



““The reality is that men do care about ending violence against women and children and they are ready and willing to act,” said Cindy Waitt, President, Waitt Institute for Violence Prevention. “Fathers, grandfathers, uncles, teachers, coaches, and mentors can play a crucial role in helping to prevent domestic and sexual violence in communities all around the globe.”

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working to end violence against women





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Hey, Man!

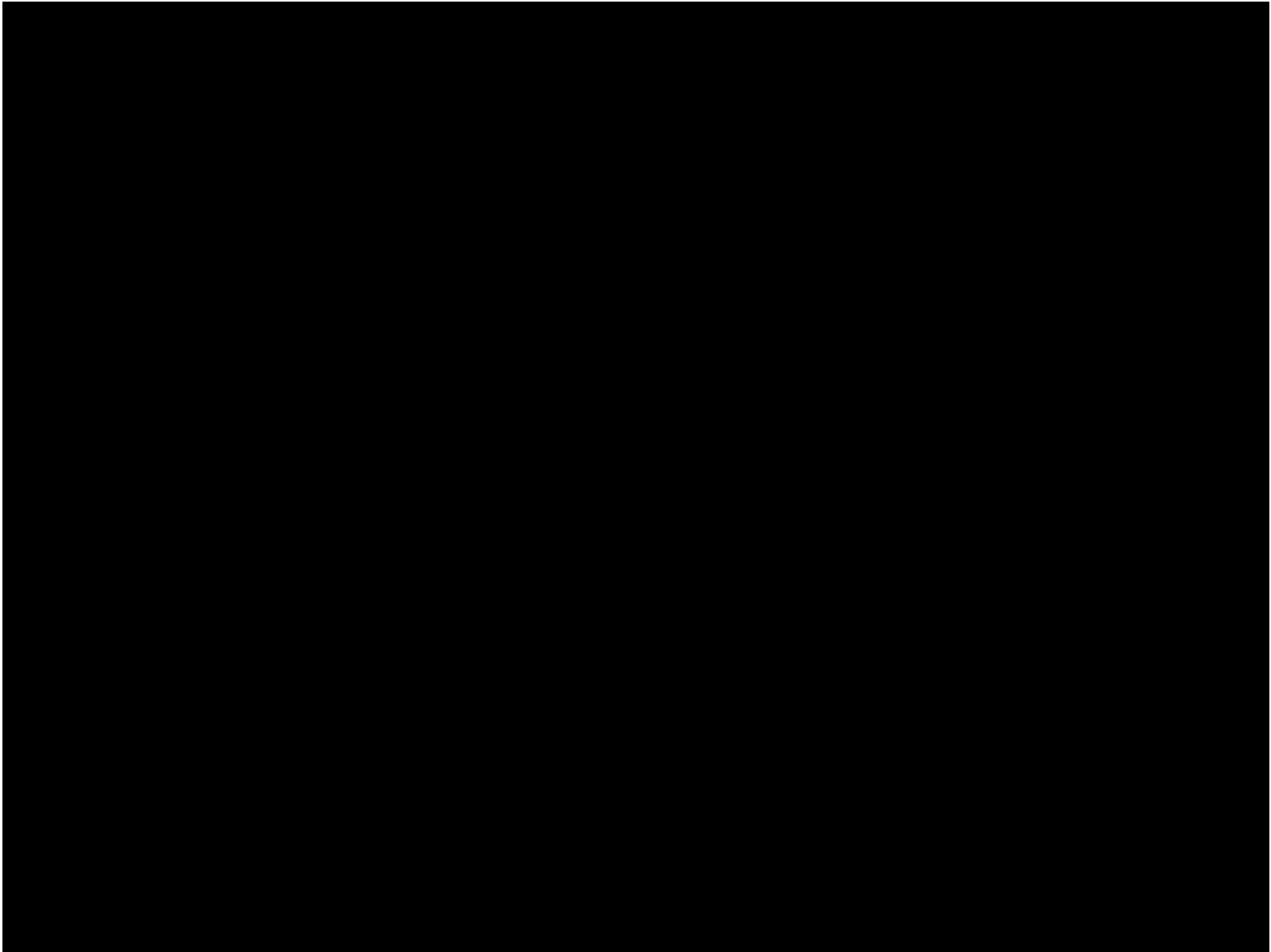
engaging men and boys as allies

Jeff Perera, Program Manager
White Ribbon Campaign

Jan Reimer, Executive Director
Alberta Council of Women's Shelters

Canadian Network of Women's Shelters and Transition Houses
Collaborating, Educating and Innovating to Shape Our Future
Montreal Sept 17-19, 2012





White Ribbon Campaign

working to end violence against women



- Description, history, key goals, etc.
- Working with women's organizations





Some of the things women have taught me...

