THE WHITE RIBBON UK AMBASSADORS AND ROLE MODELS PROJECT: ENLISTING MEN TO CHALLENGE MALE VIOLENCE AGAINST WOMEN.

AMBASSADORS:
ROLE MODELS FOR CHANGE

THE WHITE RIBBON UK AMBASSADORS AND ROLE MODELS PROJECT: ENLISTING MEN TO CHALLENGE MALE VIOLENCE AGAINST WOMEN.

SUPPORTED BY:

www.whiteribbon.org.uk
VIOLENCE AGAINST WOMEN IN THE UK

2 WOMEN A WEEK are killed by current or former partner

DOMESTIC VIOLENCE:

6 OUT OF 7 VICTIMS ARE WOMEN

9 OUT OF 10 DEFENDANTS ARE MEN

20% of women have experienced sexual assault

10,000 women sexually abused every week

1 - March 2015 Crime Survey for England and Wales
2 - 2017 Crime figures from Crown Prosecution Service
3 - March 2017 Crime Survey for England and Wales

WHITE RIBBON UK IN NUMBERS

34,775 PLEDGED never to commit, excuse or remain silent about male violence against women

773 AMBASSADORS men taking action in support of the campaign

143 CHAMPIONS women supporting the campaign

86 ORGANISATIONS local authorities, services etc., working with us to change things within the public sector

MEDIA & EVENTS

14,000 Twitter followers
4,000 Facebook page likes
156 events in 2017
36,000 ribbons bought in 2017

WHERE TO GET HELP

RAPE CRISIS
0808 802 9999

GALOP - LGBT+
0800 999 5428

WOMEN’S AID
0808 2000 247

MEN’S ADVICE LINE
0808 801 0327
INTRODUCTION

White Ribbon UK was established in 2007 with a mission to end male violence against women, and promote gender equality. Since then the campaign has engaged with thousands of men, working with them to change the male cultures that can lead to abuse and violence against women.

In September 2016 we received a significant grant from the Tampon Tax Fund, facilitated now by the Department for Digital, Culture, Media & Sport, to deliver the Role Models Project, *Enlisting Men to Challenge Male Violence Against Women*. The project was developed to build on our previous success involving men and boys in challenging violence against women. This supported the aim of the Government to prevent violence against women and to enlist men as agents of that change.

Primary prevention involves creating a culture of respectful relationships across the whole community. The project was designed to build capacity in local communities through an expanded network of male campaign ambassadors, encouraging other men and boys to become agents of change. We worked in partnership with a range of local agencies, organisations and groups who became accredited White Ribbon UK organisations as part of the project. A development that wasn’t anticipated, but welcomed, was the number of women who wanted to support the work. Alongside the Ambassador Programme we now have volunteer women champions, who promote the work and who provide an important ‘sounding board’ for the work of the campaign.

The project has brought in more ambassadors than we expected. They come from a wide range of backgrounds and offer many different skills and experiences. Most importantly, wherever our ambassadors are, they are engaging with men and boys and challenging inappropriate language and behaviour. Ambassadors all share the belief that violence against women is everyone’s problem, and that men must play an active role to end male violence against women once and for all. Ambassadors are active in their communities being role models for change. The message of White Ribbon UK is simple; we ask all men to take responsibility and stand with women. To understand how to do this men need to ask women how best to approach the issue, listen to what is said and act accordingly. I am delighted that we now have so many White Ribbon UK ambassadors who have committed themselves to sharing this message with their peers, and within their workplaces and communities.

Early in the campaign one person commented, “It’s a great start, but why aren’t you doing more?” The structures established by the Role Models project ensure that we have the basis of being able to do that.

Chris Green OBE
Founder and President, White Ribbon UK

1 - “One under exploited area of public education is encouraging men to challenge other men...Much of the work in the UK is currently undertaken by the White Ribbon Campaign”
White Ribbon UK volunteer ambassadors engage with other men and boys to call out behaviour that leads to harassment, abuse and violence when they see it, and to promote a culture of equality and respect. Ambassadors take the message out to their wider communities; to schools and colleges, sports clubs, sporting events, workplaces, venues and festivals.

The increase in the number of ambassadors through the Role Models project has meant that there has been an increase in the number of men and boys who are aware of the issue of male violence against women. Our ambassadors have reported back from a wide range of events and have described a high level of interaction. Members of the public have engaged in discussions about the campaign, and signed the White Ribbon UK pledge.

