

**WHITE RIBBON CAMPAIGN**

*To:* **Communities and Partnerships Committee**

*Meeting Date:* **27<sup>th</sup> September 2018**

*From:* **Sarah Ferguson, Assistant Director, Housing, Youth & Communities**

*Electoral division(s):* **All**

*Forward Plan ref:* **Not applicable**      *Key decision:* **No**

*Purpose:* **To update members of the Committee on White Ribbon Accreditation for Cambridgeshire County Council**

*Recommendation:* **To continue member support to the White Ribbon Campaign**

<b><i>Officer contact:</i></b>	<b><i>Member contacts:</i></b>
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<b>1.</b>	<b>BACKGROUND</b>
<b>1.1</b>	<p><b>What is White Ribbon?</b></p> <p>White Ribbon are a UK based charity whose mission is to end male violence against women once and for all. To wear a White Ribbon is to pledge never to commit, excuse or remain silent about male violence. Their message to men is to practice tolerance, respect and kindness, and to stand up against male violence, bullying and sexism in all forms. A recent report by White Ribbon, entitled 'White Ribbon Ambassadors – Role Models for Change' highlights the work of White Ribbon and the role of male ambassadors.</p> <p>The ethos of the campaign is that men need to join women and women's organisations in taking action to end the problem of men's violence against women and girls (and other men and boys). Any public facing organisation can apply for White Ribbon accreditation to show their commitment to the cause. Following the previous paper that came to the Communities and Partnership Committee, in February 2018, members agreed for Cambridgeshire County Council to work towards seeking accreditation and this was achieved in May 2018.</p>
<b>1.2</b>	<p>Locally the four year Violence Against Women and Girls (VAWG) Strategy (2017-2021) highlights work to tackle domestic abuse and sexual violence across Cambridgeshire and Peterborough. The strategy focuses on four areas:</p> <ul style="list-style-type: none"> <li>• We will <b>prevent</b> people from becoming perpetrators or victims of VAWG</li> <li>• We will <b>protect</b> victims and their families, whether or not they choose to report crimes to the police</li> <li>• We will <b>pursue</b> perpetrators through the criminal justice system and ensure that they face the consequences of their actions</li> <li>• We will <b>prepare</b> and support victims to recover from the impacts of violence and abuse</li> </ul> <p>The White Ribbon campaign sits within the first of these, focusing on how to raise awareness and improve knowledge of VAWG in the community. Through White Ribbon ambassadors challenging perceptions of domestic abuse and raising awareness, victims will feel more confident to seek support. White Ribbon helps to develop a culture where victims can seek the support they need and domestic abuse can be more easily identified and challenged. Domestic abuse is quite often a hidden issue, where</p>

	<p>victims become increasingly isolated. Through talking about the issues and improving knowledge will it be possible to create an environment where victims recognise that they are experiencing abuse and that support is available.</p> <p>Through raising awareness of domestic abuse White Ribbon will also help to improve responsiveness of both communities and a wide range of agencies.</p>
<b>2.</b>	<b>MAIN ISSUES</b>
<b>2.1</b>	<p><b>Accreditation process</b></p> <p>White Ribbon accreditation is achieved by submittal of an action plan highlighting the work that the County Council is committing to undertake in several areas:</p> <ul style="list-style-type: none"> <li>• Management/Leadership</li> <li>• Domestic Abuse Strategy</li> <li>• Ambassadors and Advocates</li> <li>• Communication Strategy</li> <li>• Community Engagement</li> </ul> <p>The full action plan can be found in appendix 1 and key actions to date for each section are outlined below.</p>
<b>2.2</b>	<p><b>Progress to date</b></p> <p>An implementation group, chaired by Cllr Kevin Cuffley, has been in place since December 2017. The group has met on a monthly basis and will continue to meet bimonthly, to celebrate accreditation and to plan events around White Ribbon Day – 25<sup>th</sup> November. The group will then be driving work forward to ensure the County Council is reaccredited in 2 year's time.</p>
<b>2.3</b>	<p><b>Management and Leadership</b></p> <p>The lead Officer for White Ribbon accreditation is Julia Cullum, Domestic Abuse and Sexual Violence Partnership Manager and the Lead member is Cllr Kevin Cuffley. They are supported by Officers from across Cambridgeshire County Council.</p>
<b>2.4</b>	<p><b>Ambassadors and Advocates</b></p> <p>Work is underway to confirm male ambassadors for the campaign. To date Cllr Kevin Cuffley and Detective Superintendent Martin Brunning (Head of Public Protection – Cambridgeshire Constabulary) are confirmed as ambassadors and meetings are in place to confirm a further 3 ambassadors from the fields of education and entertainment. As part of White Ribbon Day promotion the ambassadors will be</p>