**to connect to my humanity
to the earth and the world we live in
and how to fight for change.**



**Women can lead a child
Women can lead a company
Women can lead a nation
Women can lead a movement**

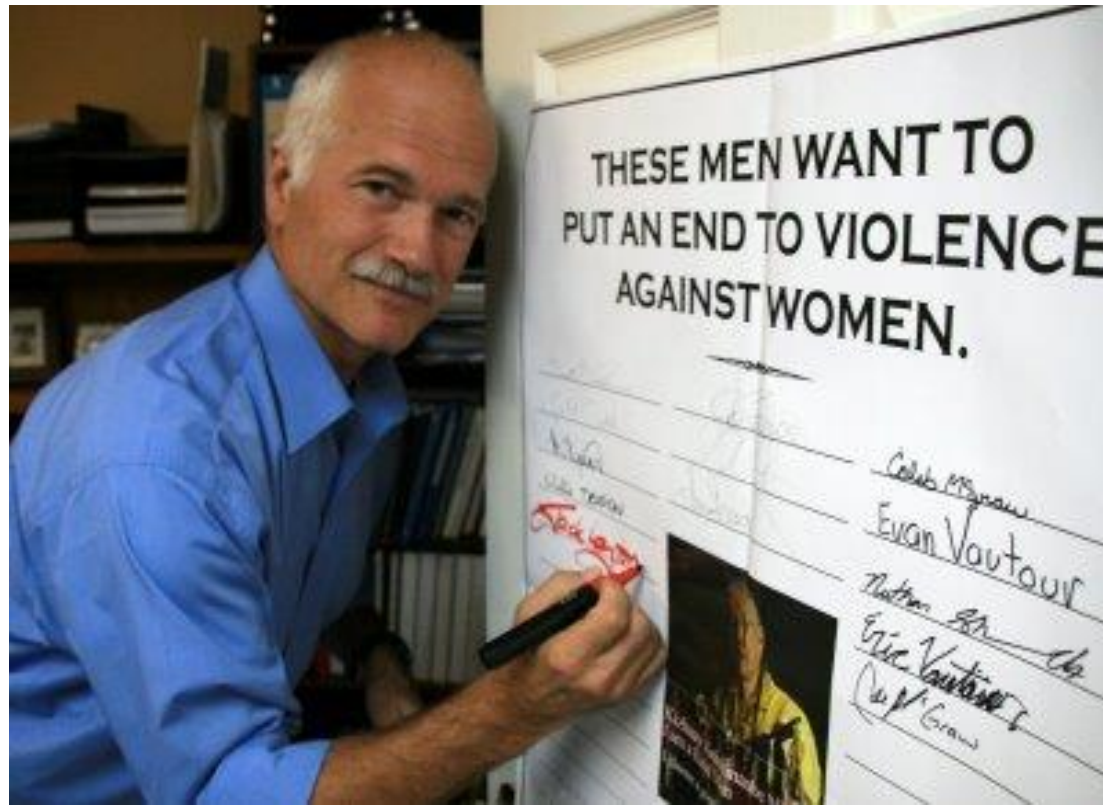
Women Are Leaders





December 6th, 1989





**“Always have a dream that will last
beyond your lifetime”**

**Jack Layton
co-founder of the White Ribbon Campaign**



Wearing a White Ribbon is a personal pledge to never commit, condone or remain silent about violence against women and girls.

Wearing a white ribbon is a way of saying, "Our future has no violence against women."

Alberta Council of Women's Shelters

- 43 sheltering organizations
- Support shelters and leverage collective knowledge to inform solutions to end DV
- 1st World Conference of Women's Shelters
- Founding partner: Canadian Network and the Global Network



Getting to know you



ACWS: It all started with...

- Inspiration
- ACWS Core Values



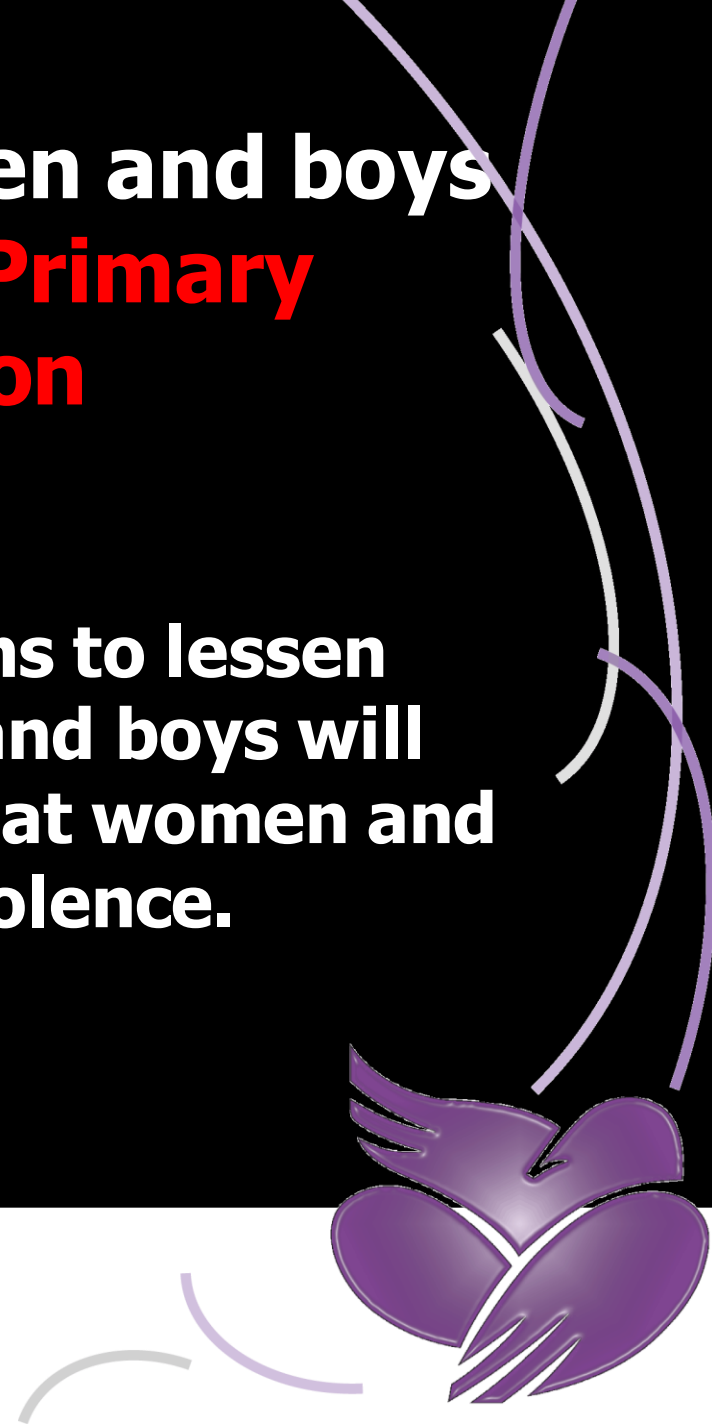
Why work with men?





