

WHITE RIBBON SOUTH AFRICA COMMUNITY STATUS TOOLKIT

A guide to attaining White Ribbon Status.

White Ribbon Status is awarded by White Ribbon South Africa to Communities, Organisations, Municipalities, Townships, Universities, Colleges, Schools and other similar bodies who demonstrate over a period of time that they have and are engaged in activities designed to primarily educate men and boys about violence against women and girls (VAWG) and involve them in bringing VAWG to an end in South Africa. The projects can be scaled up or down to suit the applicant. This document is constantly being updated so please contact us if you want to discuss a project. Thank you.





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WHITE RIBBON STATUS TOOLKIT

SECTION ONE - introduction

Welcome

Welcome to the White Ribbon Status Toolkit. We appreciate your interest in commencing an exciting new project. Every campaign relies on many people taking recognising its aims and objectives and taking action by contributing to the progression of the campaign as a whole. As you read through this toolkit you will discover how your Community/Organisation can play a significant role in highlighting the White Ribbon South Africa (WR.org.za) campaign and in so doing involve men and boys in taking steps to eliminate Violence Against Women and Girls (VAWG) – also often referred to as Gender Based Violence (GBV). But the Campaign is continually evolving and so is open to suggestions from you regarding innovative ideas and ways to make the campaign better as it moves forward.

This guide is for anyone interested in gaining White Ribbon Status for their community. It outlines the opportunity to achieve this status and develop a legacy, which will ensure that the goals of the White Ribbon South Africa (WR.org.za) are embedded in the work of every section of your community services and community life. Achieving White Ribbon Status will unite the activity of existing supporters and bring more people on board. It will alter the approach of your community by positively addressing adverse attitudes which contribute to an atmosphere in which violence against women can thrive. It will educate members about what they can do to play their part during the course of their everyday lives. From the top down and the bottom up engagement with White Ribbon South Africa's grassroots campaign will reinforce the feeling of living, working and leading in an area/organisation which will not ignore violence against women or its causes.

Throughout this toolkit we use the term 'community' to refer to the area or organisation for which you are seeking to gain White Ribbon Status. This can be a Local Authority Area, City, Town, smaller community, a Club, specialist area/organisation or educational establishment such as a University, College or any kind of School. References in the document to the level of commitment necessary to obtain the award of White Ribbon Status should be scaled appropriately. If you require clarification, please do not hesitate to contact a member of the team at White Ribbon South Africa to discuss your application.



**WHITE
RIBBON**
SOUTH AFRICA
www.whiteribbon.org.za

Welcome to one of the most exciting opportunities you have discovered for making a positive difference to your community.

The White Ribbon South Africa Campaign

The White Ribbon Campaign (WRC) is the first campaign in the world working to end violence against women and girls (VAWG) through primarily education of men and boys. Historically VAWG has been seen as a 'women's issue' and one of the goals of the WRC is to redress this notion. It is an issue for all of us. Just like ending Apartheid - It is a Human Rights Issue. Addressing VAWG started with campaigns by women's groups and if we are honest, without the work of these groups it is possible men would never have decided to play their part. Having taken all too long to do so men and boys can now join the activities of the WRC to speak up and demonstrate their opposition to VAWG. **Men and Boys are very much the problem, but the majority of men and boys do not perpetrate VAWG and instead can play a significant part in addressing the root causes.**

