Inclusive Branding Strategies for Male-Identified Survivors of Domestic Violence

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Abstract

The best practices for branding strategies that are inclusive to male-identified survivors were identified in this qualitative study through semi-structured interviews with leaders from six domestic violence agencies across the United States. Four of these agencies represented traditional domestic violence agencies, and two of these agencies represented specialized agencies with expertise in providing services to non-traditional survivors. The strategic implementation of 1) inclusive language, 2) visual diversity, 3) community outreach, and 4) communication channels emerged as best practices in branding in an inclusive way for male-identified survivors. The implementation of these best practices can help domestic violence agencies create an inclusive environment for male-identified survivors, and would contribute to a paradigm shift in how domestic violence is viewed.