White Ribbon Day
Schools Kit
2009

This kit contains guidelines, considerations and information for running White Ribbon Day activities in your school. It also includes ideas of creative and effective community- or school-based activities to raise awareness about violence against women and girls.
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1. HOW TO USE THIS KIT

The purpose of this kit is to inspire you with ideas for action. By running White Ribbon Day activities outlined in this kit, your school will be joining with hundreds of others around the country as we begin to break the silence surrounding the issue of violence against women and girls.

This kit is aimed at raising awareness about this important issue and engaging the school community in the prevention of violence. This kit provides a guide to activities for your school, has helpful tips for your committee, and additional information that may be useful.

This kit does not provide specialist information on gender-based violence programs.

Should your school wish to take action, we have provided a list of possible programs at the end of this document.

If your school is interested in running a violence prevention program as part of a White Ribbon campaign, please contact us via the feedback form after your White Ribbon Day events.

WHO IS THIS KIT FOR?

It would be best if the Schools Kit were to be taken-up by a member of staff, who might then like to work through the kit with a student committee. It is recommended that the document is read fully by a teacher, before sharing sections with students.

Using this kit to effectively engage students on the issue of violence against women and girls – and to be able to effect meaningful change in the school and wider community on the issue – requires a member of staff who is:

- Personally engaged
- Willing to take on the issue of violence against women and girls
- Interested in further developing their skills and knowledge relating to violence against women and girls, and young people’s lives
- Actively involved in effecting change within the school and the wider community

READING THIS KIT

The sections in bold highlight ideas, key words or phrases and information, which may require further research and/or explanation to students.

Look out for these symbols:

- Students and Staff might like to read this section together.
- Denotes an important fact or statistic.
2. WHITE RIBBON DAY

Students and Staff might like to read this section together.

WHAT IS WHITE RIBBON DAY?

The White Ribbon Campaign is the first male-led campaign to end violence against women and girls in the world. We encourage men and boys to take a stand and say that violence, in any form, is never acceptable.

The White Ribbon Campaign recognises that most men do not commit acts of violence against women and girls. Yet by staying silent about this issue, we are allowing it to continue. The White Ribbon campaign asks men to speak out against violence against women and girls. Wearing a white ribbon represents men’s public pledge never to commit, excuse or remain silent about violence against women and girls.

The White Ribbon Campaign has spread to countries on every continent, and commences each year on November 25, the International Day for the Elimination of Violence against women and girls.

For more information about the history of the White Ribbon Campaign, please see the fact sheets available on our website www.whiteribbonday.org.au.

THE CORE BELIEFS BEHIND THE WHITE RIBBON CAMPAIGN

Violence against women has commonly been considered a ‘women’s issue’. The White Ribbon Campaign believes that violence against women and girls will only end when men and women work together.

- MOST MEN DO NOT COMMIT OR EXCUSE VIOLENCE AGAINST WOMEN
- VIOLENCE IS A CHOSEN BEHAVIOUR
- THERE ARE ALTERNATIVES TO VIOLENCE
- VIOLENCE AGAINST WOMEN AND GIRLS IS NOT A ‘WOMEN’S ISSUE’
- MEN AND WOMEN SHOULD WORK TOGETHER IN ENDING VIOLENCE AGAINST WOMEN
3. VIOLENCE AGAINST WOMEN AND GIRLS

- Students and Staff might like to read this section together.

“Violence against women is perhaps the most shameful human rights violation. And it is perhaps the most pervasive. It knows no boundaries of geography, culture or wealth. As long as it continues, we cannot claim to be making real progress towards equality, development, and peace.”

Kofi Annan, Secretary-General of the United Nations
“A World Free of Violence Against Women”
United Nations Global Videoconference, 8 March 1999

We often assume that violence against women and girls happens in other countries and not in Australia. But violence against women and girls is a widespread human rights violation, and happens both in Australia and overseas.

- **ONE IN THREE AUSTRALIAN WOMEN WILL EXPERIENCE VIOLENCE IN HER LIFETIME.**

Violence can have a huge impact on a woman’s life. It can affect her mental, emotional and physical health and may even result in her death.

The Victorian Government’s report ‘Health Costs of Violence’ (2004) found that:

“Violence is the leading contributor to death, disability and illness for women aged 15-44, being responsible for more of the disease burden than any well-known risk factors such as high blood pressure, smoking and obesity.”

