

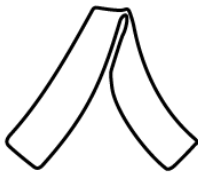
# What Every Man Can Do

## *Advocate for Gender Equality and Equity*

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*“Men, through their roles in the home, the community and at the national level, have the potential to bring about change in attitudes, roles, relationships and access to resources and decision-making which are critical for equality between women and men.... Men should therefore be actively involved in developing and implementing legislation and policies to foster gender equality, and in providing role models to promote equality in the family, the workplace and in society at large.”*

Former UN Secretary General, Kofi Annan



### **White Ribbon Campaign**

Policy makers should work to support gender transformative interventions, and develop policies, frameworks and concrete implementation plans that advance this agenda.

Examples of concrete policy development opportunities:

#### **1. Develop policy and programming with men within an agenda that**

##### **promotes human rights, including women’s rights**

Policy approaches to engaging men in achieving gender equality must be framed within a human and women’s rights agenda and be intended to further women’s and men’s full access to their human rights. They must be guided by the primary goal of furthering gender equality.

#### **2. Address the social and structural determinants of gender inequalities**

Policy and programming targeting men must also include an understanding of the social, economic and political forces constraining the health and well-being of many women and girls and men and boys. Work with men to change gender inequities also implies work on the other social relations of power that shape men’s and women’s lives.

#### **3. Establish and consolidate policies and programs promoting gender equality**

Policies involving men and boys in achieving gender equality will be most effective if they are integrated within existing gender equality policies, rather than existing as separate, parallel policies.

When done in consultation with women’s organizations and other civil society groups, this will help create effective policy frameworks on men and gender equality.

#### **4. Scale up initiatives already being run by non-governmental organizations and other players into national policies**

Where NGOs and civil society bodies are running successful interventions engaging men and boys in achieving gender equality and ending violence against women, policy-makers are in a position to take these programs to scale and incorporate them, as

### **What is the role of men and boys in promoting gender equality and ending violence against women?**

New initiatives and programs to engage men and boys in gender equality provide a growing body of evidence that confirms it is possible to change men’s gender-related attitudes and practices. Effective programs and processes have led men and boys to stand up against violence against women and for gender equality in both their personal lives and their communities.

These initiatives not only help deconstruct harmful masculinities, but reconstruct more gender equitable ones.

### **Gender equality benefits women and girls, men and boys:**

Global research makes it increasingly clear that working with men and boys can reduce violence against women, improve relationships, strengthen the work of the women’s movement, improve health outcomes of women and men, girls and boys, and that it is possible to accelerate this change through deliberate interventions.

### **What can policy-makers do to advance change?**

Through the United Nations and other international agreements, governments around the world have committed themselves to taking action to involve men and boys in achieving gender equality.

Policy makers have an opportunity and obligation to act on these commitments to develop, implement and evaluate policy and programming approaches to working with men and boys to promote gender equality and end violence against women.

appropriate, into government policies and programs, which will ensure a wider reach to a greater audience.

**About the White Ribbon Campaign:**

Started in 1991 by a handful of men in Canada, the White Ribbon Campaign is now the largest effort in the world of men working to end violence against women. In over sixty countries, campaigns are led by both men and women, even though the focus is on educating men and boys. The white ribbon is a symbol of men's opposition to violence against women.

**What does it mean to wear a white ribbon?**

Wearing a white ribbon is a personal *pledge to never commit, condone or remain silent about violence against women and girls*. Wearing a white ribbon is a way of saying, "Our future has no violence against women."

**What is the goal of the WRC? How is this accomplished?**

The main goal of WRC is ending violence against women in all its forms. We accomplish this in five ways:

**Challenging** everyone to speak out, and think about their own beliefs, language and actions.

**Educating** young people, especially young men and boys, on the issue through the educational resources we produce.

**Raising public awareness** of the issue.

**Working in partnership** with women's organizations, the corporate sector, the media and other partners to create a future with no violence against women.

**Supporting White Ribbon Campaigns** around the world with our experience, resources and networks.

**THE WHITE RIBBON CAMPAIGN**

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[ItStartsWithYou.ca](http://ItStartsWithYou.ca)

[www.facebook.com/pages/White-Ribbon-Campaign/152011964819862](https://www.facebook.com/pages/White-Ribbon-Campaign/152011964819862)

[ourfuturehasnoviolenceagainstwomen.blogspot.com](http://ourfuturehasnoviolenceagainstwomen.blogspot.com)

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