WRC's work with men and boys is focused on **Primary Prevention**

Primary Prevention aims to lessen
the chances that men and boys will
use violence, and/or that women and
girls will suffer from violence.



rl?



What does it mean to be a boy?





The Gender Box for Men



**Emotional, Soft, Weak, Have feelings, Vulnerable,
Cry, Need help, Expressive, Passive...feminine.**



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The fundamental question has shifted from “why” we should work with men and boys, to “how” we work with men and boys.

www.whiteribbon.ca/issuebrief

Issue Brief:

Engaging Men and Boys to Reduce and Prevent Gender-Based Violence



Prepared by: White Ribbon Campaign www.whiteribbon.ca
Prepared for: Status of Women Canada and the Public Health Agency of Canada

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White Ribbon Campaign (WRC) Issue Brief:

Engaging Men and Boys to Reduce and Prevent Gender-Based Violence.

1. Work with men and boys is necessary.

As perpetrators, the target audience for primary prevention, holders of the social norms and influencers on other men, men must to be engaged to reduce and prevent gender-based

www.whiteribbon.ca/issuebrief



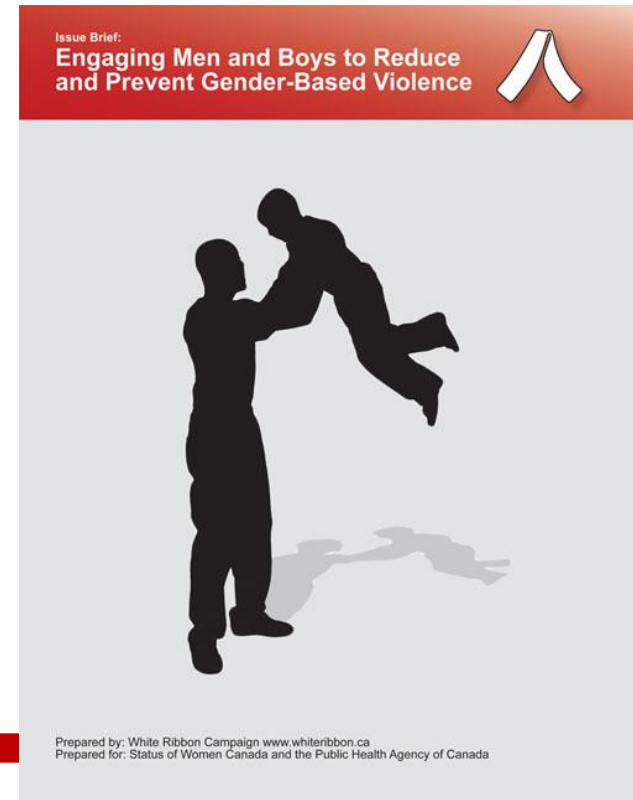
White Ribbon Campaign (WRC) Issue Brief:

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2. Work with men and boys can be effective.

As the evidence base grows, evaluation data appears, lessons are learned, and best practices are shared, we know this may be the missing compliment to past decades of work.

www.whiteribbon.ca/issuebrief



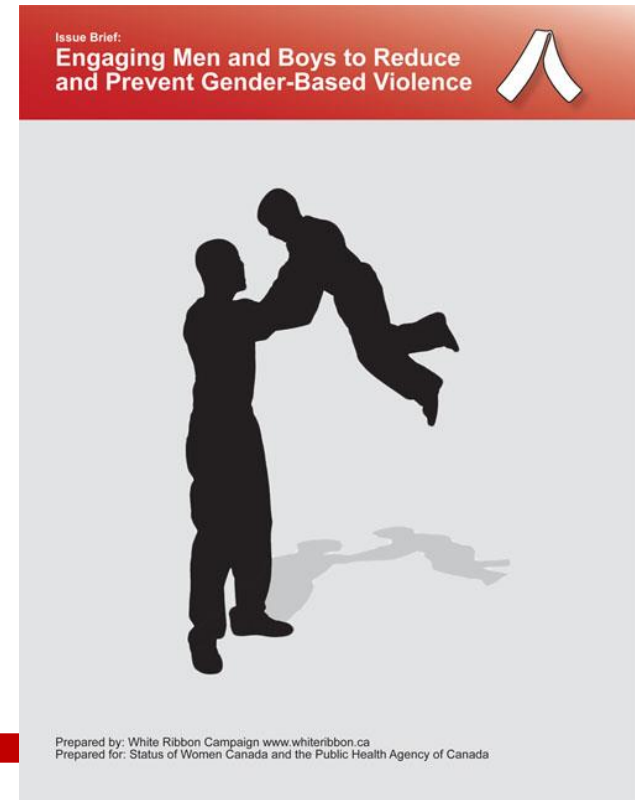
White Ribbon Campaign (WRC) Issue Brief:

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3. Work with men and boys can be positive.

