



WHITE RIBBON STATUS

TOOLKIT

A guide to attaining White Ribbon Status.

White Ribbon Status is awarded by White Ribbon Scotland to Areas, Towns, Universities, Colleges and other similar bodies who demonstrate over a period of time that they have engaged in activities designed to educate men about violence against women (VAW) and involve them in helping to bring VAW to an end. The project can be scaled up or down to suit the applicant. This document is constantly being updated so please contact us if you want to discuss a project. Thank you.



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WHITE RIBBON STATUS TOOLKIT

SECTION ONE - introduction

Welcome

Welcome to the White Ribbon Status Toolkit. We appreciate your interest in commencing an exciting new project. Every campaign relies on many people taking cognisance of its aims and objectives and taking action by contributing to the progression of the campaign as a whole. As you read through this toolkit you will discover how your Area/Organisation can play a significant role in highlighting the White Ribbon Scotland (WRS) campaign and in so doing involve men in taking steps to eliminate violence against women.

This guide is for anyone interested in gaining White Ribbon Status for their community. It outlines the opportunity to achieve this status and develop a legacy, which will ensure that the goals of the White Ribbon Scotland (WRS) are embedded in the work of every section of your community services and community life. Achieving White Ribbon Status will unite the activity of existing supporters and bring more people on board. It will alter the approach of your community by positively addressing adverse attitudes which contribute to an atmosphere in which violence against women can thrive. It will educate members about what they can do to play their part during the course of their everyday lives. From the top down and the bottom up engagement with White Ribbon Scotland's grassroots campaign will reinforce the feeling of living, working and leading in an area/organisation which will not ignore violence against women or its causes.

Throughout this toolkit we use the term 'community' to refer to the area or organisation for which you are seeking to gain White Ribbon Status. This can be a Local Authority Area, City, Town, smaller community, or specialist area/organisation such as an educational



establishment. References in the document to the level of commitment necessary to obtain the award of White Ribbon Status should be scaled appropriately. If you require clarification please do not hesitate to contact a member of White Ribbon Scotland Staff to discuss your application.

Welcome to one of the most exciting opportunities you have discovered for making a positive difference to your community.

The White Ribbon Scotland Campaign

The White Ribbon Campaign (WRC) is the first male-led campaign working to end violence against women (VAW) in the world. Historically VAW has been seen as a ‘women’s issue’ and the WRC is an attempt to redress this notion. It is an issue for all of us. It is a human rights issue. Addressing VAW started with campaigns by women’s groups and if we are honest, without the work of these groups it is possible men would never have decided to play their part. Having taken all too long to do so men can now join the activities of the WRC to speak up and demonstrate their opposition to VAW. **Men are very much the problem, but the majority of men do not perpetrate VAW and can play a significant part in addressing the root causes.**

Following its beginnings in Canada in 1991 the WRC now extends across more than seventy countries worldwide and is still growing. Although each WRC has similar aims they work independently to develop the Campaign in their home country. Scotland has had a WRC operating as a Registered Charity since 2010 (Register Number SC041385). WRCs across the world encourage men and boys to examine their own attitudes and behaviour, whilst speaking out against sexism, gender inequality and violence.

Supporters of the WRC take a pledge ‘never to commit, condone or remain silent about violence against women in all its forms.’ Wearing a white ribbon is a public demonstration that the wearer has taken this pledge, does not excuse violence against women and is committed to supporting community action to stop violence by men against women and to achieving gender equality. Men of all ages, from all workplaces, of all political affiliations and of all racial, ethnic, cultural and religious backgrounds, sexual orientation and physical ability are needed to help establish community leadership to stop violence against women.



Violence against women is a worldwide issue which we believe starts with gender inequality and ends with actual physical and sexual assaults on individual women. Whilst a major problem at a national level it can also be addressed community by community. You will no doubt be familiar with local statistics however across Scotland VAW costs in the region of £2.3 billion annually. In Scotland nearly 59,000 domestic abuse incidents (one every 9 minutes) and around 1750 rapes are reported annually. 20% of Police Scotland's operational time is spent on reports of domestic abuse alone. When you add to these statistics that it is estimated only around 12% of incidents are reported to the police we begin to realise the outrageous level of gender based violence present in 21st century Scotland.

In 2014 the Scottish Government launched their strategy for preventing and eradicating violence against women and girls; entitled 'Equally Safe'. It is likely that within your area someone is responsible for delivering on the aims of this national strategy. One of the stated aims is prevention. The strategy states that:

'Prevention challenges the notion that violence is inevitable or acceptable. It demands a fundamental change in the societal attitudes, values and structures that give rise to and sustain the problem.

