



White Ribbon Day 2020: Schools Action Kit

This White Ribbon Day (Friday 20 November), we are asking communities all over Australia to come together, and say 'no' to violence against women. It takes all of us. This kit is a resource to support you, as you drive White Ribbon Day in your school community.

#WhiteRibbonDay

 **White Ribbon**
Australia

▶ Violence against women is at epidemic levels in Australia, and young people are some of the most affected.



1 in 2 women have experienced sexual harassment during her lifetime¹.



1 in 4 young people think it's pretty normal for guys to pressure girls into sex.²

Young people from an early age are exposed to information, messaging and behaviours that can support and condone violence against women. Young people are also already exposed to, and influenced by, domestic violence.

But there is a solution.

Holding a White Ribbon Day event in your school can help to strengthen a culture of respect and equality, and drive change in your wider community.

This booklet includes:

EVENT & POST-EVENT IDEAS

HOW TO CREATE A VIDEO

SOCIAL MEDIA SUGGESTIONS

EVENT CHECKLIST

KEY MESSAGES

TEMPLATES AND RESOURCES

TIP

Navigating this toolkit

This is an interactive toolkit intended for digital use on a smartphone, tablet or computer. Navigate using the tabs to the left, or on the right border on the following pages.

The kit is print friendly, however many resources are embedded as hyperlinks and won't be accessible.

If you have additional questions that have not been answered in this toolkit, contact the events team at events@whiteribbon.org.au and they will respond within three working days.

GO LARGE

White Ribbon Day across the entire community

White Ribbon Day 2020 is about the entire community coming together to help end violence against women in Australia. Why not reach out to your local council, nearby businesses and emergency services to all come together on White Ribbon Day?



Event ideas

This White Ribbon Day you could:

- Organise and **register** a White Ribbon Day assembly.
- Hold a uniform free day, fete or bake sale to get students and staff alike involved in standing up and speaking out.
- Purchase a white ribbon** for every student to wear to school on Friday 20 November, and afterwards too.
- Organise a sport day at your school and/or with the schools in your area to get together for White Ribbon Day.
- Download the **bunting, posters and balloons** and put in a prominent place around the school.
- Create a human 'white ribbon' on the oval and take a photo from above to commemorate White Ribbon Day.
- Use the White Ribbon as an inspiration in art classes and create what it means to you.
- Check the **A-Z of events ideas**.
- Organise a White Ribbon stall at an open day, to sell **merchandise** and share resources like **factsheets**.

REMINDER

No matter what you're planning for White Ribbon Day, make sure you **register with us** to be listed on our event map, get an Event Kit, and receive extra support from our dedicated events team.



Want more?

Beyond an event, you could also:

- Install a white ribbon garden, or a mural on a central wall in the school. Let us know at marketing@whiteribbon.org.au if you need further inspiration!
- Look into our **Schools Program** to implement violence prevention strategies all year round.
- Stock White Ribbon merchandise in the front office during November.

NEED HELP?

Get in touch with our amazing events team at events@whiteribbon.org.au.



Create a video

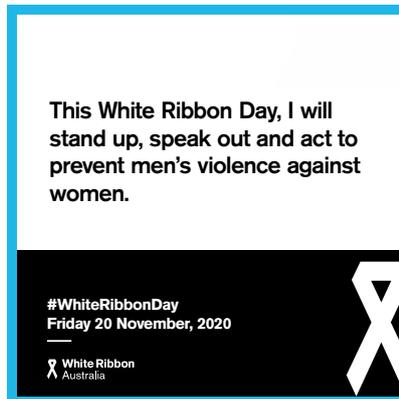
[Check out our White Ribbon Day video](#) – why not make your own version? Film students talking about what White Ribbon Day means to them, mimic our video below, or come up with your own creative version. You could launch the video on White Ribbon Day.





Get social

Download the White Ribbon Day social media tiles below to spread the word.



Keep in touch

Every day is White Ribbon Day. [Join the movement](#) to hear about volunteering opportunities, new resources, updated statistics about violence against women, and more ways to get involved in the movement all year round.

Are you following us?

-  @whiteribbonaust
-  @whiteribbonaustralia
-  @whiteribbonaust
-  @whiteribbonaust
-  @whiteribbonaust

16 Days of Activism

The 16 Days of Activism (25 November – 10 December) is a time to galvanise action to end violence against women and girls all around the world, starting with the UN's International Day for the Elimination of Violence against Women.

Keep an eye on our [website](#) for ways to get involved, or visit the [UN Women website](#) for more information.