	officially announced.
2.5	<p><b>Communication Strategy</b></p> <p>A Domestic Abuse and Sexual Violence Communications Plan is in place and a CCC Communications plan has been developed as part of White Ribbon accreditation, to focus on highlighting White Ribbon promotional activities. A programme of activities leading up to the 25 November is currently being planned.</p>
2.6	<p><b>Community Engagement</b></p> <p>Through ambassadors and area champions it is hoped to increase community engagement in the campaign. Sessions have already been held for young people undertaking NCS (National Citizen Service) on the issue of domestic abuse and to raise awareness of White Ribbon. In addition a team from CCC have recently attended the Cambridge Folk Festival, to promote White Ribbon and local specialist Domestic Abuse and Sexual Violence services, and plan to attend other events across the County such as the launch of the Community Eyes and Ears booklet in East Cambs. Through events such as these victims are able to access information about local specialist support services through different avenues.</p>
2.7	<p><b>Other Authorities and Organisations</b></p> <p>Cambridge City Council have recently been reaccredited and continue to take forward awareness and communications activities within the City. The DASV Partnership Team are also working closely with Peterborough City Council to support them in gaining accreditation, and will be taking forward work jointly where this may be appropriate. East Cambs District Council have also very recently been accredited and there is some interest from other district councils. The DASV Partnership will work with the Community Safety Partnerships to ensure a joined up approach to White Ribbon accreditation and are starting to plan joint activity to celebrate White Ribbon Day on the 25<sup>th</sup> November.</p>
2.8	<p><b>Next Steps</b></p> <p>Cambridgeshire County Council were successful in achieving accreditation in May 2018, when the CCC Action plan was submitted to White Ribbon UK. The action plan identifies areas of work still to be undertaken and the implementation group will continue to meet to take this forward. In particular this will focus on areas such as music and sports and how to tackle domestic abuse in male dominated areas.</p>

	<p>White Ribbon accreditation is for a two year period and following this, reaccreditation will need to be sought. This will require the County Council to evidence the progress and work they have made in the two year period.</p>
2.5	<p><b>White Ribbon Day – 25<sup>th</sup> November 2018</b></p> <p>The key date for the White Ribbon campaign is the 25<sup>th</sup> November, which is also the United Nations Day for Elimination of Violence against Women and Girls. This is followed by a further 16 days of action.</p> <p>The working group are planning a series of activities to commemorate White Ribbon Day. This will coincide with a press release to officially announce all the male ambassadors.</p> <p>Amongst the activities planned there will be a social media campaign and Thunderclap. There will be activities across the main County Council sites and champions are being recruited across the organisation to help with this.</p> <p>At Shire Hall a large White Ribbon flag will be flying and the ambassadors will make public pledges explaining what they will do to tackle male violence against women and girls.</p> <p>It is also hoped to work with the library service to promote ‘Operation Lighthouse’. This is a book looking at coercive control written by two brothers whose mother and sister were murdered by their father, following years of abuse.</p> <p>Further planning for commemorating White Ribbon Day is taking place with the other accredited authorities in Cambridgeshire and local domestic abuse and sexual violence services.</p>
<b>3.</b>	<b>ALIGNMENT WITH CORPORATE PRIORITIES</b>
3.1	<p><b>Developing the local economy for the benefit of all</b></p> <p>In a report into the costs of domestic abuse produced for the Local Government Association by Walby (2009), the estimated lost economic output attributed to domestic abuse was £21.6m per year. Therefore, any actions to tackle, reduce or challenge the issue is likely to reduce this lost output.</p>
3.2	<b>Helping people live healthy and independent lives</b>

