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This year, White Ribbon Day falls on the same week as the launch of the FIFA men's World Cup. There is never a better time for us to focus on the good that can come from unifying and supporting one common cause. #TheGoal does just that, it brings men and boys together to think about how they can make a positive difference to achieve equality and safety for women and girls.

#TheGoal #WhiteRibbonDay #WRD22

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The thinking behind #TheGoal:

- Informal rules about 'how to be a man' and 'how to be a woman' can restrict the way men, women, girls and boys are expected to live. These behaviours can be harmful, which leads to violence against women and girls.
- We are highlighting eleven traits that men and boys can adopt, each representing a player in a football team. We need to shift expectations that violent and abusive behaviour and attitudes are normal and cannot be changed.
- All men and boys can commit to equality and safety for women and girls to live the lives they want to lead without fear of violence. This is always #TheGoal.

You can make your first steps today and commit to achieving #TheGoal.

Simply scan the QR code to make the White Ribbon Promise

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