

WHAT IS WHITE RIBBON?



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**SHOW YOU'RE
AGAINST VIOLENCE
TOWARDS WOMEN**



White Ribbon Day
25 November
www.whiteribbon.org.nz

WHITE RIBBON INFORMATION

What is White Ribbon

White Ribbon Day, 25 November, is the international day when people wear a white ribbon to show that they do not condone violence towards women.

It was started by a men's movement in Canada in 1991 and has been officially adopted by the United Nations as its International Day for the Elimination of Violence Against Women. The campaign was introduced to New Zealand by UNIFEM (the United Nations Development Fund for Women).

In this country most violence by men against women takes place in the home - with an average of 14 women a year killed by their partners or ex-partners. Each year there are over 3,500 convictions recorded against men for assaults on women and one in five women will experience sexual assault or sexual interference at some point in their lives.

White Ribbon Day activities encourage men to show leadership and commitment to promoting safe, healthy relationships within families. The campaign also encourages men to challenge each other on attitudes and behaviour that are abusive.

What You Can Do

- Wear a white ribbon to show your support.
- Challenge attitudes and behaviour which condone or tolerate violence.
- Encourage others in your organisation, family/whanau, community, street or workplace to wear a white ribbon.
- Organise a local event to speak out against violence towards women.
- Spread the word about the White Ribbon campaign and its aims.

Visit www.whiteribbon.org.nz for further information and a calendar of some of the White Ribbon events around the country. To register your event or to order free ribbons/posters, send your details to enquiries@nzfamilies.org.nz

For more information contact:

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RUNNING A SUCCESSFUL WHITE RIBBON DAY EVENT

Tips from people who have organised successful events

1. Start early. Book key people and facilities early.
2. Get your community leaders involved. Get their buy-in early. Meet with community leaders and key 'movers and shakers' well in advance and ask for their support.
3. Use the resources, knowledge, experience and talents of the people you know, eg use a creative team member to design posters. Involve a range of agencies and community groups – there's strength in unity.
4. Remember the small details such as extension cords and signage. Write lists and assign responsibility.
5. Know your community and what works in your community.
6. People are generous. Explain what you're doing and why. Businesses may be able to donate (or discount) products and services.
7. Never underestimate the power of email. 'Word of mouth' or viral advertising is incredibly effective – you don't need a large advertising budget. If one person tells 10 people then those 10 people tell another 10, etc etc.
8. Involve local media. Get them enthused. Keep them in the loop. Their coverage of your event will be invaluable to help you spread your message.
9. Keep it simple. Don't try to do everything. Choose one or two key ideas and do them well.
10. Check council regulations. Do you need a permit or traffic management plan?
11. Consider appointing a project manager, ie someone to be responsible and oversee the whole project – to make sure everything happens on time and keep everyone up-to-date.

PUBLICISING WHITE RIBBON DAY IN YOUR COMMUNITY

Newspaper community notices

Your local newspaper may have a free events calendar as well as a Public Notices section. Many of these newspapers publish only once or twice a week and need the material well in advance, so get in early – at least two or three weeks before 25 November or the date of your event.

Make sure you've included all the important details, ie venue, date, time, purpose, and any event-specific information. Try to keep it as brief and informative as possible.

Eg:

Support efforts to end violence against women at a White Ribbon Day evening picnic in the park

Where: Marilyn Park, 14 Queens Drive, No Town

When: 25 November, 6.30pm

BYO picnic. Free sausage sizzle and entertainment. All ages welcome.

Staging a photo opportunity

The media is always interested in things that are out of the ordinary, particularly if it involves a good photo opportunity. To get some advance publicity, try doing something a week before your event and invite the local reporters. For example, you could begin tying white ribbons around lamp posts or trees as part of the lead up to White Ribbon Day (ask for your local council's permission first!).

Sponsored newspaper advertising

Newspapers depend on advertising. It's common for them to arrange whole page advertisement features based around a theme. Why not suggest to your local paper that they find businesses within your local community to place ads on a White Ribbon Day theme. You may be able to persuade them to also write news articles about violence against women and activities taking place in your community to prevent family violence.

