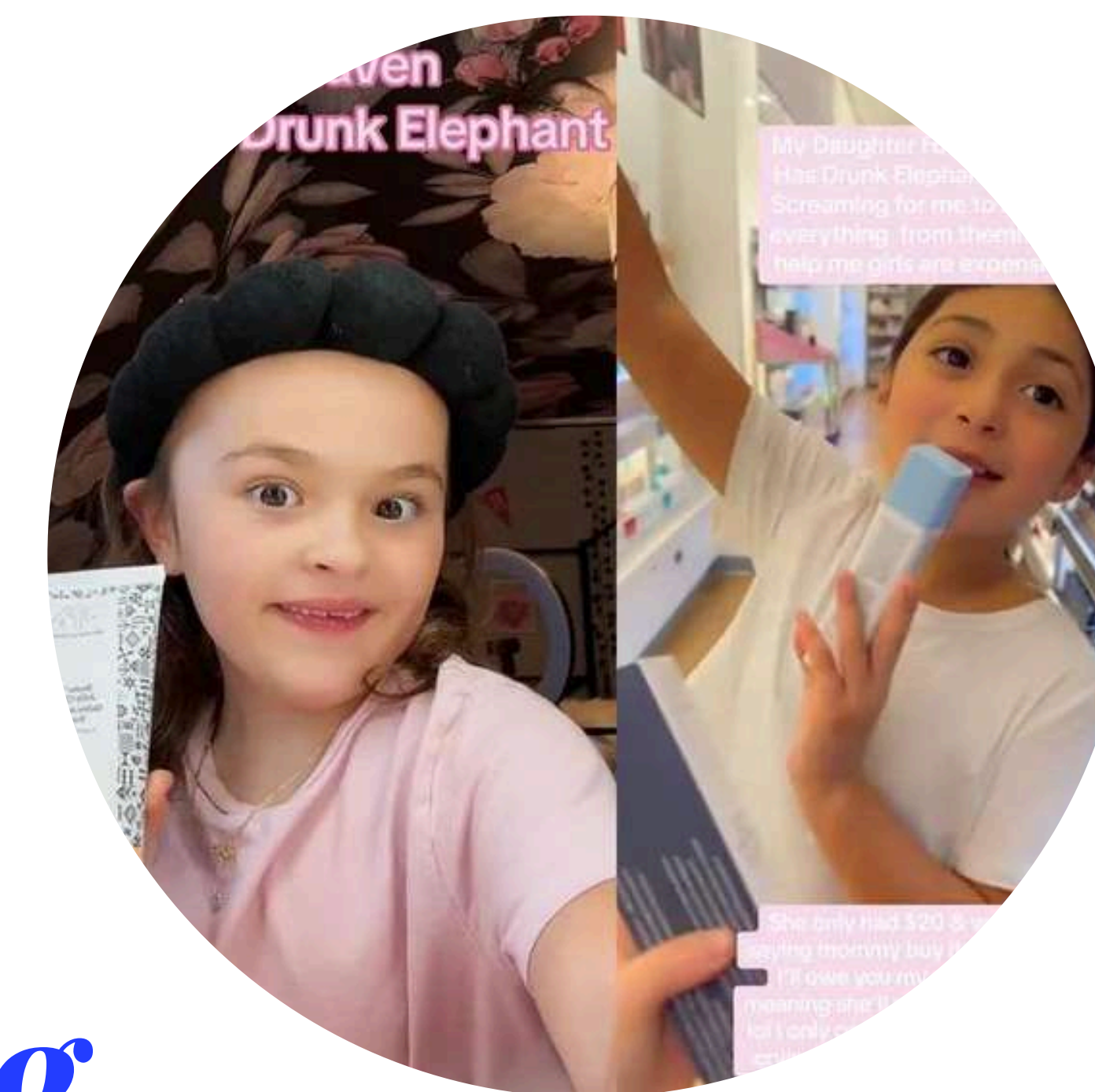
GENDERED *pressures*

Bulking culture & bone-smashing



Content that promotes a hyper-fixation on the way we look. Encouraging individuals to go to dangerous lengths to look attractive