	The White Ribbon Campaign is part of a suite of actions to enable people to live free of domestic abuse and sexual violence, both of which have significant impacts on health and independence. The report sighted above, estimates the physical and mental health care costs of domestic abuse in Cambridgeshire is £19.5m.
3.3	<b>Supporting and protecting vulnerable people</b> The Walby Report estimated annual Social Care costs for those affected by domestic abuse to be £3.2m
4.	<b>SIGNIFICANT IMPLICATIONS</b>
4.1	<b>Resource Implications</b>
	The cost of accreditation is £500 plus £150 for a commemorative plaque. There are also minimal costs for marketing materials and small events, which would be anticipated to be around £2,000 over the next 12 months.
4.2	<b>Procurement/Contractual/Council Contract Procedure Rules Implications</b>
	<i>There are no significant implications within this category.</i>
4.3	<b>Statutory, Legal and Risk Implications</b>
	<i>There are no significant implications within this category.</i>
4.4	<b>Equality and Diversity Implications</b>
	Domestic Abuse and Sexual Violence are highly gendered crimes, therefore there will be greater impact on female residents in Cambridgeshire.  We will need to ensure that any public awareness makes it clear that the issue includes violence against men and boys, as well as women and girls.

4.5	<b>Engagement and Communications Implications</b>
	Accreditation and future activity will require support from the community engagement and communications teams, both of which are represented on the Implementation Group, Chaired by Cllr Cuffley
4.6	<b>Localism and Local Member Involvement</b>
	Implementation will involve the continued engagement of area champions
4.7	<b>Public Health Implications</b>
	Violence is a public health issue at the individual and population levels. This initiative will help increase awareness and understanding of this particular violence issue and is an important element for the delivery of the wider Cambridgeshire and Peterborough Violence Against Women and Girls Strategy

<b>Implications</b>	<b>Officer Clearance</b>
<b>Have the resource implications been cleared by Finance?</b>	Yes Name of Financial Officer: David Parcell
<b>Have the procurement/contractual/ Council Contract Procedure Rules implications been cleared by Finance?</b>	Yes Name of Financial Officer: Paul White
<b>Has the impact on statutory, legal and risk implications been cleared by LGSS Law?</b>	Yes Name of Legal Officer: Duncan Dooley-Robinson
<b>Have the equality and diversity implications been cleared by your Service</b>	Yes

<b>Contact?</b>	Name of Officer: Adrian Chapman
<b>Have any engagement and communication implications been cleared by Communications?</b>	Yes Name of Officer: Matthew Hall
<b>Have any localism and Local Member involvement issues been cleared by your Service Contact?</b>	Yes Name of Officer: Adrian Chapman
<b>Have any Public Health implications been cleared by Public Health</b>	Yes Name of Officer: Val Thomas

<b>Source Documents</b>	<b>Location</b>
<b>The costs of Domestic Violence (Update), Walby</b>	<a href="http://www.research.lancs.ac.uk/portal/en/publications/-(ad6c842c-d2c0-43aa-812a-749ead1ae615).html">http://www.research.lancs.ac.uk/portal/en/publications/-(ad6c842c-d2c0-43aa-812a-749ead1ae615).html</a>
<b>White Ribbon Ambassadors – Role Models for Change</b>	<a href="https://static1.squarespace.com/static/5965f0e9e58c62e0520e1d7b/t/5b72e7b7562fa741a1d6d19a/1534257081092/White+Ribbon+UK+-+Ambassadors+Role+Models+for+Change+WEB.pdf">https://static1.squarespace.com/static/5965f0e9e58c62e0520e1d7b/t/5b72e7b7562fa741a1d6d19a/1534257081092/White+Ribbon+UK+-+Ambassadors+Role+Models+for+Change+WEB.pdf</a>



## Appendix 1 – Cambridgeshire County Council White Ribbon Action Plan

Please note that this action plan is a template, designed to guide you in constructing an anti-Violence Against Women & Girls (VAWG) campaign targeted at men and boys. We have included some additional activities at the end of the document which are not essential but signify good practice. We will assess the award on the evidence of work completed and/or the inclusion of clear targets to show that the essential criteria (actions 1-5) can be achieved. Guide notes are provided below to assist you in completing the plan.

