Men and Boys & Gender Equality

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Executive Director
The White Ribbon:

A man’s pledge to never commit, condone, or remain silent about men’s violence against women.
Story of the White Ribbon

• December 6\textsuperscript{th}, 1989 – The Montreal Massacre brings the issue of men’s violence against women to the forefront

• In 1991, a group of men in Toronto decide they have a responsibility to speak out and act against men’s violence against women

• 100,000 men across Canada wore a White Ribbon that year and many more were drawn into the discussion for the first time

• The White Ribbon Campaign became an annual event, between November 25\textsuperscript{th} (the UN Day for the Eradication of Violence Against Women) and December 6\textsuperscript{th}

• The idea started to spread around the world, first in Europe, on to Australia and Asia, on to Latin America, and Africa
The Issue

- The overwhelming and disproportionate amount of violence against women and girls is perpetrated by men.
- The roots of this violence rest in fundamental issues of gender inequality for women, and harmful and violent forms of masculinity in men.
- While many men may never use violence against women, our silence both perpetuates and tolerates it.
- While all men may not be part of the problem, we can all be part of the solution.
The solution?

- Men need to be involved in prevention, raising awareness, changing social norms, and modeling positive behaviour.

- Men need to work within the field of women’s rights – including the promotion of gender equality, and the transformation of harmful aspects of masculinity.

- Change needs to happen on a personal, family, community, and systemic level.
The paradigm shift:

• From “**WHY** should we work with men and boys?”

• To “**HOW** do we work with men and boys, effectively, efficiently, and at a scale to realize transformative social change?”
Spectrum of Prevention – The Prevention Institute

The Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills

Since 1991, White Ribbon has asked men to take the pledge.

Today is your pledge day.

Welcome to the movement.

To take the pledge today, please complete the steps below:

B. Share feminist calls to action and news on social media
C. Support women's organizations and shelters that provide services to survivors of violence
D. Ask my peers to not use sexist or violent language when referring to women
E. Create safe and supportive spaces for the women in my life by practicing active listening
F. Encourage and support gender equality initiatives at work
G. Talk to men in my life about why gender equality is important and how they can play an active role
Focus Areas

CHALLENGING everyone to speak out, and think about their own beliefs, language and actions.

EDUCATING young people, especially young men and boys, on the issue.

RAISING PUBLIC AWARENESS of the issue.

WORKING IN PARTNERSHIP with women’s organizations, international NGO’s, the corporate sector, the media, and other partners, to create a future with no violence against women.

SUPPORTING WHITE RIBBON CAMPAIGNS around the world
Programs and Campaigns

Images of "DRAWING THE LINE ON SEXUAL VIOLENCE" booklets for Ontario Educators, Grades 1-8 and Grades 9-12. #ParlAmericasGender
GBV Prevention Project
Walk a Mile in Her Shoes
Programs and Campaigns

IN PARTNERSHIP
WITH THE TORONTO ARGONAUTS

www.whiteribbon.ca/make-the-call/

HELP END VIOLENCE AGAINST WOMEN
#littleACTIONS

#ParlAmericasGender
We Are Men of Quality

#MENOFQUALITY
MENOFQUALITY.CA

www.youtube.com/watch?v=FwFnUtyuMBU
Parker P Consulting

White Ribbon’s social enterprise

Core business services:

Gender and inclusion organizational needs assessments/audits (identify needs, gaps, opportunities)

• Development of gender strategies and policies to advance gender and inclusion targets
• Implement research to uncover gender equality opportunities, and redressing inequities
• Organizational culture change

Coaching and mentorship with senior leadership to advance gender equality in the workplace

#ParlAmericasGender
Thank You!

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