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**Report To:** Education and Communities Committee      **Date:** 08 May 2018

**Report By:** Head of Environmental & Public Protection and Head of Inclusive Education, Culture & Communities      **Report No:** EDUCOM/52/18 HS

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**Subject:** White Ribbon Campaign - Addressing Violence Against Women

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## 1.0 PURPOSE

- 1.1 To update the Education & Communities Committee regarding the White Ribbon Campaign and to outline how the campaign would operate in Inverclyde.

## 2.0 SUMMARY

- 2.1 White Ribbon Scotland is a campaign to involve men in tackling Violence Against Women (VAW). It is an initiative made up of individuals and groups of men around Scotland and part of the international White Ribbon Campaign, the largest effort in the world of men working to end VAW, with campaigns in over 55 countries.
- 2.2 Priority 1 in the Inverclyde Violence Against Women Multi Agency Partnership Strategy Action Plan 2017-2022, states that "Communities in Inverclyde embrace equality and mutual respect, and reject all forms of violence against women and girls." One way to achieve this is for 'Ongoing opportunities...' to be taken '... to develop work in the community to deliver messages on Violence Against Women' through the White Ribbon Campaign.
- 2.3 A report was endorsed by the Women's Forum on 27<sup>th</sup> February 2018 with agreement that it be submitted to Education and Communities Committee for approval.
- 2.4 Appendix 1 contains details of the campaign.

## 3.0 RECOMMENDATIONS

- 3.1 That the Committee considers whether it wishes to develop a White Ribbon Campaign in Inverclyde with a view to achieving White Ribbon Status.

**Martin McNab**  
Head of Environment &  
Public Protection

**Grant McGovern**  
Head of Inclusive Education,  
Culture & Communities

## **4.0 BACKGROUND**

- 4.1 The White Ribbon Campaign in Scotland was launched in 2006 following a conference where there was overwhelming support for men across the country joining women's organisations in campaigning to end VAW. White Ribbon Scotland (WRS) achieved charitable status in 2010 (SC041385) and contributes to ending VAW 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. WRS aims to:
- Endorse and clearly state the vital role of non-perpetrating men in challenging and stopping violence against women
  - Identify, create and promote opportunities for non-perpetrating men to be involved in the campaign to Stop Violence Against Women in Scotland
  - Increase the capacity of men in Scotland to engage in the campaign to Stop Violence Against Women, through examination and dissemination of best practice from the UK and abroad
- 4.2 WRS is first and foremost a grass roots campaign, relying on the skills, experience and action of men in Scotland. They educate and inspire other men to campaign against VAW. Both individuals and organisations are crucial in work to change attitudes in society and challenge gender inequality and violent and abusive perceptions of masculinity. The organisation accepts the Scottish Government's definition of VAW and is committed to playing its part in the delivery of the 'Equally Safe' strategy. WRS acknowledges that VAW is a gendered issue and a cause and consequence of gender inequality.

## **5.0 WHITE RIBBON STATUS**

- 5.1 WRS has supported and assessed local Council areas to achieve White Ribbon Status. The award requires areas to commit to developing projects, supported by WRS staff, resulting in them taking ownership and receiving recognition for their commitment to involving men in addressing VAW issues. The aim is that after a successful first year the notion of involving men would become an integral, but not dominating, part of the local VAW delivery plan, thereby ensuring that the ongoing involvement of men in this human rights issue becomes the legacy of achieving white ribbon Status. If the Inverclyde area decides to work towards achievement of White Ribbon Status in 2018/2019, support from WRS volunteers and staff contributions would be provided.
- 5.2 On successful conclusion of the project, a tangible award would be presented recognising the work carried out and Inverclyde having achieved White Ribbon Status, a local Steering Group would be set up to oversee delivery. This would typically include representatives from Council services (particularly those made up of predominantly male employees or those that provide a service that would contribute to the success of the project), Police, Prison Service, Fire and Rescue, youth and local groups and charities (which, not necessarily exclusively, involve men e.g. local football clubs).
- 5.3 A representative from WRS would sit on the steering group as an advisor to assist with issues such as: setting up a small local group of WRS volunteers (mostly local non-perpetrating men but which can include women who can reach a male audience); increasing the number of local men who have taken the WRS Pledge; some involvement in the education arena; local branding; social and traditional media campaigning; and activity directed by the trained volunteers to reach the men of Inverclyde and influence their attitudes and behaviour related to the factors which tend to contribute to or condone VAW. The extents to which additional activities are undertaken to support an area's efforts to obtain White Ribbon Status are only limited by resources and imagination. WRS will provide training, advice and volunteer support to encourage a successful outcome.
- 5.4 Association with and affiliation to WRS demonstrates an area's intention to tackle VAW in

every way possible. Achieving White Ribbon Status sends a clear signal to the general public in the area (and men in particular), that if everyone plays their part in demonstrably changing attitudes and behaviour there can be a real positive difference in levels of VAW.

- 5.5 Previously White Ribbon Status has been awarded to Councils in Stirling, Fife, Glasgow, Dumfries and Galloway and Glasgow Kelvin College.

## 6.0 IMPLICATIONS

### Finance

- 6.1 The cost of delivering White Ribbon varies widely depending on local aims. However a recurring budget of £500 for materials to cover ongoing campaigns is required. This will be achieved by using the Core Community Safety.

#### Financial Implications:

##### One off Costs

Cost Centre	Budget Heading	With Effect from	Annual Net Impact £000	Virement From (If Applicable)	Other Comments
N/A					

##### Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	Budget Years	Proposed Spend this Report £000	Virement From	Other Comments
N/A	Not Known	Not known	£5	N/A	

### Legal

- 6.2 None.

### Human Resources

- 6.3 None.

### Equalities

- 6.4 Has an Equality Impact Assessment been carried out?

	YES (see attached appendix)
X	NO -This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy. Therefore, no Equality Impact Assessment is required.

### Repopulation

- 6.5 None.

## 7.0 BACKGROUND PAPERS

- 7.1 Appendix 1.

# Appendix 1

## Achieving White Ribbon Status:

- Violence against Women is an issue where women are primarily the victims, but it is not solely a women's issue. It impacts on men too who have mothers, daughters, sisters, friends and work colleagues who may experience violence or abuse. Men need to be part of the solution.
- White Ribbon Scotland asks men to wear a white ribbon and take the pledge  
**“Never to commit condone or remain silent about violence against women”**

The White Ribbon Campaign is active in 55 countries Worldwide highlighting a fundamental human rights issue. Violence against Women can be any form of violence used to establish, enforce, or perpetrate gender inequalities and maintain gendered orders.

There are many crimes and abusive behaviours - perpetrated mostly by men that affect women and children disproportionately. They include:

- Domestic abuse (physical, sexual and emotional/psychological)
- Sexual violence (rape, sexual assault, incest & child sexual abuse).
- Sexual harassment & intimidation at work and in the public sphere
- Commercial sexual exploitation (including prostitution, pornography, lap dancing, pole dancing & human trafficking)
- Forced and child marriages
- Dowry related violence
- Honour crimes
- Female genital mutilation

White Ribbon Scotland provides support to council areas to assist them to achieve White Ribbon Status. They will recognise achievements for the following commitments over the course of a year for:

- Establishment of a Steering Group comprised of local men to oversee delivery of the White Ribbon Campaign
- Project Development and involving men as an integral but not dominating part of the local Violence Against Women delivery plan
- Ongoing awareness raising of Violence Against Women
  - Engagement across sectors
  - Challenging and changing beliefs