



Whiti te rama - Shine a Light: White Ribbon Campaign 2021

Summary

We want to collect stories of change to help shine a light on what works in violence prevention in our communities. We know there are many people who have really inspiring stories of change and redemption that could help people who are currently trapped in abusive, violent and unhealthy relationships. We want to know how they coped, where they got the support, and the tools that helped them to change their situation. We want to hear from both former perpetrators and survivors.

We want to focus in on what we know works to help prevent violence by sharing stories of change, and ensure people truly understand the many facets of abuse and how to intervene to help. We are also making sure that we tailor our resources to a wider range of groups so that they are useful and relevant to all New Zealanders. We will use this opportunity to talk about four key areas of violence prevention - Healthy Masculinities - Respectful Relationships – Consent and a Call-in Culture.

The brief

White Ribbon's brief is to encourage change towards better, healthier versions of masculinities (where boys/men can be who they want to be and express emotions). The more men that talk about having respectful relationships and different ways of being men, the more this behaviour is seen as normal. Men's domestic and sexual violence toward women is persistent – but *can* be changed.

Shine a Light on violence prevention

White Ribbon has already focused on promoting healthy masculinities within our Respectful Relationships framework. In this campaign we want to draw some of these threads together and empower the community to take action. Our 2021 campaign aims to link together resources and information to help show the diversity of the issues at stake, and to offer ways to effect change. To do so, our focus is on educating and promoting four key domains of behaviour change:

- **Healthy Masculinities**
- **Respectful Relationships**
- **Consent**
- **Call-in Culture**

This year, White Ribbon is also responding to increasing requests for greater inclusivity in our messaging from the public and we acknowledge those same calls have now been made by the Joint Venture. Therefore, this year's campaign is also an opportunity to highlight the diversity of whānau/families and relationships:

- LGBTQI+
- Multi-generational families
- Elder Abuse
- The disabled and the high rates of abuse they suffer
- Relationships between young people
- Tangata whenua
- Different cultures

Insight

Our recent campaigns have been effective at highlighting issues in a manner that reduce the barriers to entry (e.g., #Unspoken Rules enabled men to discuss the rules they heard when growing up and then think about their own behaviour). What these previous campaigns have not highlighted as effectively however, is the White Ribbon brand's connection to *violence prevention*, and there has been continued feedback from our surveys that we need to be more direct.

As such, the *Shine a Light* campaign will strengthen the White Ribbon brand, bringing key strands of our work together. It will ensure core concepts are clearly understood so that in future we are able to run campaigns that focus on specific issues such as healthy masculinities that are a protection against violence. The last two campaigns have sparked conversations about what has changed, and what needs to change about male attitudes, and we *still* believe there is an unmet need to promote more comprehensive education and action. Indeed, many adults and students are still unaware of what constitutes family violence and many struggle to articulate what can prevent violence. For example, surveys filled out by participants before attending White Ribbon's Youth Ambassador Leadership Programme (YALP) show that students often thought violence was caused by alcohol or stress, rather than recognising the drivers and attitudes that support and excuse violence in everyday life.

Another issue that we want to shine a light on is traditional Māori attitudes to women and children in the pre-colonial period, which provide a great guide for the future. Women were more equal and child abuse was rare. In the words of Ngāi Tahu leader Tā Mark Solomon "An abuse against a child, or against a woman, is an abuse against the whakapapa of the whole whānau. An abuse against a woman or a child led to war. It was never accepted."¹ Moreover, historical records suggest that the possibilities for Māori tāne were much broader before the importation of European models of masculinity. These records suggest that Māori men were looked down upon by Pākehā for lacking appropriately stoic 'masculine' behaviours, and were instead talkative and animated, partook in the same work as women, and readily their expressed emotions.² The fact that colonisation has led to limited understandings of possible masculinities, and has justified and excused abuse at the hands of men suggests that unpacking assumptions about colonial masculinity can help Aotearoa reset our attitudes and behaviours by building on traditional Māori values.