Radio community notices

Many radio stations broadcast a free community noticeboard. Contact your local station to list your event. Often stations prefer at least 10 days notice. The wording could be something like:

25 November is international White Ribbon Day when people, particularly men, wear a white ribbon to show they won't tolerate, condone or commit violence against women. Pick up a ribbon from (place) and join us at (time, place, date) to celebrate efforts to end violence against women.

Call your local radio station

Call the local radio station and ask for the station manager or the promotions manager to discuss how you can work together to promote White Ribbon Day messages and your event. If you get them on board with the message they may do it for free.

Send a media release

See the next section for advice on getting your messages and/or event covered by your local newspaper or radio station.

Library displays

Public library displays are a great way of promoting your event. Usually you need to book in advance, so get in quick!

Circulate posters, ribbons and information

Free posters and ribbons are distributed within a wide range of community and government agencies and can be ordered in bulk by other groups from the website www.whiteribbon.org.nz. The website also has a guide for ordering resources through other organisations. These resources are sent out late/October early November but need to be ordered well in advance.

Contact your networks

Using your social or work networks to prompt word-of-mouth publicity can be very effective. Email or phone people you know and ask them to wear a white ribbon, put up a poster, and talk about how to challenge behaviour or attitudes that are abusive or condone violence towards women.

Shop windows and supermarket notice boards

Your local businesses may be happy to put up posters or notices supporting your event in their window or on their own public notice boards – thousands of customers see these every week.

School newsletters

Call all your local schools and ask whether you can put a notice in their school newsletters. If teachers and students know about your event they can get the word out to parents.

Letter to the editor

Two weeks before your event you could write a letter to the editor of your local newspaper to promote White Ribbon Day and raise issues related to violence against women that are of concern to your community.

HOW TO WRITE A MEDIA RELEASE

If you are holding an event or seeking publicity for White Ribbon Day it is helpful to send a short media release to your local newspaper or radio station which sets out exactly what you want to say.

White Ribbon Day focuses on men's violence against women and asks men to encourage each other to wear a ribbon and challenge abusive behaviour. It can be useful to arrange for a local man to champion White Ribbon Day and act as a spokesperson – perhaps a well known sportsman, businessman or someone working within community services.

A media release should be sent out well in advance of the day or your event – at least one week beforehand. Also follow it up with a call to the newsroom to check they have received it and to talk to them in more detail and find out what more information they may need. That personal contact can make the difference in getting your story run.

Writing the media release

The aim of a media release is to attract a journalist's attention and make them want to cover your story. You need a catchy heading and introduction, with a local news angle, eg something happening in your community, or a human interest story. If you have a good photo opportunity, mention it. Newspapers love photos!

Whatever focus you choose for your story, you must remember to cover the basics. Your media release should always say **what** is going on, **why** it's happening, **who** is involved, and if it's related to an event you need to say **where** its taking place and **when**. Include the key messages about White Ribbon Day – what it is and what it's about.

Key messages

White Ribbon Day (25 November) is the international day when people, particularly men, wear a white ribbon to show they won't tolerate or condone violence towards women.

It is also the day for celebrating the many men willing to show leadership and commitment to promoting safe, healthy relationships within families.

General tips for writing a media release

- Keep it brief and to the point, no more than one A4 page, formatted with type that is at least 11 point and spaced so that it is easy to read.
- Write a snappy headline that summarises what your release is about.
- Use short sentences.
- Order your information from most important to least important.
- Journalists like quotes from a spokesperson that add colour – quote yourself if there is no one else. If you quote somebody else, ask their permission first.
- Include your name, phone numbers and email address.
- Check the spelling and grammar are correct and double check any times, dates and venues that are mentioned.
- Follow up your media release with a phone call.

SAMPLE MEDIA RELEASE

18 November 2008

Media release for immediate use

No Town Ties Up White Ribbon Day

Eight-year-old Jamie Brown will be helping to tie white ribbons around lamp posts in No Town in the lead up to White Ribbon Day on 25 November.

