

WHITE RIBBON DAY 2023
#ChangeTheStory

CAMPAIGN BRIEFING

PREPARED FOR:
GENERAL PUBLIC



White Ribbon Day 2023

#ChangeTheStory

whiteribbon.org.uk/white-ribbon-day-2023

#ChangeTheStory

Ending men's violence against women starts when we #ChangeTheStory.

White Ribbon Day, 25th November, we are encouraging individuals and organisations to make consistent choices and actions so that we #ChangeTheStory for women and girls to live their lives free from the fear of violence.

On White Ribbon Day and throughout the [16 Days of Activism against Gender-Based Violence](#), White Ribbon UK will run expert online events to provide you with strategies to #ChangeTheStory in your workplace and community.

All resources are available [here](#) for you to use with colleagues, friends, family and within your workplace, to support you to #ChangeTheStory.

The Statistics

White Ribbon UK works to prevent men's violence against women and girls, we aim to stop violence before it starts. We do this in many ways with our focus of enabling men and boys to be changemakers.

The need for our work is seen in the lived experiences of women and girls across the UK.

The reality is that most violence against women is committed by men. Here are a few of the statistics for reference.

- Nearly 1 in 4 girls in mixed sex schools have had experiences of unwanted sexual touching in school. ([EVAW](#))
- 6 in 10 women have felt harassed in the gym by a man. ([The Gym-timidation Report](#))
- 30% of women have experienced workplace harassment, with 81% reporting that they had been harassed by a man/men. ([Government Equalities Office](#)).
- 1.7 million women experienced domestic abuse in the year ending March 2022. ([ONS](#))

Get Involved

This White Ribbon Day, we need your help to engage your colleagues, friends, and family to #ChangeTheStory in their communities and workplaces so that, together, we can prevent violence against women and girls.

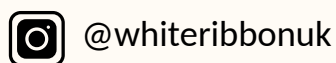
Here are some ideas to get started:

- Wear a [White Ribbon](#).
- Make the [White Ribbon Promise](#).
- Call out inappropriate language – use gender neutral language yourself.
- Learn how to, and call out, sexist ‘banter’.
- Make sure that you know how to signpost people to services, when appropriate.
- Save the [Domestic Abuse Helpline](#) in your phone and signpost to it when needed. Use social media and share White Ribbon UK’s posts with your followers.
- [Fundraise](#) and donate the money raised, to White Ribbon UK.
- Become a White Ribbon UK [Ambassador or Champion](#).
- Consider whether your workplace could become [White Ribbon Accredited or a Supporter Organisation](#).

Communications Suggestions

Every year, individuals, and organisations host events across England and Wales to mark White Ribbon Day and support White Ribbon UK’s work. It’s an important and inspiring time of year for our community of changemakers.

If you’re hosting or attending a White Ribbon Day event, or want to show your support and allyship, please be sure to tag us on social media or email our Communications Officer (savannah.jenkins@whiteribbon.org.uk) so that we can share the great things you are doing to #ChangeTheStory.



A message from White Ribbon UK

Ending violence against women starts when we #ChangeTheStory and we can't do that without your support.

It takes us all to act to create change. By organising an awareness raising event and supporting White Ribbon, you are helping us to carry out our vital work.

Together we are going to #ChangeTheStory to end gender-based violence for all women and girls.



Anthea Sully
Chief Executive of White Ribbon UK

For more information, please email supporters@whiteribbon.org.uk and a member of the White Ribbon UK team will get back to you.