Skin Care



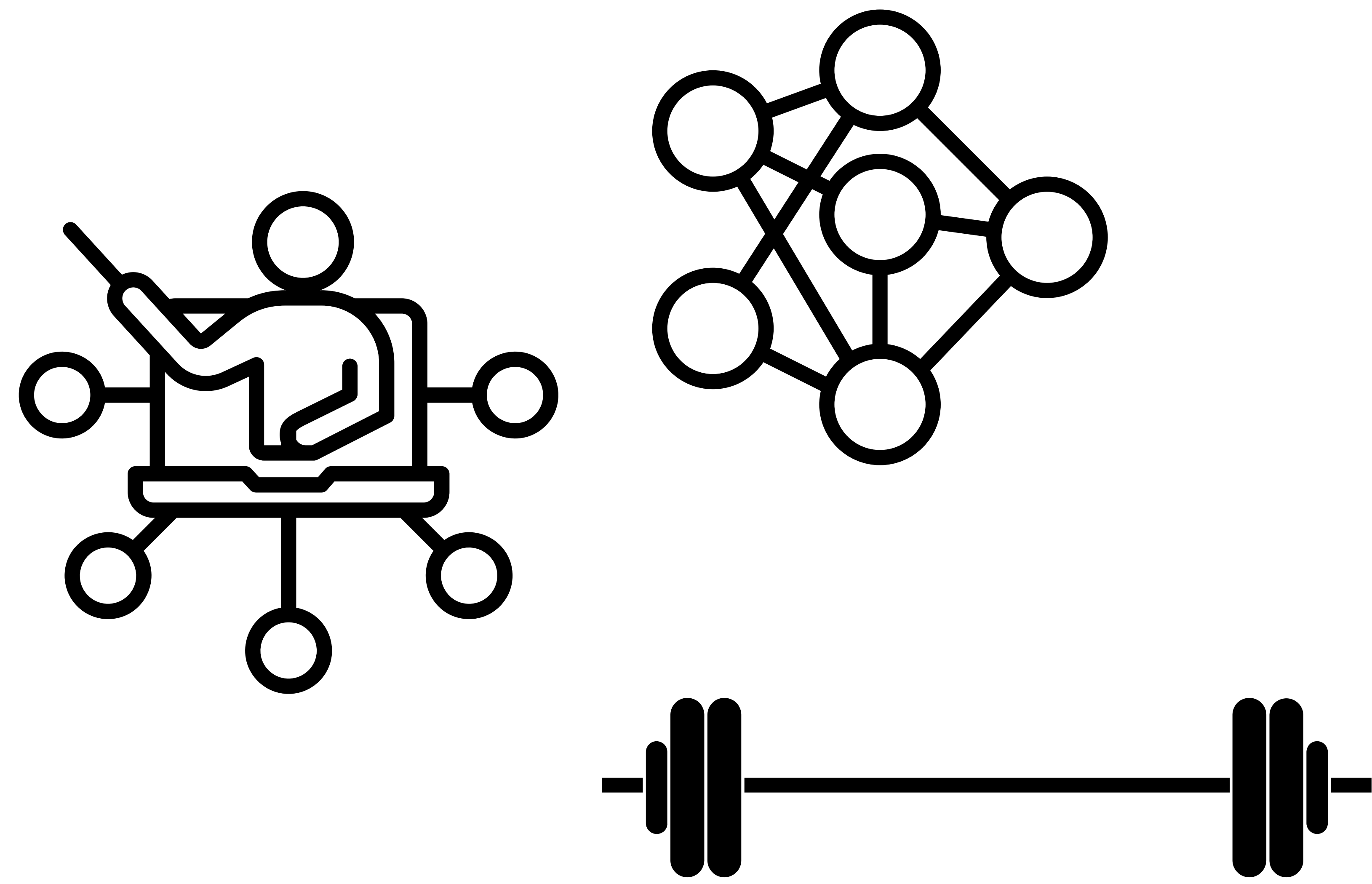
Girls as young as 7 are using harsh anti-aging products as the 'clean girl' aesthetic grows popular on social media

Pyramid Schemes



Influencers promote their lavish lifestyles and tell their audience to buy into their pyramid schemes in order to follow in their foot steps