Therefore, this campaign will articulate plainly the purpose of White Ribbon is violence prevention, and demonstrate *four key concepts* that support violence prevention, and where to get this information [Healthy Masculinities, Respectful Relationships, Consent, and Call-in Culture].



¹ Solomon quoted in Matthews, (2021).

² See Hokowhitu, B. (2003); King & Robertson, (2017); Mikaere, (1999).

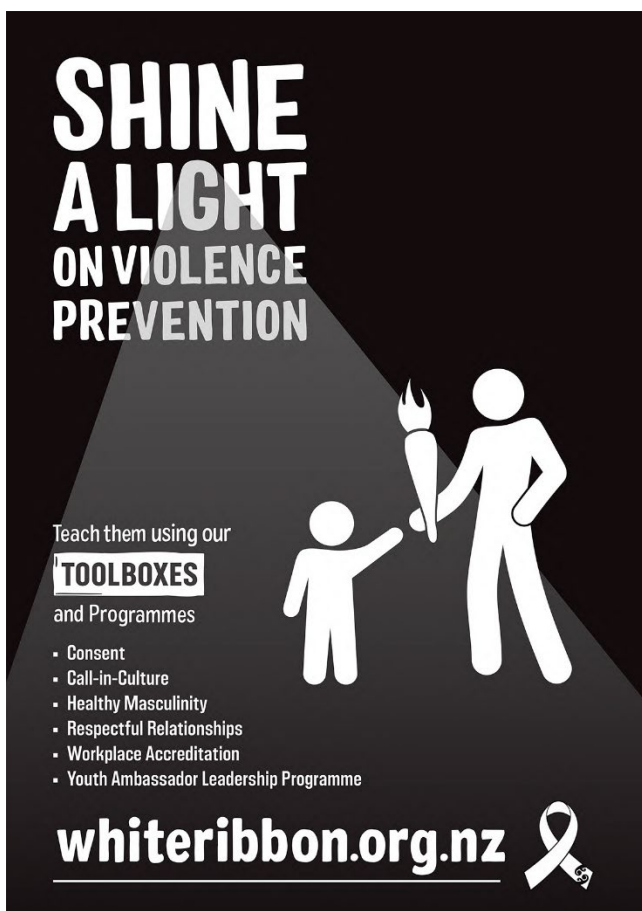
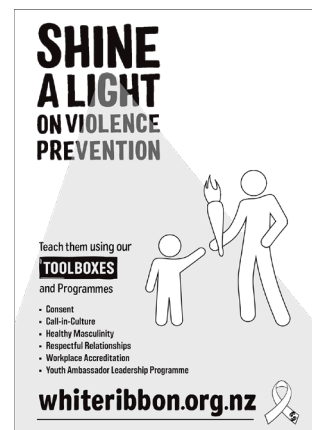
Shine a Light on Violence Prevention Poster

Without the support of a design team in the form of Ocean Design, we are aiming for a campaign that has a degree of simplicity and the ability to transpose the design elements into other media. We propose using professionally drawn stick figures to represent an adult and a child. The adult figure is passing the White Ribbon Torch to the child figure, symbolising the passing on of the healthy behaviours and attitudes that we should role model and teach to children.

This visual messaging allows us to have the conversation about what we should be teaching our children, and why role modelling and educating is so important. The call to action is to *teach them* and will list our four key issues: Respectful Relationships, Healthy Masculinities, Consent, and fostering a Call-in Culture.

These actions are protections against violence and the 'call-in culture' speaks to the manner in which we can take action, inviting men to participate in ways that foster interest and embrace nuance. We will also incorporate the information into our Toolboxes and use this phrase and section of our website to encourage communities to take action.

We can also use this as the opportunity to promote our two main programmes, Workplace Accreditation and the Youth Ambassador Leadership Programme. Following media interviews, there have been enquiries for both programmes and if we include them in the November campaign, it is expected they will generate ongoing violence prevention opportunities.



Key elements of the poster are the use of simple stick figures which can demonstrate actions without confusion.