It's the most ambitious approach we can take, demanding determined effort over the long-term. It requires those working in personal safety delivery to engage with communities and those affected by violence and abuse to re-imagine and redesign existing services with a renewed and increased focus on prevention, and those working in other sectors, including the private sector to identify where they can pursue preventative measures.

It's also the most challenging approach as the positive effects of preventative measures may take some years to deliver noticeable benefits at a time when public resources are already squeezed and demand for measurable results is heightened.

But prevention is the *only* approach if we are to achieve our aim of a strong and flourishing Scotland where all individuals, regardless of gender, live **Equally Safe.**'

Engaging with men in your community is an important and effective contribution to establishing a functioning prevention strategy. Achieving White Ribbon Status will embed a prevention approach into your local action plan and in so doing demonstrate a positive commitment to deliver on the aims of the Government strategy as detailed in Equally Safe.

The White Ribbon Scotland Campaign aims to

- Raise awareness of VAW in all its forms.



- Challenge male attitudes which condone VAW.
- Educate men so that they feel better able to speak up against VAW.
- Encourage men to talk to other men and women about the issues and end the climate of male silence on the subject of VAW
- Develop a wide support network of male volunteers across Scotland who will develop campaign activity.

Getting Started

The essence of gaining White Ribbon Status lies in committing to and executing a plan of action which will increase the involvement of men in your area in tackling the issue of violence against women. **White Ribbon Scotland recognises that a large volume of work is probably already taking place in your community to address VAW and provide support to survivors of VAW, but asks the question, “What are men doing?” and provides answers to the question, “What can men do?”.**

Obtaining White Ribbon Status is a long term project which will build on the legacy of the first year during which the award itself is acquired. It is a year on year approach which will see more and more men become actively involved in eliminating violence against women.

If your community would like to gain White Ribbon Status the first step should be to read through this toolkit and gain a greater understanding of the commitment. Consider the main roles and aspects required.

- Will the Executive body support the initiative?
- Which senior official will ensure commitment throughout the project?
- Who will take day to day responsibility for the project and liaise with White Ribbon Scotland?
- Who will sit on the Steering Group?
- Who will be appointed as Chair of the Steering Group with the ability to galvanise people in the Area to take action? It is not usually difficult to have people join the Steering Group for such a good cause; ensuring their commitment in terms of time, resources and action requires strong influential leadership.



- **Bear in mind that the project to obtain White Ribbon Status is your Community's project and the responsibility for ensuring success lies with you.**
- Can a budget be obtained to support the implementation of the Action Plan? (This need not be an overbearing expense, but it will be difficult to progress matters in your area without some financial provision.)
- Who can be identified as high profile Champions who will raise the profile of the project and ensure participation?
- One aim will be to nominate men who will be trained to act as 'Speakers' in your community for White Ribbon Scotland.
- Your community will be expected to appoint someone who can act as Coordinator for those Speakers.
- Who will complete the Application Form?

Step by Step – from Idea to Award

Having decided this is something your community should strive to achieve you should then follow this step-by-step guide.

STEP ONE: Consider the necessary requisites of gaining White Ribbon Status and decide if this is right for your area.

STEP TWO: Obtain the support of your Executive (or equivalent body) for commencement of a project to gain White Ribbon Status.

STEP THREE: Contact White Ribbon Scotland to discuss your proposal.

STEP FOUR: Once your proposal is agreed, form a Steering Group and develop an Action Plan.

STEP FIVE: Implement the Action Plan, developing WRS events across your community which will build towards qualification for the award of White Ribbon Status.

STEP SIX: Become an Affiliate of White Ribbon Scotland.

STEP SEVEN: Receive the award of White Ribbon Status for your community.



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SECTION TWO – *what will White Ribbon Status do for your Community?*

How Will Your Community Benefit?

The project will raise awareness of VAW in sections of society which may have paid little attention to date. Whilst targeted to include and educate men it will also reach out to women and local organisations about the relevant facts and causes of VAW.

The process of obtaining White Ribbon Status will provide a platform across your community for high profile individuals to pledge support for the Campaign on behalf of themselves and their organisations; demonstrating their desire to pass on an anti-VAW message.

