



# Borders White Ribbon Campaign 2011



White Ribbon Scotland is a campaign to involve men in tackling violence against women. It is a joint initiative by a coalition of organisations, individuals and groups of men around Scotland. Part of the international White Ribbon Campaign, which is the largest effort in the world of men working to end violence against women, with campaigns in over 55 countries.

White Ribbon Scotland contributes to ending violence against women by engaging men and boys in taking action on the issue. We do this by raising awareness, promoting discussion and providing information and resources to support personal and collective action among men.

White Ribbon is part of the Scottish Borders Violence Against Women Partnership (VAW) and its long term educational role to promote gender equality.

## We need you to



- 1. To take action:** White Ribbon Scotland is first and foremost a grass roots campaign, relying on the skills, experience and action of men in Scotland. We need you to work with others in your community to educate and inspire other men to campaign against violence against women.
- 2. Encouraging** men of all ages from 16 upwards, in all walks of life to make the personal pledge.

***“I pledge never to commit, condone, or remain silent about men’s violence against women in all its forms”.***

Pledges can either be made on line at [www.whiteribbonScotland.org.uk](http://www.whiteribbonScotland.org.uk)

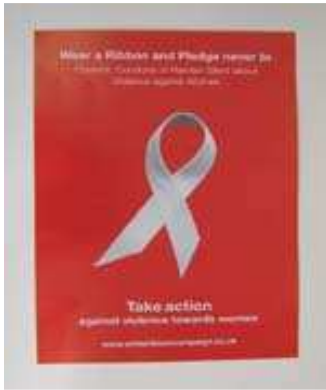
or by signing a pledge card (see resources below)

**Target** ( any opportunity to gain men’s support)

- All men 16 years plus
- Workplaces
- Sports clubs and other social clubs
- Public in general

# Resources

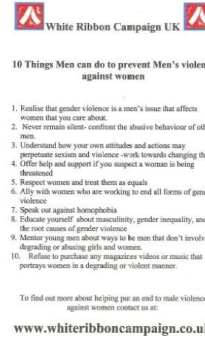
## A 4 posters



Red Take action



Green Take Action



10 things men can do



Why is it a men's issue



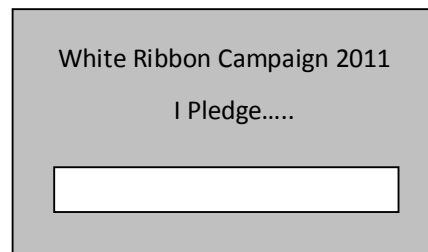
Plain white ribbon packed with a pledge card in cellophane



WHITE RIBBON ENAMEL BADGES with a pledge card in cellophane



White Ribbon Stickers. 50mm diameter,



Pledge Cards (A6)

For more information on the White Ribbon Scotland Campaign go to the website [www.whiteribbonscotland.org.uk](http://www.whiteribbonscotland.org.uk)



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## Order Form

<u>Item</u>	<u>Quantity</u>

Name

Address

Tel:

**Mail or email order to:**

Paul Richardson, Community Safety Officer, Safer Communities Team , Scottish Borders  
Council, Newtown St Boswells, TD6 0SA

Tel: 01835 825058 Email: [prichardson@scotborders.gov.uk](mailto:prichardson@scotborders.gov.uk)