There is a much broader spectrum of positive roles for men and boys to play than perpetrator or potential perpetrator of gender-based violence. These roles not only prevent and reduce violence against women and promote gender equality, but also improve the lives of men and boys by freeing them from these harmful and limiting aspects of masculinities.

www.whiteribbon.ca/issuebrief



ACWS journey

- Police Chief and Mayor
- Breakfast with the ~~Boys~~ Guys
- White Ribbon materials
- Tale of two cities
- Lessons in letting go: Hugh Campbell
- Breakfast with the Chiefs
- Participation in conferences



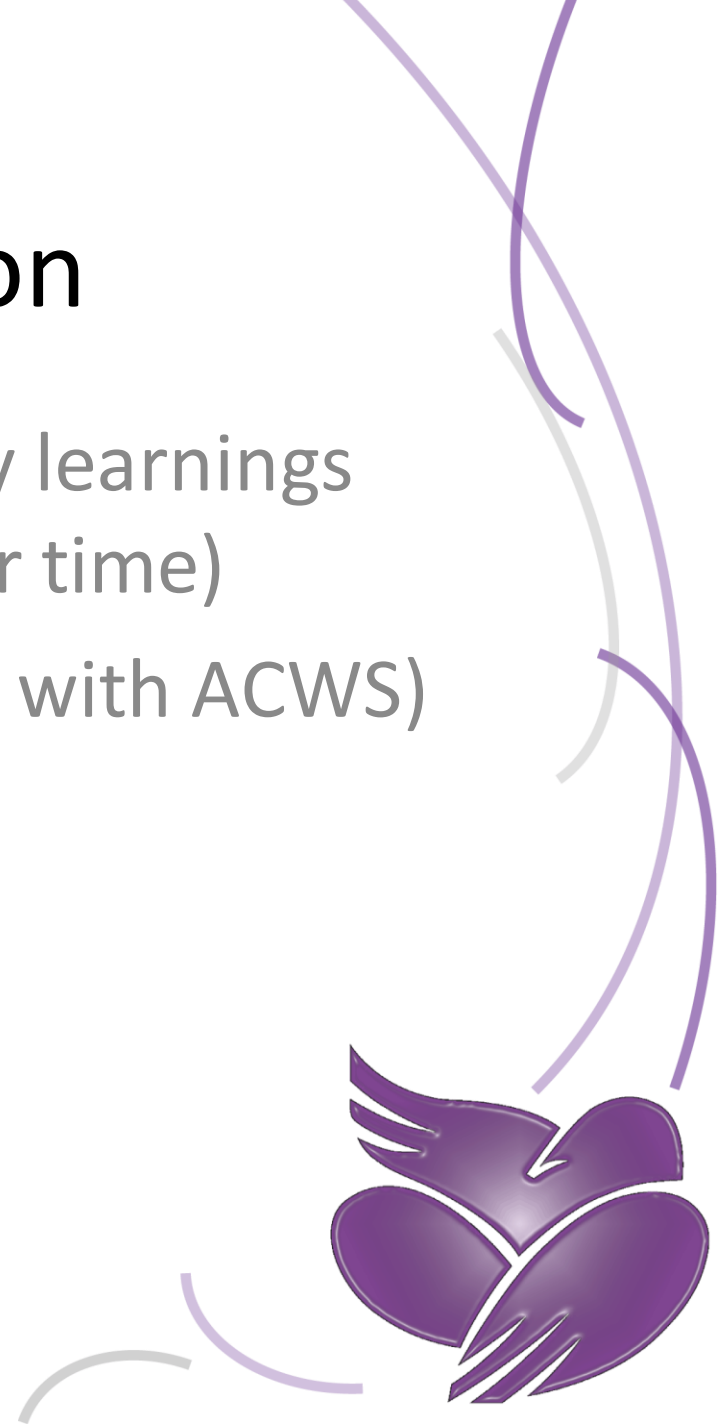
ACWS' journey

- Evolution
- New Relationships & Initiatives: Whitemud Minor Hockey, Family Business Connect
- DV and Your Workplace/Family Business Connect
- Breakfast growth: in numbers and shift in speakers
- Partnership with White Ribbon, provincial framework



White Ribbon

- (WR's evolution and key learnings about engaging men over time)
- (Thinking on partnering with ACWS)



Social Norms

Research suggests that the strongest influence on men's behavior is other men

Perceptions of social norms exert a strong effect on men and women's behavior in all age groups