Event checklist

6+ weeks before your event

- The first step is to **register your event**. Be sure to tick the relevant boxes if you would like to receive an Event Kit. You will receive your official [Authority to Fundraise](#) once you have registered, as well as a listing on our website and extra support from our Events team.
- Determine exactly what your event will look like – is it an assembly? Is it a community day? Is it a barbeque? Refer back to our event ideas earlier in the kit.
- Depending on the size of your event, it might help to have a small group to share the workload. You could engage a student leadership team or other committee to get students involved.
- Ask students what they would like to do for White Ribbon Day - ultimately, they are the people you are trying to engage.

4+ weeks before your event

- Start to advertise your event with posters, social media tiles, newsletters, and other resources provided in this kit (or feel free to make up your own using the In Support logo!)
- Purchase **White Ribbon merchandise** to sell at your event. Buy a box of white ribbons and sell them on to everyone who attends to help raise awareness. It's important to order merchandise early so it arrives in time for your event - try to order no later than the end of October.
- Coordinate any volunteers, suppliers, venues, etc.
- The topic of men's violence against women may be distressing for some people - now is the time to notify wellbeing staff about your event and ensure referrals are in place if anyone feels the need to talk to someone.

1 week before your event:

- This is a great time to reconfirm any suppliers that are part of your event and finalise details such as RSVPs, timelines and volunteers.
- Print out/download any materials you may need from your White Ribbon event dashboard including flyers, factsheets, pledge forms and videos.

During the event

- We encourage you to do an Acknowledgement of Country at the beginning of your event. For example, "I'd like to begin by acknowledging the Traditional Owners of the land on which we meet today, the (people) of the (nation) and pay my respects to Elders past and present."
- Take plenty of photos so you can share them with everyone later. Don't forget to hashtag #whiteribbon, #whiteribbonday and #whiteribbonevents, and to tag us with the handles earlier in this kit.
- If you are fundraising at your event, ensure that you collect the details of anyone wishing to receive a tax receipt so that we can issue one later.

After the event

- Thank everyone who came to your event, including attendees, sponsors, donors, speakers and organisers.
- If you received cash donations at your event, **deposit them on our website**.
- Make sure you share all photos online and remember to tag us!



Register your event at any time leading up to White Ribbon Day.

November 20 doesn't work?

No problem! Get involved in White Ribbon Day any time in November.



Key messages

Key Messages

- At home, at school, at work, in social settings and across our community, we can address men's violence against women and children, and put a stop to it.
- In Australia, one in four children is exposed to domestic violence.
- 1.7 million Australian women over 15 have experienced sexual violence, and 2.2 million have experienced at least one violent incident by an intimate partner.
- Across their lifetime 5 million women have experienced sexual harrassment. On average one woman a week in Australia is killed by an intimate partner.
- Domestic and family violence is the principal cause of homelessness for women and their children.
- Children often see or hear violence between their parents - 65% of women who had children in their care when they experienced violence by a current or former partner reported that the children had seen or heard the violence.
- The key root causes of violence include beliefs and behaviours reflecting disrespect for women, low support for gender equality and adherence to rigid or stereotypical gender roles, relations and identities. There is no single cause for violence against women.
- Accepting the status quo is the biggest barrier to change. People who do not believe men and women are equal are more likely to condone, tolerate or excuse violence against women.
- Change can happen when violence against women is addressed.

Further resources

- [Statistics about violence against women and domestic violence](#)
- [Types of abuse](#)
- [Causes of violence against women](#)
- [Where to find help](#)
- [Fact sheets about how to prevent men's violence against women](#)

EVENT KIT

If you tick the box when you register, you can also receive an Event Pack in the mail that includes posters, balloons, bunting, and a donation box to boost your event.



Templates and resources

WHITE RIBBON POSTERS

Put up posters all over your community. Use a full page, or fill your details in our 'emptybelly' poster.

[DOWNLOAD](#)

EVENT BANNER

Get this banner printed to hang up at your event, on the main street, or at the front of a White Ribbon March.

[DOWNLOAD](#)

INSTAGRAM FRAME

Get a #WhiteRibbon instagram frame printed at your local printer for a fun addition to your event.

[DOWNLOAD](#)

NEWSLETTER TEMPLATE

Put a small snippet in your work, school or community newsletter to spread the word.

[DOWNLOAD](#)

BUNTING

Print out and cut up White Ribbon bunting to add a decorative flair to your event.

[DOWNLOAD](#)

MEDIA RELEASE TEMPLATE

Fill in the gaps and share with local newspapers, radio or television to gain extra exposure for your event.

[DOWNLOAD](#)

LETTER OF SUPPORT

Reach out to local businesses for sponsorship or donations with this editable letter of support.

[DOWNLOAD](#)

IN SUPPORT LOGO

Create your own posters, social media tiles, etc. for White Ribbon Day with the In Support Logo.

[DOWNLOAD](#)

EMAIL SIGNATURE

Use our email signature banner to share your support for White Ribbon Day.

[DOWNLOAD](#)