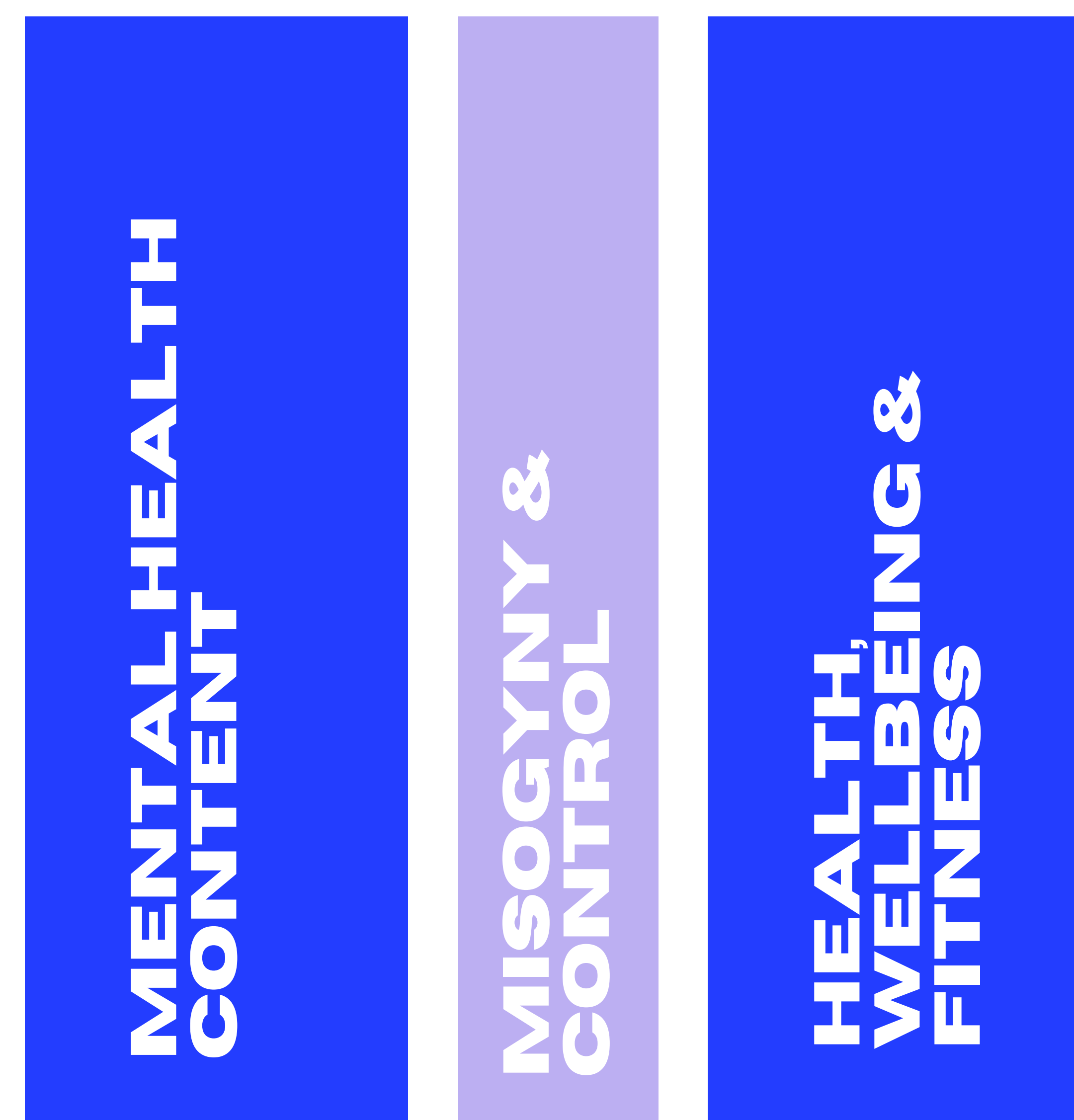
The **BUSINESS MODEL**



- Identify the weakness
- Show your 'lifestyle'
- Use the algorithm
- Say you have 'the solution'
- Package up 'the solution'
- Powerful language & 'Facts'
- Create a controversial online presence