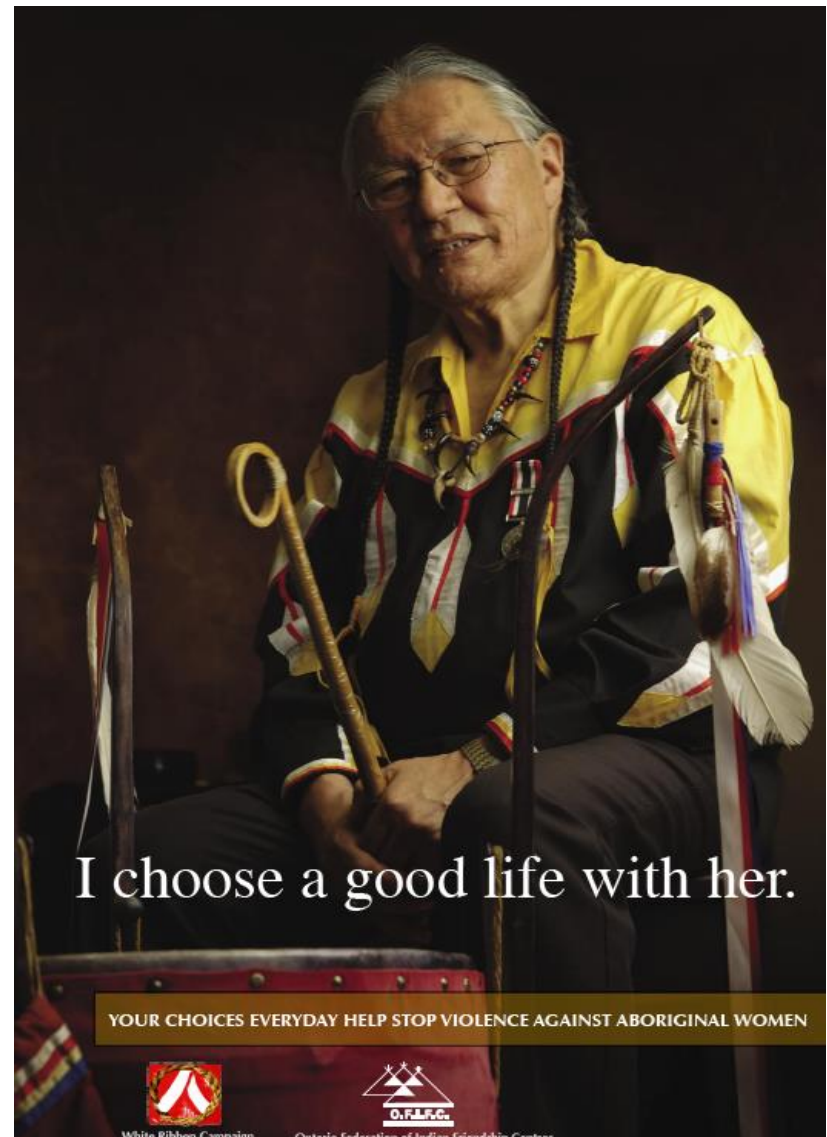


**ENDING MALE VIOLENCE
AGAINST WOMEN**



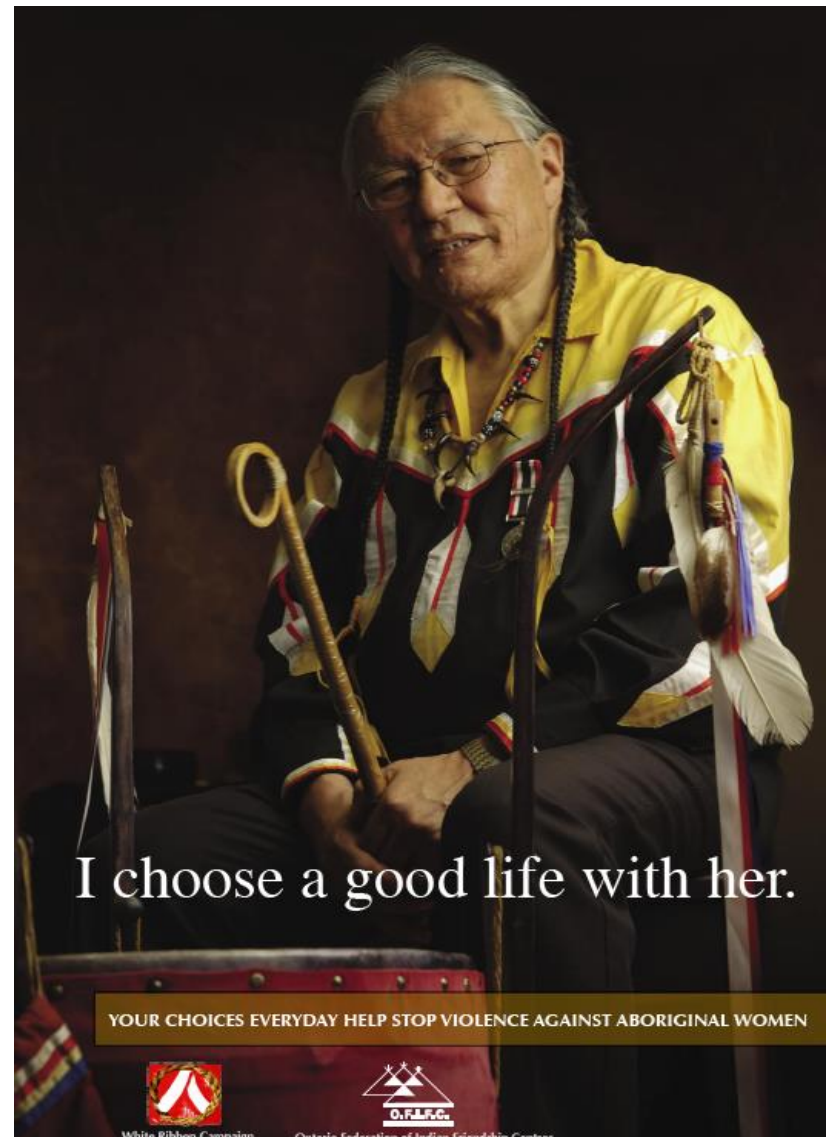
Partnership with the Ontario Federation of Indian Friendship Centres

- A project to adapt our Strength poster series and Education Action Kit
- Cultural and language adaptations reflecting traditional aboriginal teachings



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I have the courage to speak up.

YOUR CHOICES EVERYDAY HELP STOP VIOLENCE AGAINST ABORIGINAL WOMEN

White Ribbon Campaign www.whiteribbon.ca Ontario Federation of Indian Friendship Centres www.oifc.org

Contact your local Aboriginal service provider



I respect his mother.

