

White Ribbon | Our Future Has No Violence Against Women

Men and Boys & Gender Equality

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#ParlAmericasGender

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 6th, 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 25th (the UN Day for the Eradication of Violence Against Women) and December 6th
- The idea started to spread around the world, first in Europe, on to Australia and Asia, on to Latin America, and Africa

Global Reach



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



http://www.preventioninstitute.org/pdf/1PGR_spectrum_of_prevention_web_020105.pdf

What Men Can Do



W H I T E R I B B O N

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

Today is your pledge day.

Welcome to the movement.

start

press ENTER

3 → and to show that I really mean it, I promise to

- ☐ 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.

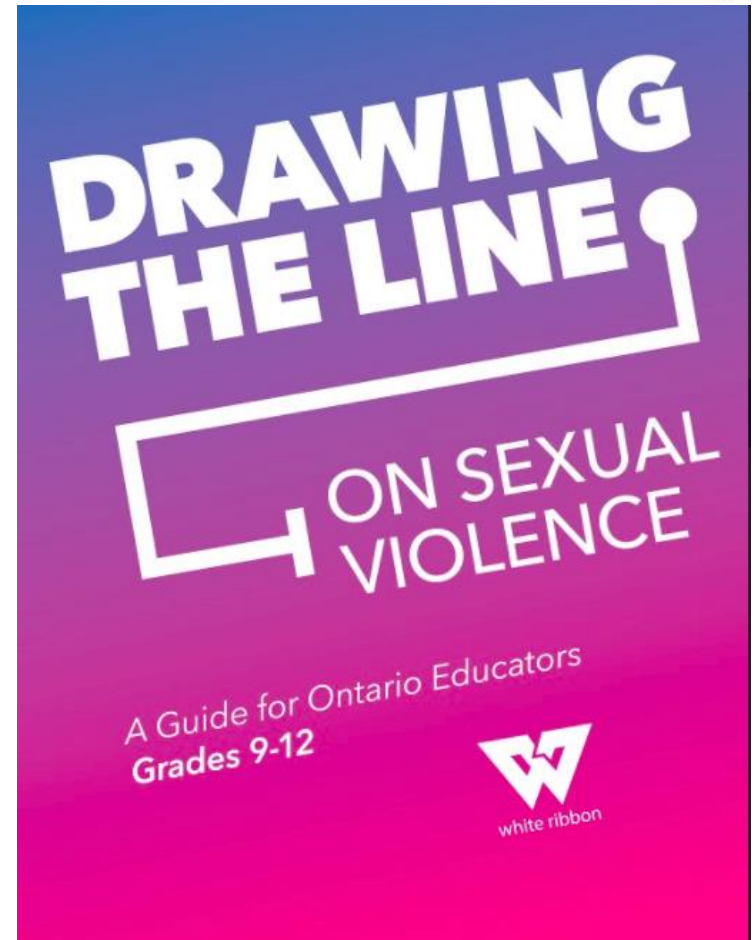
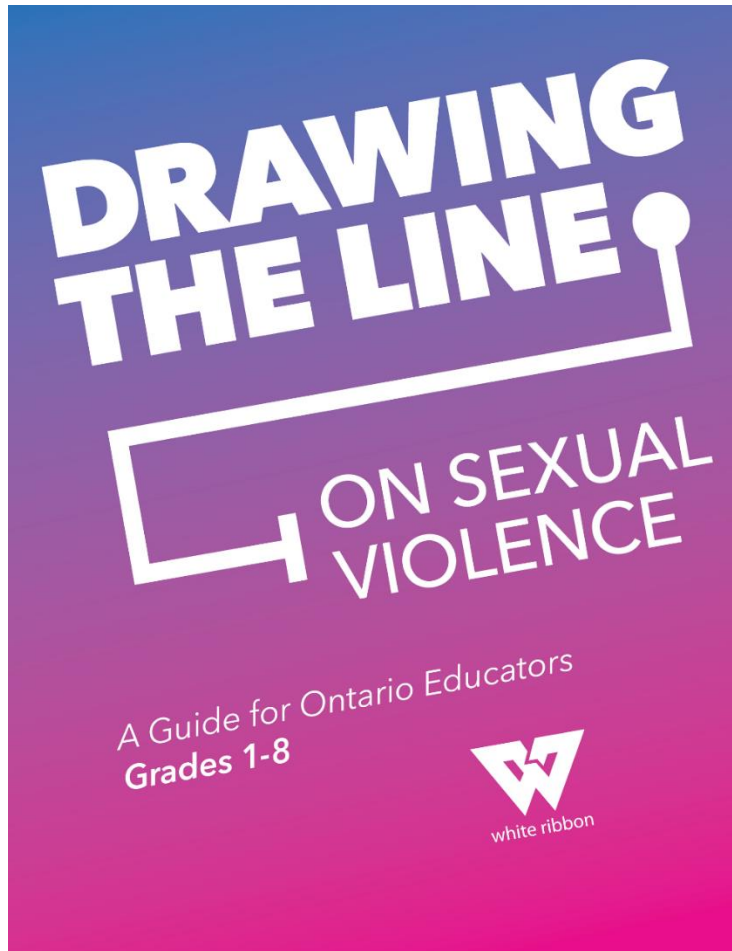
EDUCATING young people, especially young men and boys, on the issue.

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





IT STARTS WITH YOU. IT STAYS WITH HIM.

itstartswithyou.ca



HOME | ABOUT | CONTACT | FRANÇAIS

IT STARTS WITH YOU. IT STAYS WITH HIM.

Reach out to the boys in your life and motivate them to build healthy equal relationships. Be an inspiring male role model and help boys create a future where men and women live free from violence and inequality.

Check out the tips, tools, and information you can use to mentor the boys around you.

Resources for:

FATHERS

FAMILY
MEMBERS

EDUCATORS

COACHES
& LEADERS



TIP OF THE DAY

Accept your role as a man in promoting gender equality. Recognize that you have a role to play in educating the boys around you about gender equality and healthy relationships. ▶



PASS IT ON

Show your support for the campaign with a series of useful tools that make it easy to spread the word. ▶



JOIN THE CONVERSATION!

Post your tips and comments and share the stories, challenges and successes you've experienced with others. ▶



Ontario

MINISTRY OF THE STATUS OF WOMEN



#ParlAmericasGender

GBV Prevention Project



#ParlAmericasGender

Walk a Mile in Her Shoes



Programs and Campaigns



IN PARTNERSHIP
WITH THE TORONTO
ARGONAUTS

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



Status of Women Canada
Condition féminine Canada



HUDDLE UP
MAKE THE CALL
presented by *Tim Hortons* /  Status of Women Canada Condition féminine Canada



HELP END VIOLENCE AGAINST WOMEN
#littleACTIONS

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



white ribbon

Thank You!

Humberto Carolo

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