



*Sister Safety Workshop*

# Welcome!

**Independent DAMSEL PRO®**



*The Damsel Mission*

**Equip...** women with the tools to protect themselves and their loved ones

**Empower...** women today to be confident and safe in today's world

**Educate...** women on national statistics while teaching them how to effectively carry and use their self-defense products

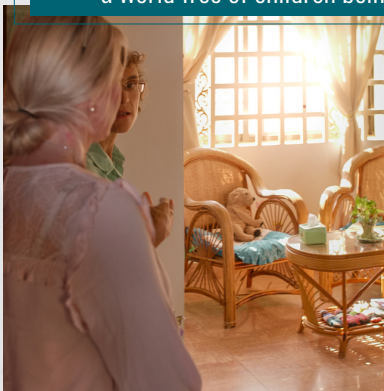
**Independent DAMSEL PRO®**

# Trigger Warning

This presentation contains information on and about violence against women and college-aged women. Including but not limited to stalking, sexual assault, rape, physical abuse, domestic violence, and abuse. Please feel free to exit the room if needed at any time.

Independent DAMSEL PRO<sup>®</sup>

OUR VISION FOR TOMORROW IS  
a world free of children being trafficked into the sex trade



THE  
**Damsel**  
HOUSE PROJECT<sup>®</sup>

Independent DAMSEL PRO<sup>®</sup>



# Change the statistics with Damsel

1 *M* 5  
Women  
are survivors of rape

College-aged women are  
4 *Times*  
More likely to be assaulted

A violent crime occurs  
*Every*  
26 SECONDS

1 *M* 3  
Women  
experience domestic violence  
from their partners

70%  
of sexual assaults occur before  
the age of 17



## Safety Tips

### SITUATIONAL AWARENESS = RISK REDUCTION

- Be aware of your surroundings
- Be off your phone and keep your eyes up and alert
- Notice who's around you. Check your 6
- Watch how people are behaving
- Have a plan and a back up plan



## Safety Tips

### MINDSET

- Have a warrior mindset: "my life is worth the fight."
- Stand and walk with confidence and make eye contact with people.
- Have protection in your hand and be prepared, not scared.
- The best protection any woman can have is courage.

Independent DAMSEL PRO<sup>®</sup>



## Safety Tips

### BE A HARD TARGET

- Verbal and non-verbal language should be strong and confident.
- Send a strong message of "NO."
- When you go out with your girlfriends, come home with them, too.
- Your posture should say "I'm strong and in control."
- It's okay to appear not nice.