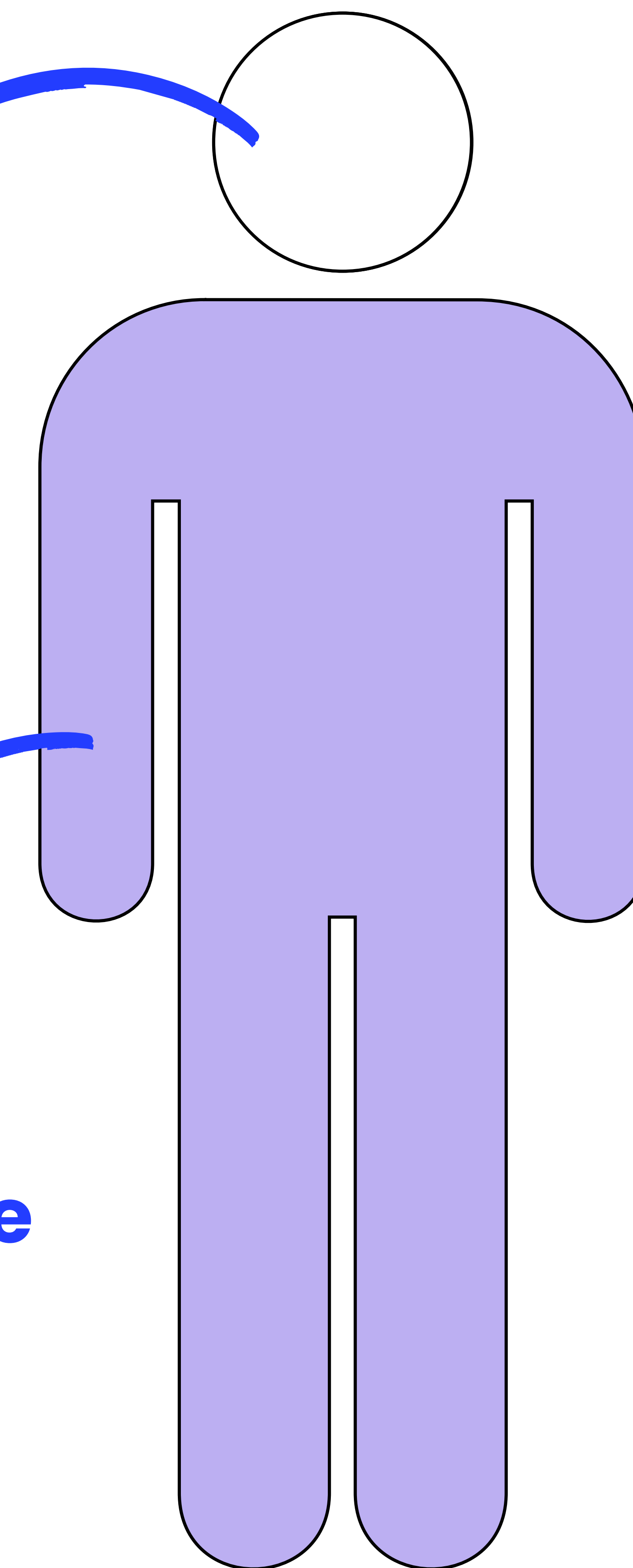


The **MISOGYNY SANDWICH**



The 20% we
don't like

80% of the
person we are
okay with





MONITORING *Phones*

Research suggests...