The use of the torch which will be utilised throughout the campaign.

The use of an adult and a child indicating we are passing the torch to the next generation.

The subtle light emitted from the word light, illuminating the violence prevention below.

Keeps to the black and white style WR is known for.

An inversed poster has also been created to reduce the toner required to print.

Focuses on 'teaching' using the four key messages and our two educational programmes.

1. Shining a Light on Healthy Masculinities

The Man Box

Rigid beliefs about masculinity are passed down from generation to generation, and circulate in popular culture, leading boys and young men to internalize and adopt behaviours that may be detrimental to themselves and others. Our goal in preventing gendered violence as perpetrated by men is not the protection of victims *per se*, but to help men break out of some of the unhelpful stereotypes of being a man.

This is a useful focus for three key reasons. The first is that, according to Police data³, men commit the majority of all violence and sexual harassment in New Zealand. The second is that recent research has shown that holding rigid beliefs in stereotypically masculine roles are about 20 times more important than demographic factors in predicting men's perpetration physical violence and sexual harassment.⁴ Men with the most rigid beliefs about masculinity are also half as likely to seek preventive health care⁵ and more likely to engage in risky behaviours.⁶ The third is that recent research carried out in Aotearoa working with boys and young men, has shown that some boys and young men are aware of the limitations of rigid masculine norms which limit their ability to act in ways that they might otherwise.⁷ For example, due to rigid masculine rules some boys and men feel like they cannot express their sexuality or express diverse gender identities. They also feel like they have to wear specific clothes to conform and they have to conform to a specific body type.

Shining a light can make a difference: Break out

While the rules of masculinity can seem overbearing at times, boys and men *are* interested in breaking out of these restrictive roles. Some research has shown that approximately two-thirds of young men do not personally endorse most of the rigid rules of masculinity.⁸ In fact, boys and men *want* to show that they can be loving, that it is okay for them to be sad, and that vulnerability is okay.

By adopting, and modelling, more flexible and equitable models of masculinities, we can start to foster new, non-violent norms. New norms will give our boys and young men the chance to break some of the restrictive rules of masculinity, and find new ways to be themselves. This means starting discussions, being brave enough to accept change, and shining a light on some of those things about being masculine that are not often talked about.

Healthy Masculinities

Healthy masculinities aren't just about being a good *man*, they are about being a good human being, who shows respect and engages with the world in an ethical way. Healthy masculinities are about being kind, empathetic, finding peaceful resolutions to problems as well as rejecting unhelpful stereotypes and unspoken rules about what it is to be a boy or man. These models of healthy masculinities can lead to less stress and anxiety to conform. It can mean that boys and men are more free to follow their dreams and express themselves, their gender, and their sexuality without fear.

Check out White Ribbon's Toolbox on ['Breaking out of the Man Box'](#)

³ <https://www.police.govt.nz/about-us/publications-statistics/data-and-statistics/policedatanz/proceedings-offender-demographics>

⁴ The Men's Project & Flood, M (2020).

⁵ Springer & Mouzon, (2011).

⁶ Mahalik, Levi-Minzi, & Walker, (2007).

⁷ Gavey, et al. (2021)

⁸ Baker, (2013).

2. Shining a Light on Respectful Relationships

Relationships are diverse

Although, White Ribbon most often speaks of male violence against women because it is so prevalent, intimate partner violence appears in all kinds of relationships. It is important to note that for the 12 months leading up to Nov 2020 9% of young women (aged 15-19) and 14% of people with diverse sexualities (aged 15-29) were sexually assaulted at least once.⁹ Homophobia and discrimination are factors here, as such crime is often motivated by others' attitudes towards a person's sexual orientation. For example, recent statistics¹⁰ show that bisexual people are at twice the risk of experiencing personal criminal offences (33%) than average (15%). 1 in 5 females and 1 in 19 males had experienced forced intercourse (or attempts) in their lifetime (while only 8% of sexual assaults were reported to Police). Moreover, while recent research¹¹ indicates that about 23% of females and 9% of males who have ever had a partner had experienced intimate partner violence in some form, adults with disability have been shown at significantly greater risk of experiencing intimate partner violence. For example, psychological abuse in a relationship was reported by 60% of women and 51% of men with disability. People with at least one disability also reported high rates of physical intimate partner violence, which was reported by 40% of women and 47% of men, and women with any disability reported significantly higher rates of experiencing sexual IPV (16.9%) than men with any disability (5.0%).