RAG rating – Blue – completed, Green – on track, Amber – work at early stages, Red – work not yet started

Actions	Activities planned for next 2 years (including intended completion dates)	Evidence (what will show activities have been completed?)	Lead officer	Date completed	Planned outcomes	RAG Rating	Progress to date
<b>1. Management/ Leadership</b>							
Appoint senior officer responsible for leading activities and liaising with WRC UK.	Appoint Lead officer to liaise with WRC UK  Appoint Member to act as an Ambassador for DASV on behalf of the Local Authority	Lead officer appointed – Julia Cullum, DASV Partnership Manager  Cllr Cuffley appointed	Sarah Ferguson  Cllr Kevin Cuffley as Community Safety Champion	December 2017	Oversight at senior level  Lead Member Ambassador	Blue	Completed.
Set up system for monitoring progress. Report back to WRC UK end Year 1 – resubmit actions for Year 2	Monthly WRC implementation group meeting with key CCC officers, TOR in place	Meeting dates set until November 2018 and TOR agreed.  Plan in place and updated monthly to	Amanda Warburton & Julia Cullum	March 2018  Ongoing	Ensure county is on track to achieve accreditation by 25/11/18 and development	Amber	Action plan submitted to White Ribbon in May 2018.  Dates for working group need to be set for September 2018 onwards.

		reflect activity					
<b>2. Domestic Abuse Strategy</b>							
Ensure there is a commissioning strategy in place that provides adequate housing and community support services for women & children experiencing/fleeing domestic violence (including refuge).	<p>A new VAWG Strategy has been developed based on a comprehensive Needs Assessment and following the principles and guidelines of the Home Office VAWG Action plan.</p> <p>Development of Commissioning Priorities for the partnership, specifically to address any gaps in funding related to the ending of the DCLG funding</p>	<p>An action plan to deliver the VAWG Strategy has been developed with key partners</p> <p>Actions from the DASV Action plan specific to CCC collated for monitoring by WR Working Group</p>	DASV Partnership Manager	<p>November 2017</p> <p>March 2018</p>	Ensures a clear direction of travel	Green	<p>DASV action plan in place – to be considered by WR group.</p> <p>Key gaps in funding after end of DCLG funding are outreach provision – currently funded until March 2019.</p>
Ensure the local authority commission's	The Cambridgeshire PSHE Service has a	New PSHE Framework used in secondary	Cathy Murphy, PSHE Service	November 2017	Schools able to access and use consistent framework	Green	Cathy Murphy attended May meeting to brief group

education programmes about domestic abuse that are directed towards <b>boys</b> within PHSE curriculum.	comprehensive new RSE Framework that includes healthy relationships topics aimed at both boys and girls – promote to schools.  Review Healthy Relationships provision for schools and within the LA	schools across Cambridgeshire  Healthy Relationships group meeting six monthly		January 2019	across Cambridgeshire  Schools and Partners are aware of healthy relationships provision		on work of PSHE Service. A briefing for members to be organised for the autumn.
Implement a domestic abuse policy for all staff employed by the Local Authority (LA)	The County Council's HR policy around domestic abuse has been updated and agreed with relevant trade unions.  Dissemination of policy and awareness raising	Signed off and agreed by Unions and HR.  HR staff to receive specialist briefing.  Briefing for managers to share at team	Janet Atkin	November 2017  March 2018  May 2018	Managers are aware of how they can support staff experiencing domestic abuse	Amber	HR Briefing delivered.  A briefing on the policy to be agreed by Gillian that can be disseminated at all team meetings. Also include link to White Ribbon and how staff can take the pledge

	to be developed	meetings developed  Ensure included in management training across LGSS		July 2018			JC has discussed with Karen Tolond including brief info on DA in management training workshops starting soon.
Ensure the LA training strategy includes domestic abuse awareness for all relevant frontline staff. Training also to include information on WRC - highlighting men's role in challenging VAWG.	A comprehensive domestic abuse training offer is in place and free training can be accessed by all County Council staff. The training offer also extends to partner organisations.  Training and awareness session for Members to increase Member engagement and role to support	Face to face training will include information on WRC  Training providers group set up to ensure relevant and up to date messages, including WR are included in all DA training	Paul Evans Head of LGSS Learning and Development  Julia Cullum  Julia Cullum/Vickie Crompton	March 2018  July 2018  April 2018	Those attending training will have greater awareness of domestic abuse and the WRC	Green	LGSS Domestic Abuse Training offer is being updated from September 2018.  DASV Training group has been formed and initially met in July 2018 and will meet quarterly  Session delivered on 17 April 2018.