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Role Models: Baldev Mutta & Brandon Hay



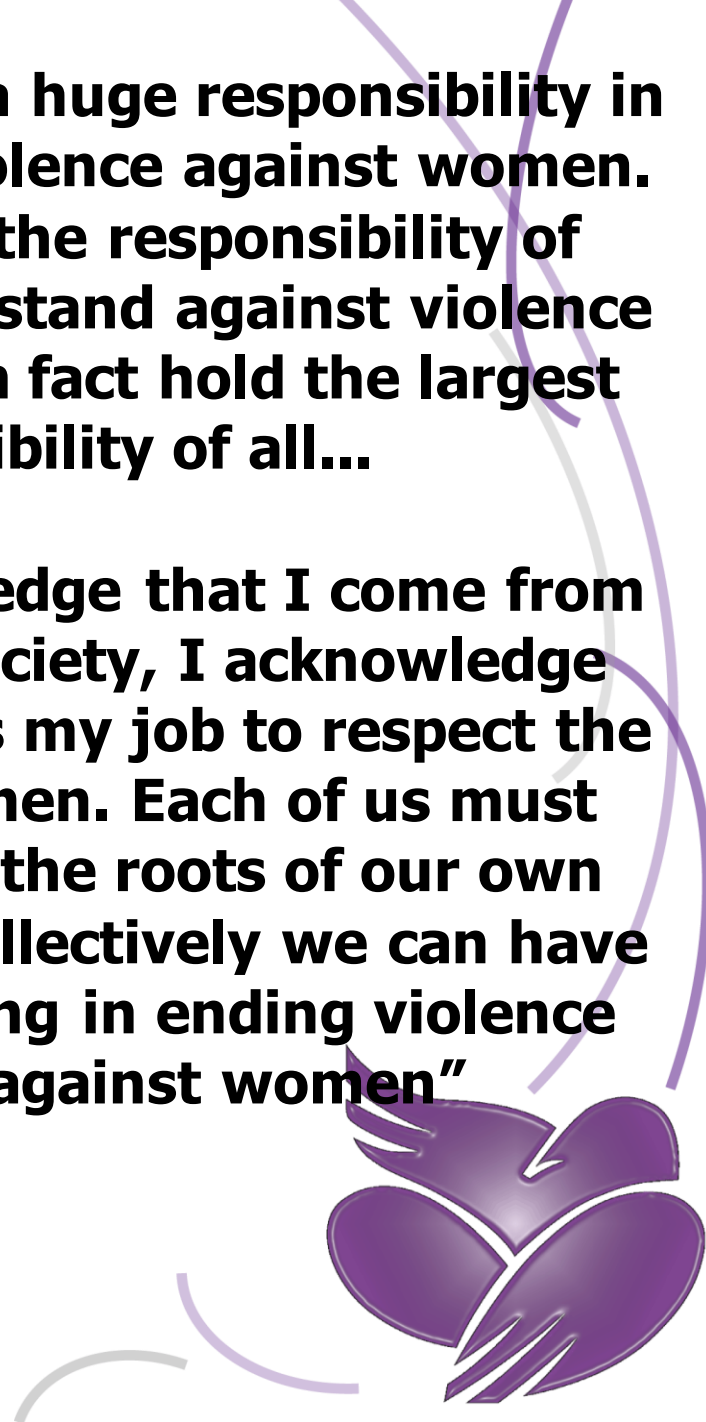




**DJ
DANFORTH**

As men we hold a huge responsibility in helping to end violence against women. It is not solely the responsibility of women to take a stand against violence and abuse; we in fact hold the largest responsibility of all...

...with the knowledge that I come from a matriarchal society, I acknowledge that as a man it is my job to respect the strength of women. Each of us must learn to honour the roots of our own culture so that collectively we can have a stronger backing in ending violence and abuse against women"



**You can't
be what
you can't
see...**

**Why we need
role models**





**IT STARTS WITH YOU.
IT STAYS WITH HIM.**

itstartswithyou.ca

Fathers

IT STARTS WITH YOU. IT STAYS WITH HIM.

[HOME](#) | [ABOUT](#) | [CONTACT](#) | [FRANÇAIS](#)

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. ▶



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Family Members

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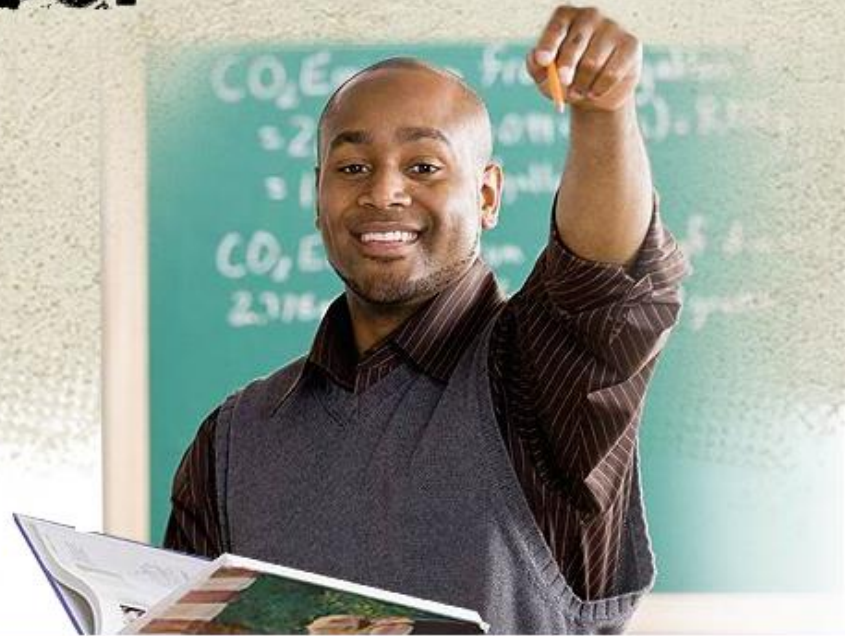
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Women's Safety is Everyone's Business



6 Things Men can do to **TAKE A STAND** against Sexual Assault and Harassment

1. BELIEVE

This issue is real. Believe survivors' experiences. Your support will make a difference. Tell them 'it's not your fault'. No one asks for or deserves to be sexually assaulted or harassed.

2. TRUST YOUR GUT

Don't walk on by if you witness harassment or an assault on the street or anywhere: assess the risk, then intervene and confront or defuse the situation. If you need to, ask for help. Call 911.