- **BOTH MEN AND WOMEN EXPERIENCE VIOLENCE FROM MALE PERPETRATORS.**
- **WOMEN ARE AT MORE RISK OF VIOLENCE IN THE HOME FROM MEN THEY KNOW.**
- **WOMEN IN AUSTRALIA STILL EXPERIENCE HIGH RATES OF SEXUAL VIOLENCE.**
- **90% OF MEN ARE AT TIMES UNCOMFORTABLE WITH HOW OTHER MEN TALK ABOUT OR TREAT WOMEN.**

WHAT IS VIOLENCE AGAINST WOMEN?

Violence against women and girls can include:

- **DOMESTIC AND FAMILY VIOLENCE**
- **SEXUAL ASSAULT AND RAPE**
  - INCLUDING INTIMATE PARTNER AND ACQUAINTANCE RAPE (‘DATE RAPE’)
Please visit our website www.whiteribbonday.org.au and see the Resources page for Fact Sheets and other educational materials with more in-depth information on violence against women and girls in Australia.

It is important that the committee members, staff and students, develop their knowledge on the issue and have an understanding of ‘what is’ violence against women and girls. This will help you to address common myths and misconceptions, and to challenge prevailing attitudes in the community.

A USEFUL RESOURCE

A great resource for addressing violence against women and girls and young people is the White Ribbon Foundation Report “An Assault on our Future: The impact of violence on young people and their relationships”, which is available to download from our website www.whiteribbonday.org.au

YOUNG PEOPLE AND VIOLENCE AGAINST WOMEN

• Younger women are more likely to experience violence. The 2006 Australian Bureau of Statistics survey found that of the women who had experienced physical violence in the last 12 months, 27.2% were young women aged 18-24, compared with 12% who were women aged 45-54.

• From the age of 15, 33% of women have experienced inappropriate comments about their body or sex life, compared to 12% of men and 25% of women experienced unwanted sexual touching compared to 10% of men.
YOUNG PEOPLE ARE MORE LIKELY TO BE A VICTIM OF VIOLENCE, AND TO WITNESS VIOLENCE

IN THE HOME

In families where a mother is subject to violence children are often at high risk of being the victims of physical abuse. 1 in 4 children have witnessed physical violence from their father/step-father towards their mother/step-mother. The impact of witnessing violence can be as traumatic as experiencing physical violence. Children can also suffer from emotional and psychological trauma including learning difficulties and health problems from witnessing the abuse on their mother/step-mother.

IN THEIR PERSONAL RELATIONSHIPS

Relationship violence, sexual abuse and rape can occur at any age but young people are particularly vulnerable. Teenagers in relationships can be forced, manipulated and coerced into unwanted sexual activities. There is also a strong possibility that if violence occurs in those relationships it will be denied or minimised, with many victims reluctant to let adults and parents know that they have been abused.

The National Crime Prevention survey found that 14% of young women said a boyfriend had tried to force them to have sex, and 6% said a boyfriend had physically forced them to have sex. 33% of young women knew someone who experienced rape or sexual assault.

ATTITUDES

There are links between gender-relations and violence against women and girls. Men and boys’ attitudes, behaviours and beliefs about gender-roles is a key factor in their use of violence, as is male-dominance in families and relationships (See: ‘An Assault on our Future’, Flood 2008).

These attitudes and relations include:

- Men’s agreement with sexist, patriarchal, and sexually hostile attitudes
- Violence-supportive social norms regarding gender and sexuality
- Male-dominated power relations in relationships and families
- Sexist and violence-supportive contexts and cultures
CHALLENGING THESE ATTITUDES

It is important that young people have an opportunity to learn to recognise and challenge attitudes and behaviours that ignore, excuse, or trivialise violence in their lives. Young people should also have an opportunity to explore messages that counter society’s expectations of gender roles. Including those that say males should be the dominant person in a relationship and female the submissive or compliant partner.

4. WHITE RIBBON AND YOUR SCHOOL

➢ Students and Staff might like to read this section together.

“Violence against women is the great silent crime of our time. It is the silence that makes it so insidious... Violence against women needs to move from the great silence to be part of a continuing national conversation... Because we need to change the way men think. We need to change the way some boys think. And that cannot be done in silence.”