Excessive monitoring does not reduce children's phone usage

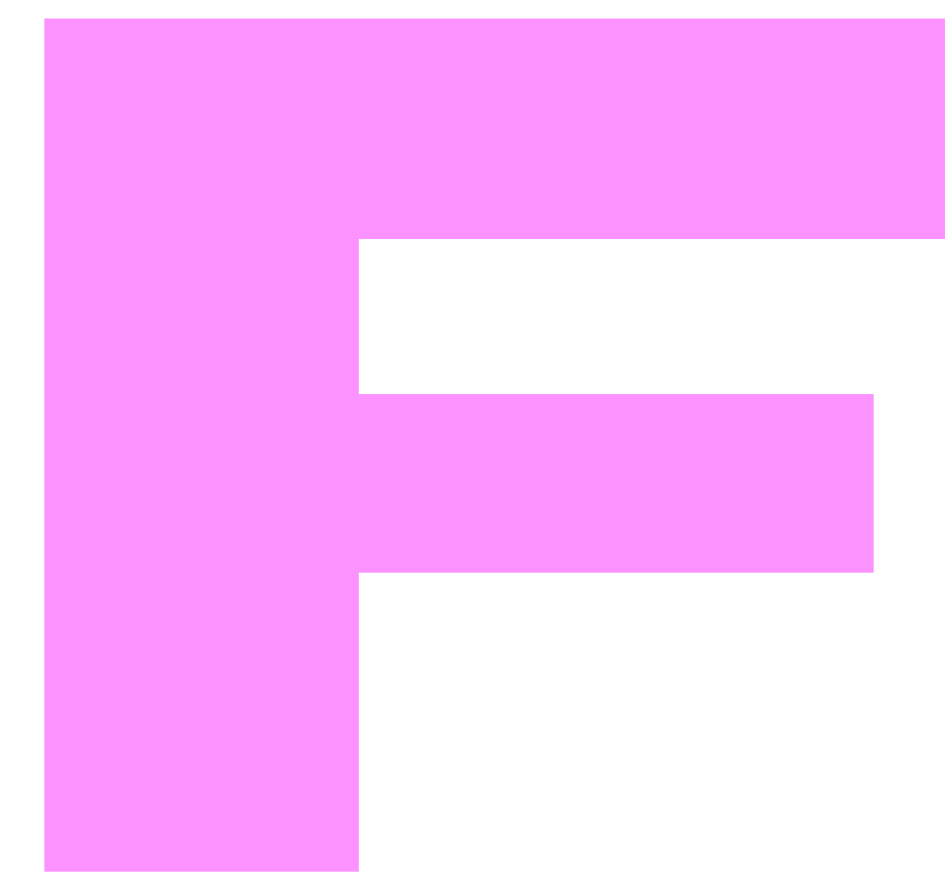
This could also normalise the behaviour for them in relationships or with friends




"If you do monitor, you should disclose that to your kids, "Do it with them or with their knowledge. Tell them what you are looking for."

"What is on the internet is not private, yet it feels private. It's about joining with them to keep them safe and to help them practice regulating their thoughts and emotions."

"Show them experiences you have had with texting," "Engage with them. Ask them what they would do if they noticed a friend was being left off a group text."

A large, bold, pink letter 'F' used as a section header.

Focus on what they are saying. If you misquote or misunderstand it back to them, this can be used to trip you up. Focus on whether they are really asking a question, making a statement that they believe to be true or trying to provoke you.

A large, bold, pink letter 'I' used as a section header.

Inhale. Take a beat before you answer or talk to them about the comment or joke they just made. When we go straight into having a conversation about this – it is very easy for our emotions to take over.

A large, bold, pink letter 'V' used as a section header.

Verify. Ask them where they heard that idea, where they read it etc – verify the claim and ask them to explore whether that's true, or just a learned idea of what is true.

A large, bold, pink letter 'E' used as a section header.

Explain/Empathise. Explain why that comment/joke could be offensive or how it might make other people in the room feel – encouraging them to empathise.

ROLE MODELS



Ian Wright



RAYE



Jordan Stephens



Amika George



Andy Murray



Marcus Rashford



Dominic Calvert



Florence Given



Munroe Bergdorf

Ian Wright

Footballer Ian Wright has actively campaigned for recognition of Womens football and has contributed to many podcasts and articles speaking about his support and encouraging other young men to engage in this supper

[Listen Here](#)

RAYE

Musician RAYE's recent album '21st Century Blues" details experiences of sexual abuse and abuse of power she experienced as a young musician and turns her experiences into mainstream and accessiblle art.

Jordan Stephens

Former member of Rizzle Kicks Jordan Stephens now spends a lot of his time talking to young men about masculinity, feminism and mental health.

[Listen Here](#)

Florence Given

Author Florence Givens Debut book 'Women don't owe you pretty' inspired a wave of young women to engage with feminism. It is great for empowerment and investigating beauty standards.

Dele Ali

Footballer Dele Ali recently spoke out about his struggles with mental health, addiction and childhood sexual abuse. It is a landmark interview for a footballer to participate in.

[Read Here](#)

Amika George

Amika George is a British activit who inspired the free periods movement when she was 17 years old from her bedroom.

[Listen Here](#)

Dominic Calvert

Everton Footballer Dominic Calvert-Lewin broke gender stereotypes with his gender fluid photoshoot in HOMME+ magazine.

[Read Here](#)

Munroe Bergdorf

Munroe Bergdorf is an internationally renowned activist, model, writer and broadcaster. Appointed as British Vogue Contributing Editor in 2022, UN Women Changemaker since 2019, Munroe is a proud ambassador for gender variant and transgender youth charity Mermaids