

WHAT DOES THE LOGO MEAN?



A guide to promoting & having conversations about the J9 Initiative

Our goal is for the J9 purple heart to become a widely recognised and trusted symbol within our community. Once you have completed **Alpha Vesta's J9 Domestic Abuse Awareness Session** you may, as an individual, display your **J9 Certificate** or use the **J9 E-mail Banner**. Organisations that become an accredited **J9 Safe Space**, may display the materials provided within the **J9 Toolkit** at their premises, wear **J9 Pin Badges** and proudly display their **J9 Safe Space Accreditation** which will require revisiting after two years.

To support you in promoting and communicating about the initiative, we recognise the **importance of using different language** depending on your audience and the fact that many people who have or are experiencing Domestic Abuse, do not identify with the term itself. Building trust within the communities you serve therefore requires careful consideration of the words and phrases used, compared with promoting your organisation's commitment and support of the initiative.

We recommend considering both direct and indirect communication styles, depending on your audience:

Direct Communications

This approach can be used for the delivery of clear messages without ambiguity, in order to highlight exactly what you want to achieve in promoting the initiative.

The J9 Initiative is designed to raise awareness and enhance understanding of domestic abuse and the impact it can have on individuals, families and workplaces. It aims to build confidence and equip people with the skills to recognise early warning signs, confidently respond and refer to specialist support services at the earliest opportunity.

J9 is more than just a logo; it is named in memory of Janine, who tragically lost her life following a prolonged period of domestic abuse. Her family aims to prevent similar tragedies from happening to others.

Indirect Communications

This softer approach, uses subtle language to build trusted relationships with those you may engage with or the community you serve. It does not mention the term 'domestic abuse'

The J9 Initiative encourages kind, non-judgemental conversations to help people feel seen, heard and supported. It helps individuals and communities better understand when relationships or family situations don't feel right, or when someone may be struggling with the behaviour of a loved one or a person they were once close to.

Wherever you see the J9 logo, it means the person or organisation has completed training to offer a supportive listening ear, with knowledge of support services they can signpost to if needed.

Accredited J9 Safe Spaces also provide helpful resources and access to a phone for private or urgent calls, if required.