The work undertaken will link in with national policy in respect of VAW prevention in addition to existing local initiatives. White Ribbon Scotland takes pride in supporting and complementing the work of existing VAW organisations. Obtaining White Ribbon Status will present increased opportunities for collaborative working and coordination amongst partners working locally to achieve similar aims.

Association with and affiliation to White Ribbon Scotland demonstrates your community's intention to tackle VAW in every way possible. **Achieving White Ribbon Status sends a clear signal to the general public in your community and men in particular that if everyone plays their part in demonstrably changing attitudes and behaviour there can be a real positive difference in the level of VAW.**

A high profile campaign to gain White Ribbon Status will in itself raise the profile of VAW in your community and importantly the benefits of men becoming involved in addressing the issues. As men are the perpetrators of most incidences of VAW it is difficult to see how any part of society can expect to move forward in reducing VAW without involving men in the solution.



Tangible Results

One of the most difficult aspects of a prevention strategy is assessing progress and success. As part of the White Ribbon Status project there will be a written local **Action Plan** for implementation and a system of **Feedback** from our volunteer Speakers, which will provide your community with facts and statistics demonstrating the success resulting from expanding the White Ribbon Campaign Scotland into your area. This may include conducting an attitude survey within the community.

Legacy

The project will build in a legacy which ensures continued involvement with the White Ribbon Scotland Campaign. This will be seen in continued affiliation beyond the first year in which White Ribbon Status is achieved. **Some of the core activities such as the work of trained Speakers and raising Pledges should continue on a year by year basis.** Similarly the work undertaken in relevant education establishments to educate students about VAW, in partnership with other organisations, can continue with a rolling programme which will mean that all children and young people will have an opportunity to address the relevant issues at some point during their progress through the education system. This can lead to a lasting difference in respect of the continuation of VAW projects in your community, contributing to the ultimate goal of the elimination of violence against women.



WHITE RIBBON STATUS TOOLKIT

SECTION THREE – what is required to obtain White Ribbon Status for your Community?

General.

Obtaining White Ribbon Status requires a degree of innovation. Every community is different and will have a unique approach to aspects of the project. **There are certain core activities which WRS would like to see addressed however in most cases the method of doing so is open to interpretation.** This approach ensures that each community brings its own style to the Campaign and ensures the activities undertaken are not simply a lift from those carried out elsewhere. From logos to public participation we are constantly impressed by the range of techniques which can be adopted to involve men in addressing the issues which lead to VAW.

Core Activities.

The following aspects of the Campaign are considered to be central elements which will lead to the award of White Ribbon Status. Where agreed these should be carried out with a view to encouraging a greater involvement of men in your community committed to doing what they can to help eliminate VAW.

A Local Speaker Section

WRS relies on a group of volunteers who form the National Speaker Network. This group of men is responsible for raising awareness of WRS and passing on the messages of the Campaign in respect of gender stereotyping, gender inequality, bystander theory and the



different forms of VAW. They do this by holding events which provide an opportunity for education and discussion. The term 'event' can mean a wide variety of things; such as staffing a White Ribbon Stall, speaking at an organised engagement, holding a discussion with work colleagues, obtaining pledges, encouraging men to wear a white ribbon and taking the opportunity to explain what it represents, etc. The list of possible events is endless and only limited by imagination.

As part of the Status Project your community would be expected to identify a number of men who will become part of the Speaker Network. It is recognised that under these circumstances Speakers are most likely to operate within their particular environment however some may choose personally to become more involved in the wider work of the White Ribbon Scotland Campaign. You should endeavour to nominate men from a large variety of roles and locations across your community. Women are also welcome to become part of the Network, where in keeping with WRS aims, they are in a position to influence a male audience.

Speakers will facilitate events and provide feedback. As part of your commitment to the project someone should be identified who can take on the role of local Speaker Section Coordinator for your community's section of the White Ribbon Scotland National Speaker Network.

Speakers should seek the opportunity to educate the community on VAW issues and the importance of men playing a positive role in tackling it. Publicising this type of work will create a demand as local groups realise the benefits of being seen to play their part in support of a positive change in the community in which they serve and operate.

Pledges

WRS asks men and women to take the White Ribbon pledge

"I pledge never to commit, condone, or remain silent about violence against women in all its forms."

In so doing men take a positive step to say that they will not remain a part of the silent group of men who will let violence against women continue without comment or action.

When women sign up to the pledge it is taken to be a commitment to support the campaign and discuss relevant issues with men when the opportunity arises to do so.



