



Making **violence against women**
a thing of the past

Becoming a White Ribbon Ambassador?

White Ribbon Day is The United Nations International Day for the Elimination of Violence Against Women and falls on the 25th November every year. The White Ribbon campaign aims to prevent Violence Against Women and promote respectful relationships. It is led by men who are willing to take a stand against Violence Against Women and be positive role models to other men in the community.

Who are White Ribbon Ambassadors?

White Ribbon Ambassadors are highly respected men from a wide range of sectors who are willing to encourage men and boys in the community to participate in the global movement to eliminate Violence Against Women.

We want to recruit men from across all walks of life, from different communities, backgrounds, groups, professions, etc. to become ambassadors to stand up and say '**No**' to Violence Against Women.

Why Only Male Ambassadors?

The White Ribbon Campaign focuses on the belief that change will only occur when men accept responsibility to make change. This is an opportunity for those men who care about the women in their lives to take responsibility to ensure that women live free from violence and fear.

Until now the burden for working towards ending male Violence Against Women has fallen almost entirely on women. Given that men are the users of violence, we see this as unacceptable.

What Do Ambassadors Do?

Ambassadors take an active stand to support the principles of the White Ribbon Campaign and are positive role models who convey these principles and important messages to others in the community.

White Ribbon Ambassadors can be involved in many different ways depending on their availability, interests, etc. Here are some examples of the types of activities Ambassadors can be involved in:

- Wearing a White Ribbon throughout November in the lead-up to White Ribbon Day, whilst encouraging others in their communities, organizations, etc. to do the same;
- Promoting public interest by talking with colleagues and friends about the campaign; what it means; how important it is to change community behaviours and attitudes;
- Talking about their role as an Ambassador in as many situations as possible and in particular when attending public engagements;
- Hosting meetings, social events, awareness raising activities, e.g. holding a breakfast, lunch, business meeting, BBQ, etc. to mark White Ribbon Day;

- Approaching local councils, men's organizations, sports and services clubs and other interested businesses and organisations to offer themselves as guest speakers and encourage them to:
 - buy, distribute and wear white ribbons
 - hold an event in November to mark White Ribbon Day
- Facilitating presentations in the work place, in recreational settings, etc. that address the issue surrounding Violence Against Women;
- Participating in media opportunities wherever possible, e.g. direct interviews, writing articles, utilising personal media contacts to extend the White Ribbon campaign message

How can you be involved?

The range of ways in which a White Ribbon Ambassador can be involved, either individually or in conjunction with others, is solely limited by our imagination.