Prime Minister Kevin Rudd
White Ribbon Foundation Annual White Tie Dinner
17th September 2008

THE UNIQUE POSITION OF SCHOOLS

School-based violence interventions have been identified as having the strongest evidence of effectiveness because they can target students at a stage of life when the risk of using or being subject to violence is high and yet prospects for prevention are strong.

The high incidence of violence against women and girls in our society means it is likely that some students and teachers will be affected. Many will bring to school the beliefs and attitudes that they have inherited from their families, which are reinforced by society and their peers. Students may already have experienced or witnessed violence in the home or in their personal relationships with peers. As a student or teacher, you may also have experienced or witnessed violence.

Schools are in a unique position to be able to challenge attitudes and behaviours, by illustrating positive values, beliefs and practices of acceptable behaviour during important developmental years.

Beginning to break the silence on this issue in a responsible way is an important role for schools that seek to be a place of learning and personal development.
YOUR SCHOOL

Each school will have different approaches to their White Ribbon Day activities. The way in which you use this kit will vary depending on whether your school is single-sex or co-ed; high-school or primary school; rural or metropolitan. The White Ribbon campaign is aimed at engaging men and boys and also at women and men working together on the issue of violence against women and girls. This kit is therefore designed specifically with high-school boys’- or co-ed- schools in mind. However, primary schools and girls’ schools are also encouraged to run White Ribbon Day activities.

Your school might like to run activities in conjunction with other schools or with the wider community. Boys’ and Girls’ schools are encouraged to work collaboratively on a White Ribbon Day activity.

Your school may have areas of concern or identified issues within your community on the issue of violence against women. You may like to target activities around addressing these specific issues. Areas of concern that might affect your school could include the use of sexist ‘jokes’ amongst staff and/or students; online harassment or bullying (such as ‘sexting’); or persistent gender-role stereotypes that promote an aggressive or violent form of masculininity.

5. FORMING A WHITE RIBBON DAY COMMITTEE IN YOUR SCHOOL

CONSIDERATIONS

SENSITIVE ISSUES AND DISCLOSURES

Sometimes schools avoid having awareness days about dating and domestic violence because the high incidence of this kind of violence in the community make it likely some pupils who have been affected by family and domestic violence may disclose this to the school staff.

The activities suggested for White Ribbon Day are intended to raise awareness about the issue of violence against women and girls in their communities and are not therapeutic programs. Staff and students should be actively discouraged from disclosing highly personal information in front of their peers.

Please encourage students to see the school counsellor, chaplain, nurse or psychologist if they have any issue with regards to domestic or sexual abuse. Please provide students in the working committee with contact numbers for support and counselling at the outset (see Appendix 3). These numbers should also be readily available to all students and staff.

If a student discloses abuse during a meeting or workshop, it is important to validate the disclosure, support the student and state clearly that the abuse is not their fault. From the moment a young person discloses his or her abuse, their safety and security should be your
paramount concern. Where a young person discloses abuse to a staff member, in most states of Australia, it is the responsibility of the person receiving the disclosure to report the concern to the relevant State Child Protection Agency. Schools have their own policy and procedures for responding to disclosures about violence and it is important that event organisers are familiar with these policies.

**GENDER**

- *Students and Staff might like to read this section together.*

Where the group involves girls and boys working together, be sure to take into account gender dynamics. White Ribbon committees should be aware of gender stereotypes and gender-role perceptions. It is not best-practice to have women or girls doing all of the organising work, and to have men or boys receiving all of the recognition or public roles. Girls and boys should share equally the ‘hard work’ and all students should be recognised and congratulated on their efforts on the campaign.

White Ribbon is a campaign designed to engage men and boys on the issue of violence against women and girls, where women and men work together respectfully in the pursuit of ending violence against women and girls in the community. Your school’s committee should reflect these principles.

**THE WHITE RIBBON CAMPAIGN AND OATH**

- *Students and Staff might like to read this section together.*

Both staff and students within the committee should engage with the educational materials available on the issue of violence against women and girls, and to build on their knowledge and understanding of the issues. Students should be encouraged to be reflective on their own attitudes and behaviours, and to consider the meaning of the White Ribbon oath in their own lives: to never commit, excuse *or be silent* about violence against women and girls.

**CREATING A SAFE GROUP ENVIRONMENT**

Students and staff can work together on this committee, and they should strive to be inclusive and diverse.