	victims of DASV						
<b>3. Ambassadors and Advocates</b>							
Nominate at least 4 male ambassadors to take the actions of the campaign forward.	<p>Develop options and proposals for potential ambassadors and their role in the context of the White Ribbon Campaign.</p> <p>Appoint at least 4 male ambassadors</p> <p>Develop a programme of work for the Ambassadors and communications plan</p>	<p>WRC Ambassadors will have access to enhanced information and expertise within the multi-agency DA Champions Network</p> <p>Work programme and Comms plan in place</p>	<p>Kevin Cuffley</p> <p>DASV Partnership Manager/Jo Dickson</p>	April 2018	Ambassadors in place	Green	<p>See Ambassador approach log.</p> <p>Confirmed ambassadors:</p> <p>Kevin Cuffley</p> <p>Martin Brunning</p> <p>Meetings booked with:</p> <p>Gil Karpas</p> <p>Gary Peile</p> <p>Work programme to be further developed by JC and JD and developed into Comms plan.</p>
Encourage all staff to take the pledge, with a focus on male staff.	<p>DA policy briefing for managers developed with link to WR website for staff to take pledge.</p> <p>DA champions within</p>	Manager briefings take place	Janet Atkins	Sept 2018	DA champions linked into work programme and encouraged to take pledge	Amber	<p>Suggest this is covered by briefing on DA policy disseminated to all staff (as per section 2).</p> <p>JC has sent info to E+D network and attended E+D</p>

	the LA identified through Equality and Diversity network	DA champions identified	Julia Cullum	July 2018			action group on 18/06/18. Need to follow up.
<p>All Ambassadors and Advocates, including Area Champions, to become well informed about their role, and confident about what men and boys can do to challenge VAWG, through:</p> <ul style="list-style-type: none"> <li>- undertaking WRC online training</li> </ul>	<p>Ambassadors will receive additional support and information via the DASV Partnership Manager and will ensure liaison on a regular basis.</p> <p>Area champions are briefed on WR and what they can do to support the campaign</p>	<p>Support package for ambassadors/area champions in place</p> <p>Ambassadors/area champions complete WR training</p>	Julia Cullum	Sept 2018	Ambassadors and area champions identify opportunities to raise awareness/support WR	Amber	<p>JC has contacted area champions and signposted to White Ribbon training. JC has met with 2 area champions and need to meet with others.</p> <p>Need to consider further support once ambassadors are in place.</p>
<b>4. Communication Strategy</b>							
Ensure the local authority's domestic abuse communication plan includes provision of information on VAWG & the services that are	A joint DASV Communications plan is in place with all organisations and a County Council VAWG Communications plan	<p>DASV Comms plan in place</p> <p>CCC VAWG Comms plan developed</p>	Christine Birchall/Jo Dickson	<p>April 2018</p> <p>June 2019</p>	Communications plan in place across DASV partnership and CCC	Amber	<p>DASV Comms plan in place through the Multi-Agency Public Protection Communications Group.</p> <p>CCC WR comms plan to be</p>

available in the community.	has been created as part of the WR application.						further developed
WRC commitment & logo to be displayed on letterheads & signage in a wide range of settings.	Once accreditation achieved		Christine Birchall	Oct 2018	To be agreed	Amber	Plaque is on order. Use of logo to be agreed.
<b>5. Community Engagement</b>							
Involve & encourage the local community in holding WRC awareness raising events – recommend a target of three per year.	Raise profile of WRC through NCS Programme  Identify key community events to promote WRC	NCS sessions held and young people take WR campaign forward  Community events held	Julia Cullum  Area Champions  Community Engagement Team	Ongoing	NCS projects around White Ribbon developed.  At least 3 community events supported by area champions and ambassadors.	Green	JC has arranged NCS sessions for July/Aug 2018  JC to meet with area champions as above and Work programme to be agreed.  CCC will hold a stall and work with Oblique Arts to produce artwork for the Cambridge Folk Festival.
Engage with local sports clubs, both amateur and professional, about how they can inform men	Develop links through Living Sport to expand and develop work through local sports	Plan of action compiled with Living Sport	Cllr Cuffley Area Champions	Ongoing	To be agreed	Amber	JC is working with Public Health and Cambridge United re awareness raising