Independent DAMSEL PRO<sup>®</sup>



## Safety Tips

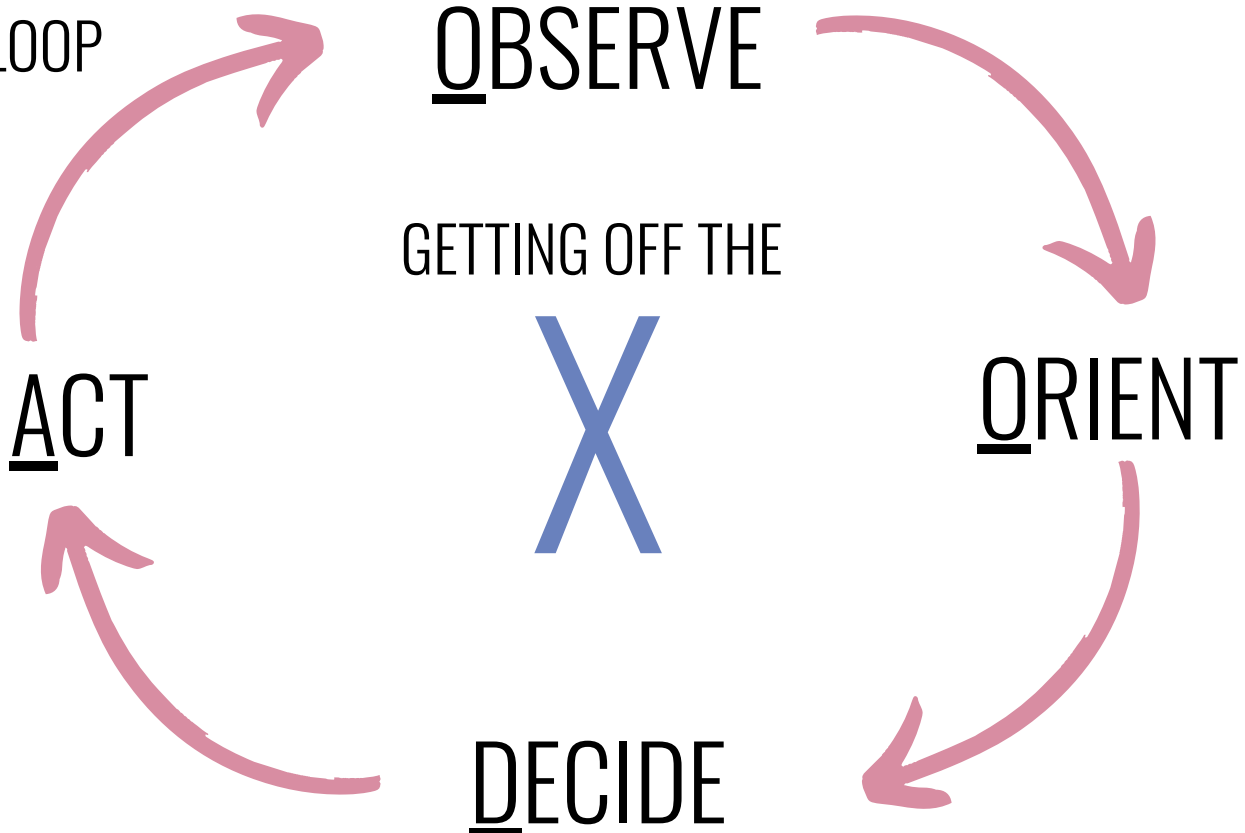
### WHAT DOES THE RESEARCH SAY ABOUT WHAT STRATEGIES ARE EFFECTIVE IN AVOIDING SEXUAL ASSAULT

- Women who used non-forceful verbal strategies (crying or pleading) were assaulted 96% of the time.
- Forceful verbal strategies (loud screaming) were associated with rape 44-50% of the time.
- Running or attempting to flee was effective 85% of the time.
- Forceful physical resistance was an even more successful strategy. Completed rapes dropped to 14% when a rapist was met with physical force. Striking was more effective than pushing or wrestling.
- Women who used knives or guns in self-defense were raped less than 1% of the time. Defensive use of edged or projectile weapons reduced the rate of injury to almost zero.

References: Zoncha-Jensen & Coyne, 1993; Quines & Upfold, 1985; Bart & O'Brien (1985); Kleci & Sayles, (1990)

Independent DAMSEL PRO<sup>®</sup>

OODA LOOP





## Safety Tips

- If someone says or does something that is wrong, repeat what they have said or done LOUDLY so that other people hear.
- This might embarrass them and cause them to back away.
- No pony tails.
- No headphones or earbuds.
- Park in different locations.
- Lock your doors.
- Take different routes and times. Beware of your routines.

Independent DAMSEL PRO<sup>®</sup>



## Safety Tips

### DRINK RESPONSIBLY

- If you chose to drink or use legal drugs do so with people that you trust.
- Get to know how alcohol affects you and your body.
  - On an empty stomach, low sleep, menstruating, etc.
- Never accept an open drink from anyone.
- Know that alcohol and drugs lower your inhibitions and can affect your judgement.
- Know that you can't legally give consent under the influence of alcohol and drugs.

Independent DAMSEL PRO<sup>®</sup>



## Safety Tips

### CONSENT

- What does consent look like?
  - Communicating every step of the way.
  - Consent is clear and an enthusiastic yes. If someone seems unsure, stays silent, doesn't respond, or says "Maybe..." then they aren't saying "Yes!"
  - Consent can be taken away at any point.
- What does consent not look like?
  - Assuming that attire dictates flirting, accepting a ride or a drink is consenting to anything more.
  - Saying yes (or saying nothing) while under the influence of drugs and alcohol.
  - Saying yes or giving into something because you feel too pressured or too afraid to say no.