While this kit is not intended to be a violence prevention or respectful relationships program, there are some considerations and best-practice guidelines that should be considered when forming a committee and planning White Ribbon Day activities.
Staff leading the White Ribbon committee should consider the following:

- Advise the Principal of the school to officially endorse White Ribbon Day and encourage students to engage in the activity.
- Navigate their way around administrative approvals and provide advice to students on other school policies and requirements for running a school-based campaign.
- Be able to provide the students with access to support from the school resources such as art supplies or use of telephone.
- Check Department of Education policies in your State, in some cases parents may need to be informed of the nature of activities to be undertaken by the students.
- Where possible get the advice and support of parents and Parent and Citizen Groups.
- Be certain that the activity chosen is as much as possible inclusive of the different cultural groups within your school.
- Strive to engage students and staff in the campaign as much as possible.
- Provide additional advice and support to students.

Staff should also encourage students to be mindful and respectful of each other, and to respect differences within the committee. A member of staff on the committee may need to act as a facilitator at committee meetings, where they need to ensure that all students are engaging fully and respectfully in the planning and execution of the White Ribbon Day activities. Bullying and harassment should not be tolerated.

It is important that as a staff member leading the White Ribbon activity, you help to create a safe environment for students working on the project.

Students and Staff might like to read this section together.

As a group, you might like to develop some discussion guidelines that address issues such as privacy and not talking in personal terms.

Some suggested guidelines include:

- All discussions should always be respectful and encouraging participation from as many in the committee as possible.
- Respect different opinions and ideas.
• Make sure that everyone has an opportunity to speak or contribute to the discussion.

• Be sensitive in relation to each other’s cultural and religious beliefs, and mindful of different family dynamics and personal lives.

• Be mindful and respectful – the statistics on violence against women would suggest that there may be students within the committee who have witnessed or experienced violence in their life time.

• Please do not disclose personal information about violence within the committee meetings.

• Keep in mind that the aim of this committee is to engage the school community in activities for White Ribbon Day, in order to raise awareness about the issue of violence against women in Australia generally. Experiences of students, staff and members of the community should not be singled-out. Nor should specific instances of violence within the school or greater community.

6. WORKING WITH THE COMMUNITY

➤ Students and Staff might like to read this section together.

White Ribbon Day is an opportunity to bring your community together and take action against violence against women and girls. You might like to invite parents, brother/sister schools and groups such as Rotary, Lions, or St Vincent de Paul Society to be part of your White Ribbon Day activities.

PARTNERING WITH OTHER SCHOOLS

Single-sex schools in particular, may like to work together with other schools in your area on your White Ribbon activities, or to invite them to attend events you are hosting. We would encourage boys’ schools to host their sister schools or other schools in their area to attend their White Ribbon events, or to work collaboratively on an activity. Girls’ schools might like to work with their brother school or other local schools.

PARENTS AND GUARDIANS

Parents and guardians play an important role as family leaders, in demonstrating respectful and non-violent relationships. In particular, fathers have a role in helping their sons grow into caring and responsible young men with happy and respectful relationships. The White Ribbon Foundation believes that all parents and guardians should talk to their children about the importance of having and maintaining healthy and respectful relationships.
Inviting parents, guardians and families to your White Ribbon Day activities is a great way to promote and celebrate non-violent and respectful families and communities.

INVITING EXPERTS AND ORGANISATIONS TO YOUR SCHOOL

Depending on your chosen activities you may need additional information and expertise on the issue of violence against women and girls. You can get information from www.whiteribbonday.org.au and other websites listed later in this kit. The committee can consider also inviting a local violence against women service to come along to one of your meetings. They will generally be happy to provide input and advice on your White Ribbon activities. You could also invite community leaders – such as council members, police officers, sportspersons, women’s service groups – to speak about violence against women and girls and your community.

7. ACTIVITIES: WHITE RIBBON DAY NOVEMBER 25

- Students and Staff might like to read this section together.

You could tailor the activities to suit the interests and strengths of students in your school.

As the organising committee, you will be considering how the activity is promoting the White Ribbon messages, and how it is engaging the school or wider community on the issue of violence against women and girls. You will be thinking of how your activity will encourage the school community to take on the White Ribbon oath to never commit, excuse or be silent about violence against women. These ideas should be central to your campaign.

ACTIVITY 1: AMBASSADOR NOMINATIONS

White Ribbon Day is an excellent opportunity to recognise and praise non-violent and respectful men and boys in your community and school, who are willing to take on a leadership role as a White Ribbon Ambassador.

