

WHAT DOES THE LOGO MEAN?



A guide to promoting & having conversations about the J9 Initiative

Once you have completed Alpha Vesta's J9 Awareness Session you may as an individual display your own Certificate of Attendance or utilise the J9 E-mail Banner. For those that become an accredited J9 Safe Space, you are able to display at your premises the contents of your J9 Toolkit, wear your J9 Pin and proudly display your J9 Safe Space Accreditation.

The goal is for the J9 purple heart to become a widely recognised symbol within our community. When someone asks '**What does the heart mean?**' here are two approaches you can consider when communicating and discussing the initiative either within your organisation or directly with members of the community:

1 Direct

This approach can be used for the delivery of clear messages using straight forward language, avoiding ambiguity, and highlighting exactly what you want to achieve in promoting the initiative.

2 In-Direct

This approach is gradual, using gentler and more subtle language, to build trusted relationships with those you engage with and create longer term awareness within the community you serve.

We know that most people that maybe experiencing Domestic Abuse, do not identify with the term, therefore in order to build trust within the community you serve, a softer, gradual approach to conversations can be more beneficial; whilst a more direct approach maybe needed to communicate within your organisation on what you are wanting to achieve. **Examples are shown below:**

Direct Communications

Used to promote the initiative either internally or externally as an organisation

The J9 initiative is dedicated to raising awareness and enhancing understanding of domestic abuse. Its goal is to build confidence and equip people with the skills to recognise early warning signs and reach out to those people in need at the earliest opportunity, guiding them to the appropriate support services.

J9 is more than just a logo; it honours a person named Janine. Sadly, she lost her life at the hands of her ex-husband after enduring a prolonged period of domestic abuse. Her family aims to prevent similar tragedies from happening to others.

In-Direct Communications

Softer, gradual approach based on the community you serve or in person conversations with clients or customers

'Wherever you see the J9 logo, means that the individual or organisation has undergone some awareness training to offer a supportive listening ear, understanding and guidance to services that can assist anyone that is struggling with the behaviour of a loved one, whether it involves a current or former partner or current or former family member.'

Accredited J9 Safe Spaces also offer access to valuable resources and a phone for making private or urgent calls.