White Ribbon Day (25 November) is the international day when people, particularly men, wear a white ribbon to show they won't tolerate or condone violence towards women.

It is also the day for celebrating the many men willing to show leadership and commitment to promoting safe, healthy relationships within families.

In No Town organisations are banding together to tie white ribbons around all the lamp posts on the Main Street. On Tuesday 25 November, businesses are putting on a lunch time barbecue in the street to raise funds for the No Town Stopping Violence Service which helps men who want to change their abusive behaviour.

Mr Person from the No Town Chamber of Commerce says "We all have a role to play in ending violence within our communities and within our families. I'm proud that all the men of our organisation will be wearing a white ribbon this week to show that they will not tolerate violence towards women. I'm also very pleased that we are able to do something practical that will help men who want to change their behaviour."

For more information contact:

Your name

Your organisation

Phone numbers

Email address

WHITE RIBBON DAY – HOW LOCAL GOVERNMENT CAN HELP

White Ribbon Day (25 November) is the international day when people wear a white ribbon to show they don't condone men's violence towards women.

Each year, dozens of government agencies, community organisations, and UNIFEM (the UN Development Fund for Women) work together to raise awareness of White Ribbon Day. In the days leading up to 25 November, men are encouraged to challenge each other on attitudes and behaviour that condone/support /tolerate violence towards women.

White Ribbon Day is also used to celebrate the many men willing to show leadership and commitment to promoting safe, healthy relationships within families.

Last year more than 400,000 New Zealanders pinned on a white ribbon and over 100 communities held events to raise awareness. These events ranged from a fun family day out in the Wairarapa to an awareness-raising march in Waitakere city.

Local government can help to promote and support events and activities being held in their communities by:

- Providing leadership at White Ribbon Day events
- Challenging attitudes and behaviour that condone violence
- Smoothing the way through council processes for organisers of community events
- Waiving charges for events using council facilities/spaces
- Providing support (logistical, practical, financial) to event organisers
- Helping promote White Ribbon events through council networks, publications and in/on council property (such as billboards and library bulletin boards)
- Promoting services and activities that support positive family relationships
- Supporting council staff and officials to wear white ribbons and display posters in the workplace

For more information, to order the free resources, pick up tips on running an event or register an event please go to www.whiteribbon.org.nz

Or contact:

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Major supporting organisations:

UNIFEM
NZ Police
YWCA

Jigsaw

Amnesty International

YMCA

Human Rights Commission

Ministry of Social Development

Preventing Violence in the Home

Families Commission

UNICEF

Women's Refuge

Save the Children

Relationship Services

Barnardos

Ministry of Women's Affairs

Auckland Regional Public Health Service

National Network of Stopping Violence Services

Department of Corrections

Ministry of Health

Ministry of Justice

Ministry of Education

Te Puni Kokiri

ACC

LETTER SEEKING RETAILER SUPPORT

Sample letter

NAME

ADDRESS

Dear *[name]*

White Ribbon Day – 25 November

White Ribbon Day, 25 November, is the international day when people wear a white ribbon to show that they do not condone violence towards women.

During the week leading up to 25 November many communities around New Zealand use White Ribbon Day to draw attention to family violence and raise awareness of the ways in which people can seek help to change their behaviour.

In New Zealand most violence against women takes place in the home with one woman killed every 28 days by their partner or ex-partner. Each year there are over 3,500 convictions recorded against men for assaults on women and one in five women will experience sexual assault or sexual interference at some point in their lives.

The White Ribbon Day campaign is supported by dozens of government agencies, community organisations and human rights organisations who work together to raise awareness of White Ribbon Day and the days leading up to it.

The campaign provides an opportunity for individuals and businesses within communities to take an active part in efforts to end family violence. Some retailers show their support through white ribbon window displays or by mounting campaign posters in their street-frontage windows, others display the white ribbon symbol on their web pages or in their advertising to householders.