about VAWG and encourage them to challenge it, and encourage at least two clubs to apply for WRC Sports Award.	club networks  Identify local sports clubs to approach.  Identify potential campaigns to link into to support WR	Links made with local sports club  WR promoted through local sports campaigns	DASV Partnership Manager				linked to World Cup.        JC has contacted Simon Fairhall but no response.
Engage with local music venues about how they can inform men about VAWG and encourage them to challenge it, and encourage at least two venues to apply for WRC Music Venue Award.	Develop links with Cambridge Live Trust  Identify other music venues to approach	Links with music venues made  WR highlighted through local music venues	CLlr Cuffley Area Champions  DASV Partnership Manager	Ongoing	To be agreed	Amber	AW has links with Cambridge Live.  Work linked to Folk Festival as above.
Commemorate UN International Day for the Elimination of Violence Against Women – 25 <sup>th</sup> November & 16 Days of Action between the 25 <sup>th</sup> November & 10 <sup>th</sup>	Communications around VAWG take place on 25 <sup>th</sup> November every year.	Work programme in place for 25 <sup>th</sup> November and 16 days	Christine Birchall  Corporate Diversity Group  DASV	Nov 2018	Work plan in place for 25 Nov and 16 Days	Amber	Work programme to be agreed.  JC linking with Diane Lane re links with E+D Action Group



December.			Partnership Manager				
<b>6. Additional Actions</b>							
Work towards setting a zero limit on sex encounter venues (Lap Dancing)	N/A					N/A	As CCC are not responsible for licensing, and we do not believe there are any such venues in Cambs suggest we put that this is N/A in action plan
Commemorate additional dates - International Women's Day 8 <sup>th</sup> March; National Stalking Awareness Day 18 <sup>th</sup> April; International Day Against Homophobia & Transphobia 17 <sup>th</sup> May; Memory for Victims of Honour Based Violence 14 <sup>th</sup> July.	These awareness days are included in DASV Partnership Communications plan.  <i>Consider links to the Equality and Diversity Action Plan</i>	CCC Communications plan in place linked to key dates	Corporate Diversity Group  Multi-agency Public Protection Communications Group	Ongoing	Work programme in place to commemorate additional dates	Green	Social media posts highlighting new Stalking and harassment IDVA post planned to link with National Stalking Week.  UK Says no more #whaticando campaign.

## **1. Management & Leadership**

- i. Appointing a lead officer responsible for overseeing the actions will help the campaign gain momentum and achieve the activities planned.
- ii. Using the action plan to monitor progress will enable WRC UK to ensure the award scheme is being adhered to and will also enable the authority to evidence work undertaken.
- iii. Application for a further award will be assessed against the activities completed, and outcomes achieved, in the previous 2 years. This should be reported on in columns 1 and 2 – use a separate sheet if more space required.

## **2. Domestic Abuse Strategy**

- i. As outlined above – it is recognized that in order for the White Ribbon Campaign (WRC) to be effective services to support those escaping abuse need to be in place. If we are to raise awareness of the problem, then support must be available to those who seek help.
- ii. Education is at the heart of the campaign. WRC believes that education that seeks to engage young men and boys in transformative learning is key to changing attitudes and behavior in future. We recommend that programs are commissioned that are directed towards boys and men and that this is reflected in the PHSE curriculum in schools.
- iii. Domestic Abuse Policy – as an employer the local authority needs to support its staff. Given the statistic that one in four women will experience abuse in her lifetime there will be a significant number of employees in need of support in the workplace.
- iv. Training – WRC recognize that local authorities will already have domestic abuse training programmes in place. We recommend that the programmes are fully supported and resourced, and that information about the WRC and the role men can play in challenging abuse be included in all training materials. WRC can deliver training to your staff, and provide materials about the campaign for handouts/e-learning etc.

## **3. Ambassadors**

- i. We recommend at least 4 ambassadors lead on campaign activities. This will help reinforce the campaign message and enable men to identify with the message
- ii. Pledge – taking the pledge is a first step in taking part in the campaign and is a good way of raising the profile and engaging men.
- iii. Ambassador Training and Guide. All Ambassadors should become well informed about their role, and confident about what men and boys can do to challenge VAWG. Where practical, WRC can offer an initial awareness-raising session for Ambassadors as part of the WRC Award launch event. We would expect all Ambassadors to attend this session. If this is not possible, they should make arrangements to be briefed by attending Ambassadors. All ambassadors should also

undertake the 4 brief WRC online training modules and face-to-face training about WRC and men's role in challenging VAWG. WRC can deliver this training, or provide materials about the campaign for handouts/e-learning etc. When Ambassador applications have been received, we send all Ambassadors our Ambassador Starter Pack.