Independent DAMSEL PRO<sup>®</sup>



## Safety Tips

### DATE RAPE

- Rape is not always a violent act. It can be committed by someone you know and trust. This can include physical and/or emotional persuasion.
- If you say "no" but the person doesn't respect your wishes and talks you into something that you don't want, it's rape.
- Trust your instinct. If a situation doesn't feel right GET OUT.
- Drugs such as Rohypnol, GHB, GBL and Ketamine may look like pills, liquids or powders. Often date rape drugs have no color, smell or taste when added to food or a drink.
- This is why it's important to know what you are consuming and how it typically affects you.





## Safety Tips

### CONSIDER REPORTING

- It is not your fault you were raped, assaulted or violated.
- If a friend is not comfortable reporting- support them and don't pressure them. Reporting should be a fully consented action.
- Look into what services are available on campus such as support and counseling.
- Support your friends by listening and believing them and get them help if they want it.
- Be aware that some university staff and faculty are mandatory reporters.

Independent DAMSEL PRO<sup>®</sup>



## Safety Tips

### LEVEL THE PLAYING FIELD

- Listen to your gut instinct. This is your first line of defense.
- A weapon is your second line of defense and can stop an attack by being a deterrent. Fire off your stun device, hold a pepper spray in your hand ready to use and let the assailant know you will use it.
- Having personal protection can give you valuable seconds to get away.
- This is the importance of layering your protection.

Independent DAMSEL PRO<sup>®</sup>

## Safety Tips

### HEALTHY VS. UNHEALTHY RELATIONSHIPS

- Mutual respect and equality.
- No one should try to control the other (that's how domestic violence starts).
- The person starts to manipulate you and alienate you from your family and friends.
  - This is the first sign of domestic violence. Trust your friends and family when they don't like the person you're dating.
- Jealous or possessiveness, threatening you, or intimating you are dynamics of an unhealthy relationship.
- You should be happy in your relationship and not be controlled or manipulated.
- Define your boundaries clearly. You are in charge of your body.

Independent DAMSEL PRO<sup>®</sup>

## Stun Devices

**STUN  
&  
RUN!**



Independent DAMSEL PRO<sup>®</sup>

# Sock it Slims

## FORCE MULTIPLIER



Independent DAMSEL PRO®

## STRIKING POINT LOCATIONS

**HIGH** Potentially Lethal  
**INTERMEDIATE**  
**LOW**

Disclaimer: Damsel in Defense products are intended for self-defense use only and must be used in accordance with the laws of your individual jurisdiction.





## Breakaways

**MAKE YOUR SAFETY PRODUCTS EASILY AVAILABLE**



Independent DAMSEL PRO®

## Pepper Sprays

**SPRAY & GET AWAY**  
**GPS TRACKING**



Independent DAMSEL PRO®



## EFFECTS OF UV DYE

UV dye in our pepper spray makes sure the police can identify your attacker.