Shining a Light can make a difference: Recognise respect

Respect means treating others how you want to be treated. Respectful Relationships is the 'short-hand' description of the behaviour White Ribbon want to promote to help reduce the use of violence and coercion in relationships. This includes: equality between partners, effective use of non-violent communication, flexible gender behaviours, and respectful sexual relationships. In fact, White Ribbon are currently working on a new Toolbox designed to help parents (and others) whose children are challenging gender norms.

A key way to get boys and young men involved is to focus here on communication in relationships, respect, sexual responsibility, as well as the diverse manifestations of sexual violence, and emotional and verbal abuse.¹² This can look like encouraging behaviours like trust and open communication: If you like someone and want a relationship, or even if you've been together for a while, show your affection by listening, asking questions, talking, being helpful, and showing warmth and support. Sharing your real thoughts and feelings helps your partner (and people in general) understand and connect with you, and helps to reduce miscommunication and frustration.

Having respectful relationships also involves questioning all the messages we receive over our lifetime about what a relationship is *supposed* to look like. These messages might have come from family, peers and culture, TV shows, movies and ads, and even pornography. Choose the messages that are helpful to you, and that support the way you want to live by your own values. Let go of old scripts for how people should be together, and make your own choice about what a relationship can be. Relationships are, by definition, partnerships that require communication and compromise: you are *both* equal.

Check out White Ribbon's toolbox on [Respectful Relationships](#)

⁹ <https://www.justice.govt.nz/assets/Documents/Publications/NZCVS-Cycle3-A5-20210611-v1.0-fin.pdf>

¹⁰ ibib.

¹¹ Fanslow, et al. (2021).

¹² Kaufman (2003); World Health Organization (2007).

3. Shining a Light on Consent

What kind of guy are you?

No one is entitled to demand sex from another person, and yet in recent years we have seen that a lot of guys out there still feel entitled to sex or to force another person to have sex. In 2021 a survey of Christchurch Girls' High School showed that more than half of the young women surveyed described being sexually harassed, and more than 20 said they had been raped by individuals or groups. In 2020 the Ministry of Justice reported that one in four women have experienced sexual victimisation in their lifetime.¹³ In that same year, boys and men made up 98% of sexual assault and related offenders.¹⁴ Popular ideas about men's sex and sexuality (i.e. that it is uncontrollable and that men 'need sex all the time'), and some men's belief that they are owed access to someone else's body need to be interrogated and dispelled if we are going to reduce these shameful rates of offending.

Shining a Light can make a difference: Got to ask

The best sex is when both parties are enthusiastic about it. Whatever you're doing, and whoever you're doing it with, enthusiastic consent should always be the starting point. But consent is much more than a 'yes' or a 'no'.

Not saying no?

Not saying 'no', or allowing something to happen, or not resisting, being silent, does *not* mean you have consent. Is your partner touching and kissing you back? No? Then check-in. Before you take it a step further or change things up, check if that is okay. It doesn't have to be super awkward – checking in could be as simple and as asking "Would you like to take your shirt off?" It's an ongoing communication about desires, needs, and comfort with different sexual interactions. You and your partner both get a say on what happens, and you can each change your mind whenever you want to. Relationships and sex can involve lots of different activities – saying yes to one doesn't mean you are saying yes to everything.

Saying yes!