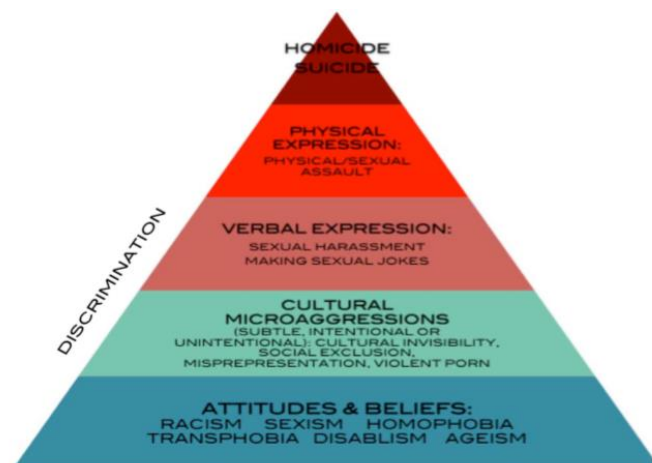
Following its beginnings in Canada in 1991 the WRC now extends across more than seventy countries worldwide and is still growing. Although each WRC has similar aims and objectives, they work independently to develop the Campaign in their home country. White Ribbon South Africa is powered by the Joe Slovo Foundation – a Public Benefit Organisation (xxx) and non-profit company (xxx). WRCs across the world encourage men and boys (as well as Women and Girls) to examine their own attitudes and behaviour, whilst speaking out against sexism, gender inequality, violence and harassment.



Supporters of the WRC take a pledge to **“NEVER COMMIT OR CONDONE VIOLENCE OR ABUSE AGAINST WOMEN & GIRLS”**. Wearing a white Ribbon is a public demonstration that the wearer has taken this pledge, does not excuse violence against women and is committed to supporting community action to stop violence by men against women and to achieving gender equality. Men and boys of all ages, from all workplaces, of all political affiliations and of all racial, ethnic, cultural and religious backgrounds, sexual orientation and physical ability are needed to help establish community leadership to stop violence against women.



Violence and Abuse against Women and Girls is a worldwide issue which just like Racism starts with our attitudes and beliefs about gender inequality grows through verbal sexual harassment and ends with actual physical and sexual assaults on individual women.



Violence and Abuse Against Women and Girls is especially a serious problem in South Africa. The 2016/17 South African Police Service Statistics indicated that 80% of the reported sexual offences were rape. Statistics South Africa's estimate that 68,5% of the sexual offences' victims are women or girls. These figures are among the highest in the world. It is for this reason; some have labelled South Africa as the "rape capital of the world.

This has a far-reaching impact. According to Stats SA approximately half of women and girls in South Africa feel un-safe even walking alone in their own neighbourhoods whether by day (49%) or by night (54%)

South Africa's NDP asserts that the fear of crime "has consequences for women and girls and their ability to achieve their potential in every sphere of social and productive life. Gender-based violence in all its forms denies women and girls the opportunity to achieve equality and freedoms enshrined in the Constitution".

The Joe Slovo Foundation is the power behind the White Ribbon Campaign in South Africa whose strategy is the eradication of all forms of violence and abuse against women and girls through what are called 'Primary Prevention Programmes.

'Prevention challenges the notion that violence and abuse are inevitable or acceptable. Just like Apartheid and Racism -it demands a fundamental change in the societal attitudes, values and structures that give rise to and sustain the problem.



Primary Prevention is the most ambitious approach we can take, demanding determined and disciplined effort over the long- term. It requires engaging with communities and those affected by violence and abuse to re-consider and redesign existing services with a renewed and increased focus on prevention, and those working in other sectors, including the private sector to identify where they can pursue preventative measures.

It's also the most challenging approach as the positive effects of preventative measures may take some years to deliver noticeable benefits at a time when our public resources are already squeezed

But prevention is the *only* approach if we are to achieve our aim of a strong and flourishing South Africa where all individuals, regardless of gender or sexual orientation, live **Equally Safe.**'

Engaging with men and boys in your community is an important and effective contribution to establishing a functioning prevention strategy. Achieving White Ribbon Status will embed a prevention approach into your local action plan and in so doing demonstrate a positive commitment to deliver on the aims of our Government strategy.

- Challenge male attitudes which condone VAWG.
- Educate men and boys so that they feel better able to speak up against VAWG.
- Encourage men and boys to talk to other men, boys, women and girls about the issues and end the climate of male silence on the subject of VAWG
- Develop a wide support network of volunteers (especially male) across South Africa who will develop campaign activity.