3. OFFER SUPPORT

Ask if you can help people who have experienced violence and connect them to support services. Help the organizations that support survivors of violence. Contact Assaulted Women's Helpline for resources and support at 1.866.863.0511 or visit www.awhl.org.

4. IT STARTS WITH YOU

Lead by example. Question your own attitudes and behaviours and how they may disrespect or harm women. Sexist language and street harassment all contribute to a culture of violence.

5. IT STAYS WITH HIM

Be a role model. Talk to your family, friends and co-workers about the roles they can play in ending violence against women. Challenge men and young men in your life to make a difference!

6. LEARN MORE. GET INVOLVED

to get involved and make a difference.

We have all the resources you need



Our Partnership

Provincial Framework

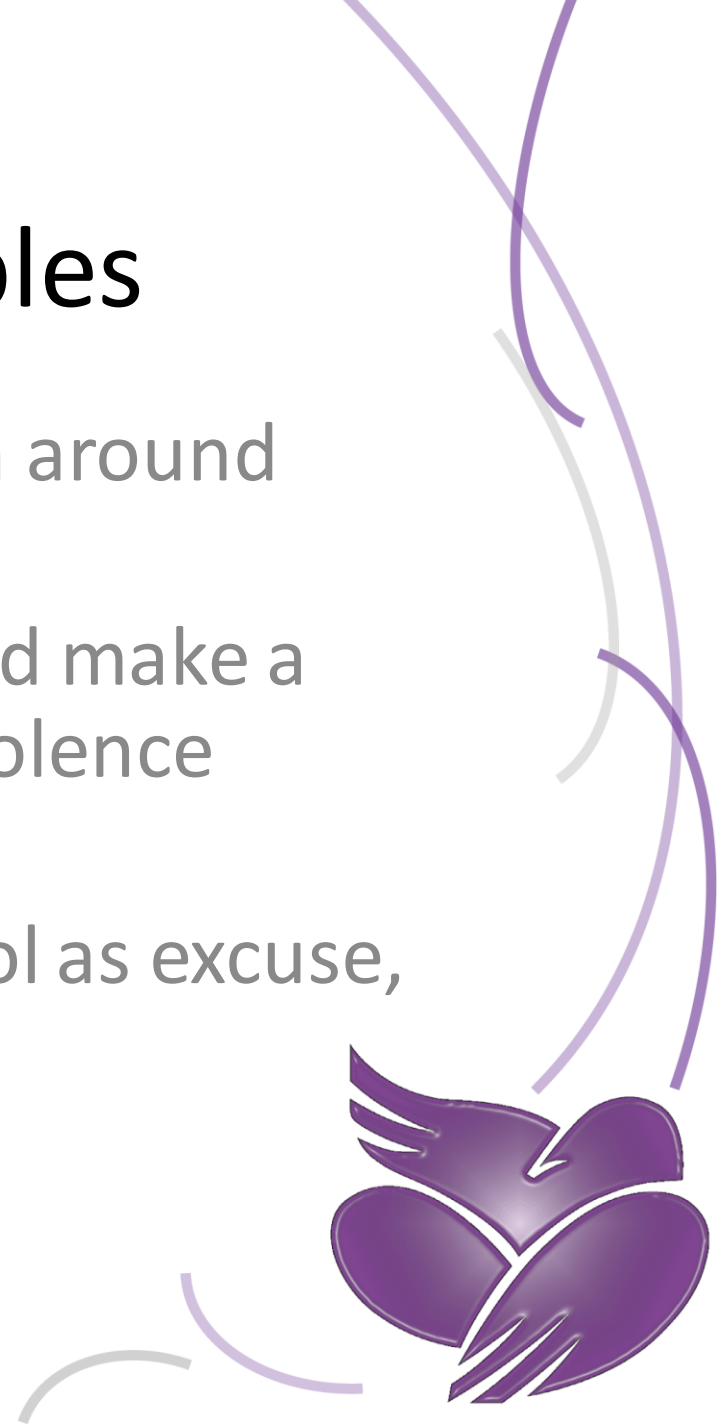
Men's Attitudes Survey

- gender equity scale
- benchmarking for shelters
- community engagement presentations