Consent only counts if it's given freely – that means no threats or tricks, including things like guilt trips or the silent treatment. Having sex like that isn't just a crappy thing to do, it's also illegal. Consent during sex must be ongoing, active and enthusiastic. Don't just assume your partner is OK with whatever you are doing. You need to ask, listen and pay attention to how they are acting. You can only keep going if your partner is enthusiastic about it too, and actively and equally participating. Open communication and understanding what your partner wants is vital to respectful sexual relationships.

Check out White Ribbon's toolbox on [Respectful Sexual Relationships](#)

¹³ <https://www.justice.govt.nz/justice-sector-policy/research-data/nzcass/survey-results/results-by-subject/sexual-violence/>

¹⁴ <https://www.police.govt.nz/about-us/publications-statistics/data-and-statistics/policedatanz/unique-offenders-demographics>

4. Call-in Culture

Talk with other men

We're all on a journey to reduce and eliminate men's violence and we need to demonstrate not just why something is harmful, but that there are alternatives that are more fulfilling. On this journey, it is important to involve men in violence prevention efforts, not only because men perpetrate the majority of violence, but because men can play a positive role in intervening in this space.¹⁵

Most men think violence against women is unacceptable. In fact, men routinely overestimate other men's comfort with sexist, coercive, and derogatory comments and behaviours.¹⁶ Research repeatedly shows that *most* men are uncomfortable when other men act in sexist and discriminatory ways, but are afraid to raise this because they believe they are in a minority.¹⁷ Yet, men also drastically underestimate other men's willingness to intervene in violence against women.¹⁸

As recent research in Aotearoa has shown, when given the chance to speak openly and safely about difficult questions of sex, gender, and ethics, some young men engage in critical and thoughtful ways around topics that they often find difficult to discuss.¹⁹ So while we must continue to hold individual men and male dominated institutions responsible for their actions, we can avoid language that implies that *all* men and boys are to blame, and instead harness their sense of fairness and their frustration with witnessing injustice.²⁰

Shining a Light can make a difference: Invited, not indicted

You can help prevent violence by being a positive influence on other men. Effective prevention moves beyond simply stopping violence into promoting alternative healthy behaviours. We must encourage boys and men to recruit and educate other boys and men in ways that lift each other up. An effective way to do this is by 'inviting' men, rather than indicting them. This means not only modelling positive behaviour in front of each other, but also understanding that other men might be at a different part of their journey and still working it out for themselves.

So, when someone says something stupid online, or says something sexist in real life, this is an opportunity to effectively engage them and have meaningful conversations to promote sustained change. But jumping down your mate's throat for saying the wrong thing might not be the best way to get him to change his behaviour. Instead, try asking questions: If your mate says something sexist, ask them why they think that, or where they got that idea from? You could tell them that you don't understand and ask them what they mean. You can also draw on your own values that support respectful behaviour. These could be cultural values, such as the Tikanga Māori values of *Mana Tāne*, *Mana Wahine*, religious beliefs, or general ideas like *Everyone's equal* or *A fair go for all*.

Stay cool and calm, and really try to listen

Because some men are used to fighting, conflict, and arguing, it can be very disarming to show some compassion and care. Take every opportunity to talk to men about how men are portrayed on TV, among friends, and in whānau. Talk to them about the 'man box' – where men must appear tough, aggressive and in charge in front of other men. Listen and encourage them to try out different ways to express their identities and values.

Check out White Ribbon's toolbox on [Breaking out of the Man Box](#)

¹⁵ Flood (2020).

¹⁶ Baker, (2013).

¹⁷ Katz, (2018); The Men's Project & Flood, (2020).

¹⁸ Baker (2013).

¹⁹ Gavey, et al. (2021).

²⁰ Kaufman, (2003).

Resources

0800 HEYBRO is a He Waka Tapu trademarked phone number for men to phone when they feel they are going to harm someone or a whānau member. This is 24 hour, 7 days a week phone line with a dedicated team just a phone call way to listen and provide help.