Getting Started

The essence of gaining White Ribbon Status lies in committing to and executing a plan of action which will increase the involvement of men in your area in tackling the issue of violence against women. **White Ribbon South Africa recognises that there may be a large amount of work already taking place in your community to address VAWG and provide support to survivors of VAWG, but asks the question, "What are men and boys doing?" and provides answers to the question, "What can men and boys do?"**.

Obtaining White Ribbon Status is a long-term project which will build on the legacy of the first year during which the award itself is acquired. It is a year on year approach which will see more and more men become actively involved in eliminating violence against women.

If your community / organisation would like to gain White Ribbon Status the first step should be to read through this toolkit and gain a greater understanding of the commitment. Consider the main roles and aspects required.



- Will the Executive body support the initiative?
- Which senior official will ensure commitment throughout the project?
- Who will take day to day responsibility for the project and liaise with White Ribbon South Africa?
- Who will sit on the Steering Group?
- Who will be appointed as Chair of the Steering Group with the ability to galvanise people in the Community to take action? It is not usually difficult to have people join the Steering Group for such a good cause; ensuring their commitment in terms of time, resources and action requires strong influential leadership.

Bear in mind that the project to obtain White Ribbon Status is your Community's project and the responsibility for ensuring success lies with you.

- Can a budget be obtained to support the implementation of the Action Plan? (This need not be an overbearing expense, but it will be difficult to progress matters in your area without some financial provision.)
- Who can be identified as high-profile Champions who will raise the profile of the project and ensure participation?
- One aim will be to nominate men and Boys who will be trained to act as 'Speakers' in your community for White Ribbon South Africa.
- Your community will be expected to appoint someone who can act as Coordinator for those Speakers.
- Who will complete the Application Form?

Step by Step – from Idea to Award

Having decided this is something your Community or Organisation should strive to achieve you should then follow this step-by-step guide.

- STEP 1 Consider the necessary requisites of gaining White Ribbon Status and decide if this is right for your area.
- STEP 2 Obtain the support of your Executive (or equivalent body) for commencement of a project to gain White Ribbon Status.
- STEP 3: Contact White Ribbon South Africa to discuss your proposal.
- STEP 4: Once your proposal is agreed, form a Steering Group and develop an Action Plan.



- STEP 5 Implement the Action Plan, developing WR.org.za events across your community which will build towards qualification for the award of White Ribbon Status.

- STEP 6 Become an Affiliate of White Ribbon South Africa.

- STEP 7 Receive the award of White Ribbon Status for your community.



WHITE RIBBON STATUS TOOLKIT

SECTION TWO – *what will White Ribbon Status do for your Community?*

How Will Your Community Benefit?

The project will raise awareness of VAWG in sections of society which may have paid little attention to date. Whilst targeted to include and educate men and boys it will also reach out to women and girls and local organisations about the relevant facts and causes of VAWG.

The process of obtaining White Ribbon Status will provide a platform across your community for high profile individuals to pledge support for the Campaign on behalf of themselves and their organisations; demonstrating their desire to pass on an anti-VAWG message.

The work undertaken will link in with national policy in respect of GBV / Harassment / VAWG prevention in addition to any existing local initiatives. White Ribbon South Africa takes pride in supporting and complementing the work of existing anti-VAWG organisations. Obtaining White Ribbon Status will present increased opportunities for collaborative working and coordination amongst partners working locally to achieve similar aims.

Association with and affiliation to White Ribbon South Africa demonstrates your community's intention to tackle VAWG in every way possible. **Achieving White Ribbon Status sends a clear signal to the general public in your community and men and boys in particular that if everyone plays their part in demonstrably changing attitudes and behaviour there can be a real positive difference in the level of VAWG.**

A high-profile campaign to gain White Ribbon Status will in itself raise the profile of VAWG in your community and importantly the benefits of men and boys becoming involved in addressing the issues. As men and boys are the perpetrators of most incidences of VAWG it is difficult to see how any part of society can expect to move forward in reducing VAWG without involving men and boys in the solution.

