



Future Leader Strategies for White Ribbon promotion

Key messages

- Make it relatable
- Grow awareness- everyone is impacted – happens to people they know
- Change is possible
- Building courage to speak out – strength not weakness
- Strategies to prepare and avoid violence – being proactive
- Constant reassurance
- Don't apply what we see in porn to our relationships
- Normalise talking about the issue
- Make people feel comfortable by sharing personal stories
- Inform -> educate
- Be open-minded when talking about DV
- Stand out – speak out!
- Never too late to change
- Encourage people to ask for help
- Don't let social media influence how we should be
- Challenge the culture

Events and Activities within Individual Schools

- Make White Ribbon a house charity – to bring school together
- Spread awareness in form time/class
- Mufti Day ideas – wear white, white socks, white t-shirts, white shirt day
- Talk to smaller groups – different age groups, tailor the message – year group workshops
- Talk at Assembly – report back about what we learnt
- Organise Assembly
- Have guest speakers
- Public speaking – using what we have learnt
- Slideshow
- Workshops in schools – student-run
- White Ribbon Committee
- A club
- Wellbeing days
- Merchandise - badges
- Posters everywhere – poster competition – providing information – what to do/ who to contact - contact details for Youthline etc
- Show Raise our Men movie
- Recreate real stories – on film
- Counselling – student counsellors – support groups
- Bake sale (with White Ribbons)
- Wear White Ribbon at school
- White Ribbon lunch with open discussion
- Sausage sizzle
- Toasties
- Runathon
- Mural



- MasterChef-type competition
- Trade fair 10% profit to charity
- Talent show
- Quiz – positive way for sharing info
- Beach clean-up – every 100 kg picked up – donation to charity
- Prefects boys v girls
- Wearable arts
- Play that reflects White Ribbon awareness
- Musical
- School Dances – Charity Ball – White Ribbon Disco – Long White Party
- Drama Productions
- Speaker in life skills class
- Create a haka based around love
- White Ribbon Riders - up for children on scooters
- Incorporate anti-violence info into school events e.g. variety night – make White Ribbon a theme
- Lunchtime activities – more enjoyable way to talk about DV
- Have a White Ribbon Day at school with guest speakers and Youth Ambassadors
- Clothesline initiative
- White Ribbon Week – Monday – guest speaker to talk about DV and White Ribbon – Tuesday – Mural/Banner – Wednesday – Sports exchange – Thursday – Bike ride – Fundraise – gold coin donation mufti day – Friday – concert at night – guest speakers on Family Violence – comedy, music, dance, cultural
- White Ribbon Ride on Bicycles
- A # for school students
- Art show
- School canteen tip box Wearable arts
- Raffle
- 40 hour famine
- People like Ete to share his story in schools
- Contact school community officer
- Talk to teachers and authorities about how to take action
- Implementing programmes like Loves Me Not
- White Ribbon Accreditation
- Have an elective about this
- Cheap t-shirts with White Ribbon on them
- White colour run (flour)
- House competition – debaters, speakers, poetry – have themes that reflect White Ribbon awareness
- Create a safe zone for kids to go to
- Self-defense class – keeping yourself safe
- Promote in school notices
- Give out White Ribbons
- School March on White Ribbon Day, get sponsors – raise money
- Panel of speakers – discuss expectations in relationships and how to treat others
- Big Boys Breakfast – Ete invited as guest speaker



Interschool/Regional Events

- Wear White Day for all Wellington schools – capture the ribbon
- Sponsored open mic – all acts White Ribbon based, all schools, profits to WR
- March or parade in support of those experiencing Domestic Violence
- School collaborations – feed our minds
- Swap the gendered sports competition – dance, netball, cooking for men, rugby, woodwork and building for women
- Concert – groups from schools involved –raising awareness- free so people will come
- Parade – best float, different schools compete (scooters, cars, bands, gymnastics)
- Multisport – schools compete, speakers at halftime and after match, food – breakfast / lunch / dinner / sausage sizzle, mascot – rabbit
- Runathon – Fun Run – like Relay for Life
- MasterChef-type competition
- Fun run - raising money- sponsored athletes
- Social media ads to build knowledge and info, connected across communities
- Giant interschool sports and arts connection- giant, giant
- Appreciation Day for the Police (invited to schools)
- A day where multiple schools come together (concert focus), with acts/performances from a range of schools
- PNBHS- use positive violence to put down negative violence – boxing competition (fight your mates, not your dates)
- Promotional video - representatives from all schools that were present here today
- Film festival- focused on the kaupapa (winner promoted on social media and at forefront of White Ribbon campaign)
- Roadshow- head to other schools (feeder schools) and pass the kaupapa on
- Rave for Respect (glow in the dark, guest speakers) – gold coin entry
- Haka off- illustrate that males and females all have power and connection
- Breakfast with guest speakers sharing past experiences
- Connect with other youth development organisations (Scouts, cadets, church youth groups etc), fundraising and connection
- Wearable arts
- Community hub for victims – place to stay/place to talk – get away
- Fun Day – proceeds to White Ribbon – multisport activities – donation/koha – speakers Mele etc – mufti day – White Ribbon Riders
- Poetry night concert – express feelings - spread awareness – share stories
- Bring performances from other communities to schools
- Get students to write songs to raise awareness and get them on local radio stations to give this “a voice”
- Interschool White Ribbon Day – sports, tournament, music, food, speakers - Funding – bake sale, raffle etc, Venue – school hall – ASB – banners - face paint
- Murals in town
- Outdoor movie night
- White Ribbon Wednesday
- Stage challenge
- Fireworks display
- Marathon
- Great forest walk/run
- Spring fair – gala
- Self defence class – keeping yourself safe

Social Media Promotion tactics

- Snapchat filter
- Online pages/hashtags
- Advertising via YouTube, Instagram, TV – White Shirt Day
- Social media adverts with info and solutions – YouTube benefits creatives financially
- Instagram/FB page – promotion of message – helpline links
- Student-run movement – page FB/website
- Create a hashtag online like #metoo
- Create an email for Ambassadors to run that people can write to confidentially for help/advice
- Open Facebook Page
- Make Instagram page – ‘ask me a question’ thing to talk

Large scale events/promotion - nationwide

- Mates and Dates in ALL schools
- Increase in advertising for helplines
- Taika Waititi to make a film about toxic masculinity
- TV adverts to inform viewers
- Compulsory pop-ups on social media (like March 15th) when you open app this is the first thing you see – covers what DV is and how to get help
- Streaming services – gain recognition – put documentaries of Netflix etc
- Product marketing – inside Weetbix boxes
- Local artists sing for awareness – Homegrown, festivals etc
- Strike – community march – petition
- Make up a code for people to use so that their abuser won't know when they are calling the police

Photos of the idea sheets can be found [here](#).

Youth Ambassador Page [here](#).