<https://www.hewakatapu.org.nz/services/0800-hey-bro>

OutLine is a nationwide, all-ages rainbow mental health organisation. Call 0800 OUTLINE (0800 688 5463) any evening between 6pm and 9pm to talk to a trained volunteer from the LGBTIQ+ community. It's free & confidential. Some of the topics people call to talk about include family relationships, loneliness and isolation, sexuality and gender identity, sexual health, navigating gender-affirming healthcare and meeting people. <https://outline.org.nz/>

TOAH-NNEST is the national network of those providing specialist services for sexual violence prevention and intervention: Te Ohaakii a Hine-National Network Ending Sexual Violence Together. It represents about 40 specialist not for profit organisations (NGOs). Many individual specialists working throughout Aotearoa New Zealand in whānau/ families, hapu, iwi and communities.

<https://toah-nnest.org.nz/>

Call 0800 LIFELINE (0800 543 354) or text HELP (4357). Ask to speak to one of the men's support workers.

Call Safe to talk (0800 044334 or text 4334): Sexual violence helpline

Call SHINE (call free 0508 744 633: 9am to 11pm, 7 days a week)

[Youthline](#): 0800 37 6633 (free 24-hour line) or free text 234

[Shakti](#): 0800 SHAKTI (free 24-hour line)

[Rainbow Youth](#) provides support, information, resources & advocacy for Aotearoa's queer, gender diverse, takatāpui and intersex youth. (09) 376 4155 (11am-5pm weekdays)

[Rape Prevention Education](#) (RPE) works in the greater Auckland area and nationally to prevent sexual violence through the delivery of education and health promotion and prevention activities

[Mosaic-Tiaki Tangata](#) is an ACC-registered charity working with males of all ages in the Greater Wellington region who have experienced trauma and sexual abuse. Peer support for males who have experienced trauma and sexual abuse: 0800 94 22 94

[Growing up Takatāpui](#) gives advice to takatāpui and their whānau about how to communicate with each other by using examples, discussing impact of colonisation, and using Te Whare Tapa Whā, a Māori model of wellbeing.

Take time to reflect on what kind of man you want to be and who your ancestors were. See E Tū Whānau resources <http://etuwhanau.org.nz/>

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Further Campaign Information

We are asking communities and organisations to take part by:

- Encouraging community organisations and businesses to light up their buildings to support violence prevention
- Encouraging people to share their stories of change
- Sharing White Ribbon posts in media channels or a violence prevention story from one of the many organisations or individuals that undertake violence prevention
- Encouraging people in your community to wear white ribbons this White Ribbon Day (Thursday 25th November)
- Hosting the White Ribbon Riders (South Island only) when they are in your area as riders hear stories of change from communities

Flyer

The flyers will be a threefold DLE flyer with a section on each of the four messages and a back and a front. While lower numbers of these will be printed, they are essential as a way to easily explain the campaign's key messages and actions.

Infographic

To help get some of the key statistics across we will design an infographic that includes our key statistics and demonstrates some of the diversity of whānau / families and relationships and the different kinds of family violence. These will be available as downloads.

Tiles (for Facebook and Instagram)

Using the image design from the poster, these tiles provide a graphical depiction of (at least) the four key messages which are then supplemented by a further explanation. These tiles are then shared and promoted across the internet. #Shinealight

The Ride

Using the torches designed and created by NZDF in 2016, the Ride will listen to people's stories, collecting them and ensuring people's voices and stories are heard. This will include both perpetrators and victims. Riders will be able to respond working in our key messages

The Ride will have additional events in the South Island due to Covid. The Ride will continue until we can be vaccinated. The North Island Ride has been cancelled due to Covid. The South Island Ride will continue unless circumstances change. We are encouraging all Riders to required social distancing. We will be limiting the number of participants to local riders joining the Ride to ensure we can control the number of participants. For writing, an outdoor event can only have a maximum of 100 attendees, and requires social distancing and scanning in. We are focusing on smaller gatherings where the riders can receive the stories of change and then take these onto an event at Parliament on White Ribbon Day, 25 November.



The Torch

The torch (with White Ribbon) will be the logo for the campaign. The physical torches would have travelled around NZ with the rides.