Tangible Results

One of the most difficult aspects of a prevention strategy is assessing progress and success. As part of the White Ribbon Status Project there will be a written local **Action Plan** for implementation and a system of **Feedback** from our volunteer Speakers, which will provide your community with facts and statistics demonstrating the success resulting from expanding the White Ribbon Campaign into your community. This may include conducting regular attitude surveys within the community.



Legacy

The project will build in a legacy which ensures continued involvement with the White Ribbon South Africa Campaign. This will be seen in continued affiliation beyond the first year in which White Ribbon Status is achieved. **Some of the core activities such as the work of trained Speakers and raising Pledges should continue on a year by year basis.** Similarly the work undertaken in relevant education establishments to educate students about VAWG, in partnership with other organisations, can continue with a rolling programme which will mean that all children and young people will have an opportunity to address the relevant issues at some point during their progress through the education system. This can lead to a lasting difference in respect of the continuation of anti-VAWG projects in your community, contributing to the ultimate goal of the elimination of violence against women and girls.



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SECTION THREE – *what is required to obtain*

White Ribbon Status for your Community?

General.

Obtaining White Ribbon Status requires a degree of innovation. Every community is different and will have a unique approach to aspects of the project. **There are certain core activities which WR.org.za would like to see addressed however in most cases the method of doing so is open to interpretation.** This approach ensures that each community brings its own style to the Campaign and ensures the activities undertaken are not simply a lift from those carried out elsewhere. From logos to public participation we are constantly impressed by the range of techniques which can be adopted to involve men in addressing the issues which lead to VAWG.

Core Activities.

The following aspects of the Campaign are considered to be central elements which will lead to the award of White Ribbon Status. Where agreed these should be carried out with a view to encouraging a greater involvement of men in your community committed to doing what they can to help eliminate VAWG.

A Local Speaker Section

WR.org.za relies on volunteers who form a National Network. These people are responsible for raising awareness of VAWG and passing on the messages of the Campaign in respect of gender stereotyping, gender inequality, bystander theory and the different forms of VAWG. They do this by holding events which provide an opportunity for education and discussion. The term 'event' can mean a wide variety of things; such as staffing a White Ribbon Stall, speaking at an organised engagement, holding a discussion with work colleagues, obtaining pledges, encouraging men and boys to wear the White Ribbon and taking the opportunity to explain what it represents, etc. The list of possible events is endless and only limited by imagination.

As part of the Status Project your community would be expected to identify a number of men and boys who will become part of this Volunteer Network. It is recognised that under these circumstances Speakers are most likely to operate within their particular environment however some may choose personally to become more involved in the wider work of the White Ribbon South Africa Campaign. You should endeavour to nominate people from a large variety of roles and locations across your community.

Speakers facilitate events and provide feedback. As part of your commitment to the project someone should be identified who can take on the role of local Speaker Section Coordinator for your community's section of the White Ribbon South Africa National Network.

Speakers should seek the opportunity to educate the community on VAWG issues and the importance of men and boys playing a positive role in tackling it. Publicising this type of work will create a demand as local groups realise the benefits of being seen to play their part in support of a positive change in the community in which they serve and operate.

Pledges

As a first step WhiteRibbon.Org.Za asks men and women, boys and girls to take the White Ribbon pledge

"I Pledge to never commit or condone violence or abuse against women & girls".



In so doing they take a positive step to say that they will not remain a part of the silent group of South Africans who will allow violence and abuse against women and girls continue without comment or action.

As part of the project to obtain White Ribbon Status for your area there is an expectation that you will obtain an agreed number of new pledges to support the WRC. Pledges can be submitted directly on to the WR.org.za website. In addition, people can complete a pledge card or have their details recorded on a spreadsheet which can be uploaded to the website. It is hoped that following the status award this will form part of the legacy and become an on- going commitment to raise a similar number of pledges year on year. A pledge counter on your own community's page of the WR website will keep a tally of the number of pledges.