White Ribbon UK ambassadors include Chief Constables, and Police & Crime Commissioners, PCSO’s, Social Workers, Theatre Directors, School Governors, Trade Union Officials, Research Students, Housing Officers and Bar Owners. The depth of activities they undertake is immense - presentations to faith groups, talks at youth clubs, stands at music festivals and sports events, poster displays and setting up local vlogs and facebook pages.

Many events and workshops have taken place as part of the project. 140 leading ambassadors attended a conference in February 2018 which enabled networking and the sharing of good practice. Many overarching larger providers have organised county-wide events for groups of ambassadors from various organisations including Lancashire, Surrey and Kent. White Ribbon UK ambassadors are recruited through word-of-mouth, social media, our website, and at campaign events.

All ambassadors complete the new online training programme that has been developed within the Role Models project. This ensures all ambassadors fully understand the importance of the campaign, the varied and intersectional issues of male violence against women, and their role in being agents for change.

“I am an ambassador because as a leader of a blue light service I can talk honestly and openly [about the campaign].”
- Ambassador and Chief Constable

“Becoming an Ambassador has provided impetus, resources, ideas and focus for someone who was already very passionate about eliminating male violence towards women.”
- Barry Cusack, Ambassador, Bradford
Whilst the aim of the Ambassador Programme is to engage men, in order to approach the issue of violence against women in the right way, women have to be part of the campaign. Therefore as part of the Role Models Project, we developed the Champions Programme for women supporters.

“The Sports Ambassador Programme was led by Ikram Butt, the first Asian Rugby League player to play for England and a role model for many.

It is a requirement for an organisation seeking accreditation that at least 4 ambassadors are recruited. This has been highly successful in ensuring that there is a high level of campaign interaction within organisations. Examples include: Kent, where ambassadors come from the Police, and Fire and Rescue Services; West Yorkshire’s ambassadors include a venue manager, councillors, community outreach programme coordinators and domestic violence coordinators; and Greater Manchester, where a college head of department, and two music promotion company owners, are among our ambassadors. In Wales there has been considerable engagement in White Ribbon UK activities with ambassadors from the Welsh Assembly, Cardiff Council, Swansea University, and the South Wales Fire Service.

“Men empowering men to take action against violence against women and children; essential for men taking responsibility.”

- Delegate, White Ribbon UK Conference 2018

“...was pleased with the opportunity to become a champion. It feels more inclusive and the online training is really interesting.”

- Maria Guidera, Champion, Warrington

Bradford Teaching Hospitals
ACCREDITED ORGANISATIONS

The process of an organisation or group becoming an accredited White Ribbon UK Award Holder requires a two-year action plan with activities and events that are relevant to their local communities and stakeholders. Within the action plans for each award holder is an engagement strategy for men and boys. There have been some great success stories with accredited organisations, and the number of new accreditations and re-accreditations has increased.

Bradford Metropolitan Borough Council became a White Ribbon UK accredited local authority during the lifetime of the Role Models Project. Some of the activities undertaken during White Ribbon Day were flying the White Ribbon UK flag from City Hall and a stall in a shopping centre where men and boys were encouraged to take the White Ribbon UK pledge. The city centre Christmas Lights displayed the White Ribbon UK ‘Love & Respect’ message.

An event was held with the West Yorkshire police, Bradford College and the Oasis Academy to celebrate each of them gaining White Ribbon UK accreditation. A White Ribbon UK ambassador from Bradford was contacted by schools to obtain campaign materials, while staff in domestic abuse agencies were motivated to discuss the issues in a new and different arena.

During the Role Models project, Lancashire became a White Ribbon UK County, with all district councils and unitary authorities across Lancashire achieving White Ribbon UK accreditation. Four simultaneous accreditation events took place across the county, involving senior staff and councillors marking White Ribbon Day and the 16 Days Of Action. As an example of the profile the campaign achieves through local authority accreditation the Blackpool Tower was illuminated in white as part of the famous Blackpool Illuminations.
Organisations with White Ribbon UK status now extends through many organisations, including local authorities, housing associations, universities and colleges, sports clubs, trade unions, NHS trusts and music venues. There is interest now being expressed by businesses, music festivals and the prison service.