Community Action

We will encourage councils, businesses, Sky City etc to promote the campaign focusing on the need to educate and pass on information that can prevent violence and collect stories of change. We will be asking organisations to light up their structures to demonstrate their support and shine a light on violence prevention. Due to the nature of Covid, we are asking our Police and Council partners to assist and the key focus now is stories of change.

Marketing

With no funding for the campaign at the time of writing, marketing will be extremely limited and will have to rely on third parties to implement paid marketing and media to carry the messaging.

Resources

White Ribbon will have some resources available for purchase via the online shop such as cloth ribbons, tattoos, balloons, metal ribbons and free flyers. There will be no new t-shirts. Posters will be available as a PDF as will the two new Toolboxes on parenting children breaking gender norms/coming out and on call-in culture. Key resources will be downloadable and freely available.

Gathering of Stories

This year as part of the White Ribbon Campaign we want to collect stories of change to help shine a light on what works in violence prevention in our communities. We know there are many people who have really inspiring stories of change and redemption that could help people who are currently trapped in abusive, violent and unhealthy relationships. We want to know how you coped, where you got the support, and the tools that helped to change your situation. We want to hear from both former perpetrators and survivors.

We want to make it as easy as possible to take part, so there are a range of ways you can get involved and share your story. Our White Ribbon Riders are travelling the country and will collect stories in person, so you can attend a local event and take part that way. You can use Messenger on Facebook to share your story with us privately, either in text or by video. You can post to your own Facebook page and use the hashtag #WRstoriesofchange or #ShineALight. There is a link on our website that allows you to contribute, and of course you can always send us your story by email to contact@whiteribbon.org.nz

We want to share your stories with the wider community so, however you get in touch, please tell us whether you give permission for your story to be shared, and if so, whether you are happy for your name to be used, or whether you would prefer to be anonymous. Either is absolutely fine and we realise it is sometimes not safe or appropriate to provide your details. Please share this invitation with people you know who might want to take part. As always, we are so grateful to the White Ribbon community for standing up, speaking out and acting to prevent violence. It really does make a difference.

Videos

White Ribbon will be filming a number of volunteers on the 11th 12th of October in Wellington. We had planned to undertake this in Auckland but that is no longer possible. We are calling for volunteers from our communities of interest and our Ambassadors and Riders to participate. A series of questions will help guide our speakers toward the key issues.

Campaign key messages

Healthy Masculinities

Adhering to rigid norms of masculinity are harmful to everyone. Holding stereotypically masculine roles is 20 times more important than demographic factors in predicting men's use of physical violence and sexual harassment. Men with rigid beliefs about masculinity are also half as likely to seek preventive health care. We need to keep challenging rigid beliefs about masculinity, for everyone's sake.

Respectful Relationships

No matter who you are, and who you are going out with, relationships have to be respectful. Having respectful relationships requires questioning all the messages we receive over our lifetime about what a relationship is supposed to look like. These messages might have come from family, peers and culture, TV shows, movies and ads, and even pornography. Let go of old scripts for how people should be together, and choose the messages that are helpful to you.

Consent

No one is entitled to demand sex from another person. In recent years we have seen that a lot of guys out there still feel entitled to sex or to force another person to have sex. Popular ideas about men being unable to control themselves, and that they don't understand consent sell men short. And saying that you didn't know just isn't good enough. You need to make sure that you are engaging in consensual behaviour: there is no valid excuse for sexually assaulting someone.

Call-in Culture

Let's lift each other up without putting each other down. These days you might hear someone saying something offensive without thinking, or see someone you know writing something sexist on social media. Sometimes our natural reaction is to get mad at that person, or just to say nothing at all. But there is another way: let's call those people in. Take a breath, wait, and catch-up with that person later on or send them a private message. Some men are used to fighting, conflict, and arguing, and so it can be very disarming to show some compassion and that you care about what they think. So, ask them what they meant, and engage with them in an empathic conversation to bring them along on the journey. We are all learning, so let's help each other out on the journey to reducing gendered violence.