

# White Ribbon UK welcomes announcement to halve violence against women and girls in King's Speech

Wednesday 17 July, 2024

White Ribbon UK welcomes the announcement of the new Government's commitment to halve violence against women and girls, reaffirming their manifesto pledge.

Anthea Sully, White Ribbon Chief Executive said, "The Government's commitment to halve violence can only be done if the Government invests in the Primary Prevention of harmful attitudes and behaviours that lead to gender-based violence, and by engaging with men and boys to positively change these harmful cultures."

A whole-society approach must be taken to ensure this is done effectively, working with individuals and organisations to ensure a coordinated approach to attitudinal and behavioural change.

As the UK's leading charity engaging men and boys to prevent violence against women and girls, we continue to campaign for the Government to invest in the Primary Prevention of gender-based violence for expert organisations such as White Ribbon to be able to work sustainably.

Demand for support to do this work is evident from over 400 organisations and almost 7000 individuals who directly support White Ribbon's work in England and Wales, and have made a commitment to work towards the prevention of harm for women and girls.

We look forward to hearing the Government's plans to achieve their much needed target so that all women can live free from the fear of violence.

**About White Ribbon UK:** White Ribbon is the UK's leading charity engaging men and boys to end violence against women and girls. Our mission is to prevent men's violence against women and girls by addressing its root causes — harmful and dominant masculine norms. We strive to change long-established attitudes, behaviours and systems around masculinity that perpetuate gender inequality and men's violence against women.

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For more information about White Ribbon UK, visit: [www.whiteribbon.org.uk/about-us](http://www.whiteribbon.org.uk/about-us)

To help prevent men's violence against women and girls, make the White Ribbon Promise: [www.whiteribbon.org.uk/promise](http://www.whiteribbon.org.uk/promise)

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