The **UNISON South East Equality Conference** featured, ‘White Ribbon UK and accreditation of the workplace’ in London. The workshops were well received and interest in accreditation was shown by universities, health authorities and local authorities. Two additional UNISON staff came into the workshops, as they were attracted to the campaign support materials on display.

The **Nice & Sleazy Festival** is best known for Punk & Ska music, and has one of the most diverse demographics of any UK music festival with attendance averaging 1,500 people. The White Ribbon UK stall in the main area, run by ambassadors, attracted a large number of festivalgoers.

**ATIK Nightclub** in Halifax became our first White Ribbon UK accredited venue. By working with venues we have been able to develop a programme that supports clubs in ensuring their spaces are safer for women and raising awareness. Resources include briefings for staff and door supervisors, as well as information for customers on posters and beer mats.

“Sports clubs have a responsibility in their communities to ally themselves with the message of the campaign.”

- Ikram Butt, Sports Ambassador

Of the many sports clubs who have taken on board the White Ribbon UK campaign, a notable example is **Hull FC**, who wore White Ribbon UK shirts for their warm up at the 2017 Rugby League Champions final. Accredited authorities have worked with sports clubs within their community as part of the delivery of their action plans. Islington Council used White Ribbon UK resources to organise a 5-a-side football match with **Arsenal In The Community** to draw attention to the potential rise in domestic abuse during the football World Cup.

“Having seen the on street harassment that women face, I want to make bars and clubs safer spaces.”

- Richard, Ambassador, Norwich

South Wales Police and Cardiff Blues Rugby team at Cardiff Arms Park
INFLUENCING CHANGE

By the end of the Role Models Project, over 33,000 individuals had made the White Ribbon UK pledge; a large increase on the number at the beginning of the project. There have been many events and promotions that have taken place over the lifetime of the project to increase public awareness of the campaign. The White Ribbon UK social media presence has greatly increased during the Role Models project with 14,800 Twitter and 4,282 Facebook followers.

Some of the highlights of the project include:

- White Ribbon UK wrapped Fire Engines and Police Cars in Hull
- Leicestershire County Cricket Club organising a parliamentarian vs. White Ribbon UK cricket match – supported by Leicester Women’s Aid
- Welsh Government projected White Ribbons onto 7 castles during White Ribbon Day 2017
- British Deaf Rugby wearing white ribbons at the start of all their matches
- Equity having White Ribbon UK boxes in front of house at all West End theatres
- The Great British Rugby League Teachers Association adopting the White Ribbon UK logo on their rugby shirts
- National Asian Cricket Council using the White Ribbon UK logo on their shirts for 10 of their matches in 2018
- Throughout Wales, 2,000 large vehicle and window stickers were distributed

A White Ribbon UK Summit held at Westminster in November 2017 was attended by fifteen MP’s, the leaders of three trades unions, and senior staff from four women’s sector organisations.

The White Ribbon UK All-Party Parliamentary Group, established as part of the Role Models Project, is working to ensure that the perspective of White Ribbon UK is heard in Westminster on an ongoing basis.

White Ribbon UK has participated in government consultations including the recent ‘Transforming the Response to Domestic Abuse’. The development of the work of White Ribbon UK through the Role Models project means that the organisation is well placed to support several aspects of the government’s proposals. This includes the way we raise awareness within communities to make sure that domestic abuse is at the top of everyone’s agenda. The campaign is now in a good position to extend our work into schools - a move we believe is vital if we are to achieve widespread cultural change.
We consistently receive support from politicians in Westminster, the Welsh government, and in councils. Through this engagement, these political ambassadors become powerful role models in their own right.

White Ribbon UK Conference (February 2018)
Left to right: Ikram Butt (Programmes Director, White Ribbon UK), Chris Green OBE (Founder & President, White Ribbon UK), Naz Shah MP, Mark Burns-Williamson (Police & Crime Commissioner, West Yorkshire), Brian Mitchell (Chair, White Ribbon UK).

