

## Tip Sheet for Raising Awareness Responsibly

### When Raising Awareness in General

- Do recognize and disclose our own limits with regards to the topic you're discussing
- Do your research, use reliable resources that are at your disposal and that give a voice to the populations you are speaking about
- Do ask yourself if your activity/message can be perceived as speaking on behalf of others rather than acting as an ally
- Do remember that the language we use is very important. Use empowering language, and be deliberate about the words you use and reflect upon how they may be interpreted.
- Do recognise that your own ethical stance, values, and understanding may differ from those you engage with
- Do maintain the privacy and right to anonymity of beneficiaries
- Do learn from criticism and differences in opinions, and see them as learning opportunities. Remain professional and respectful in your responses **(remember that you are also the face of WUSC)**
- Do be aware of existing stereotypes and be cautious not to reinforce them (the goal is to breakdown stereotypes, not enforce them)

### When Planning and Event

- Do recognize and stress the diversity of experiences and remember that "There is no one, single story"
- Do solicit input from variety of groups/individuals, and collaborate

### When engaging with the Media

- Do see the media as allies
- Do prepare an info kit with facts and key messages for the media
- Do know what you are/are not willing to compromise on