Attitudes Survey

As part of the process you may be asked to conduct a VAWG Attitude Survey as widely as possible. Similarly, to all aspects of the process the team at White Ribbon South Africa will assist you to draw up the questions for the survey, which will identify attitudes to and beliefs around violence against women in your community. A core group of questions will be included which will allow WR.org.za to take your results and join them with those from other areas to obtain a view of attitudes across several parts of South Africa. You can of course also include questions to source data which you think will be of particular value in your community campaign.



Branding

Communities which have previously undertaken projects to obtain White Ribbon Status have chosen to adapt the White Ribbon South Africa branding and reproduce marketing materials to reflect their own logo. This is encouraged as it gives local identity to the campaign to obtain the award of status. The presence of a local brand/logo gives a better feeling of inclusivity to those working to gain the award and when dealing with members of the public in your community. White Ribbon resources and materials such as pledge cards, posters, banners, literature, etc. carrying the local branding can be distributed to supportive organisations.

Education

The involvement of education establishments in the project is extremely important as it provides an opportunity to address issues of VAWG and especially the part men and boys can play in preventing it directly with young people in your community. This can be approached in a number of diverse ways. Facilitators (who may or may not be Speakers) can be trained by the WR.org.za team to deliver an existing Lesson Plan which is aimed at School pupils and has been assessed for its support of a Curriculum for Excellence. A more innovative approach can also be adopted which allows for open development of activities within schools and tertiary education establishments. This can lead to a range of new events which get to the heart of the WR.org.za message and develop a greater understanding of VAWG issues.

Significant work within education establishments, particularly by pupils/students can be recognised with individual awards. Local communities are also encouraged to recognise officially outstanding work by young people in the area.

Social and Traditional Media

Communities seeking to gain White Ribbon Status should utilise all available media opportunities to raise awareness of the Campaign and its messages. This will include social networking via websites, Facebook, Twitter and comparable sites. WR.org.za will provide the opportunity for your community to have a page on their website (www.whiteribbon.org.za), which you can have editorial access to. In addition to updates on the campaign's development the page will also record the current pledge count for your community giving a visual indicator of how that particular aspect of the project is progressing. These and more traditional media outlets can be used to publicise the launch of your area's campaign to gain White Ribbon Status in addition to updating the public as the project develops. If possible, local media outlets should be brought on board to highlight the campaign on an on-going basis. There can be weekly updates and signposting to public events or training sessions regarding VAWG. And of course the White Ribbon South Africa team will be delighted to have media coverage of you receiving your award when you qualify for Status.



Targets

Targets should be set and monitored to gauge the success of the project. These will be agreed within the Steering Group but may include the number of pledges, Facebook likes, Twitter followers, number of children receiving inputs, number of White Ribbon Events held, Number of people attending learning courses – and the impact of these activities. Targets set should where possible link in with the current targets of the White Ribbon South Africa Campaign. These Targets and Monitoring are important as White Ribbon South Africa often applies for grants and donations both nationally and internationally to support your communities activities and so it is important to be able to report back to these bodies on the impact of their funding.

Additional Activities.

The extent to which additional activities are undertaken to support your community's efforts to obtain White Ribbon Status are only limited by resources and imagination. Community Leaders can be briefed as to the aims of WR.org.za and given a responsibility to consider and implement the different ways in which their Section can support the campaign.

Local businesses and organisations can be encouraged to show their support by ensuring anti- VAWG policies are in place and up to date, publicly displaying their backing for the campaign and inviting speakers, or having their own staff trained, to deliver awareness raising and training inputs to their personnel.

Locally supporters can wear White Ribbons whenever they are involved with members of the public, having been briefed to have a basic understanding of the WR.org.za campaign and its goals so that they can explain why they are wearing the White Ribbon

Ribbons, campaign leaflets, pledge cards and other merchandising can be made available in public buildings.

Local parks/gardens could display large White Ribbons of one kind or another with a small plaque informing the public of the campaign to achieve status and the background to what it seeks to achieve.