- iv. Although our main focus is on supporting men and boys to take a stand about male violence against women and girls, we also welcome women as Champions for the Campaign. Women can be very influential in encouraging men and boys to take a stand about male violence against women and girls. It is important that their role is well-supported too. Champions are welcome at all our Ambassador training, and on request will be sent our Ambassador Guide.

#### **4. Communication Strategy**

- i. WRC's aim is to support and work alongside existing work taking place to support victims of abuse – in particular to provide accessible information for members of the community to report abuse and promote a coordinated community response.
- ii. In addition to promoting information on what support and help is available, we would like to see local authorities utilise publicity materials directed towards men so that they can be encouraged to take part in condemning violence against women. The aim of the campaign is to recruit male members of society to get involved in our work and feel that they can be part of the solution.
- iii. LOGO – once you receive the award we suggest you demonstrate your commitment by displaying the logo on letterheads, signage, websites etc.
- iv. Set up a monitoring system to enable staff and local communities to feedback on their experience of the campaign so that you we can monitor its effectiveness.

#### **5. Community Engagement**

- i. Community events are an effective way of raising the profile of the campaign and reaching out to communities who may not engage with services or are hard to reach. We suggest aiming for three per year – one of which could coincide with 25<sup>th</sup> November. See resource sheets and information pack for Ambassadors for ideas on organizing events.
- ii. **Sports** – Sports venues and sporting events are a great way to raise the profile of the campaign and the issue of violence against women with men who are either taking part or as a spectator. WRC currently employs an Ambassador – Ikram Butt – he has a wealth of experience in the sporting world and can lead on recruiting and supporting sports clubs and venues to achieve our WRC Sports Award. If you would like to develop the sport activities as part of your actions please contact the office so that we can put you in contact with Ikram.
- iii. **Music Venues** – festivals, concerts, night clubs all provide great opportunities to engage men in the campaign and raise the profile of all forms of abuse. WRC works with venues and support them in becoming WRC accredited.

- iv. **White Ribbon Day 25<sup>th</sup> November** and UN International End Violence Against Women Day – this day is an extremely important day for the WRC as it shows the international reach of the campaign as thousands of people commemorate the day and organize events across the world to raise the profile of the campaign to end violence against women and girls. It provides a focal point for activities and is a great way to promote your work.
- v. **16 Days of Action** – 25<sup>th</sup> November until 10<sup>th</sup> December – the campaign runs from the 25<sup>th</sup> November which is UN International Day of Elimination of Violence against Women to 10<sup>th</sup> December – Human Rights Day. The campaign spans these days in order to highlight the link between violence against women and human rights. The 16 Days includes other significant dates such as Human Rights Defenders Day (29<sup>th</sup> November) and World Aids Day (1<sup>st</sup> December) and the anniversary of the Montreal Massacre (6<sup>th</sup> December – which was the event which precipitated the start of the White Ribbon Campaign in Canada where a student shot 6 female students).

## **6. Additional Actions**

**Zero limit on sex establishments** – Lap dancing clubs are currently licensed under the Licensing Act 2003. Critics have argued that this regime is too lax for controlling such venues and have called for them to be reclassified as “sex encounter establishments” under earlier (but still current) legislation. Following a consultation with local authorities and in response to widespread public concern at the proliferation of such clubs, the Government introduced the Policing and Crime Act 2009. As a result, from 6 April 2010, local authorities will be able to require all lap dancing clubs in their area, including existing venues, to apply for a sex establishment license if they want to continue to operate lawfully. Where the new provisions are adopted, local people will then be able to oppose an application for a lap dancing club on the basis that it would be inappropriate given the character of their local neighbourhood. For further information see the links below.

<https://www.facebook.com/ObjectUpdate>

[www.fawcettsociety.org.uk](http://www.fawcettsociety.org.uk)

**RESPECT Accreditation** – for information and guidance on work with perpetrators and accreditation [www.respect.org.uk](http://www.respect.org.uk)