[Business name] is a prominent *[name of town]* business and we invite you to join others in showing leadership and support for the White Ribbon Day campaign.

Please visit www.whiteribbon.org.nz for more information or contact me on *[your phone number]* to discuss ways in which your organisation can participate.

Yours faithfully

[Your name]

INFORMATION FOR CHURCHES

Show its not OK – a few suggestions for getting involved

- **Break the silence** Talk about family violence in sermons
- **Host forums, seminars and discussions** Encourage your church community and your wider community to actively involve themselves in projects that raise awareness of family violence and seek to change attitudes and behaviour
- **Name it. Call it family violence.** It isn't a "relationship problem", it isn't "just a domestic", it isn't "an argument that got out of hand" – it's violence and it needs to be named if it's going to stop.
- **Don't accept excuses.** Banish victim blaming. Make a clear stand that says family violence is unacceptable – there is never any justification.
- **Phone talkbacks. Write letters and articles for newspapers and magazines.** Respond to and comment on local issues involving family violence
- **Promote the campaign.** Use your church newsletters, notice boards and billboards to help raise awareness of the movement for change (resources and information are available from www.whiteribbon.org.nz)
- **Get to know your neighbourhood.** Be an activist for a safe community. You could establish a network to ensure that everyone in your street or neighbourhood knows what to do if they become aware of family violence.
- **Know the agencies and community groups** that deal with family violence prevention, crisis intervention and support. Support their work through involvement, practical assistance, referral, raising community profile or helping to fund-raise.

INFORMATION FOR SPEAKERS

White Ribbon Day (25 November)

Background

Key Messages:

- No violence within families is tolerable. If someone within the family is being frightened or intimidated by the behaviour of someone else, it is not OK. Violence isn't just the physical, emotional or verbal behaviour used to control someone through fear. Things we say, or don't say, contribute to the abuse.
- White Ribbon Day is the international day when people, particularly men, wear a white ribbon to show they won't tolerate, condone or remain silent about violence against women.
- It originated as a men's movement in Canada and is now part of the United Nations annual calendar (International Day for Elimination of Violence Against Women)
- Whether you are a father, brother, uncle, granddad or cousin – we all want to keep our families safe. We all want our children to grow up and have happy healthy relationships
- Whether you are a farmer, factory workers businessman, sportsman or barman, by simply wearing a white ribbon you can make it clear to other men that you do not tolerate violence against women,
- You can also make sure your home, your business or your sports club is a safe environment where abusive behaviour is not tolerated.
- The White Ribbon Day campaign encourages men to talk openly about family violence, to support to men who want to change their abusive behaviour and to challenge comments, statements, actions by men that are abusive.

Ribbon growth

- White Ribbon Day in New Zealand is growing rapidly – from 50,000 ribbons in 2006 to 500,000 in 2009.
- There were over 100 community events in 2009
- Ribbons are made by inmates at Wellington Prison
- Funding this year has come from Families Commission and Ministry of Social Development.

White Ribbon 2010

2010 will concentrate on a call to action. The campaign will focus on what men can do to change attitudes towards violence, developing a practical guide for affirmative action by men.

- The campaign in 2010 will include:
- 510,000 white ribbons
- 20,000 A3 posters and a range of other collateral (banners and stickers) which will be available in early October
- A national A2 poster campaign for the two weeks around White Ribbon
- A White Ribbon Motorbike Ride from Auckland to Bream Bay
- White Ribbon Breakfasts in Auckland and Wellington
- White Ribbon Ambassadors speaking out on White Ribbon issues
- White Ribbon Website and face book sites www.whiteribbon.org.nz

Statistics in New Zealand

- In New Zealand most violence towards women takes place in the home
- In violence between couples, it is men's violence that is most likely to cause serious physical or psychological harm
- An average of 14 women a year are killed by their partners or ex partners
- There are over 3500 convictions recorded against men each year for assaults on women

- One in three women will experience partner violence at some point in their lives
- Reported family violence is rising (this is because society is less tolerant of violence following the successful It's Not OK and White Ribbon campaigns)