



white ribbon



## ABOUT WHITE RIBBON

White Ribbon is Canada's leader in engaging men & boys for gender equity and violence prevention.

## THE WHITE RIBBON PLEDGE

Never to commit, condone or remain silent about violence against women and girls.

## OUR HISTORY

Created in 1991 in Toronto, two years after the December 6, 1989 Montreal Massacre, where 14 women were murdered by a young man at an engineering school.

## OUR MISSION

We engage men and boys in the prevention of gender-based violence by promoting equity and transforming social norms. We challenge and support men and boys to realize their potential to be part of the solution in ending all forms of gender-based violence.

## HOW WE WORK

White Ribbon has a long history of researching, developing, implementing, and evaluating strategies aimed at engaging men and boys in promoting gender equality and ending violence against women and girls. These strategies have been used in Canada and around the globe.

Our interactive programs are based on best practices and draw upon current events, storytelling, discussions, and activities to help participants understand how they can be part of the solution to end gender-based violence.

## SERVICES

- Development and execution of needs assessments, identifying needs, gaps and opportunities to prevent gender-based violence and promote gender equality;
- Gender-Based Violence prevention project design and implementation (local, national and international);
- Curriculum and training development rooted in gender-transformative approaches;
- New campaigns, resources, tools, handbooks, tips which explore everyone's roles in gender-based violence prevention;
- Technical expertise in engaging men and boys in culturally relevant, strength-based approaches;
- Facilitation expertise

## APPROACHES

- Using a strength-based approach which stresses positive roles and actions everyone can take to prevent gender-based violence and promote gender equality;
- Gender transformative approaches unpack the ways gender and power interact, and uncover how we can create more equitable, safe, and inclusive spaces together;
- Highly participatory approach to training which engages participants to think about their own life experiences, and how this is shaped by gender norms and expectations;
- Focused on solutions to promote ally-ship and solidarity with women and girls, to promote gender equality and prevent all forms of gender-based violence.



# WHITE RIBBON'S IMPACT



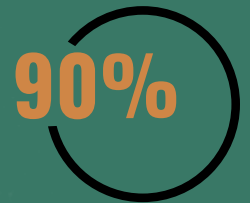
of experience empowering men and boys to do their part to end gender-based violence.



in Canada and beyond currently working with White Ribbon to engage men and boys and end gender-based violence.



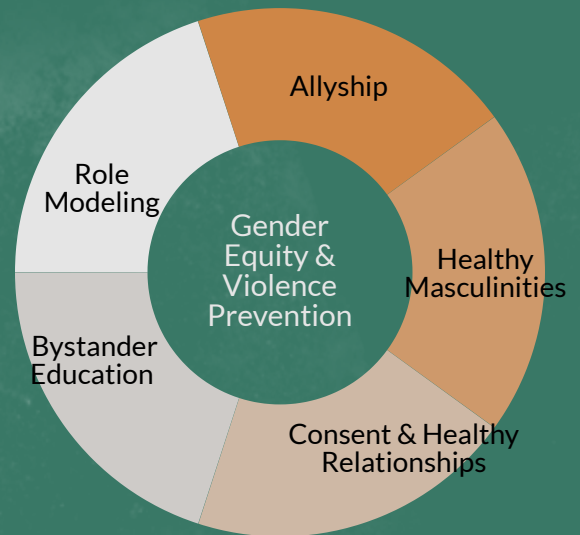
directly engaged through workshops, training, and events on average year after year.



of training participants report positive changes in attitudes about violence prevention and allyship.

## WHITE RIBBON PROGRAMS

- Engaging immigrant and refugee communities to end gender-based violence, implementing the Neighbours, Friends and Families Campaign;
- Engaging the education sector, including educators, student leaders, faculty and staff to prevent sexual violence through the Draw-the-Line Campaign;
- Broad awareness-raising with diverse community, women's, youth organizations, as well as private sector agencies on the role of men and boys to prevent gender-based violence
- Boys Don't Cry PSA- to date has resulted in 41.5 million impressions



## FOR MORE INFORMATION

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