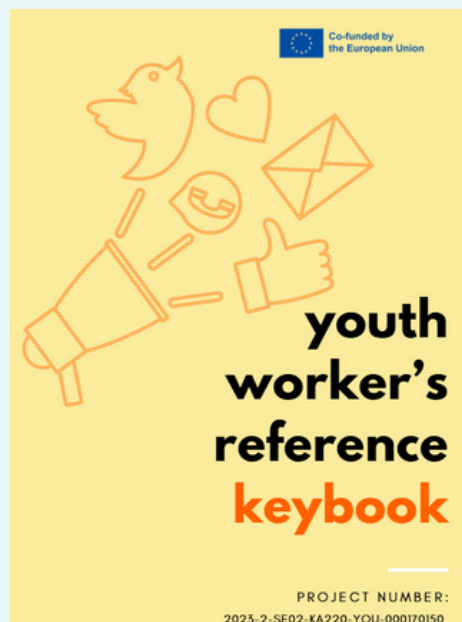


Launching the ScrollOff KeyBook

We are thrilled to announce the publication of the ScrollOff KeyBook, a pivotal resource in our shared mission to address and combat gender-based hate speech and disinformation. This key milestone represents a significant step in equipping youth workers with the knowledge and tools to support young people in navigating and challenging harmful narratives on social media. In this newsletter, we delve into the KeyBook's main features, what it offers, and why it's a must-read.

What is the Scroll Off Keybook

The Keybook is a comprehensive reference designed to enhance the capacity of those on the frontlines of youth support across Europe. It encapsulates **case studies**, **testimonies**, and **practical guidelines**, aiming to identify and address the nuances of online gender-based hate speech. Youth workers, educators, trainers, psychologists, social workers, and activists will find it invaluable in their efforts to address and counteract the harmful effects of online gender-based hate speech. If you engage with young people aged 18-30, this KeyBook will provide the guidance and tools you need to make a lasting impact.



What You Will Learn

The KeyBook dives into the pressing issues of gender-based hate speech and disinformation, offering practical insights and actionable strategies. It explains the **root causes and manifestations of these challenges**, drawing on real-life cases and testimonies to illustrate their impact. Readers will **find strategies** for educating young people to critically assess online narratives, fostering resilience, and creating supportive environments that counteract discrimination. It also provides **clear guidelines and resources** tailored to the needs of youth workers, making it an essential tool for action.



Key Findings and Messages

1.

Understanding the Impact: Gender-based hate speech has severe repercussions on the mental health and social inclusion of young people. The Keybook underscores the need to recognize the subtle and overt forms of such speech and its long-lasting effects.

2.

Tools for Intervention: With detailed chapters on intervention strategies, youth workers are provided with methods to offer empathetic and effective support to victims. These include practical exercises and role-playing scenarios that simulate real-world situations.

3.

The Role of Digital Literacy: The Keybook highlights the importance of equipping young people with digital literacy skills to critically assess online content, enabling them to identify and resist harmful narratives.

4.

Fostering a Supportive Network: By using this Keybook, youth workers can establish peer-led support groups, creating safe spaces for victims to share their experiences and rebuild their confidence.

Why is the KeyBook a Must-Read?

The ScrollOff KeyBook represents a culmination of extensive research and collaboration among experts, educators, and psychologists from across Europe. It aligns with the broader EU objectives of promoting gender equality, combating intolerance, and fostering a culture of respect and diversity. By **providing actionable insights**, the KeyBook serves as a cornerstone for building a more inclusive digital landscape.

It **bridges the gap** between understanding the problem and implementing solutions. It equips professionals with the tools to:

- Recognize and address online hate speech effectively.
- Foster inclusive, safe, and empowering spaces for young people.
- Take an active role in promoting gender equality and combating disinformation.

By **providing evidence-based insights** and a hands-on approach, the KeyBook ensures that you can lead with confidence and create meaningful change.

Lastly, the project partners will develop **policy briefs** to be distributed to public institutions, youth organisations and other stakeholders.

What's Next? Join Us in Taking Action

The ScrollOff project continues to bring the insights of the KeyBook to life through **national workshops and labs**, launching **ScrollOff portal** and **introducing policy briefs** in the upcoming months. These events are designed to provide hands-on training, foster collaboration among participants, and enable practical application of the strategies outlined in the KeyBook.

We invite you to join this movement and take part in these transformative sessions.

Stay in touch via our social media and website to learn more about upcoming workshop or lab. Together, we can create safer and more inclusive online environments for young people.

[VISIT THE PROJECT WEBSITE](#)

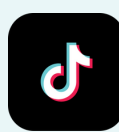


WHO IS BEHIND THE PROJECT

This project is co-funded by European Union in programme Erasmus+ and six organizations from Sweden, Ukraine, Cyprus, Greece and Czech Republic are involved in its implementation:

- ▶ [Internationella Kvinnoföreningen](#)
- ▶ [HOGSKOLAN HALMSTAD](#)
- ▶ [The Hive](#)
- ▶ [Stando Ltd.](#)
- ▶ [NGO "Non-formal education for youth"](#)
- ▶ [Business & Professional Women CR](#)

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Empowering youth to combat gender based disinformation and hate speech spread through social media (ScrollOff)

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