

PROCESS BOOK

Sasha Shehryar

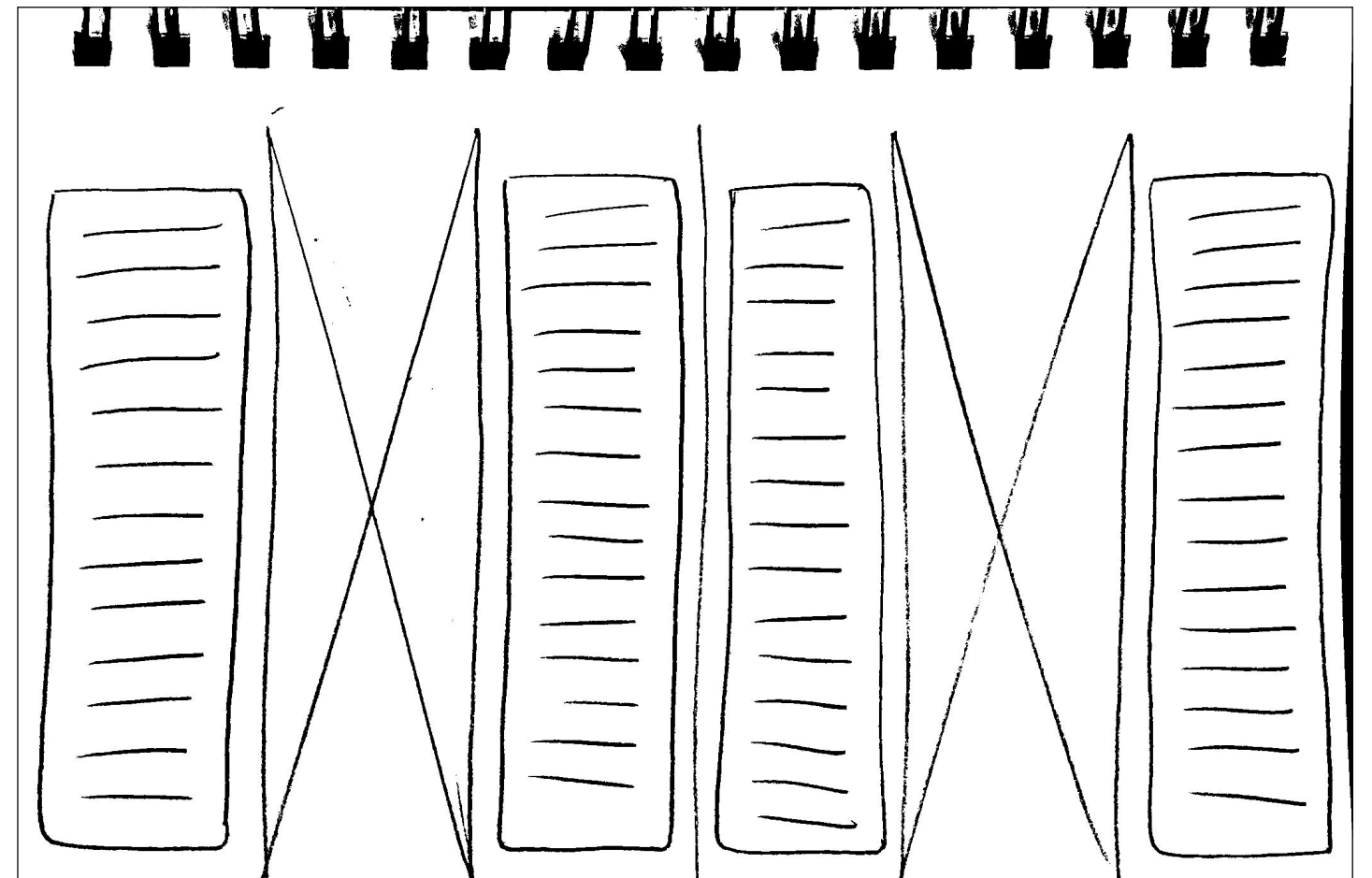