As part of the project to obtain White Ribbon Status for your area there is an expectation that you will obtain an agreed number of new pledges to support the WRSC. Pledges can be submitted directly on to the WRS website. In addition people can complete a pledge card or have their details recorded on a spreadsheet which can be uploaded to the website. It is hoped that following the status award this will form part of the legacy and become an on-going commitment to raise a similar number of pledges year on year. A pledge counter on your own community's page of the WRS website will keep a tally of the number of pledges.

Attitude Survey

As part of the process you may be asked to conduct a VAW Attitude Survey as widely as possible. Similarly to all aspects of the process WRS Staff will assist you to draw up the questions for the survey, which will identify attitudes to and beliefs around violence against women in your community. A core group of questions will be included which will allow WRS to take your results and join them with those from other areas to obtain a view of attitudes across several parts of Scotland. You can of course also include questions to source data which you think will be of particular value in your community campaign.

Branding

Communities which have previously undertaken projects to obtain White Ribbon Status have chosen to adapt the White Ribbon Scotland branding and reproduce marketing materials to reflect their own logo. This is encouraged as it gives local identity to the campaign to obtain the award of status. The presence of a local brand/logo gives a better feeling of inclusivity to those working to gain the award and when dealing with members of the public in your community. White Ribbon resources and materials such as pledge cards, posters, banners, literature, etc. carrying the local branding can be distributed to supportive organisations.

Education

The involvement of education establishments in the project is extremely important as it provides an opportunity to address issues of VAW and the part men can play in preventing it directly with young people in your community. This can be approached in a number of different ways. Facilitators (who may or may not be Speakers) can be trained by WRS Staff to deliver an existing Lesson Plan which is aimed at Secondary Three pupils and has been assessed for its support of the Curriculum for Excellence. A more innovative approach can also be adopted which allows for open development of activities within schools and tertiary education establishments. This can lead to a range of new events which get to the heart of the WRS message and develop a greater understanding of VAW issues. There are also opportunities for linking WRS with existing SQA courses. Significant work within education



establishments, particularly by pupils/students can be recognised with individual awards. Local areas are also encouraged to recognise officially outstanding work by young people in the area.

Social and Traditional Media

Communities seeking to gain White Ribbon Status should utilise all available media opportunities to raise awareness of the Campaign and its messages. This will include social networking via websites, Facebook, Twitter and similar sites. WRS will provide the opportunity for your community to have a page on their website (www.whiteribbonscotland.org.uk), which you can have editorial access to. In addition to updates on the campaign's development the page will also record the current pledge count for your community giving a visual indicator of how that particular aspect of the project is progressing. These and more traditional media outlets can be used to publicise the launch of your area's campaign to gain White Ribbon Status in addition to updating the public as the project develops. If possible local media outlets should be brought on board to highlight the campaign on an on-going basis. There can be weekly updates and signposting to public events or training sessions regarding VAW. And of course White Ribbon Scotland Staff will be delighted to have media coverage of you receiving your award when you qualify for Status.

White Ribbon Campaign Scotland:

Website: www.whiteribbonscotland.org.uk

Facebook: facebook.com/WhiteRibbonScotland

Twitter: [@WhiteRibbonScot](https://twitter.com/WhiteRibbonScot)

Targets

Targets should be set and monitored to gauge the success of the project. These will be agreed within the Steering Group but may include the number of pledges, Facebook likes, Twitter followers, number of children receiving inputs, number of White Ribbon Speaker events held, etc. Targets set should where possible link in with the current targets of the White Ribbon Scotland Campaign.

Additional Activities.

The extent to which additional activities are undertaken to support your community's efforts to obtain White Ribbon Status are only limited by resources and imagination.



Section Leaders within your community can be briefed as to the aims of WRS and given a responsibility to consider and implement the different ways in which their Section can support the campaign.

Local businesses and organisations can be encouraged to show their support by ensuring anti-VAW policies are in place and up to date, publicly displaying their backing for the campaign and inviting speakers, or having their own staff trained, to deliver awareness raising and training inputs to their personnel.

Locally staff could wear white ribbons whenever they are involved with members of the public, having been briefed to have a basic understanding of the White Ribbon Scotland Campaign and its goals so that they can explain why they are wearing the ribbon.

Ribbons, campaign leaflets, pledge cards and other merchandising can be made available in public buildings.

Local parks/gardens could display large white ribbons of one kind or another (perhaps a floral display) with a small plaque informing the public of the campaign to achieve status and the background to what it seeks to achieve.

