




# A BRIEF GUIDE TO *The Dangers of Erasing Women*


The recent phenomenon of removing women's images from the public sphere is damaging to women and the entire community. **When women are not seen, their voices are not heard and their needs are not met.**


## THIS MANIFESTS IN:


 **FINANCIAL DAMAGE:** When women cannot advertise using pictures of themselves, as their male counterparts do, their advertising reach and efficacy are limited and their parnasah suffers.


 **HEALTH:** When women's bodies are considered sinful and discussing their health is considered immodest, women are unaware of the risks to their health, the signs of disease and preemptive screening. Women suffer and even die from preventable medical conditions. We see this in Haredi women's health in Israel.


 **LEAVING THE FOLD:** According to a Nishma study, the #1 reason cited for women abandoning Orthodoxy is the treatment of women.


 **ROLE MODELS:** We leave Jewish girls with no images of modest, proud Jewish women to counter the hypersexualized culture they are bombarded with. Girls will mimic what they see in the media, and they are not seeing frum women in the media.


 **OBJECTIFYING GIRLS AND WOMEN:** Just as pornography turns women into sex objects, so too does erasing women. It tells girls that frum society can never view them as anything other than sexual objects. It tells boys that this is the correct way to regard women.

 **BOYS:** Boys learn that they are incapable of controlling themselves around women and girls, and that it is the nature of men in frum society — including their fathers, rabbis and teachers — to be sex-obsessed. It also wrongly places the burden of respecting women on women to become invisible rather than men's responsibility to act in a Torah way.

 **FRUMKEIT:** If no woman, no matter how covered up she is, is modest enough to be seen in pictures, does tzniut even matter? Women and girls are trained to understand that no matter how covered they are, their very presence is a problem.

 **BALANCE:** We upset the entire balance that Hashem created in the world when we remove women and girls.

 **MESORAH:** Women were always visible in frum publications. We are being disingenuous to halacha when we claim that erasing women has been a halachic or Jewish social norm. It is a modern trend.

 **TWISTING HALACHA FOR PROFIT:** When businesses erase women because they think it will increase their marketability, we are teaching the community that Jewish values are subservient to our profits.