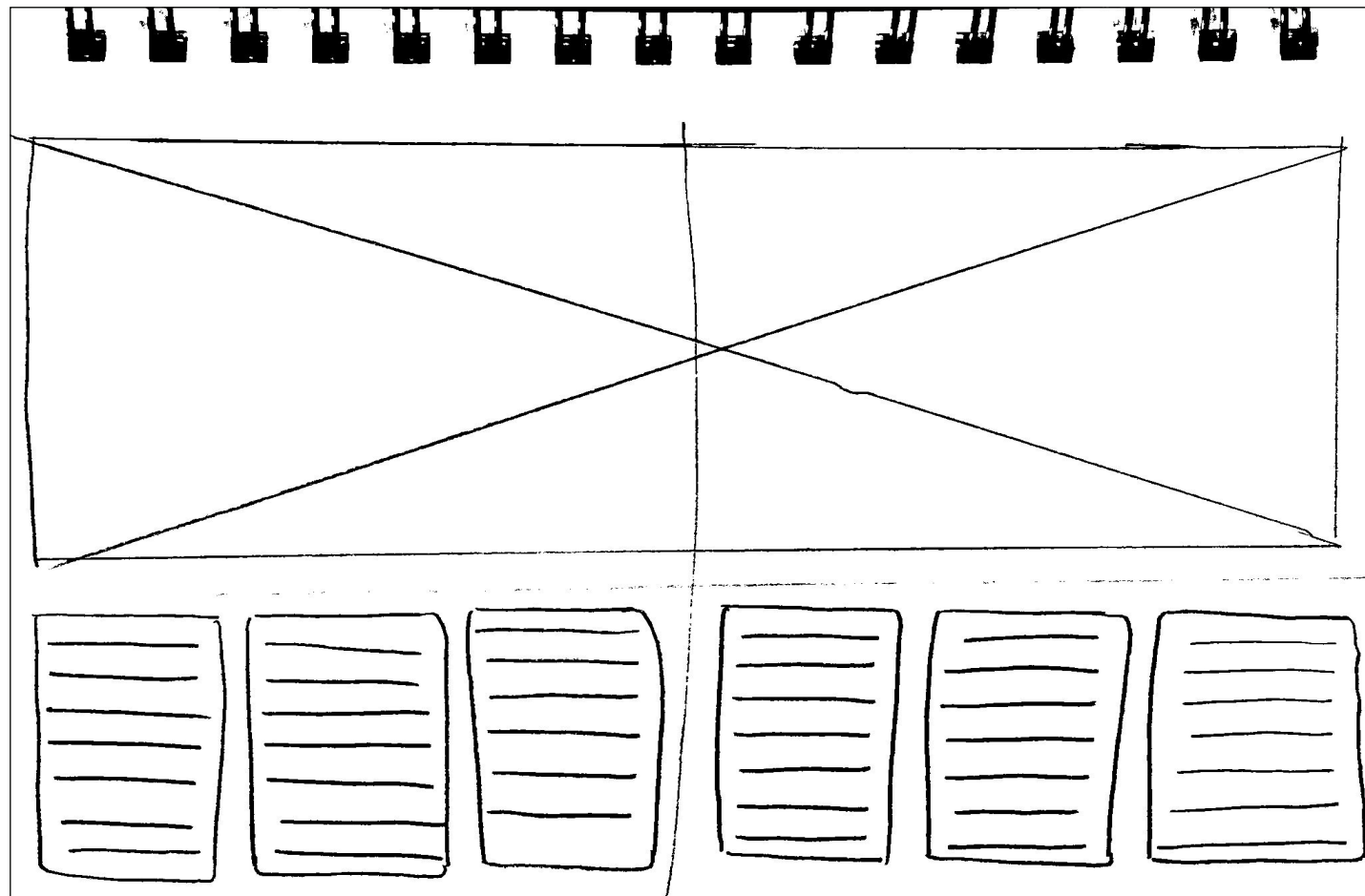
Domestic Violence Against Men Campaign