Costs

Your community will need to set aside a budget to cover the costs of your White Ribbon Project. The sum required will vary from one area/organisation to another according to size and anticipated activity. White Ribbon South Africa Campaign Team will be pleased to discuss this in more detail however this section will give you some guidance as to where the expenditure is likely to be incurred.

The cost of the project should be seen as being offset against the potential savings to be made in your community from the successful prevention of violence against women. Apart from the financial implications there is a significant human cost to the victims of such crime.

Branding

In most cases communities participating in White Ribbon Status have developed and agreed local branding which links the community to the Campaign in an identifiable fashion. This has the potential to become a recognised symbol of your community's determination to commit to and participate in a successful prevention strategy which has tangible links to the man and woman in the street. Once a local brand has been agreed with White Ribbon South Africa it can be utilised on pledge cards, banners, posters, media releases, etc. The cost of developing a brand can often be minimised by it being created 'in-house' resulting in the main costs coming from the printing of relevant items such as pledge cards, banners, etc.

Merchandising



White Ribbon South Africa maintains ties with partner campaigns in other countries. We recognise that many of our colleagues are like us and do not receive direct funding and as such rely on merchandise sales for the creation of funds. In consequence of this we lend our support by obtaining merchandising in the form of white ribbons, badges, posters, tee shirts, mugs, stickers, wristbands, USB sticks and a range of other items from them. This includes some items specific to the White Ribbon South Africa Campaign. We can obtain merchandising for you. We are also in the process of developing exclusively White Ribbon South Africa branded tee shirts, posters, wristbands etc.

Training Sessions

A range of training sessions can be provided by members of the White Ribbon South Africa Team. These include Briefings to Elected Officials, White Ribbon Speaker Training, Briefing to White Ribbon Ambassadors, workshops, etc. We endeavour to keep costs in respect of these to a minimum.



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SECTION FOUR – *what will White Ribbon South Africa do to support you?*

Proposed White Ribbon Status Projects.

The White Ribbon South Africa team is here to help and will positively consider all requests to commence a project at any time, taking into account matters in respect of both WR.org.za and the community's readiness to make the commitment to see the project through to completion. Considerations include

- WR.org.za capacity.
- Level of commitment from your community.
- Available budget.
- Statement of support from the area executive (or equivalent).
- A demonstrated understanding of what the WR.org.za can bring to addressing VAWG in your area.

Commitment.

In support of your community's ambition to gain White Ribbon Status the White Ribbon South Africa Campaign will commit to a number of aspects related to the project including;

- Brief members of the Executive or equivalent to assist in ensuring that they are fully supportive of the project.
- Sit on the Steering Group to provide advice and assistance in respect of every aspect of the campaign.
- Maintain contact with the project leader and be available to address queries as they arise.
- Provide briefings to appointed Champions who will drive activity within their individual sections.
- Provide training to those nominated for Speaker Training.
- Provide specialist training where required to those for example who may be nominated to participate in White Ribbon inputs within schools.
- Assist in obtaining required merchandising.
- Support the creation of Digital Media to be used to provide information in respect of your community's activities.



Award of White Ribbon Status.

On successful completion of your White Ribbon South Africa Project we will organise the presentation of an award to mark the commitment of your community to involving men in addressing the issues surrounding violence against women and the on-going commitment to continue the work of the White Ribbon South Africa Campaign. By this stage the Campaign will be embedded in your community and will have become an integral part of your Prevention of VAWG Action Plan. **We will continue to maintain links with your area in the future and look forward to a long and successful collaboration preventing and one day eliminating violence against women.**



APPENDIX 'A'

Checklist of Main Roles

Consider who within your community will fulfil these roles.

- A Senior Local Official who will ensure commitment to the project across the community.
- Day to day running of the project.
- Steering Group Members.
- Chair of the Steering Group.
- White Ribbon Champions.
- Who can nominate men and boys to become Speakers?
- Local Speaker Coordinator.
- A spokesperson to discuss the proposed project.
- Local Elected Officials where applicable who will commit to supporting the project in word and action.
- Which local Women's Groups could assist with support for events and perhaps offer additional relevant training?