Independent DAMSEL PRO<sup>®</sup>



*Carry Damsel  
with Confidence*

**We stand BY you and  
BEHIND our products.**



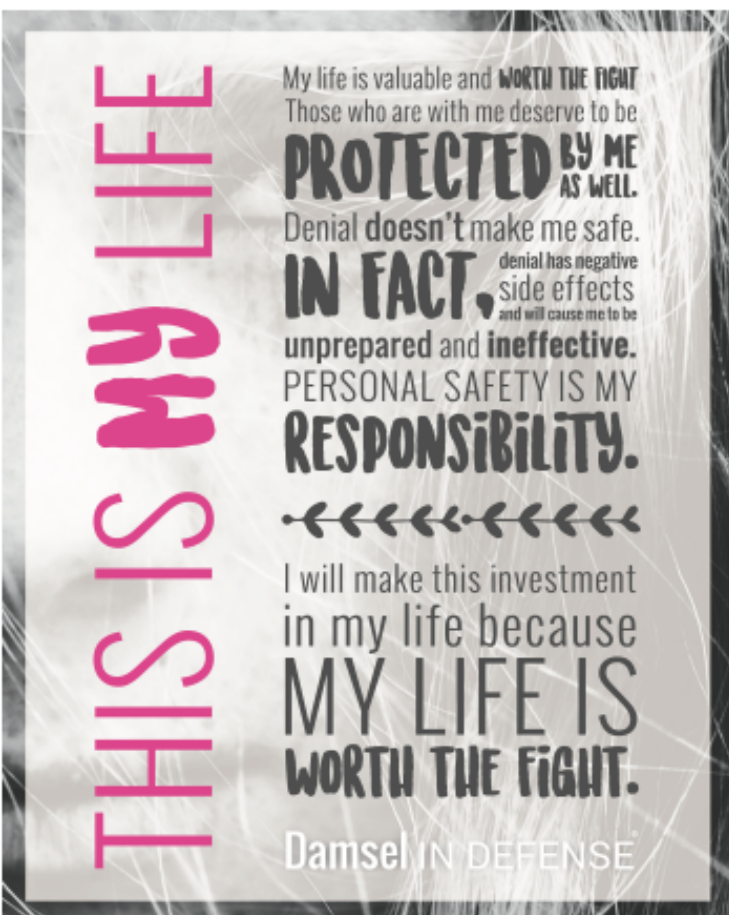
Independent DAMSEL PRO<sup>®</sup>



# Host a Warrior Workshop

**Book your own Warrior  
Workshop today for all your  
friends and family who aren't  
here to learn what you just did.**

Independent DAMSEL PRO<sup>®</sup>



# Warrior Creed

Independent DAMSEL PRO<sup>®</sup>





*We need you*

## JOIN OUR MISSION

- There are enough sex offenders to cover every square mile in the United States.
- The more Damsel Pros the more people that are protected.
- Think of who you know and who you come across daily.
- Earn extra income while helping others be safe.
- Help us save lives and change lives forever.

Independent DAMSEL PRO<sup>®</sup>



**\$10**  
Virtual  
Kit

### Educate Start Kit includes:

Your virtual office & access to training with all the Damsel Pro Perks.

Damsel Pro Perks:  
25%-30% commission, cash bonuses, team bonuses, exclusive incentives & more

Damsel IN DEFENSE

# A DECADE OF DAMSEL

WE'RE CELEBRATING OUR 10TH DAMSELVERSARY  
WITH OUR BEST JOIN OFFER EVER!



## UPGRADED KIT

- PROTECTED PEPPER WITH SHIELD TECHNOLOGY OR TRIPLE THREAT BUNDLE
- LITTLE RINGER STUN DEVICE OR MULTI SHAY BACKPACK
- HEAR A PIN DROP ALARM OR PEPPER SLAY SPRAY
- ROAD TRIP EMERGENCY AUTO TOOL
- HANG UP UNIVERSAL PRODUCT MOUNT
- SOCK IT SLIM STRIKING TOOL
- POM ARM CANDY DISABLE PIN BRACELET
- DAILY HYPE ENERGY DRINK
- BREAKAWAY BASIC LANYARD
- DAMSEL BUMPER STICKER
- COLLECTOR 10TH DAMSELVERSARY STICKER
- BONUS WEAR YOUR WARNING SHIRT!

EQUIP KIT \$119  
(\$350+ VALUE)

## BEST SELLERS KIT

- LITTLE RINGER STUN DEVICE OR MULTI SHAY BACKPACK
- HEAR A PIN DROP OR PEPPER SLAY
- ROAD TRIP AUTO EMERGENCY TOOL
- HANG UP UNIVERSAL PRODUCT MOUNT
- SOCK IT SLIM STRIKING TOOL
- POM ARM CANDY DISABLE PIN BRACELET
- DAILY HYPE ENERGY DRINK
- BREAKAWAY BASIC LANYARD
- DAMSEL BUMPER STICKER
- COLLECTOR 10TH DAMSELVERSARY STICKER
- BONUS WEAR YOUR WARNING SHIRT!

EMPOWER KIT \$79  
(\$250+ VALUE)

## DIGITAL ENROLLMENT

YOUR VIRTUAL OFFICE AND ACCESS TO  
TRAINING WITH ALL THE DAMSEL PERKS.

EDUCATE KIT \$10  
(\$20 VALUE)

Thank you for attending



**YOUR LIFE IS WORTH PROTECTING**

Independent DAMSEL PRO