TARGET AUDIENCE

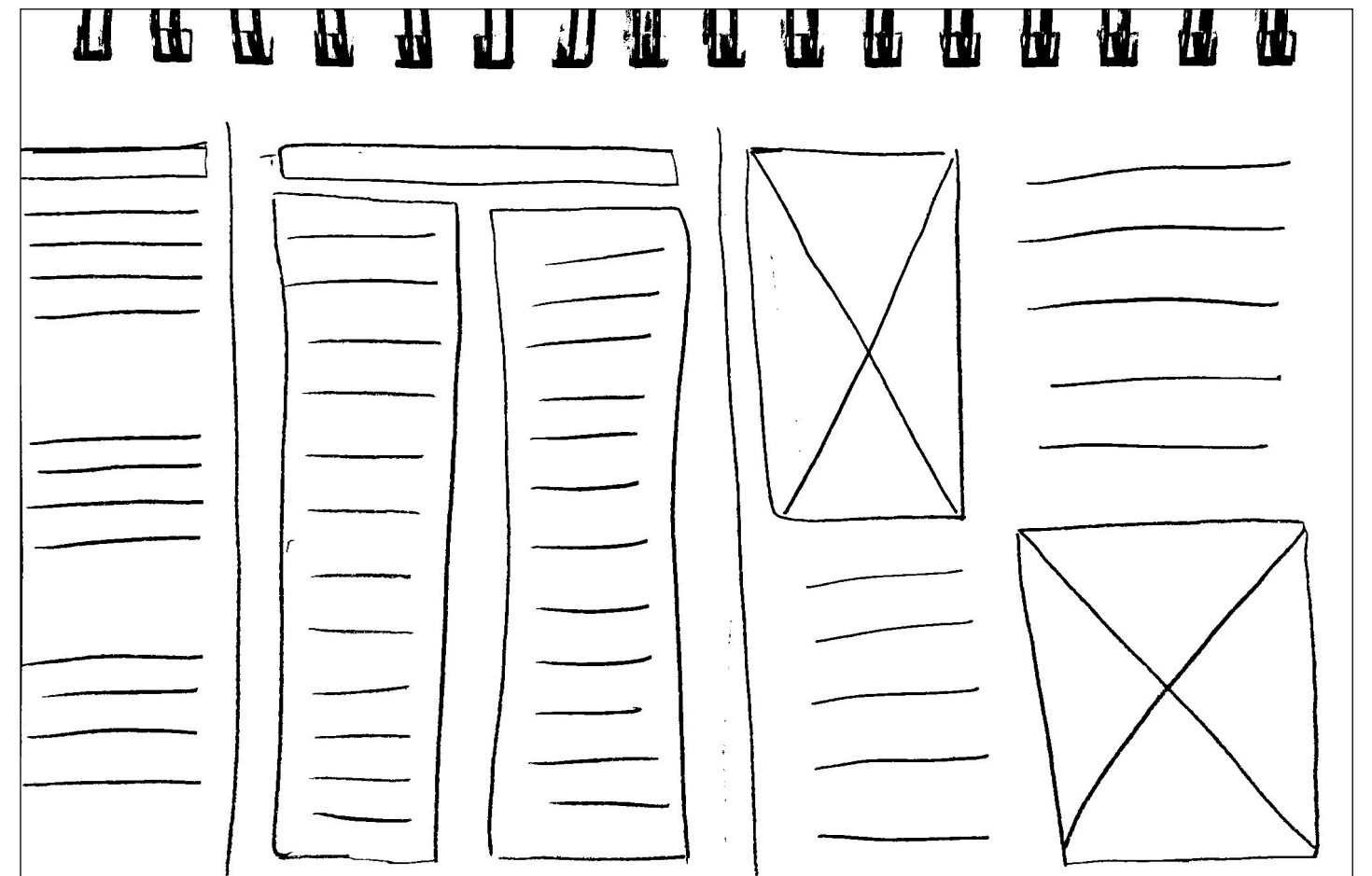
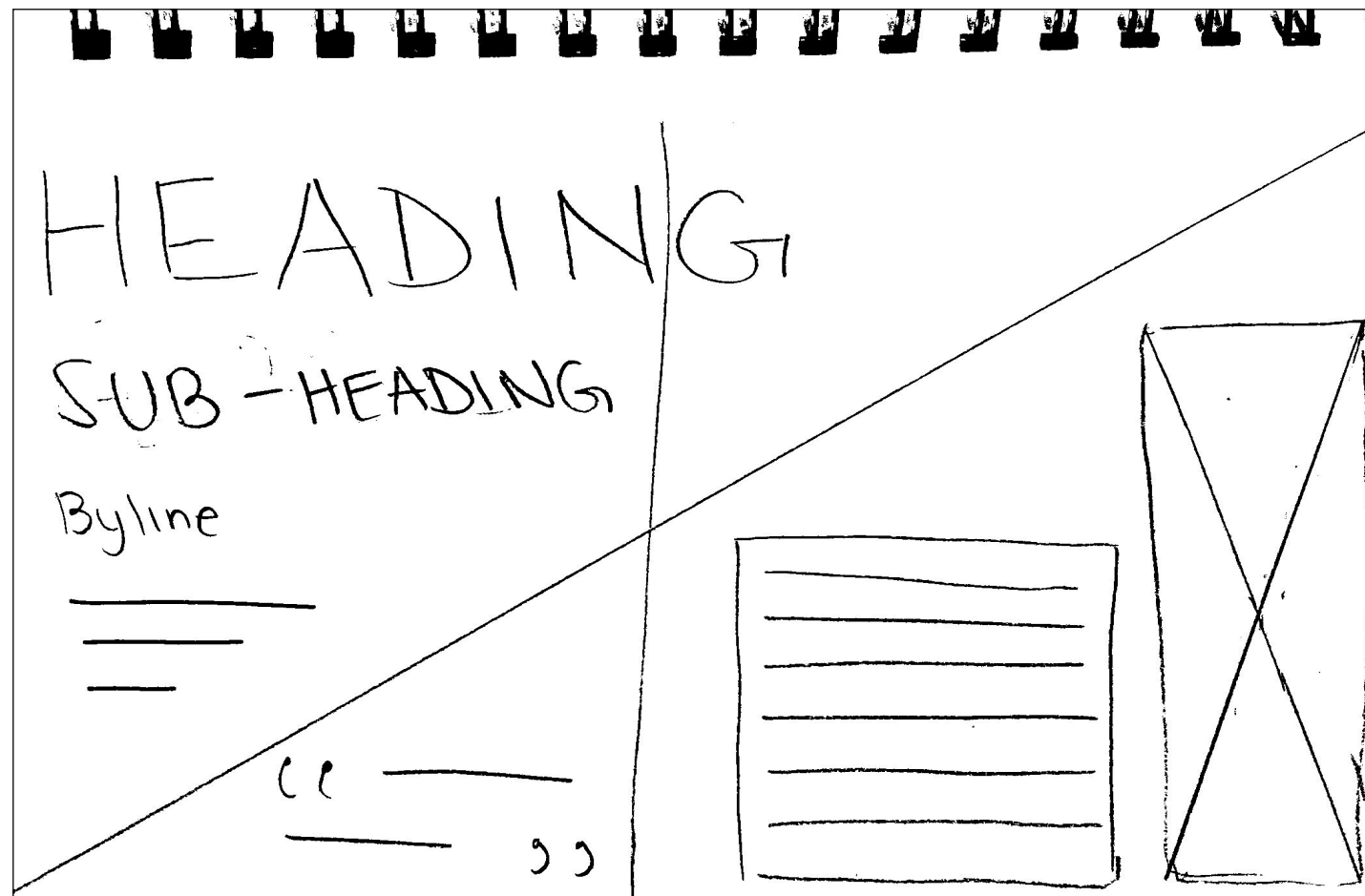
- » The Walrus' media kit shows that their audience consists of well educated, informed, and influential people
- » 55% of their subscribers are female
- » My spreads must prioritize facts and direct imagery that supports and/or builds upon the ideas within the article
- » The content of my article must be relevant and flow well
- » The layout of this feature should be easy to follow and emphasize the evidence within the article

