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WSF[®]

WOMEN'S SECURITY FOUNDATION

Purple Ribbon
Women's Safety
Worldwide



WSF is a non-profit organization in Austria with its international headquarter in the Villa Trapp in Salzburg. The Villa was home to the von Trapp family from 1923 to 1938. The family gained world fame after the Hollywood blockbuster musical "The Sound of Music" was released in 1965, starring Julie Andrews and Christopher Plummer. We would like to thank our first sponsor, the management of the Villa Trapp, for making possible the WSF headquarters in the villa. Visit www.villa-trapp.com to find out more!

WSF - Women's Security Foundation

Villa TRAPP

The Original Sound of Music Family Home

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Our organization was founded as early as 2011 to support modern women achieve physical, mental and economic security & wellbeing. Recent events have shown, that women need to stay informed regarding many potential dangers. WSF is taking a positive approach, empowering women by offering knowledge and good advice pertaining to the latest security tips & trends.



TOP 10 SAFETY TIPS

by Jacqui Hames



Jacqui Hames served 25 years with the Metropolitan Police (London) and is one of Britain's best known real life detectives. She co-presented BBC's Crimewatch for 16 years and regularly appears on Sky News, Five News and Radio 5 Live.

1. PLAN AHEAD

Think through and plan your journey and try to avoid poorly lit or very quiet areas.

2. CARRY A MOBILE PHONE

This can be a lifeline when stranded. Top up your credit and make sure the battery will not be flat.

3. LET SOMEONE KNOW

Keep in touch with family or friends. Phone or text them at the start and end of your journey.

4. CARRY A PERSONAL SECURITY ALARM

Many victims are 'struck dumb' with fear when attacked - a personal alarm gives you back a voice (with 130 db). For a list of recommended security products visit the Women's Security website at www.wsf.li

5. WALK WITH CONFIDENCE

Walk with traffic to keep cars in your view. Attackers will always avoid potential trouble, so walk with confidence (and preferably flat shoes).

6. DON'T FLASH CASH OR VALUABLES

When shopping or at the ATM, act discretely. Keep your keys & phone separately from your bag (in your pocket if possible).

7. TAKE OFF THOSE HEADPHONES

Don't be tempted to loose yourself in your favourite music when walking home or to work, day or night. Situational awareness in public is always vital to staying safe!

8. ALWAYS USE LICENSED CABS

Avoid getting into a stranger's car; instead, store a couple of reputable cab numbers into your phone before you go out.

9. IF YOU THINK YOU'RE BEING FOLLOWED

Keep your wits, don't hesitate and act fast. Try crossing a road or turning back on yourself. Get help if your suspicions materialise. Try pretty much anywhere there are people - pub, bar, cafe, shop, service station etc.

10. TRUST YOUR INSTINCTS

Instincts are developed over time & experience: Trust them and you'll invariably stay one step ahead of the criminal.

To read Jacqui Hames' article in full please visit www.wsf.li



▲ Recommended fashionable personal security items that every woman likes to carry: The iLa DUSK personal alarms are available in six trendy colors, e.g. as seen at amazon.de and amazon.co.uk.



WOMEN'S SECURITY FOUNDATION

In a globalised world the importance of personal safety and its consequences for the individual becomes ever more evident; It is against this background that Lisa Loehner from Austria and Myrtle Barrow from London created WSF as early as 2011 as a platform to empower women in a rapidly changing modern world.



The iLa DUSK is an innovative personal alarm designed to be kept on display as a fashion accessory - when the chain is pulled, the alarm activates an ear-piercing 130 dB woman's scream. Loud enough to grab attention and fight off any potential threats.