White Ribbon Ambassadors are men and boys who have taken the oath to never commit, excuse or be silent about violence against women. The position involves engaging the community on the issue of ending violence against women and girls; challenging violence-supporting attitudes, behaviours and beliefs; and promoting non-violent and respectful relationships, in particular with women and girls.

Nominations should take into consideration the work done by men and boys in the lead-up to White Ribbon Day in your school. This is also a great incentive to encourage boys and men to participate in the organisation of White Ribbon Day activities, and to engage with the issues of violence against women.
You could congratulate successful nominations at a school assembly, on White Ribbon Day, and/or in the local media.

**MEN**

You can nominate male teachers and community leaders as White Ribbon Ambassadors through the White Ribbon Foundation website (www.whiteribbonday.org.au). Please consider carefully the role and the White Ribbon oath when nominating men. You will also need to seek their acceptance of the nomination first.

**BOYS**

You can nominate boys as White Ribbon School Ambassadors within your school. White Ribbon School Ambassadors have a term of one year. Boys can be nominated by staff or students, or they can self-nominate and have their nomination seconded. The selection process and numbers of ambassadors chosen is open to your school’s specific needs, culture and existing structures, but is subject to some guidelines.

- The selection process/panel should include women and girls from the school or greater community.
- The nominations should occur on or close to White Ribbon Day, where their participation in the lead-up to White Ribbon Day and their engagement with the campaign can be considered.
- There should be a process in which nominees can demonstrate their fulfilment of the selection criteria, this might be a written submission or an interview.

Please inform White Ribbon of successful nominations so that we are able to provide our School Ambassadors with support and guidance and recognition.

Successful nominees should:

- Be respectful and considerate of others.
- Maintain respectful relationships – particularly with women and girls, but also with other men and boys.
- Be non-violent in all contexts (i.e. on the sporting field, at school, in their relationships).
- Be willing to speak out about violence against women and girls, particularly among their peers.
- Have earned the respect of the school and/or greater community through their actions, attitudes and behaviours.
- Demonstrate (emerging) maturity.
- Demonstrate leadership amongst their peers.

**ACTIVITY 2: MY OATH**

In 2009, the White Ribbon Foundation launched the ‘My Oath’ campaign ([www.myoath.com.au](http://www.myoath.com.au)). This campaign asks all Australian men to swear to never commit, excuse or be silent about violence against women and girls, by signing an online oath and saying – “I Swear”. Whilst taking the oath is targeted at men, boys and girls might like to access the website and ‘swear’ by copying and pasting the oath into their Facebook status or Twitter updates. Students might also like to encourage the men in their community to take the oath online.

To host a ‘Swearing Day’, your school could set up a Swearing Booth in the school computer room, and ask all the male teachers to sign the oath on the My Oath website. You could also set up a ‘Swear Jar’ as a fundraising incentive.

Alternatively, you could run the My Oath campaign alongside another White Ribbon Day activity, or simply have a ‘swearing’ theme to your White Ribbon Day activities such as: “All [your school name] students and teachers swear” or “[Your Suburb] Swears”.

**ACTIVITY 3: HOST A SPEAKER**

Invite a guest speaker who can talk to your school assembly, class or group. There may be a staff member or community leader who is already a White Ribbon Ambassador, who could speak about his role in engaging men and boys to end violence against women and girls. The White Ribbon website has a list of all of the ambassadors, and you can contact the office to request an ambassador from your region ([www.whiteribbonday.org.au](http://www.whiteribbonday.org.au)).

Alternatively, you might like to ask a male teacher, parent or community personality to speak to the school about being a positive role model and the importance of respectful relationships.

You could also invite a speaker from an organisation working in the field of violence prevention or support services for women. Please keep in mind that these organisations are often extremely busy and may not be able to accept your request.

**ACTIVITY 4: SPORTS**

The White Ribbon Foundation has produced campaign materials that have asked prominent sports men to speak up about violence against women and girls. These have included men from AFL, Rugby Union and Rugby League. Organising a sporting event on White Ribbon Day using a sport that is popular with the boys or girls at your school can be a good opportunity to raise awareness.
The sporting event could be your school playing another local school, teams of students or mixed teams of students and teachers. You could have the boys’ football team playing netball against the girls’ netball team. Where your school is single-sex, you may like to invite your brother/sister school to play them in their prominent sport (such as netball, football, softball, hockey).

