



**Press Release issued on 18 November, 2021
'By Us, For You: A Personal Survival Guide' to be launched on
25 November, 2021**

'By Us, For You' is a feminist survival guide created by women*, girls and non-binary people from Sandwell in the Black Country. It contains their contributions and stories about what it means to be safe and an instructional guide to essential self-defence moves. It is informed by a creative programme delivered during 2020 and 2021 by ROAAAR, a personal safety initiative that focuses on nurturing emotional and physical resilience; Blossoms Self-Defence; and Multistory, a community arts organisation based in West Bromwich.

** This term is inclusive of all who identify as women, including trans, cis and femme.*

The guide will launch on the International Day for the Elimination of Violence Against Women on 25 November 2021, and Multistory and ROAAAR will share content throughout the 16 Days of Activism. You can join Ali Baskerville from ROAAAR at an online reading session on 29 November 2021, at 6.30pm; more details here:

www.multistory.org.uk/events

The printed guide will be gifted by Multistory to project participants, local libraries and community centres and via ROAAAR workshops and will be available to everyone as a free, downloadable PDF at

www.multistory.org.uk

Ali Baskerville founder of ROAAAR said: *"I hope this guide, with its tips and advice on how to feel safe on the inside, and the outside, goes some way to meet the needs of those who feel effected by mental and physical threats within society. It's not a solution to a systemic problem but a guide written in solidarity with women, girls and non-binary people."*

Emma Chetcuti, Director of Multistory said: *“Sexual harassment and other forms of violence are an everyday occurrence for women, girls and non-binary people around the world. ‘By Us, For You: A Personal Survival Guide’ is made with, and by, women, girls and non-binary people living in Sandwell and we hope it helps many people. Thank you to all of the project participants who shared their stories with us over the last two years, against the backdrop of a global pandemic.”*

ROAAAR is a personal safety training initiative that gives basic and easy to use tools to help you feel safe. Over the decades of working as a conflict photographer, serving in the armed forces and working as a media safety advisor for freelance journalists, founder, Alison Baskerville, set up ROAAAR to provide basic personal safety sessions to women, girls and non-binary people after accessing many resources to keep herself safe. Since then, it has developed two strands of work which focus on community safety workshops as well as safety sessions for the media and has facilitated a number of personal safety and self-defence sessions for World Press Photo and Women for Women (UK).
www.roaaar.co.uk

Multistory is a community arts organisation based in West Bromwich in the borough of Sandwell who build meaningful connections between local communities and artists to produce creative projects that tell stories of everyday life. They believe in the power of art to reflect the times we live in and tell stories to bring people together. Their programme of participatory arts projects, artist commissions, workshops, talks and events takes place in libraries, community centres and indoor and outdoor public spaces. The stories told through these projects have a local resonance but are also seen by audiences far beyond.
www.multistory.org.uk

Media

If you are interested in any of the following, please contact Amy Mclauchlan at amymclauchlan@multistory.org.uk

- A selection of free to use, high-res press images.
- An interview with Multistory and / or the founder of ROAAAR, Ali Baskerville.
- A copy of ‘By Us, For You: A Personal Survival Guide’.

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