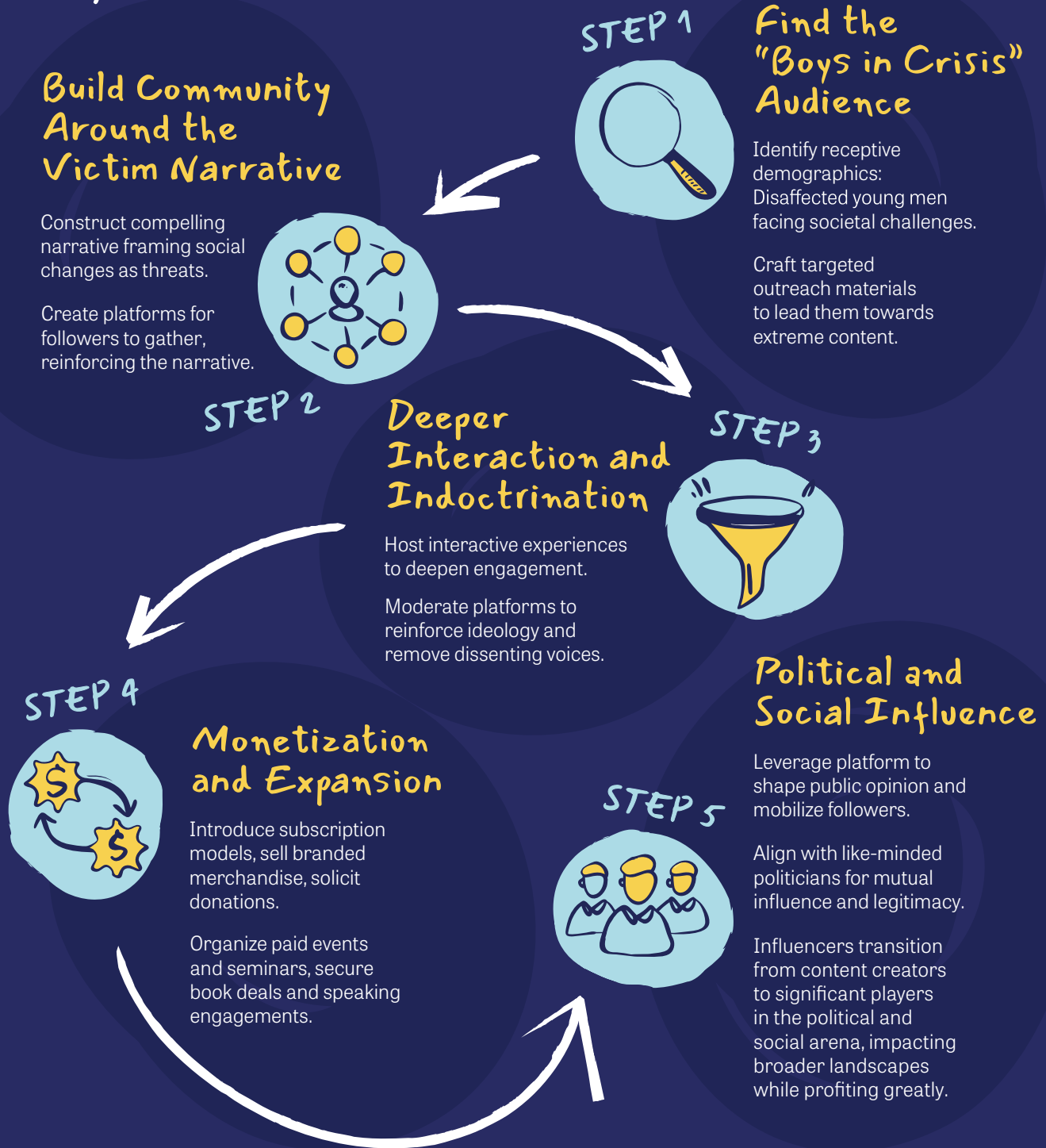


# WHAT IS THE PLAYBOOK OF EXPLOITATIVE BACKLASH ACTORS?

Why and how "backlash" sells



# WHAT CAN BE DONE?

Toward a new playbook

## Listen First and Foster Critical Thinking

Engage in open-ended conversations.

Hone boys' critical reasoning skills and digital literacy.



STEP 2

STEP 1



## Promote Healthy Masculinity

Promote healthy masculinities free from harmful stereotypes.

Build a bigger tent for engaging boys.

Work with media and content creators to encourage inclusive, diverse storytelling about boyhood.

STEP 3



## Design gender equality and violence prevention programming

Gender equality programming should consider strategies to account for backlash.

Foster supportive communities for boys to grow alongside peers.



STEP 4

## Advance and achieve policy changes

Develop and promote access to critical online literacy.

Engage the health and education sectors.



STEP 5

## Compel industry leaders in the technology sector and social media platforms to bolder action and harm reduction

Bolster trust, ethics, and safety teams.

Incorporate safeguarding into algorithm design.

Demonetize and de-platform violent misogyny.

What is backlash and what does it mean for boys?