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March Newsletter 2012

Welcome to the first newsletter for 2012. And what a busy start it's been so far! After each campaign we conduct an extensive review to ensure that we are providing the right support for communities to engage in raising awareness and getting men to take action.

With all the feedback received and debriefs complete, we have put together an interesting report on the 2011 campaign. Like all White Ribbon campaign material, there's very little technical jargon except where absolutely necessary, so have a read [here](#).

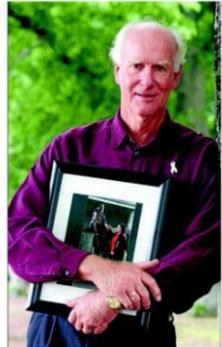
Loss spurs crusade Launch of 'Helen, the Helen Meads Tragedy'

By KATRINA LINTON
Helen Meads' dad David White is not a great believer in hospitals, but if there's one thing he wishes he could change it would be his daughter's marriage.
"I was told on numerous occasions by a number of women that Helen was in serious danger and I needed to get her out. That's what I would have done. It's something about the male psyche, men don't want to see women in trouble."
Mr White's words are spoken with the force of someone who has suffered the ultimate of heartbreak in his most recent loss.
"This is a grieving parent who has not only lost a daughter but whose daughter was murdered by her husband."
Mr White, his wife Pam and their family are now members of a club nobody wants to join.
Just after three on Wednesday September 23 last year, life changed forever for the Whites and their family.
Helen's husband Greg Meads took a loaded shotgun, entered his wife in the kitchen at their Matamata property, pressed the barrel of the gun into her neck and pulled the trigger.
Helen, 42, died instantly.

It's the right thing to do for the White family.
"There is nothing that is further from the truth."
Helen was the epitome of a daddy's girl - there was nothing that she wouldn't do for her dad. "She told me everything. If something was wrong I would tell her straight away. I was going to tell her about you and it hurts me to think that I thought she had everything under control when she was in trouble."
Mr White now has a purpose. He wants to ensure the world would be able to talk to other men about domestic violence against women.
Helen's legacy will continue through her children, Michael, Kimberly and Samantha and the Whites work with White Ribbon. "I don't think she would be proud of what I'm doing for other women around the country who are the victims of domestic violence," Helen is smiling now to think she is still alive right here and now, he said.
Meads will be sentenced on November 29.
"That Helen had been hospitalised in a previous brutal beating was a secret. It was a secret she may have kept because she didn't see people she related to on the television or in the newspapers. She didn't see herself as being affected by family violence. We hope this book will shatter that illusion," said Mr McCann.

Helen's legacy lives on. David White is a proud father and a man who has seen his daughter's life cut short. He is a man who has seen his daughter's life cut short. He is a man who has seen his daughter's life cut short.

WHITE RIBBON DAY
White Ribbon Day originated in Canada and is now part of the United Nations annual calendar (International Day for the Elimination of Violence Against Women).
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 injury.
Each year in New Zealand, 100,000 women are affected by violence.
There are more than 1500 convictions recorded against men each year for violence against women.
One in three women will experience partner violence at some point in their lives.
Reported family violence is rising.
Violence against women is a social issue that is less talked about in New Zealand.
The success of the White Ribbon campaign is a testament to the support for White Ribbon Day on the 16th November 2010.



Matamata Chronicle Wednesday 17/11/2010

We hope that David's book will help inform the debate around violence to women. White Ribbon Campaign Manager, Rob McCann explains, "David's book gives us a glimpse of the violence perpetrated by a wealthy man. It details how that violence was hidden until the tragic murder made headline news. David describes how lawyers become actively involved, spinning the truth to normalise, minimise and then portray the perpetrator as the victim."

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Stand up and represent White Ribbon

The White Ribbon Ambassador project began in 2009 with a single ambassador – Ruben Wiki, former captain of both the Warriors and the Kiwis. Ruben shared his survival story and has moved many an audience to tears, describing his childhood and the pain he felt as he listened to the sounds of his mother being beaten. Ruben set in motion the project that now has thirty ambassadors who represent White Ribbon. Dean Davis is now one of those ambassadors, and he took part in this year's White Ribbon Ride as the Padre in the South Island. Check out Dean's experience [here](#). Or nominate an ambassador [here](#).





White Ribbon

Show you're against violence towards women

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Giant White Ribbon Project

A heart felt thank you to all the organisers and all those who put together the pledge project. The pledges for 2011 were sown together over the summer holidays and will be displayed first in 'Tauawhi Men's Centre' in Gisborne. From end to end it's 30 metres long, bringing together signatures that represent the commitment of New Zealanders from 60 towns and cities. If you would like to display the ribbon in your community please [contact us](#).



All Whites v Jamaica

White Ribbon is the cause associated with The All Whites and while our national team went down three/one in a very exciting match, the White Ribbon message was heard loud and clear at the game. With posters, signage, ribbons, programme booklet and even White Ribbon Riders on their Harleys, the message was loud and clear - there's no room for violence on or off the field. Local organiser and SAFVPN Manager, Raewyn Bhana, said the response from the crowd was awesome and engaged in conversation about the history and relevance of the White Ribbon in Aotearoa.

Who Are You?

We'd like to draw your attention to this great campaign - 'Who Are You?' It's a multi-media sexual violence prevention campaign that focuses on what each and every one of us can do to stop a possible sexual assault from happening. First up it's not saying anyone other than the perpetrator is to blame. However we can all play a positive role to keep each other safe. Being an ethical bystander is all about doing little things, long before we get to the point of harm. Check out the campaign [here](#).



2011 Data

For those of you who haven't downloaded the [Campaign Report](#) yet, here are a couple of measurements that show the growth of the campaign over the last three years.

White Ribbon Campaign	2011	2010	2009
Press (Newspaper Clippings)	410	341	241
Broadcast	54	42	42
Internet News Sites	159	97	Not measured
Website Hits	58,910	39,688	30,188
Facebook Friends	4,500	2,759	1,900
Community Events	197	144	100+



The next newsletter will outline the 2012 work programme and share some exciting White Ribbon developments, including our plans for the White Ribbon Ride. As always, we're on the lookout for White Ribbon stories and images to share, so please contact us and help us to spread the kaupapa.

Rob McCann
White Ribbon Campaign Manager