ROUGH LAYOUTS

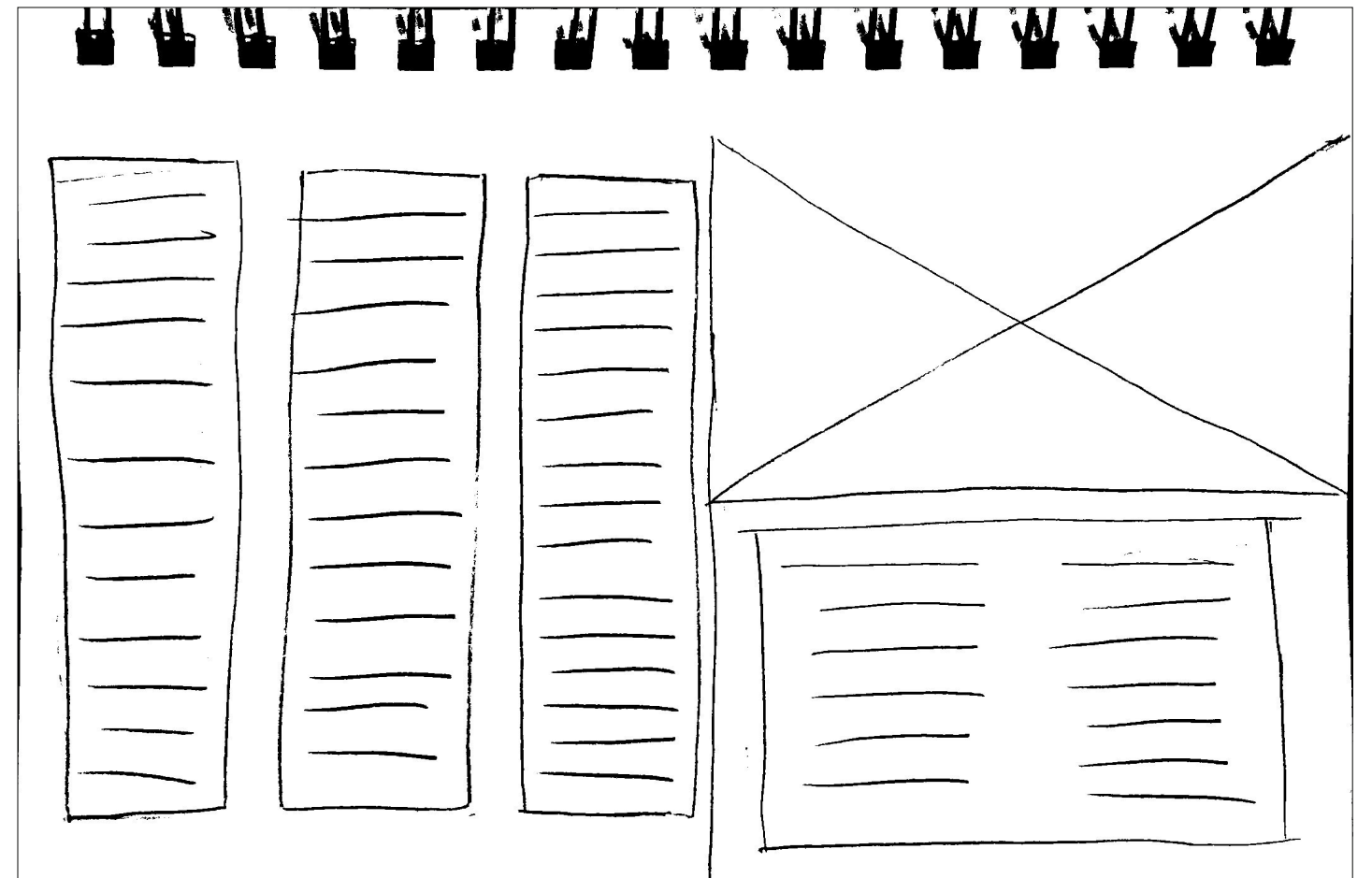
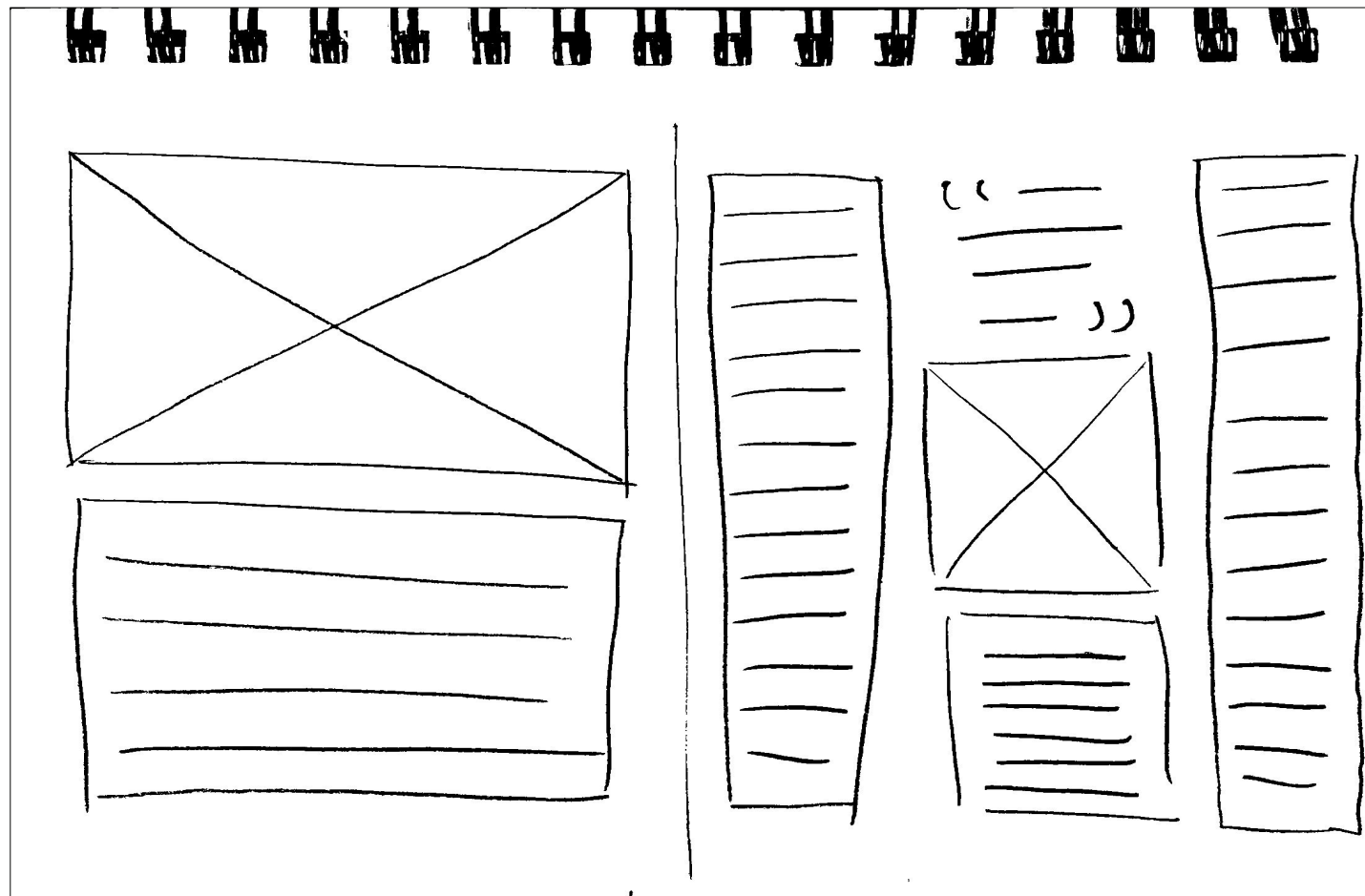
ROUGH LAYOUTS



