WHITE RIBBON .ORG.UK

WHITE RIBBON DAY 2023

#ChangeTheStory

CAMPAIGN BRIEFING

PREPARED FOR:

HOSPITALITY INDUSTRY

White Ribbon Day 2023

#ChangeTheStory

whiteribbon.org.uk/white-ribbon-day-2023

#ChangeTheStory

Ending men's violence against women starts when we #ChangeTheStory.

White Ribbon Day, 25th November, we are encouraging individuals and organisations to make consistent choices and actions so that we #ChangeTheStory for women and girls to live their lives free from the fear of violence.

On White Ribbon Day and throughout the 16 Days of Activism against Gender-Based Violence, White Ribbon UK will run expert online events to provide you with strategies to #ChangeTheStory in your workplace and community.

All resources are available here for you to use with colleagues, friends, family and within your workplace, to support you to #ChangeTheStory.

The Statistics

White Ribbon UK works to prevent men's violence against women and girls, we aim to stop violence before it starts. We do this in many ways with our focus of enabling men and boys to be changemakers.

The need for our work is seen in the lived experiences of women and girls across the UK.

The reality is that most violence against women is committed by men. Here are a few of the statistics for reference.

- **Nearly 1 in 4 girls in mixed sex schools have had experiences of unwanted sexual touching in school. (EVAW)**
- **6 in 10 women have felt harassed in the gym by a man. (The Gym-timidation Report)**
- **30% of women have experienced workplace harassment, with 81% reporting that they had been harassed by a man/men. (Government Equalities Office)**
- **1.7 million women experienced domestic abuse in the year ending March 2022. (ONS)**

Get Involved

We need to #ChangeTheStory for women and girls in all bars, cafés and venues. This White Ribbon Day, 25th November, and beyond, show your allyship to women and girls by:

- **Encouraging all staff to wear White Ribbons.**
- **Putting up White Ribbon UK posters around your business, and on any display screens.**
- **Becoming a White Ribbon Accredited or Supporter Organisation.**
- **Getting White Ribbon Training, and encouraging staff to consider becoming White Ribbon Ambassadors and Champions.**
- **Putting Make the Promise Cards on tables and at the counter.**
- **Putting Find Help Cards in private spaces, like toilets or changing rooms.**
- **Considering the inclusiveness of policies you have in place, and identifying anything that is missing.**
- **Organising Door Supervisor and Bar Staff training about allyship and addressing sexism, harassment and violence when they see it.**
- **Teaching staff about bystander strategies, and how to actively support women and girls. The Suzy Lamplugh Trust offers workplace training and has free anti-harassment and bystander training available for all members of staff.**
- **Organising a White Ribbon UK fundraising event and donating the funds raised to White Ribbon UK.**
- **Making a donation to White Ribbon UK, so that we can continue our essential work.**

Communications Suggestions

Every year, individuals, and organisations host events across England and Wales to mark White Ribbon Day and support White Ribbon UK's work. It's an important and inspiring time of year for our community of changemakers.

If you're hosting or attending a White Ribbon Day event, or want to show your support and allyship, please be sure to tag us on social media or email our Communications Officer (savannah.jenkins@whiteribbon.org.uk) so that we can share the great things you are doing to #ChangeTheStory.

White Ribbon UK

White Ribbon UK

@whiteribbonuk

@WhiteRibbon_UK

A message from White Ribbon UK

Ending violence against women starts when we #ChangeTheStory and we can't do that your support.

It takes us all to act to create change. By organising an awareness raising event and supporting White Ribbon, you are helping us to carry out our vital work.

Together we are going to #ChangeTheStory to end gender-based violence for all women and girls.

Anthea Sully
Chief Executive of White Ribbon UK

For more information, please email supporters@whiteribbon.org.uk and a member of the White Ribbon UK team will get back to you.

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White Ribbon UK is the working name of White Ribbon Campaign Ltd, a registered charity in England and Wales (No. 1123874) and a company limited by guarantee (No. 05617302). Our VAT Registration number is GB438133991.