



White Ribbon Campaign Frequently Asked Questions

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The National White
Ribbon Campaign

www.whiteribbon.ca

1. What is the White Ribbon Campaign?

The White Ribbon Campaign (WRC) is **the largest effort in the world of men working to end violence against women**. In over 55 countries, campaigns are led by both men and women, even though the focus is on educating men and boys. In some countries, it is a general public education effort focused on ending violence against women.

2. How did the WRC get started?

In 1991, a handful of men in Canada decided they had a responsibility to urge men to speak out about violence against women. With only six weeks of preparation, **100,000 men across Canada wore a white ribbon**, while many others were drawn into discussion and debate.

3. What does it mean to wear a white ribbon?

Wearing a white ribbon is a personal pledge to never commit, condone or remain silent about violence against women. Wearing a white ribbon is a way of saying, "Our future has no violence against women."

4. What is the goal of the WRC? How is this accomplished?

The main goal of the WRC is ending violence against women in all forms.

5. When is the focus of the WRC?

The Canadian WRC runs from November 25 (the International Day for the Eradication of Violence Against Women) **until December 6** (Canada's National Day of Remembrance and Action on Violence Against Women). Campaigns in other countries can occur any time of the year.

6. What forms of violence against women concern you?

The most widespread problems are physical violence and sexual violence. There is also emotional abuse – sexual harassment at work or on the street, stalking, jokes that demean women, and controlling behaviour.

7. Who starts local and national campaigns?

Anyone who believes in the goals and philosophy of the WRC can start a campaign. We encourage WRC supporters in each country or community to work together.

8. Are women a part of the WRC? Do they wear the ribbon?

Some campaigns are led exclusively by men. Others are a joint effort or even ones led by women. Although the ribbon started as a symbol of men's opposition to violence against women, in many schools and communities both males and females wear the ribbon. **For men, it is a personal pledge. For women, it is a show of support** that men and boys have a role and responsibility in ending violence against women.

9. How can I help?

- Listen to and learn from women.
- Learn about the issue of violence against women.
- Learn why some men are violent.
- Challenge sexist language and jokes that degrade women.
- Don't support programming that portrays women in negative light.
- Learn to identify and oppose sexual harassment and violence in your work place, school, and family.
- Examine how your own behaviour might contribute to the problem.
- Work towards long-term solutions. For example, changing attitudes and behaviour which equate masculinity with power and control, or making positive changes in our own relationships.
- Get involved with or support the WRC in your school or community.

