WE ARE TEAM CULTURAL NORM

Alexia Cohen
Kevin Cook
Will Crum
Jiani Lin
Antriksh Nangia
Teng Yu
Wearable campaign
How did we get here?
How might we establish a new cultural norm that a woman veteran is also a veteran?
• Primary, secondary resources
• 10 expert interviews
• 27 intercept interviews
• 25 survey responses
People would say, “you’re too pretty to be a vet!”

Kelly Kennedy veteran

We need more female generals. The more women in combat the more women we will have in higher ranks.

Desree Valentine veteran

Men wear vet gear, women don’t. Female vets don’t associate.

Lois Katz VA physician

I want to be portrayed as strong and capable, like I did my job well...I don’t want to be perceived as a victim.

Michelle Dallochio veteran

The first time someone publicly acknowledged [my service], I broke down.

Kelly Kennedy veteran
Desree Valentine: veteran

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Civilians are ignorant of the military—especially its women.

Structural barriers in the military keep women from getting equal recognition.

The media portrays women vets as victims, not as heroes.

Women are less likely to project their veteran identity than men.

Women vets want to be recognized and honored—just like their male counterparts.

How might we use the public’s curiosity to deliver better info about women veterans?

How might we draw attention to the roadblocks to women’s equality in the military?

How might we invert the media’s portrayal from victims to rockstars?

How might we empower women to willingly express their veteran identity?

How might we show women veterans the recognition they want and deserve?
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Men
War Hero
Injured Male Veteran

Women
Poor Her
Injured Female Veteran

How Veterans Are Portrayed
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Men

How Veterans Identify

Women
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Proposal 1
Wearable campaign
What is it?

A physical emblem that signifies that the wearer identifies with the following statement:

The service and sacrifices of women veterans are equally significant to those of their male counterparts. I stand with veterans—women vets included—in their search for recognition and fair treatment.
How does it work?

friends + family

general public

charitable VSOs

veterans

social media (Facebook, Twitter, Instagram)
Who is it for?

- Women veterans
- Men veterans
- Friends and family
- General public
Angelina Sten - broektongolkka 1h
So THIS finally arrived, representing my pride. Can't wait to share my story with the world. #sheserved #WomenWhoRock

Fiona - cook
So proud of my aunt for her journey as a marine then as a veteran. Enlightened at the gallery show today. #sheserved #empowered #respect
#SheServed

We believe that every veteran deserves recognition for their service. She Served provides a platform where women service members stories and achievements can be shared and celebrated.

- New York, NY
- https://sheServed.com
- Joined December 2016
- Born on December 17, 2016
- 1,004 Photos and videos

Tweets

- The #sheServed merchandise. Wear em to support our women vets. Some proceeds go to charity.

New to Twitter?
Sign up now to get your own personalized timeline!

Who to follow
- Capital Crossing
- @TheRealStart
Why?

- Build awareness of an underserved, under-appreciated community
- Shift and build public perception of who veterans are
- Contribute funds to organizations that help house, feed, and employ women veterans in need
“Are you waiting for your husband?”

Military women face a unique set of challenges, during and after active duty. One of the most common ones? Not being recognized as a veteran in the first place—even at the VA.

For more information on women veterans and their stories visit www.sheserved.org.
“But you’re too pretty to be a veteran!”

Military women face a unique set of challenges, during and after active duty. One of them? Most people assume that a feminine woman must not be a veteran.

For more information on women veterans and their stories visit www.sheserved.org
"I don't know, 3%?
It can't be that much..."

Most of us know very little about the military and the women who serve in it. In reality, over 3% of the active US military is women. The number increases every year. Be aware, be respectful.

For more information on Women veterans and their stories visit: www.womeninuniform.org
Proposal 2
Dear Veteran,

We believe that every veteran deserves recognition for their service. She Served provides a platform where women veterans, active duty troops and reservists' stories and achievements can be shared and celebrated.

If you know a woman veteran or service member, send us a story about what makes her outstanding. By sharing her story, you will help others find their own voice and show the civilian public the incredible things women do for this country every day.

Select stories will be posted on our blog. You can sign your name or remain anonymous  — just be sure to get your veteran’s permission before including her name. Details about branch, occupation or rank are appreciated but not required. All stories will be considered.

We invite you to join the project today.

Know an outstanding woman veteran?

Tell a story of a defining moment.

Use the other side as a canvas for her story.

SheServed Project - PoD
136 West 21st st. 7th floor
New York, NY 10011

For more information and to see the stories, visit www.sheserved.org

#SheServed
The SheServed postcard stories project provides a platform where women servicemembers’ stories and achievements can be shared and celebrated.

Vets are sent blank postcards and are invited to respond with a defining story about an outstanding woman veteran they know. The SheServed team curates submissions and publishes select stories.
How does it work?

friends + family

VA

VSOs

veterans

general public

friends + family
How does it work?

friends + family

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friends + family
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Share your story

Stories worth spreading
Who is it for?

• Women veterans
• Men veterans
• Friends and family
• General public
YOUNG GIRL ATTENDING GALLERY SHOW, BUYING BOOK
YOUNG GIRL ATTENDING
GALLERY SHOW,
BUYING BOOK
#SheServed
A postcard exhibition of stories about women veterans
YOUNG GIRL ATTENDING GALLERY SHOW, BUYING BOOK
Why?

• Leverage military’s team-first mentality to get vets to celebrate their peers

• Empower women vets by showcasing their accomplishments and appreciation

• Get stories in front of a larger audience by leaning on men vet allies
She served.
Hear her story.

Visit www.sheserved.org to read the stories and learn how you can become part of the movement.
Now what?
Next steps

Identify the right partners to bring each concept to life.

**Helping vulnerable vets**
- Women Veterans Interactive
- Team RWB
- The Mission Continues

**Outreach and story collection**
- The Women’s Memorial
- American Legion
- Veterans of Foreign Wars
- IAVA
Challenges

What might get in our way?

**Wearable campaign**

- Become more than a gesture
- Overcome the belief that combat experience is what defines a veteran

**Postcard stories**

- Reach a critical audience size
- Create awareness of the content
Solution

Wearable campaign

- Become more than a gesture
- Overcome the belief that combat experience is what defines a veteran
- Campaign targets an audience beyond vets
- High-visibility of symbol drives more eyes to stories

Postcard stories

- Reach a critical audience size
- Create awareness of the content
- Engages with subject on a deep, human level
- Stories showcase the varied types of military contributions women make
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Sign up now to get your own personalized timeline!

Sign up

Who to follow
- @CapitalCrossing
- @SheServed
- @TheRealSteele

The #sheservedmerchandise. Wear em to support our women vets. Some proceeds go to charity.
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Thank you.