Uniting for culture change in football clubs

Wednesday 23 August, 2023

Ending violence against women is always #TheGoal

To prevent violence against women and girls, we must first be able to recognise and understand what constitutes as violence. The reality is that sexist and misogynist cultures exist within sport and within football clubs at all levels.

Her Game Too shared, *"Football should be a game for all, and all stakeholders should feel safe no matter the circumstance. We are working closely with clubs and grassroots teams to understand the barriers and how we can overcome these to improve facilities for women in all areas of the game. We fully support White Ribbon with their mission and encourage football clubs to work with them to foster an even safer environment."*

In order to bring about culture change, clubs need to first learn and identify what harmful attitudes and practices are, before adopting a framework for transformative change throughout a club.

Anthea Sully, Chief Executive of White Ribbon UK shared, "*the vast history of White Ribbon working with football clubs and associations at all levels of the game shows positive steps forward. It's now time for all clubs, led by regulatory bodies, to implement changes that make football a safe and positive experience for everyone, especially women and girls.*"

As we have seen in the last few days, there is a shift happening in football. Men players, commentators and fans are expecting and calling for better from their teams and clubs, not only of their favourite players on the pitch. It's time that all football clubs start listening and making changes to keep up.

White Ribbon UK continues to work with football clubs, to support positive culture change for men to be better allies to women and girls.

White Ribbon is the UK's leading charity engaging men and boys to end violence against women and girls. Our mission is to prevent violence against women and girls by addressing its root causes. White Ribbon UK's work is preventative, we want to end violence before it starts. www.whiteribbon.org.uk/

HerGameToo is a voluntary organisation ran by female football fans, who are committed to fostering an ethos in football in which women are welcomed and respected equally. www.hergametoo.co.uk/

For press and media enquiries, please contact media@whiteribbon.org.uk.

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