



www.whiteribbon.org.nz

August 2011

Dear White Ribbon Supporter

Welcome to the first White Ribbon newsletter. Organising and coordinating the White Ribbon campaign is in full swing with individuals, communities and organisations pledging their support and signing up to participate. This year's campaign promises to reach out to even more communities across the country, building on the support of likeminded New Zealanders and communities who condemn violence toward women. Now more than ever, it is time to take action and build a better future, one without violence, acknowledging that men are part of the solution. The Families Commission and White Ribbon Committee look forward to working with you as we prepare for White Ribbon Day 2011.

A stylized, handwritten signature in black ink.

Rob McCann
White Ribbon Campaign Manager

2011 White Ribbon Ride



Over the last two years the White Ribbon Motorcycle Ride has grown into a huge event combining a national campaign with local community initiatives. Visiting over 40 communities in 2010 the ride generated a tremendous amount of positive coverage in local media, helping to raise awareness of, and support for, local anti-violence initiatives. To capitalise on the success of the North Island White Ribbon Motorcycle Ride and requests from the south, we have scheduled a South Island leg to build on the work achieved over the last two years. If you want to be a part of this fantastic event contact us now.

Currently we are talking to communities about how they would like to be involved and specifically which communities will host the riders. At this stage we are working with communities and finalising each route and timetable. Draft routes are available on the website.

2011 messaging

This year the campaign is developing a narrative around developing positive male role models who hold on to those aspects of male masculinity that are beneficial to family and partners, while explicitly rejecting the violence that is too often associated with men. We will be supplying the talking points and key messages to communities in our next newsletter.

Resources

This year we have cloth ribbons, posters, stickers, balloons and temporary tattoos as well as a limited numbers of banners and metal ribbons. You can place your order on the White Ribbon website now. Resources are free, thanks to the Families Commission, Ministry of Social Development and Te Puni Kokiri. Order yours now through the White Ribbon website.





www.whiteribbon.org.nz

Ambassadors



For the campaign to be successful, men must be seen to lead and actively support the kaupapa. Male ambassadors play a vital role in building support, visibility and developing a shared understanding of the campaign within their social groups, workplaces and communities. Ambassadors are chosen to embody the principles of the campaign, their willingness to challenge the behaviour of abusive men, and to convey key messages directly to their own communities.

We are looking to communities to nominate potential male ambassadors who are respected and influential role models in their workplaces, businesses, government departments, faith, cultural groups or wider communities. All nominees must be informed of the nomination and sign a statement that they are now living violence-free lives and will uphold the White Ribbon pledge not to commit, condone or remain silent about violence against women. Ambassadors will be provided with training, information packs and ongoing mentoring. Download your nomination forms from the website now!

Pledge panels



The White Ribbon Pledge Project aims to link White Ribbon events occurring throughout the country by sewing some 60 pledges into a giant white ribbon at the completion of this year's White Ribbon activities. Communities can order a free pledge panel (2mx.05m) to be used at events where people can sign their pledge to never commit or condone violence against women.

If your community would like to display the 2010 or 2011 White Ribbon, please contact us to arrange for this resource to be sent to your community. Details of the pledge project can be found on the White Ribbon website.

Pledge pages

Another great opportunity to promote the White Ribbon campaign within your community is to organise a 'pledge page' with your local newspaper. Using a dedicated page of the paper you can display the signatures of prominent people within your community who pledge to never condone, or remain silent about violence towards women. Details of this project can be found on the website.

Connect with us

Stay connected with what is happening throughout the campaign on the [White Ribbon website](http://www.whiteribbon.org.nz), [Twitter](https://twitter.com/whiteribbonnz), [Facebook](https://www.facebook.com/whiteribbonnz) and [YouTube](https://www.youtube.com/whiteribbonnz). With more than 42,000 visits and over 2,700 members this is the best way to keep informed. There are 'how to' sections on publicity and media, and detailed explanations of all the aspects of the campaign. And don't forget to order your resources through the site. Better yet, send us your email so you can receive this regular newsletter.

Community projects

Each year there are hundreds of White Ribbon-related community activities throughout New Zealand. To help you advertise your event, please let us know what you are planning and we will post information on our Facebook page and on the White Ribbon website.

Detailed information on all aspects of the White Ribbon Campaign is available at www.whiteribbon.org.nz or email rob.mccann@nzfamilies.org.nz