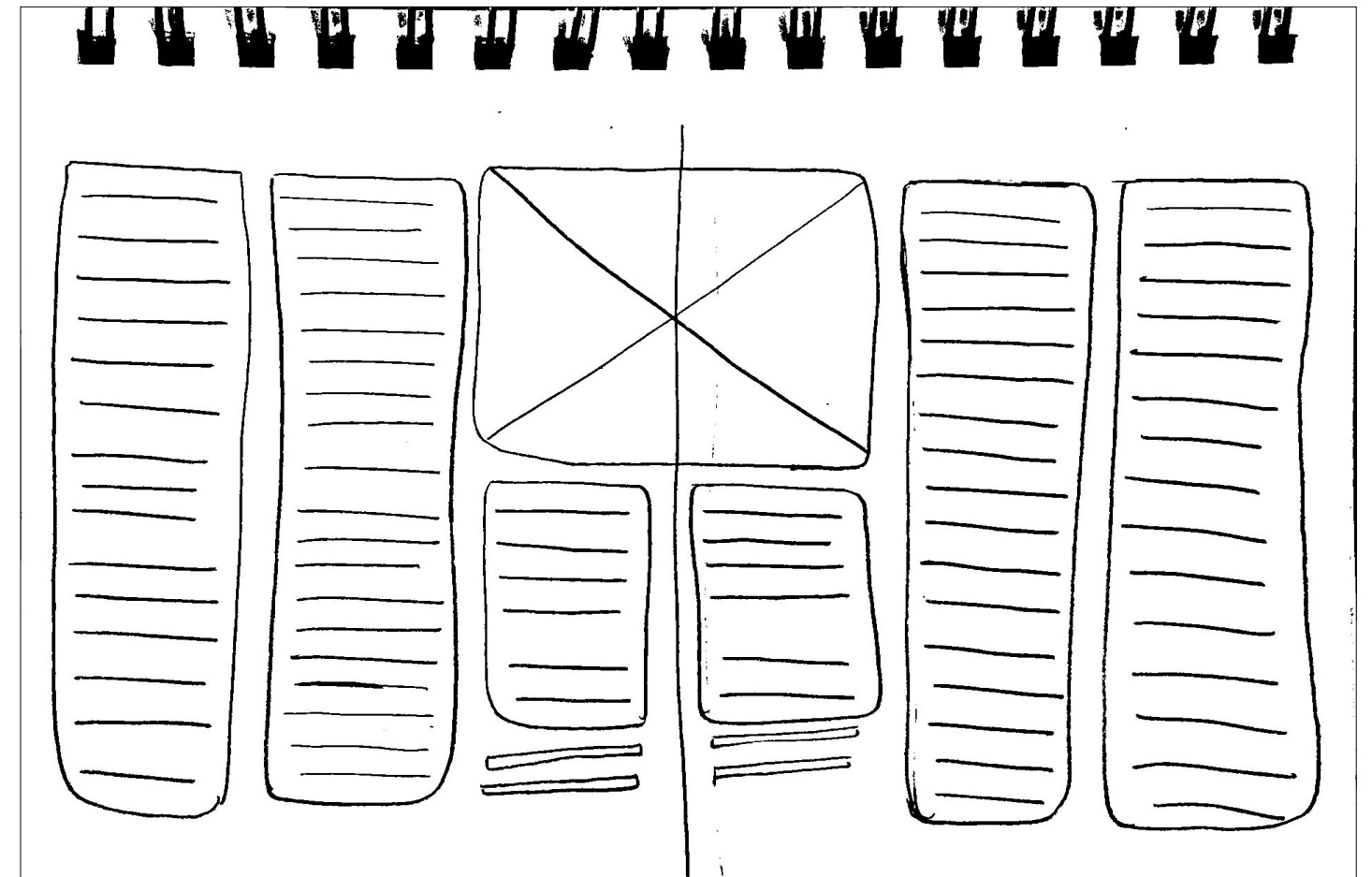
ROUGH LAYOUTS



ROUGH LAYOUTS



ROUGH LAYOUTS



- » I chose to work with this layout system because it appeared to be the most clear and easy to navigate through
- » Might reduce amount of text to make room for infographics

- » There is a good balance between imagery and text and can be altered to accomodate more space for either easily
- » Fits well within Walrus grid structure

DIGITAL LAYOUTS

DIGITAL LAYOUTS I

YOUR IGNORANCE IS VIOLENT.

WHY MUST MEN CONTINUE TO SUFFER DUE TO YOU TURNING A BLIND EYE?

19



“ DOMESTIC VIOLENCE IS OFTEN SEEN AS A MALE PERPETRATOR PROBLEM, BUT EVIDENCE DEMONSTRATES THAT THIS IS A **FALSE PICTURE** ”

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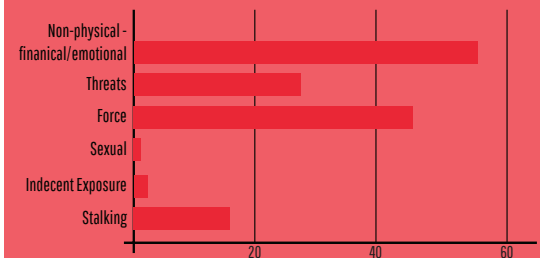
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TYPE OF PARTNER ABUSE - MALE VICTIMS



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SECOND CLASS VICTIMS.

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“ Men are reluctant to say that they've been abused by women, because it's seen as unmanly and weak ”

THE IMPACT

One in four men have experienced some form of physical violence by an intimate partner.