“The best way in which we can defeat violence against women is by working together and having a coordinated approach that intervenes early to prevent those violent acts from ever occurring.”
- Gavin Newlands, MP

“Domestic abuse affects people from all demographics and backgrounds, although we recognise that women are disproportionately affected. We are delighted that Kirklees has achieved White Ribbon UK accreditation which demonstrates our ongoing commitment to working with communities and partners.”
- Cllr Shabir Pandor, Leader of Kirklees Council

“Domestic violence and sexual assault will not be accepted and we aim to continue to raise awareness of this very important campaign.”
- Cllr Rob Waltham, North Lincolnshire

“Domestic violence and sexual assault will not be accepted and we aim to continue to raise awareness of this very important campaign.”
- Cllr Rob Waltham, North Lincolnshire
The White Ribbon UK Ambassadors and Role Models Project: *Enlisting Men to Challenge Male Violence Against Women*, has been very effective in achieving its aims. A strength has been the co-productive approach with agencies and groups to develop relevant local activities to recruit ambassadors at ground level. This builds momentum attracting more ambassadors which increases the numbers of men and boys who are made aware of the issues of male violence against women and their own responsibilities. There is also the ongoing emergence of ideas for events and promotions which takes the message further.

The main aim of the Role Models Project is to increase our ability to promote the core campaign. At grass roots level, we have ensured this aim is sustainable. The campaign message has the flexibility to meet identified needs from different sectors and communities whilst ensuring that this specialised work is consistent with the core campaign of involving men to prevent violence against women and promoting gender equality.

The project has greatly increased the capacity within local communities for men and boys to become aware of, and engage with, the process of ending violence against women. The momentum generated with the recruitment of new ambassadors is cascading down from the original individuals to others, engaging not only future ambassadors and award holders but also involving female champions and generating public interest and awareness.

New developments have been made as part of the learning outcomes of the project. There are now programmes for small sports clubs, venues and festivals with further such projects in development. It was clear that smaller organisations did not have the capacity to engage with the campaign in the same way as large public bodies. The programmes have therefore been made more accessible with clear and achievable requirements for smaller organisations, these include recruiting at least one ambassador.

The compulsory online training programme for ambassadors has been a significant positive outcome of the Role Models Project, with very good feedback. The new online learning platform that was created to facilitate this training as part of the project offers the opportunity to develop further training programmes.

The Role Models Project has been a major development in the life of White Ribbon UK. Structures are now in place for supporting activity nationwide to create a world of non-violence, respect and equality for everyone.

“I work in probation. There is a major need for raising awareness among men.”
- Ted, Ambassador, Shropshire

“I cannot stand by while gender inequality wrecks such damage.”
- Kai, Ambassador, London

“I want to educate boys and young men in emotional literacy.”
- Marcus, Ambassador, Rotherham
White Ribbon Day takes place on November 25th each year, the International Day for the Elimination of Violence Against Women. The day provides a focal point each year for White Ribbon UK campaign activities, many of which are led by our ambassadors.

Numerous campaign events are put on during the 16 days of action. Here are some examples of our ambassadors hosting community initiatives and campaign events from 2017:

Actors Cyril Nri (centre) and Bertie Carvel (second from right) with president Malcolm Sinclair (seventh from right) alongside Equity staff and activists at Equity headquarters.

Flintshire County Council members, Emergency Services and members of the community join together to mark the day.

Women’s Institute in Wales launch ‘Not In My Name’ initiative in conjunction with the campaign, on White Ribbon Day at the Cardiff Senedd.

Ambassador, Usman Ali (right) with Wakefield City Youth Project.

Preston’s Men Against Violence initiative with Middlesbrough FC at Redcar and Cleveland.

Sandwell Metropolitan Borough Council mark White Ribbon Day.
NEVER COMMIT, EXCUSE OR REMAIN SILENT ABOUT MALE VIOLENCE AGAINST WOMEN

ACKNOWLEDGEMENTS

The White Ribbon UK Ambassadors and Role Models Project: *Enlisting Men to Challenge Male Violence Against Women*, was funded through a Tampon Tax Fund grant administered by the Department for Digital, Culture, Media & Sport.

Thank you to all White Ribbon UK ambassadors and champions for their support throughout the campaign.

Report author: Anthea Sully, Chief Executive
Designed by: Piper Dawes, Media and Communications

CONTACT DETAILS

White Ribbon UK
White Ribbon House
1 New Road
Mytholmroyd
West Yorkshire
HX7 5DZ

Tel: 01422 886545
E-mail: info@whiteribbon.org.uk
Web: www.whiteribbon.org.uk

Registered Charity No.: 1123874 | Company No.: 05617302