Survey Notables

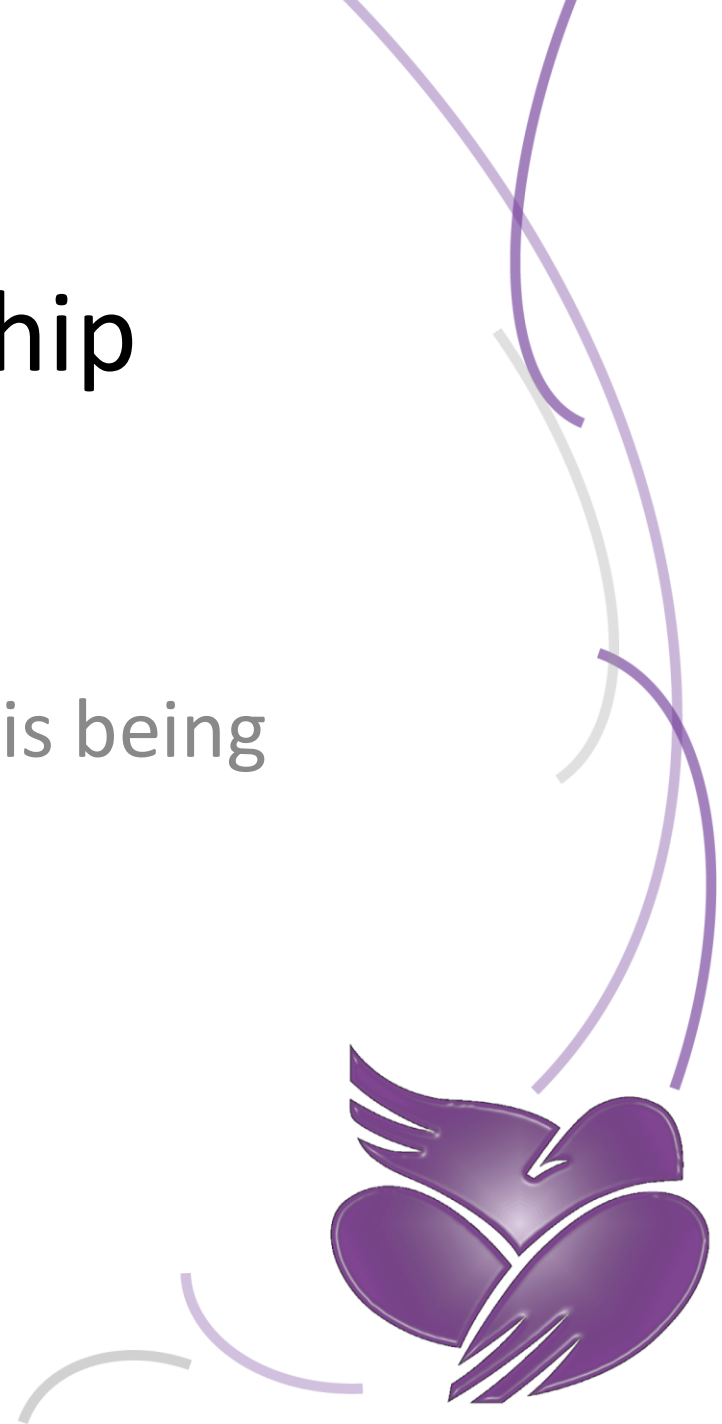
- 1,000 men polled from around Alberta
- 99% thought they could make a difference in ending violence against women.
- Financial abuse, alcohol as excuse,
- educating daughters



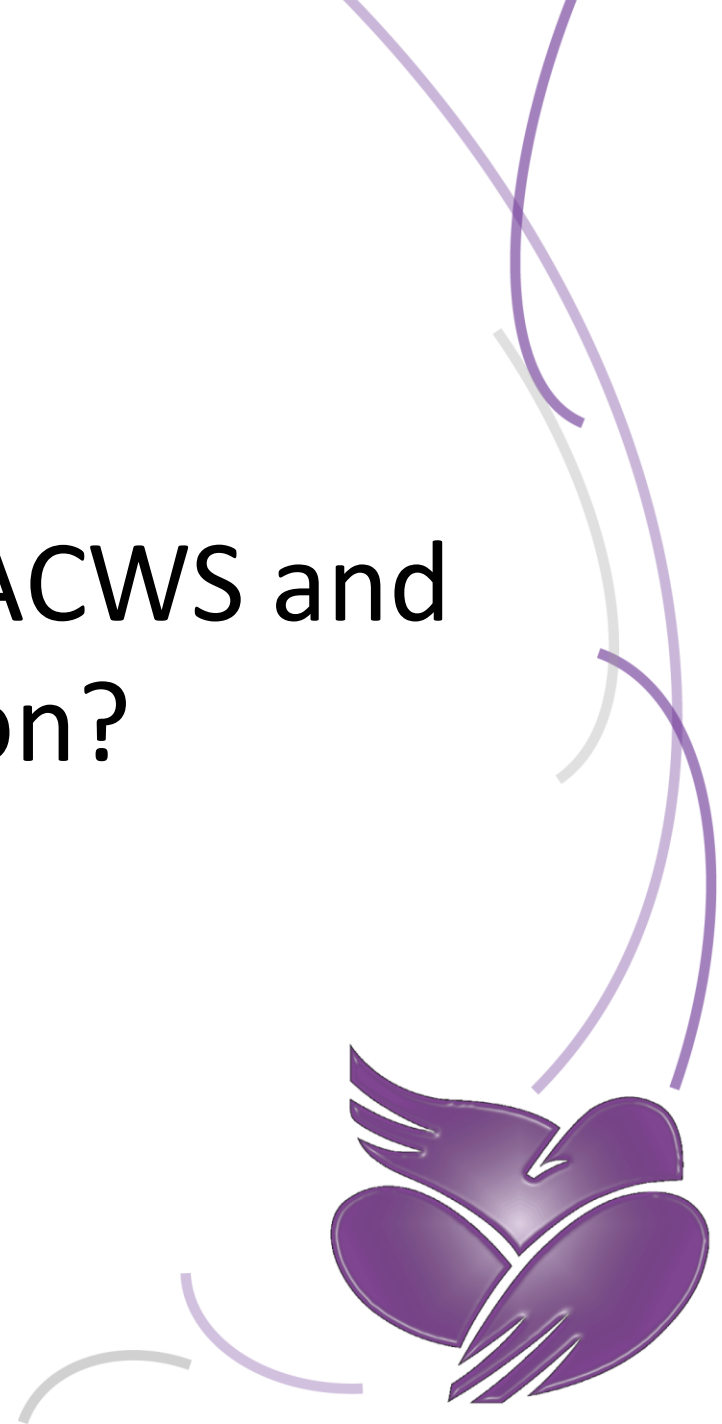
Our Partnership

Next steps:

- Men's Attitudes Survey is being duplicated in Ontario



What's Ahead for ACWS and White Ribbon?



“Real change and lasting solutions for empowering women and girls can be considerably enhanced by actively involving men and boys,”

Dr. Babatunde Osotimehin, Executive **Director** of UNFPA

Discussion

