**Briefing Paper for White Ribbon Social Media Campaign**

Our community should promote healthy, respectful ways of ‘being a man’ and shift the attitudes that devalue women, girls and other marginalized groups such as LGBT+ people.

* 1.9 million adults aged 16 to 59 years experienced domestic abuse in 2017
* an estimated 4.3 million women aged 16-59 have experienced domestic abuse since the age of 16
* The majority of victims of domestic homicides (aka murders) recorded between April 2013 and March 2016 were females (70%).

On average two women are killed by their partner or ex-partner every week in England and Wales.

On average the police in England and Wales receive over 100 calls relating to domestic abuse every hour

**What is the White Ribbon campaign?**

**Telford is a White Ribbon Town. This means that we support people to step up and positively make a stand towards ending Domestic Abuse. Our group of supporters raise awareness of domestic abuse, attend training, influence Council policy, and run campaigns to help get messages about domestic abuse out across Telford.**

Men are encouraged to sign up to a [White Ribbon pledge](https://www.whiteribbon.org.uk/pledge) never to commit, excuse or remain silent about male violence. Many choose to wear a white ribbon to highlight that they have made the pledge.

White Ribbon is unique in that it is specifically aimed at men taking a stand against men who abuse their partners and loved ones. We know the majority of men are well meaning, respectful men. We know the majority of boys and young men will grow to be caring and responsible men. That means the minority of men perpetrate violence, yet nearly all violent crime is perpetrated by men.

We believe the silence of the majority quietly maintains the actions of the minority. The silence makes us complicit. The silence makes us very much part of the problem.

We will only be able to bring about sustainable change with the active participation of men and men’s organisations to end men’s violence.

We realise that domestic abuse is also committed by both men and women, and against any gender of partner. Domestic abuse in any form is not acceptable and should not be tolerated. As part of our work we ensure that we will help men and women in any relationship.

**How You Can Help**

This year the White Ribbon steering group has developed an action plan, of which the social media campaign plays a large part. The campaign will run throughout the year.

We are asking our partners, communities and colleagues to help share the White Ribbon message that domestic abuse is unacceptable.

We are asking men to film themselves answering a set of questions. You can film on your own or with other people – whatever you prefer. Your responses will be edited into a short clip with lots of other speakers, and shared as part of the social media campaign.

Anyone taking part must be made aware that there visual image and voice may be used on social media and at the annual White Ribbon event on 23rd November 2018. **Please see attached consent form.**

Please try to keep your answers to the questions to about 30 seconds long. It might help if you read them through and have a rough idea of what you want to say, before you start filming. Try to film somewhere quiet. Remember, just answer honestly – we don’t expect anyone to be an expert! The filmed clip must ideally be no more than 45 words to include the question, and be no more than 30 seconds long in length. The clips can be filmed on your phone in landscape mode please and then emailed to *public.health@telford.gov.uk*

**Please try to ensure that the films are of the best sound quality as possible, try to avoid background noise as much as possible.**

**Process**

1. Find a volunteer or a small group of volunteers. If you have more than 5 people, it is best to split into two smaller groups and submit two videos.
2. Get everyone to sign a consent form.
3. Identify a quiet place to film. This could be an office, in front of a wall, or outside – anywhere you like, so long as it is quiet and you won’t be interrupted.
4. Take a look through the questions below and think about your answer. Don’t over-think it, say what comes naturally.
5. Stand the ‘picture frame’ so that it is within shot when you film, and have your volunteer/s stand a couple of feet behind it so that their image is framed by the picture frame.
6. Start filming. You may want to have one person asking questions and the other person answering, or you could have the group ask each other the questions.
7. Remember to answer as many of the questions as you can in 30 seconds.
8. Send your finished film(s) to public.health@telford.gov.uk
9. **The Questions** How should a man treat the people that he loves?
10. What do you think people should know about domestic abuse ?
11. What would be the one message you would want to give to other men about domestic abuse?

**Background information to assist with conversations**

Our work should promote healthy, respectful ways of ‘being a man’ and shift the attitudes that devalue women, girls and other marginalized groups.

* We should seek to engage men and boys in preventing men’s abuse against women and girls. We know the majority of men are well meaning, respectful men. We know the majority of boys and young men will grow to be caring and responsible men. That means the minority of men perpetrate abuse , yet nearly all violent crime is perpetrated by men. We believe the silence of the majority affirms the actions of the minority. The silence makes us complicit. The silence makes us very much part of the problem. Sustainable change will need the active participation of men and men’s organisations to end men’s violence.
* **Are You In the Man Box?**
* The CALL TO MENUKuses the Man Box to illustrate the collective socialisation of men. The Man Box identifies the limitations on what a man is supposed to be and what he believes. These expectations are taught to men – sometimes unconsciously – and reinforced by society. In the man box, men are supposed to be:
* 1. Powerful and dominating
* 2. Fearless and in control
* 3. Strong and emotionless
* 4. Successful – in the boardroom, the bedroom and on the sports field
* In the Man Box, women are objects, the property of men, and of less value than men. The teachings of the Man Box allow violence against women, girls and other marginalized groups to persist. The more we increase and promote healthy and respectful ways of ‘being a man’-ways that value women and girls- the more we decrease and prevent domestic abuse, sexual assault, sexual harassment, homophobia and even gun violence and knife crime

decrease and prevent domestic violence, sexual assault, sexual harassment, homophobia and even gun violence and knife crime

**Help and Support Available**

*www.telford.gov.uk/info/20291/domestic\_abuse*

* [Telford Police 101 (999 in an emergency)](https://www.westmercia.police.uk/)
* Telford Women’s Refuge 01952 381925
* [Women’s Aid](http://www.womensaid.org.uk/) 0808 2000 247
* [Samaritans](http://www.samaritans.org/) 01952 256161
* [Citizens Advice](https://www.citizensadvice.org.uk/) 0845 146 1554
* Domestic Violence Helpline Shropshire (24/7) 0800 783 1359
* [Victim Support](https://www.victimsupport.org.uk/) 01905 726 896
* [Childline](http://www.childline.org.uk/Pages/Home.aspx) 0800 1111
* [CrimeStoppers](https://crimestoppers-uk.org/) 0800 555 111
* [Age UK](http://www.ageuk.org.uk/) 01952 201803
* Family Connect 01952 385385
* [National Domestic Violence Helpline](http://www.nationaldomesticviolencehelpline.org.uk/) 0808 2000 247 (24 hr)
* [Advice for Male Victims](https://www.womensaid.org.uk/information-support/support-for-male-survivors/)
* [Mens Advice Line](http://www.mensadviceline.org.uk/) 0808 802 4040