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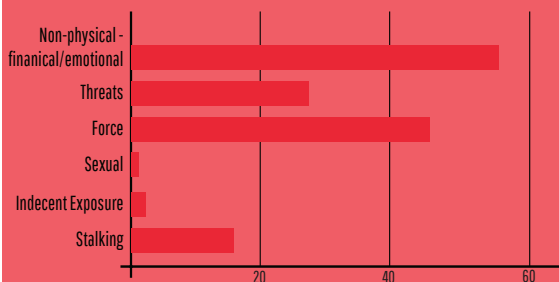
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TYPE OF PARTNER ABUSE - MALE VICTIMS



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DIGITAL LAYOUTS 2

WHEN IGNORANCE TURNS VIOLENT

MEN MUST CONTINUE TO SUFFER DUE TO YOU TURNING A BLIND EYE.

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1 in 9 men experience severe intimate partner physical violence
<https://nash.org/statistics>

DOMESTIC VIOLENCE IS OFTEN SEEN AS A
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THE WALRUS

WHAT DO YOU SEE?

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TYPE OF PARTNER ABUSE - MALE VICTIMS



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THE WALRUS

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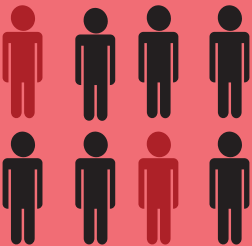
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THE IMPACT

1 in 4 men have experienced some form of physical violence by an intimate partner.

The rising stigma makes them hide out of shame.



19

WHEN IGNORANCE TURNS VIOLENT

THE IMPACT

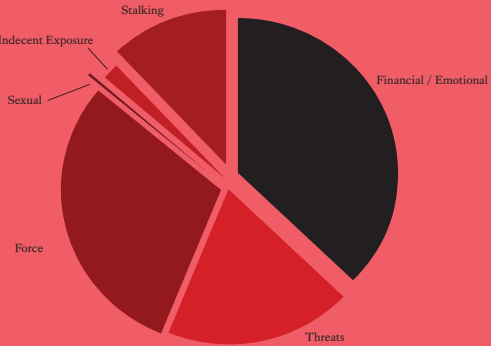
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WHEN IGNORANCE TURNS VIOLENT

TYPE OF PARTNER ABUSE - MALE VICTIMS



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SECOND CLASS VICTIMS

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FINAL LAYOUTS

WHEN IGNORANCE TURNS VIOLENT

MEN MUST CONTINUE TO SUFFER DUE TO YOU TURNING A BLIND EYE.

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EVIDENCE DEMONSTRATES THAT THIS IS A
FALSE PICTURE ”

Though there are so many agencies, units, nurses, doctors, organizations, there still seems to be a lack of services for men involved in domestic violence as well as young boys. Charles Haymes writes that according to a charity in the UK a third of domestic violence victims are male yet only 0.8% refuge beds are reserved for them. With there being 3,600 beds inside of shelters for women, only 20 are for men in all of England. The main concern is that men are not being ensured the safety that they deserve and are given a place like shelters or safe houses to feel protected. Canadian politician Leonard Krog. He shares that the existing male-only shelters in British Columbia are not designed for individuals fleeing domestic violence.

Canadian politician Leonard Krog shared that the existing male-only shelters in British Columbia are not designed for individuals fleeing domestic violence. It is not considered a safe place for men with children to reside in either. According to Krog, many cases of domestic abuse against men go unreported because of the stigma surrounding men and masculinity. A study done by Denise Hines, from Clark University, reveals that many men believe that upon contacting the police, they will be "treated as the aggressors". The information Krog provides in this article presents ideas on why more male-only shelters should be implemented. Dr. Sarah Wallace from the University of South Wales stated that "the issue of under-reporting is even more pronounced

amongst men", and cited the key reason behind this phenomenon was fear of appearing unmanly. This is due to the predominant masculine ideals within societies that make men feel shameful and embarrassed when faced with situations of domestic violence. The Compass programme, supports men to see themselves as victims. Sessions for male victims help validate their experience, and make them recognize that they too can be victims of abuse. The experience of multiple male victims of partner abuse. Throughout these experiences, there is a clear pattern of manipulation, physical abuse, and fear of judgement. This pattern outlines the types of partner abuse experienced by male victims.

2

THE WALRUS - NOVEMBER 2019

WHAT DO YOU SEE?

On Wiley Online Library it is said that in recent studies, men have been found less likely than women to seek help and speak out when encountering problems involving domestic violence. About 25% showed that male victims do not get help. Men have a harder time seeking help due to the perceptions of gender as well as society's expectations towards their financial and physical stereotypes, how men are meant to be able to resolve their own issues.

The main reason behind the disagreement of building more male shelters is because of the statistics. Since the majority of domestic violence victims are not male, they feel that there is no need to focus on such a marginalized group. Police and other professionals are actively not taking male victims of partner violence seriously, making it difficult for these male victims to find shelters. A common misconception is that men do not experience the degree of emotional pain associated with sexually abused women – if a man has pain he is able to handle it alone. Alcohol and drug abuse, family violence, suicide, and social dysfunction are a few of the possible results of sexual(ity) abuse of males when it is not acknowledged and treated. These ideas are only increasing stigma against male victims.

