



**END MEN'S VIOLENCE AGAINST WOMEN**

## WHITE RIBBON ACCREDITATION ACTION PLAN

[Insert name of Local Authority here]

### Contents:

<b>Section 1:</b>	Strategic Leadership
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Lead Contact..... Date.....  
E-mail..... Tel.....

The Lead Contact will be the Local Authority's nominated individual who will coordinate and oversee the three-year White Ribbon Action Plan and be the point of contact with White Ribbon UK.

They will monitor the Action Plan's progress and report back to White Ribbon annually.

### INTRODUCTION:

Men's violence against women and girls in our society is shockingly prevalent, and we can only change those cultures that give rise to it by promoting a message of respect and tolerance and leading by example. Organisations can achieve a considerable amount through their staff, their policies, and their day-to-day work; as well as their role within the communities in which they are based.

Organisations applying for White Ribbon Accreditation commit to developing a three-year Action Plan. This will demonstrate how core criteria are to be met as well as criteria that are sector specific. The Action Plans are focused around four core criteria and offer achievable goals for organisations to bring about genuine change.

During the application process to become White Ribbon Accredited, you will have completed the criteria that is highlighted in bold in Strategic Leadership 1. You now have 6 months to develop and start to deliver on the remaining criteria of your Action Plan.

White Ribbon template Action Plans are designed as a guide. If you have questions about how it will work in practice in your context, we will be very happy to discuss that with you. White Ribbon Accreditation is not an end goal, it is a long-term commitment. This is useful to keep in mind as you complete and deliver on your Action Plan. Think of it as a live document which will evolve as you grow in knowledge and application throughout this journey. Often the most successful Action Plans are where an organisation has applied creativity and their own experience so, please do not feel restricted by the template.



# [Insert name of LA here] Action Plan

Criteria for delivering on White Ribbon Accreditation:	Planned actions/activities: (How and what will you do to meet the criteria?) <i>Please delete text in italics when completing</i>	Target Date (Y1/2/3):	Evidence: (How will you demonstrate that you have delivered on the action/activity?)	Planned outcomes: (What will be achieved, who will benefit and by when? Your outcomes are the effects or changes resulting from your actions/activities)	Lead person/s: (Name, job title, Inc. tel. & email):	Achieved Date (Complete once achieved)
<b>1a. Strategic Leadership</b>	The criteria for Strategic Leadership 1a have already been completed in your application form. Please insert the information from your application form into the appropriate place under 1a. While you have already completed these actions, it is important that they remain part of your Action Plan should any of their details change, or you decide the actions or outcome is beyond what you've previously written into the application form.					
A strategic decision made formally at senior level by the Local Authority to seek Accreditation. This includes a commitment to develop a three-year Action Plan.		To be completed before applying for Accreditation.				
At least one senior leader in the Local Authority becomes a White Ribbon Ambassador or Champion and will act as Strategic Lead for the White Ribbon Accreditation.		To be completed before applying for Accreditation.				
Nomination of a Lead Contact to be the Local Authority's main contact who will coordinate and oversee the		To be completed before applying for Accreditation.				

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<p><b>three-year White Ribbon Action Plan.</b></p> <p><b>This person will monitor the Action Plan’s progress and report back to White Ribbon.</b></p> <p><b>This person must be a registered White Ribbon Ambassador or Champion.</b></p>					
<p><b>Establish a White Ribbon Steering Group to oversee the development and implementation of the White Ribbon Action Plan.</b></p> <p><b>All members of the steering group must be registered White Ribbon Ambassadors or Champions.</b></p> <p><b>The Steering Group should draw members from across the organisation.</b></p> <p><b><u>Please keep an up-to-date record of your Ambassadors and Champions to utilise them throughout Accreditation.</u></b></p> <p><b><u>White Ribbon can share your registered Ambassadors and Champions upon request.</u></b></p>		<p>To be completed before applying for Accreditation.</p>			
<p><b>1b. Strategic Leadership</b></p>	<p>The following to be planned over the three years of Accreditation</p>				

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HR policy/policies adequately cover men’s violence against women and domestic abuse, and these are shared and understood.						
Staff training includes aspects of men’s violence against women (sexual violence, coercive control, consent, and domestic abuse).	<i>Consider developing a staff training strategy to improve the knowledge and capabilities of all staff on VAWG.</i>					
All policies and programmes are aligned with the Home Office <a href="#"><i>Violence Against Women and Girls National Statement of Expectations.</i></a>						
White Ribbon Accreditation is built into the commissioning process as a social value indicator.						
In collaboration with key local partners there is a joint strategic approach to ending men’s violence against women.	<i>Detail who your key partners are, they could include Schools, Emergency Services and Health.</i>					
There are adequate support and housing services for women and children experiencing/fleeing domestic abuse.						