The event could also be lunch hour recreational games that encourage participation rather than competition (such as volleyball, badminton, tunnel ball). This may suit co-educational schools in particular, where teams can be mixed boys and girls in a sport the students do not play normally.

Have your school sports team make a show of support for respectful and non-violent relationships by having all the members of both teams linking arms before the start of the match. Students could wear white socks, white laces in their boots, white armbands or headbands. Spectators could purchase a white ribbon or wristband or perhaps pay a small entry fee.

**ACTIVITY 5: ART**

These activities could be carried out by a small group of students or by the entire student population.

Consider what themes you want depicted in your artwork. These might be:

- Making violence against women and girls a thing of the past
- Show that violence against women and girls is never OK
- Help end violence against women and girls
- White Ribbon Day November 25 – not violent and not silent

It is a good idea to have some of your group research the issue or ask for a presentation from an informed staff member or outside speaker before working on your artwork.

Artists can create a work with pictures, words and messages in different languages and cultural symbolism that convey the importance of living in a community without violence, and/or about respectful, non-violent relationships. You may like to use the White Ribbon Day colours.

**ARTWORK IDEAS:**

**MAKE A BANNER, MURAL OR POSTERS**

- A White Ribbon Campaign banner or mural can be hung outside of the school or within a central area of the school.
PAINT A WALL OR WATER TANK

- In rural communities the water tank is often a large visible structure within the school grounds.

GRAFFITI WALL

- If there is a suitable wall graffiti art can also be appealing to young people. Get permission!

HANDPRINTS AGAINST VIOLENCE

- In the school canteen, hall or outside in a covered way at lunchtime, post a large sheet of white butchers paper or a large piece of white cloth. Provide water-based colour paints in large flat containers for students to print their hands.

- Get students to print their hands around an appropriate slogan.

WHITE RIBBON JIGSAW PUZZLE

- Each student is given a section of a larger white ribbon in which they design and decorate their piece of the jigsaw with slogans and images that convey the message of the importance of a respectful and healthy relationship.

- The pieces are brought together for White Ribbon Day to create an artwork.

ACTIVITY 6: DRAMA AND MUSIC

DRAMA

Ask the drama teacher to consider working with the drama students or White Ribbon organising committee and/or other interested students to develop a play or skit that looks at the issue of how men can help to prevent violence toward women. This will require research of the issue to write the skit and staff input to ensure that the message behind the skit or play is clear and appropriate.

Drama materials may also be available where they have been written as part of school programs on relationships, such as the NSW Central Coast Kinks and Bends Program which has a play looking at the issue of negotiating consent.

As a community action, students may also consider presenting the play to parents or the community at an evening performance. Advertising for the event should also consider the issues and messages behind the play.
**MUSIC**

Music students or other interested students and teachers within the school could organise a concert or recital that reflects the issue of preventing violence. These may be popular songs; music from specific cultural groups within the school; or songs written by students for the recital. These should reflect the messages of the White Ribbon Campaign. You might also use popular songs which can be seen as promoting or endorsing violence against women and girls, and to discuss them critically in groups with a facilitator.

**MOVIE SESSION**

Host a lunch time or after school film showing that addresses the issue of gender equity, changing roles of men and women, or violence against women and girls. The screening should be followed by a discussion hosted by a facilitator. It is a good idea to preview the film before a group presentation this will also assist with the discussion questions after the film presentation.

**DANCE**

November is near the end of the Australian school year and many schools during the final term allow their senior students to organise a school formal or dance. This is an ideal time to have meetings with students in the year organising the school formal to discuss issues around respectful relationships and safe partying.

Holding a White Ribbon Formal will encourage students to promote discussion and action towards violence-free relationships. Boys and girls could be encouraged to wear a white ribbon or wristband and wear something that has a touch of white.

You may like to make the dance a fundraising activity for White Ribbon Day.

**ACTIVITY 7: FOOD**

Food-based events are a good way to involve both girls and boys in the White Ribbon campaign. Single-sex schools might like to hold one of these events with their brother/sister school. You could sell white ribbons and wristbands at your cake stall or sausage sizzle. Food-based activities will also work well with other activities, such as a sports day.

**CAKE DAY**

An excellent fundraising idea is to hold a cake day. This activity may require the assistance of parents to send cakes to school – encourage students to help their parents with this! Where the appropriate facilities are available, students might like to make cakes at school.
SAUSAGE SIZZLE

Your White Ribbon working group can organise a BBQ and the ordering of bread and meat. Local businesses may be prepared to donate supplies for this event.