Sexual Abuse is greatly misunderstood – generally it is believed to involve an overt act, an unwilling party, and to be carried out by a male against a female. Although all of this is often true, it is only part of the picture. In order to recognize the reality of sexual abuse and to address the trauma experienced by survivors (and the impact on society) it is important to have a broader definition of sexual abuse and a more global view of who the offenders and survivors are.

Victims and Offenders are increasingly seen as including a broader range of individuals. While it was once believed that a larger percentage of survivors are female than are male, recent studies indicate that the numbers are not as disparate as previously assumed, and abuse of males of all ages is not rare.

Statistics may be misleading if taken at face value: statements such as "...the majority of victims are female..." minimize the extent of victimization of males, or "...offenders are predominately male..." may result in one overlooking female offenders. Statistics have their place, but what is important is that innocent people are being abused, traumatized, and need healing. It is important to be aware of what the media is showing you and ensuring you know how to form your own opinions.

WHEN IGNOREANCE TURNS VIOLENT

INFERIOR VICTIMS.

The idea of a silent population of stigmatized, abused husbands remains a fraught proposition. Many advocates for abused women believe that focusing on abused men detracts from female victims, who are still more likely to be repeatedly struck, injured and killed by their male partners, who are stronger and strike harder than women. On the other end of the spectrum, men's rights activists believe abused men have been underserved in the public discourse and complain that support and shelter programs are geared predominantly toward abused women.

Caught in the middle are the men actually suffering in violent relationships. Outreach workers who help male victims argue that these men are a long-ignored and misunderstood cohort, with few resources or high-profile advocates to turn to.

Male victims do certainly exist, as do women who use violence in their relationships with men. Equal proportions of women and men reported being the victims of spousal violence in the past five years, according to 2014 data from Statistics Canada. A small number of Canadian outreach centres are now tailoring therapy and shelter programs to abused men. The Calgary Counselling Centre, opened its doors to abused men in 2005.

As with female victims, male victims tend to minimize the abuse they've experienced. The outreach program focuses on healthy relationships, interpersonal stress management and safety plans for leaving when there's a risk of violence. "We're trying to help them get inside, to deal with the man who's been really hurt and doesn't want to walk away from a partner that he really cares about," said chief executive officer Dr. Robbie Babins-Wagner.

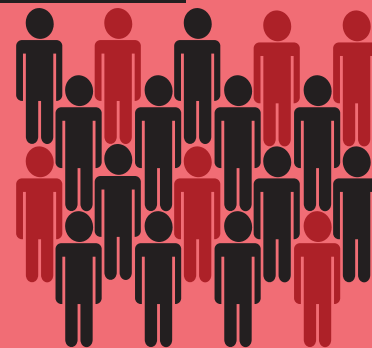
At the Wheatland Crisis Society, a rural shelter outside Calgary, men are welcome right alongside women. Though they sleep in separate bedrooms over a 21-day stay, men and women take part together in programming about relationship red flags, self-esteem and self-care, among other topics. "The camaraderie that happens in the building is remarkable," said chief executive officer Wanda McGinnis.

Male victims were nearly four times more likely than female victims to be hit with something, according to the latest data from Statistics Canada, which also found that these men self-reported cuts, scratches and burns more often than abused women. Unlike male abusers, female abusers will often quickly and remorsefully admit exactly what they did to a partner, feeling deep shame and intense self-hatred for themselves.

THE IMPACT.

1 IN 4 MEN HAVE
EXPERIENCED SOME FORM
OF PHYSICAL VIOLENCE BY
AN INTIMATE PARTNER.

THE RISING STIGMA MAKES
THEM HIDE OUT OF SHAME.

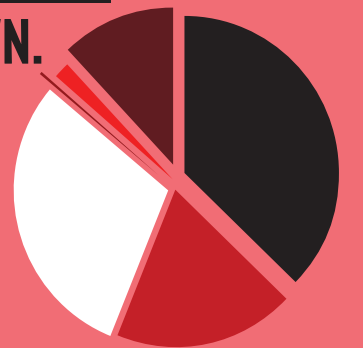


3

THE BREAKDOWN.

TYPES OF PARTNER ABUSE
TOWARDS MALE VICTIMS:

FINANCIAL/EMOTIONAL - 57%
STALKING - 18.1%
INDECENT EXPOSURE - 2.4%
SEXUAL - 0.5%
FORCE - 45.7%
THREATS - 28.7%



4

- » I chose to work with these layouts as I felt they flowed well and the use of colour added to the imagery being used
- » There is a visually pleasing balance between both pages of the spread

- » The infographics provide important information while still fitting into the theme of the spread, and also work well with the imagery
- » The font choices create a clear, strong hierarchy that is easily readable

PROCESS BOOK

END.