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**Get Involved**

The White Ribbon Campaign (WRC) is intended to be *male led*. It works through people spreading the word about ending violence against women and girls at a local level. There is a wide range of ways in which you could highlight the campaign and the issue in your community. Pick one or come up with your own creative ideas.

**Educate yourself**

Spend some time learning about masculinity, gender inequality, and the root causes of gender violence and challenge yourself to think about your own ideas and attitudes. The Resources page has some ideas for self-education.

Although most men will never be violent, we all need to examine ways we might try to control or dominate women or girls whether or not conscientiously. Do we dominate conversations? Do we put them down? Do we limit their activities?

**Speak Out**

* Ask a woman who trusts you how violence has affected her life.
* [Read a novel that relates to violence against women](http://www.whiteribbonscotland.org.uk/?q=node/36).
* Examine how your own behavior might contribute to the problem and how you can change it.
* [If you have ever been violent, seek help](http://www.whiteribboncampaign.co.uk/contact) immediately to get to the root of your problem. Don’t wait until it happens again.
* These videos will be important in helping you to conceptualize the issues from the perspective of WRC and provide you with a foundation for your conversations.

**Jackson Katz’s TED Talk: Violence Against Women–It’s a Men’s Issue**

<https://www.ted.com/talks/jackson_katz_violence_against_women_it_s_a_men_s_issue?language=en>

**Tony Porter’s TED Talk: A Call To Men**

<http://www.ted.com/talks/tony_porter_a_call_to_men>

**Support a local initiative or think of one of your own**

* Invite local celebrities to support the campaign. You could contact the local football team, the Mayor, or any other well-known men in your area.
* Work with the local media. Invite them to a stunt, event, local campaign launch or photo shoot with an official or celebrity wearing a white ribbon.
* Invite a guest speaker on violence against women (such as a representative of a local women's organization) to speak at a club or group you are part of.
* Organize a facilitated talk about the White Ribbon campaign somewhere in your community – your local school, faith group, youth group, workplace etc. We can provide you with materials and a suggested format.
* Raise awareness in your workplace using ideas such as posters, staff meetings and personal interactions.

**Take the WRC pledge at** <http://bit.ly/2daicVN>