Costs

Your community will need to set aside a budget to cover the costs of your White Ribbon Project. The sum required will vary from one area/organisation to another according to size and anticipated activity. White Ribbon Scotland Campaign Staff will be pleased to discuss this in more detail however this section will give you some guidance as to where the expenditure is likely to be incurred.

The cost of the project should be seen as being off-set against the potential savings to be made in your community from the successful prevention of violence against women. Apart from the financial implications there is a significant human cost to the victims of such crime.

Branding

In most cases communities participating in White Ribbon Status have developed and agreed local branding which links the community to the Campaign in an identifiable fashion. This has the potential to become a recognised symbol of your community's determination to commit to and participate in a successful prevention strategy which has tangible links to the man and woman in the street. Once a local brand has been agreed with White Ribbon Scotland it can



be utilised on pledge cards, banners, posters, media releases, etc. The cost of developing a brand can often be minimised by it being created 'in-house' resulting in the main costs coming from the printing of relevant items such as pledge cards, banners, etc.

Merchandising



White Ribbon Scotland maintains ties with partner campaigns in other countries. We recognise that our colleagues in England & Wales do not receive direct funding and as such rely on merchandise sales for the creation of funds. In consequence of this we lend our support by obtaining merchandising in the form of white ribbons, badges, posters, tee shirts, mugs, stickers, wristbands, USB sticks and a range of other items from White Ribbon UK. This includes some items specific to the White Ribbon Scotland Campaign. We can obtain merchandising for you or you can order it directly from the White Ribbon UK website www.whiteribboncampaign.co.uk/shop. We can however exclusively provide White Ribbon Scotland branded tee shirts, posters, wristbands and fridge magnets. Prices for these can be obtained from any member of WRS staff.

Training Sessions

A range of training sessions can be provided by White Ribbon Scotland Staff. These include Briefings to Elected Officials, White Ribbon Speaker Training, Briefing to White Ribbon Champions, workshops, etc. We endeavour to keep costs in respect of these to a minimum.



Up to date costings can be found on our website www.whiteribbonscotland.org.uk however the general guide is £20-25 per head.

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SECTION FOUR – *what will White Ribbon Scotland do to support you?*

Proposed White Ribbon Status Projects.

White Ribbon Scotland staff can be contacted at any time to discuss the possibility of beginning WR Status projects.

White Ribbon Scotland will carefully consider requests to commence a project taking into account matters in respect of both WRS and the community's readiness to make the commitment to see the project through to completion. Considerations include

- WRS capacity.
- Level of commitment from your community.
- Available budget.
- Statement of support from the area executive (or equivalent).
- A demonstrated understanding of what the WRS can bring to addressing VAW in your area.

Commitment.

In support of your community's ambition to gain White Ribbon Status the White Ribbon Scotland Campaign will commit to a number of aspects related to the project. We will

- Brief members of the Executive or equivalent to assist in ensuring that they are fully supportive of the project.
- Sit on the Steering Group to provide advice and assistance in respect of every aspect of the campaign.
- Maintain contact with the project leader and be available to address queries as they arise.



- Provide briefings to appointed Champions who will drive activity within their individual sections.
- Provide training to those nominated for Speaker Training.
- Provide specialist training where required to those for example who may be nominated to participate in White Ribbon inputs within schools.
- Assist in obtaining required merchandising.
- Support the creation of a page within the White Ribbon Scotland website which can be used to provide information in respect of your community's activities.

Award of White Ribbon Status.

On successful completion of your White Ribbon Scotland Project we will organise the presentation of an award to mark the commitment of your community to involving men in addressing the issues surrounding violence against women and the on-going commitment to continue the work of the White Ribbon Scotland Campaign. By this stage the Campaign will be embedded in your community and will have become an integral part of your VAW Action Plan. **We will continue to maintain links with your area in the future and look forward to a long and successful collaboration preventing and one day eliminating violence against women.**



APPENDIX 'A'

Checklist of Main Roles

Consider who within your community will fulfil these roles.

- ❖ A Senior Local Official who will ensure commitment to the project across the community.
- ❖ Day to day management of the project.
- ❖ Steering Group Members.
- ❖ Chair of the Steering Group.
- ❖ White Ribbon Champions.
- ❖ Who can nominate men to become Speakers?
- ❖ Local Speaker Coordinator.
- ❖ A spokesperson to discuss the proposed project.
- ❖ Local Elected Officials where applicable who will commit to supporting the project in word and action.
- ❖ Which local Women's Groups could assist with support for events and perhaps offer additional relevant training?