

# WHITE RIBBON



## 2. What can you do?

### Wear a White Ribbon

The **simplest thing** you can do is to wear a white ribbon on November 25 and for the weeks leading up to the day. Wearing a white ribbon is a personal pledge that the wearer does not excuse violence against women, and is committed to supporting community action to stop violence by men against women. Men who wear a white ribbon demonstrate their opposition to violence against women and their commitment to equality between women and men.

### Visit the My Oath Campaign website and swear! ([www.myoath.com.au](http://www.myoath.com.au))

Another way to show your support is to visit the My Oath Campaign website and swear:

*Never to commit violence against women,  
Never to excuse violence against women, and  
Never to remain silent about violence against women*

Encourage all your mates to swear as well. We aim to see all Australian men swear this oath eventually in the hope that we acknowledge and commit to personal leadership on this issue.

### Contact and recruit

If you want to get more involved, consider contacting and recruiting other people and organisations to also wear a white ribbon during the campaign. Ask your friends, relatives, work mates, and others – especially men – to show their support. Ask colleagues and acquaintances to spread the word and recruit men in their organisations to wear the white ribbon on November 25, and to participate in community promotions and events before and on the day.

Some ideas about organisations you might approach include:

- a) Men's and young men's organisations, including sports organisations such as football, rugby and cricket clubs, swimming and athletics, Scouts and Rovers;
- b) Service clubs such as Lions and Rotary;
- c) Relevant or interested businesses and industries – such as hospitality and food retail services that employ young men and women, legal firms with young law graduates or partners, and so on;
- d) Police officers in your area;
- e) Men and women in media and show business, especially younger people.

### Plan and Host a White Ribbon Day guest promotion or event

On or before the day consider the following activities:

- a) Host a breakfast meeting, after business hours social hour, or a 'BYO' lunch meeting.
- b) Invite all the recruited women and men to attend, and to bring a male colleague as a White Ribbon guest.
- c) Invite a recruited male speaker (from among the many male Ambassadors for the campaign) to give a 3-minute talk on how men benefit from taking part in White Ribbon Day annually and to accept a ribbon from the host of the event.

### Promote Public Interest

- a) Recruit businesses and other organisations to implement an e-ribbon campaign before or on November 25 by circulating the e-ribbon on their business intranet
- b) Sell white ribbons to every contacted and recruited individual and organisation
- c) Help to distribute white ribbons as widely as possible to regular meetings you attend and to contacted and recruited organisations, businesses and workplaces.

### Other Suggestions

- a) Run a poster competition
- b) Volunteer for a radio interview
- c) Do a presentation in your workplace