



# White Ribbon Activities Guide

## **Introduction**

This is a list of some of the activities which campaigners have used in raising awareness and drawing attention to the issues around men taking responsibility for reducing male violence against women. We are offering it as a resource to give people ideas of what you might like to try in your area.

We are always interested in hearing of other activities which have proved effective

## **Hand Printing Banner These Hands are not for Hurting**

This is available as a kit. It has been used with groups ranging from junior school children to parliamentarians with equal success. Very appropriate for summer events too, as it is an involving activity and will attract attention. After the activity the banner can be used for a background to an education stand.

## **Tshirts Decorating Men's Clothesline against Violence**

Available as a kit. We have used it with groups of male school students who have written their slogans against violence on the shirts. The t shirt project kit includes a pdf of a leaflet to use with the activity.

## **March/ Demonstration against Violence against Women**

We can supply posters for a White Ribbon march but it is useful to have supplies of placards for participants and leaflets to give out to passers by

In Liverpool the Fire Service supplied a fire engine, and in Stirling the Police Band provided a focus for the 100 people marching with their giant white ribbon

## **Walk a Mile**

Sponsored walk by Men to raise funds for womens organisations carried out in high heeled shoes is a very media friendly event. Local TV have covered both of Bury's annual events, particularly if you can involve well known men. Walk a Mile is a Canadian company who can provide support for these events.

The Lord Mayor of Liverpool, who joined men from Men's Health Projects, and the White Ribbon Campaign to stagger down Bold St, Liverpool in their high heels.

### **Theatre Events**

We can provide details of a range of theatre companies which have produced material on Domestic abuse. In the past we have been involved in post show discussions in venues ranging from Community Arts theatres to the Royal Exchange. We can offer support for post show discussions and literature.

Other groups such as *Tender* work with schools to develop their own educational pieces on the subject of violence against women and girls.

### **Giant White Ribbon**

A giant logo on view for the 16 days of action provides a daily visual reminder  
Giant white ribbons carved in the snow, giant white ribbons carried around sports grounds, huge banners and ribbons on the side of a Town Hall are just a few of the visuals which have been used.

### **Shopping Centre Stalls**

A good activity for a Saturday morning. It can be used in conjunction with another attention-grabbing activity, such as a Sponsored Walk, or Handprinting to bring people to the stand.

### **QuizNight**

Bristol White Ribbon Campaign had a very successful and enjoyable Quiz Night in aid of White Ribbon Campaign, held at the home of Bristol Rugby Club and Bristol Rovers FC. There is also an opportunity to offer a round of questions about violence against women as part of the education process.

### **White Ribbon Ball**

Liverpool White Ribbon Campaign have sold out months in advance tickets for their two annual White Ribbon balls, raising lots of money for local womens groups. The Lord Mayor of Liverpool has attended both events.

### **Dress Down Day**

The RAC organised a dress down day to wear something white and got everyone in the organisation to contribute.

### **Football/ Rugby/Ice Hockey Action**

For the last two years more than half the Premiership football teams have taken part in some activity to mark White Ribbon Day, November 25<sup>th</sup>.

Managers wearing ribbons and making statements, PA Announcements and articles in the programme have all been opportunities for mass awareness raising. Some clubs have distributed ribbons and had collections outside the stadium

A community football competition is also a possibility particularly one featuring the Masters team of older experienced players

These have taken place in Harrow, and Liverpool in previous years.

Darlington FC had a balloon release at the start of their game on November 25<sup>th</sup> 2008 to mark the number of women victims killed in the UK each year.

### **Music Night**

Good for fundraising and awareness raising at the same event. Men wearing a white ribbon can gain access via the VIP queue.

### **Club Night**

Successful club nights have been held in a variety of venues

### **Coffee Bar Cakes and Questionnaire**

Offering male students a free cake to answer a questionnaire has proved a successful attraction at Leeds and Manchester Universities. After filling in the questionnaire and discovering the answers we asked them if they wanted to commit to the White Ribbon Campaign, and 96% said Yes.

### **Sportsman Dinner**

A packed event featuring a presentation by a former Premier League referee at Bury Cricket Club raised a lot of money for Local womens aid. We can supply details of comedians who have a particular repertoire to question issues around gender stereotyping and be very funny.

### **Celebrity endorsements/ Ambassador Programme**

Obtaining media coverage is always much easier if the local campaign obtains the support of local celebrities.

Scottish White Ribbon Campaign recruited 16 prominent male ambassadors, and Wales is in the throes of doing the same. Derwyn Jones the ex Wales Rugby player was their first sporting ambassador

Rafa Benitez the Liverpool manager has supported the White Ribbon Campaign for the last three years.

**White Ribbon Town**

Applying to receive the White Ribbon Organisational Charter Mark shows your organisation takes seriously its responsibilities for involving men in eliminating violence against women. Details of the White Ribbon Awards scheme are available from the office.

**Ride against Violence**

Bikers from Darlington have organised Rides against Violence

**Speaker Meeting/ Workshop**

White Ribbon Campaign Office can supply a range of workshop activities, speakers notes and lesson plans and can advise and provide speakers for events ranging from the main stage at a pop festival or half time at a sports event to political conferences. Presentation and activity times have ranged from 2 minutes to 2 days !

For more assistance with organising activities call White Ribbon Campaign on 01422 886545 or 07941 597584 or email on [info@whiteribboncampaign.co.uk](mailto:info@whiteribboncampaign.co.uk)

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