

# What *your* organisation can do to support White Ribbon's campaign to Prevent Men's Violence Towards Women.



White Ribbon's annual campaign promotes respectful relationships – to prevent men's violence against women. It's a community effort that educates, increases awareness and builds commitment to respectful behaviour. **Everyone can be involved!**

Here are ten ideas on how any organisation can support White Ribbon's respectful relationships campaign this year. This could be a business, a sports club, a school, a marae, a cultural or music group or a community organisation – anywhere people group together. These ideas are general so they can be used by many different organisations, so think about what best suits your environment – tweaking them to your organisation will make it more effective at getting your people involved.

## 1. Take Part in the 2020 Campaign

This year we are focusing on our youth, challenging outdated ideas of masculinity and rewriting those unhealthy ideas with sensible modern advice so it is vital for adults that influence young people to talk about respectful relationships and what that means to them. When we have launched the 2020 campaign, we would really appreciate it if you could share our campaign messaging through your social media channels.

## 2. Distribute and wear White Ribbon ribbons

Wearing white ribbons in November is the simplest way of showing support for respectful relationships and opposing violence against women. You can easily involve your people in wearing ribbons by explaining how White Ribbon's messages fit with your organisation's values. You can also distribute white ribbons to others your organisation encounters, such as customers or visitors.



Fabric and metal white ribbons are available from <https://whiteribbonnz.myshopify.com/>. T-shirts, balloons, posters and flyers are also available from the site.

## 3. Display White Ribbon's campaign messages

Each year White Ribbon develops new messages promoting respectful relationships. Posters are available for you to display where your staff or members, plus the visitors and the public, can see them. They show your organisation supports respectful relationships. T-shirts are also available for your people to wear as are flyers and other collateral.

We also have posters available online for download in Maori, Japanese, Samoan, Mandarin, Punjabi, Hindi, Fijian and Tongan.

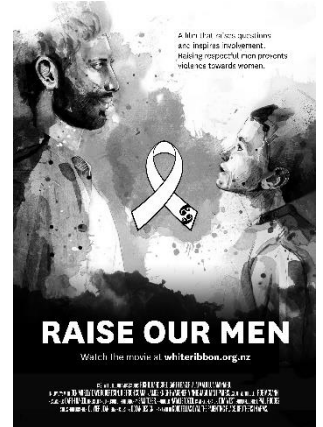


#### 4. Hold a White Ribbon event

Do something to draw attention to White Ribbon's campaign and how your organisation supports respectful behaviour. This could be internal for your people, or involve your local community or customers.

Events are easy to organise, and volunteers are often keen to get involved. Something that reflects your organisation will attract interest. See <https://whiteribbon.org.nz/events/> for examples of community events – this will get you thinking about what might suit your organisation's event. Then add your event to the list to inspire others and so we can help to promote it if required.

- Organise a White Ribbon breakfast or morning tea
- Have a free screening of Raise Our Men (a White Ribbon Film)
- Invite a White Ribbon Ambassador to speak at a meeting/event
- Support an existing White Ribbon Event or connect locally with Riders taking part in the Virtual White Ribbon Ride.
- Organise to collect valuable donations
- Take a photo that can be shared on social media and use the hashtag #WhiteRibbonNZ or #Outdated  
Photos can help demonstrate equality such as men undertaking tasks that should be shared such as cooking, cleaning, playing with kids. Photos can be of a group into the shape of a giant ribbon or perhaps of your White Ribbon display. Each photo can often provide an opportunity to tell a story about respectful relationships, an #unspoken rule or an opportunity to Challenge The #Outdated.
- And make sure you provide the audience with an opportunity to take The Pledge either online or using a form. <https://whiteribbon.org.nz/act/the-pledge/>
- Follow health guidelines to keep everyone safe <https://covid19.govt.nz/everyday-life/gatherings-and-events/>



## 5. Involve your people in respectful relationships

Offer individuals the opportunity to take White Ribbon's pledge: *"I will stand up, speak out and act to prevent violence towards women"*. This is an effective way for people to show their commitment to respectful behaviour. The pledge can be taken at <https://whiteribbon.org.nz/act/the-pledge/>.

Also get your people talking about what respect means to them and in your organisation's environment. This could be at a meeting or part of training. For example, discuss the White Ribbon *Respectful Relationships* toolbox and what these behaviours means to people in your organisation. Focus on practical examples that will make it real. This is likely to improve your social environment.

**STAND UP.  
SPEAK OUT AND  
ACT TO PREVENT  
MEN'S VIOLENCE  
TOWARDS WOMEN.**

## 6. Incorporate White Ribbon messages into your communication

Each year White Ribbon produces messages promoting respectful behaviour. You can show that your organisation supports these by including them in your communication – this could be internal to your members or staff, and out to others, such as customers or suppliers. You could show you support respectful behaviour by including messages in your public advertising.

White Ribbon's campaign office can provide graphics you can use in email signatures. And see White Ribbon's toolboxes for messages (<https://whiteribbon.org.nz/toolbox/>) or for more details see <https://whiteribbon.org.nz/about/key-messages/>

## 7. Align White Ribbon's messages with your organisation's values

Look at how White Ribbon's respectful messages align with your organisation's values or mission. There are probably many ways they can work together to promote respectful behaviour that contributes to your success. Promoting how your organisation aligns with White Ribbon will motivate your people and show your community how you support respectful relationships.

## 8. Develop your own respectful relationship messages

Think about your people and develop your own messages to promote their respectful behaviour. Get these out during November to make respect real in your environment.

For ideas on respectful behaviour see White Ribbon's toolboxes (<https://whiteribbon.org.nz/toolbox/>)

## 9. Celebrate your champions

You'll have people in your organisation that role model respect. Acknowledging and celebrating them is a good way to promote respectful behaviour.

If you've got someone who stands out for modelling respectful behaviour and how they influence others, you can nominate them to be a *White Ribbon Ambassador*. Ambassadors embody the principles of White Ribbon's respectful relationships campaign. Contact White Ribbon about this at <https://whiteribbon.org.nz/about/contact-us/>

## 10. Check your policies and practices for respect

Check that your policies and practices identify and promote the respectful behaviour you expect of your people. Tweak them if need be, so you're doing what you can to actively promote respect in your organisation and community.





White Ribbon has a business accreditation scheme which details actions businesses can take to *identify, respond* and *refer* both perpetrators and victims and promote respect and prevent violence. Contact White Ribbon about this (<https://whiteribbon.org.nz/about/contact-us/>)



## Campaign Overview 2020

Last year we talked about the unspoken rules - clichés about masculinity that men and boys inherit from society. By turning these rules around into positive statements, we encouraged people to challenge them. The message resonated well with Ambassadors and audience alike.

The 2020 November Campaign will pivot the focus from the unspoken to the outdated and focus on the advice men have been given when growing up that we can now see is unhealthy. The campaign will continue to take a conversational tone and use the common expressions that men would have heard growing up. These unhealthy attitudes will literally be overwritten with positive alternatives – creating new, modern alternatives to outdated ideas of masculinity.