PARENT AND CHILD DINNER/BBQ

Hold a Parent and Child BBQ or dinner, and invite a speaker who can talk about the important role of parents and guardians in promoting respectful relationships and non-violent attitudes and behaviours. It is also an opportunity for non-violent adults to understand why they should engage in the discussion about preventing violence with their children.

ACTIVITY 8: WHITE RIBBON DAY FAIR

You could combine all or some of these activities and have a White Ribbon Day fair. A fair might need a larger committee, or small committees dedicated to particular activities.

You might like to set-up information displays/stalls to accompany your activities. You could invite local service groups to attend your fair and to set-up a stall or information stand.

You could invite the community, parents and service groups along to your fair, and students from the committee might like to deliver presentations or speeches to the wider community about the White Ribbon Day campaign in your school.

OTHER ACTIVITIES

- White-clothing mufti-day
- Fashion parade
- Public speaking tournaments on violence against women and girls
- Cultural or religious activities relevant to your community/school

8. PRACTICAL CONSIDERATIONS

SCHOOL PERMISSION

It is important to seek permission from the school Principal and executive before undertaking a White Ribbon campaign in your school. It may also be necessary to receive permission from students’ parents/guardians for some activities. You should obtain approval for all activities first, particularly when contacting or involving the wider community and local media.
ORDERING AND DISTRIBUTING WHITE RIBBONS AND WRISTBANDS

- Students and Staff might like to read this section together.

Wearing a White Ribbon is a personal oath to not commit, excuse or remain silent about violence against women and girls and children. Distributing White Ribbons is an opportunity to explain the importance of stopping violence towards women and girls.

It’s easy! – Just order your ribbons and wristbands from www.whiteribbonday.org.au. When they arrive start selling them to students, staff, family and friends.

After White Ribbon Day bank the money from the ones you have sold into the account number provided, and simply send back any unsold ribbons and wristbands.

You will need to plan in advance to allow enough time for your ribbons to arrive; this takes about one week in metropolitan areas and up to two weeks in rural areas. Along with your ribbons you will also receive posters and stickers to help you promote the day.

PUBLICISING

- Students and Staff might like to read this section together.

Brainstorm ideas on how you can increase participation and awareness of your event within the school community. Ideas include putting out a flyer or poster, announcing on the schools P.A. system and encouraging existing members to invite friends. Use existing communication media within your school.

You might also like to approach your local media to cover your school’s activity – such as local radio, newspapers and television.

A media release template has been provided at the end of this kit. Tailor this media release template to help you get your local media interested in attending.

COSTS

If your chosen activity has costs involved, you should consider the following:

- Can the event pay for itself through ticketing or sponsorship?
- Is there funding available through school, local or other government agencies?
- Will other local agencies provide financial or in kind support?
- Can the school grounds be accessed as the venue at no cost?
9. NEXT STEPS

It is important to know whether the event or activity that you have held has achieved your goals to create higher levels of awareness around the issue of violence against women and girls.

CONTACTING WHITE RIBBON & EVALUATION

White Ribbon has provided a short feedback sheet as a guide to the above information. We would appreciate hearing about your white ribbon activities. If you send us photos or stories we will endeavour to put as many as possible on our web site. www.whiteribbonday.org.au

You may also need to return any left-over ribbons and other promotional materials, as well as any money raised, to White Ribbon.

THE FUTURE

We would also like to continue to improve the Schools’ Kit for the future, and to allow schools to build on their campaign each year. Please consider how your school might like to improve and build on your 2009 White Ribbon Day campaign when filling in your feedback form.
APPENDIX 1: EVALUATION FORM

➢ Students and Staff might like to read this section together.