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<b>2. Engaging Men &amp; Boys</b>						
<p>There are at least 4 White Ribbon Ambassadors from within all staffing levels and departments of your organisation.</p> <p>All White Ribbon Ambassadors are required to agree to the White Ribbon Code of Conduct and Make the Promise.</p>	<p><i>What is your Ambassador recruitment strategy? E.g. How do you intend to recruit Ambassadors? How will you reach all departments and staffing levels?</i></p>					
<p>Promote across your male workforce:</p> <ul style="list-style-type: none"> <li>• Making the White Ribbon Promise</li> <li>• The importance of wearing the White Ribbon amongst your staff.</li> <li>• Knowing and able to have a conversation about what it means to wear a White Ribbon.</li> </ul>	<p><i>Planned activities will have specific content that encourages men and boys to make the White Ribbon Promise.</i></p> <p><i>Activities may focus on settings and groups where a greater number of men and boys are present.</i></p>					

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<p>White Ribbon Ambassadors and Champions have opportunity to become well informed about their role and confident about what men and boys can do to challenge violence against women and girls.</p>					
<p>Ambassadors are promoted and supported to deliver White Ribbon activity and engage with areas of the workforce that are male dominated.</p>	<p><i>How will Ambassadors work with and encourage harder to reach staff to Make the White Ribbon Promise?</i></p>				
<p>Educational programmes about domestic abuse and healthy relationships have specific content directed towards boys, such as within the PSHE and RSHE curriculum in schools.</p>					
<p>Ambassadors have opportunity to engage with men and boys in the community.</p>					

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<b>3. Changing Culture</b>						
Male staff know how to uphold White Ribbon values and model positive masculine traits and allyship to other men and boys.						
All staff do not behave in sexist, harassing and abusive behaviours, and understand that they are unacceptable in all contexts.	<i>Consider communicating this through staff induction, training and ongoing communications.</i>					
There is a zero-tolerance approach to sexist, harassing and abusive behaviours.						

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<p>There is a clear report-handling mechanism for making, assessing, dealing with and informing on incidents of violence against women and girls (sexism, harassment, abuse, sexual assault, domestic) for the Local Authority.</p>	<p><i>Is the reporting system survivor-centred? Is it gender and minorities responsive? Is it accessible and understood by all users, including for e.g. people with disabilities?</i></p>					
<p>There is a support function for those involved in a report (victim, reported and whistle-blower).</p>						
<p>There is a process in place to ensure no organisational promotional materials use abusive or sexist imagery.</p>						
<p>Undertake a review of the authority's Sexual Entertainment Venue licensing policy during the period of accreditation and work towards a presumption against SEV's.</p>	<p><i>This may have already been established. If so, how do you intend to deliver on any recommendations?</i></p>					
<p>Work towards commissioning perpetrator programmes.</p> <p>Consider the RESPECT-accredited perpetrator programme.</p>	<p><i>This may already be in place, if so please provide details.</i></p>					



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<p>The organisation manages the safety of its evening and night-time economy.</p>	<p><i>Consider employing a scheme that promotes a safer culture in the night-time economy such as Purple Flag Status or Ask Angela.</i></p>					
<p>Confidence that staff at entertainment venues are adequately trained to recognise, handle and report incidences of abuse.</p>	<p><i>This should include training on drink spiking and the use of substances to perpetrate abuse.</i></p>					
<p>Communicate to local communities and through your networks/partnerships your commitment to ending men's violence against women and to promote the White Ribbon promise.</p>						

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<b>4. Raising Awareness</b>						
There is a comprehensive communications plan for the Local Authority that identifies engaging with men and boys against violence against women and girls.	<i>Does it engage with men and communicates clearly and effectively your commitment to ending violence against women?</i>					
Information about where people can get help and advice is clearly displayed and accessible to all.	<i>Information should be displayed in key public places.</i>					
White Ribbon UK messaging and the White Ribbon is display visibly in a wide range of settings such as website, signage and promotional materials.						
All staff, and others (e.g. partners, service users, contractors and community members), are encouraged to wear the White Ribbon and make the White Ribbon Promise.						
White Ribbon awareness raising materials are displayed and utilised.						

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<p>Mark the following dates:          November 25<sup>th</sup>: White Ribbon Day-          The International Day to End Male          Violence Against Women.          November 25<sup>th</sup> – 10<sup>th</sup> December: The          following 16 days of action.</p>	<p><i>Please link in with us on social          media so we can publicise          your events.</i></p>					
<p>Maximise opportunities to raise          awareness in the local community.</p>	<p><i>Consider specific          opportunities to engage men          and boys.</i></p>					
<p>Identify and forge links with local          sports clubs to raise awareness, gain          support and encourage accreditation.</p>						
<p>Links are identified and maintained          with local music venues to raise          awareness of violence against women          at music venues to gain visibility,          support and encourage accreditation.</p>						
<p>Encourage any other key partner          organisations, service providers and          suppliers to consider White Ribbon          Accreditation.</p>						