1. Name of School: ________________________________

2. Address and State: ________________________________

   _____________________________ Postcode: _________

3. Is your school: (Please circle)
   Primary School or High School
   Co-Ed or Girls Only or Boys Only

4. How many students attend your school? ______________

5. Activity Type (Please circle, you may select more than one):
   Activity 1   Activity 2   Activity 3   Activity 4   Activity 5   Activity 6
   Activity 7   Activity 8   Other (Please specify): ________________________________

6. How many students were engaged in the organisation committee for your
   White Ribbon Campaign?
   Number of Students in committee: Female: _________ Male: _________
   Number of Staff in committee: Male: _________ Female: _________

7. Did you have media coverage/advertising of your event? Yes / No
   If yes, what type of media? (Please circle, you may select more than one):
   Local Newspaper Local Radio Local Television
   Online (Please specify): __________________________ Other: __________________________

8. Who attended your event? (Please circle, you may select more than one):
   School students only or
   Did you invite: Parents Community members Other schools
   Community leaders / personalities White Ribbon Ambassadors
   Other: ______________
Please estimate the number of persons who attended/participated in your event(s): _____

9. Did your school sell ribbons and/or wristbands? Yes / No

10. Did you access other resources for your committee or activity? (Please circle, you may select more than one)

   White Ribbon Day website
   My Oath website
   White Ribbon Fact Sheets/Resources
   Other Resources (Please specify): _______________________________________________________

11. Did you contact other community organisations or service groups on the issue of violence against women to attend or assist with your event? Yes / No

   If yes, please specify type of support: ___________________________________________________

12. Has your school been involved with White Ribbon previously? Yes / No

13. On a scale of 1-5, 1 being not very successful and 5 being very successful, please consider the ‘success’ of your White Ribbon Day activities/campaign in:

   a) Involving most school students
      1  2  3  4  5

   b) Raising the issue of violence against women and girls
      1  2  3  4  5

   c) Engaging students and staff about the issue of violence against women and girls
      1  2  3  4  5

   d) Making the White Ribbon campaign relevant to students and students lives/interests
      1  2  3  4  5

   e) Challenging and changing behaviours and attitudes of students who attended
      1  2  3  4  5

15. The ongoing improvement of the Schools Kit is important to us. We welcome any feedback or suggestions regarding its effectiveness and/or areas that you’ve recognised as needing improvement.

   __________________________________________________________

   __________________________________________________________

   __________________________________________________________
APPENDIX 2: MEDIA RELEASE TEMPLATE

FOR IMMEDIATE RELEASE

(YOUR SCHOOL NAME) is taking an important step to break the silence on violence against women and girls

(City – date) – Students at (insert your school name) will be (insert description of your event) to celebrate the White Ribbon Campaign.

At (insert time & details of where the event will be taking place) more than (insert number of students) students will be participating in the event. (Your school name) is located at (address).

(Add any other details that may be of interest to your local media.)

(Your School name) is holding this event to create awareness about violence against women and girls in our community, and encouraging students to have healthy and respectful relationships.

(Insert school name) is urging (insert your town/region) to break the silence about violence against women and girls!

“(Add a short quotation from the principal or teacher or a member of your White Ribbon organising committee about what participating in White Ribbon meant to him/her)”, says (teacher name and title if any).

(Your school name) will be joining thousands of schools, businesses, individuals and communities across Australian who will be participating in various white ribbon day activities to raise awareness around violence against women and girls.

White Ribbon Day, November 25, is the United Nations International Day for the Elimination of Violence Against Women and it is the day in which men and women throughout Australia wear a white ribbon as a personal oath to never commit, excuse or remain silent about violence against women and children. For more information about White Ribbon Day visit www.whiteribbonday.org.au.

For more information about this event contact:

(Your name)
Title
(Telephone)
APPENDIX 3: RESOURCES, WEBSITES & PROGRAMS

FOR YOUTH
www.youthsayno.wa.gov.au
www.burstingthebubble.com
www.aboutdaterape.nsw.gov.au
www.dvrcv.org.au/whenlove
www.sexualethics.org.au

VIOLENCE AGAINST WOMEN
www.thewomens.org.au/sexualassaultinformation
www.dvrcv.org.au (Vic. Website)
www.dvconnect.org (Qld website)
www.noviolence.com.au (Qld website)
www.domesticviolence.com.au (Qld website)
www.australiasaysno.gov.au
www.hurt.net.au

CLEARINGHOUSE AND RESEARCH
www.austdvclearinghouse.unsw.edu.au
www.vichealth.vic.gov.au
www.xyonline.net

VIOLENCE PREVENTION PROGRAMS
www.napcan.org.au/love-bites
www.sexualethics.org.au
www.winningedgestrategies.com.au

SERVICES & WELFARE
www.nswrapecrisis.com.au (NSW)
www.rapecrisis.org.au (ACT)
http://au.reachout.com
www.womensrefuge.org.au