



THE STYLE GUIDE

The Style Guide gives you practical steps to help end
men's violence against women

 **White Ribbon**
Australia

WHAT IS THE STYLE GUIDE?

The Style Guide is your ultimate tool to stopping men's violence against women and becoming a champion of change. It's a collection of the top 11 things you can do to make a real difference. They're things that are easy, effective and you can put them into practice every day of your life. Where you work, live and play. Best part is, you can do it right away!

The Style Guide shows everyone just how easy it is to model and promote respect for women. Respect for women isn't a women's issue, it affects us all and we all have the power to change it. Let's face it, nobody wants to see their loved ones hurt or manipulated in any way.

Get ready to become a hero in the fight against men's violence against women. It all starts with 11 easy steps.



11 EASY STEPS



LISTEN

Listen to women about their experiences with violence and abuse. If a woman you know trusts you with her story, all you need to do is listen and learn from it. Women who have survived, or are surviving violence and abuse, will provide valuable insights.



LEARN

Many people think violence is committed in public by strangers, but women who are at risk of violence are more likely to experience it in their own homes from men they know. To help you understand the impact of violence and abuse on women and the community visit the White Ribbon Australia website, watch the news, read articles and seek information on the topic.



UNDERSTAND

Men are not naturally violent. Violent and abusive behaviours are learnt. For some, violence is a way of expressing their masculinity. It is intentional behaviour to gain power and control.



BE PROUD

Show your commitment to ending men's violence against women by wearing a white ribbon. Use it as a starting point to talk with your friends, family and colleagues about men's violence against women. Be proud to stand up, speak out and act to prevent men's violence against women. Together, we can create the change.



CHALLENGE SEXISM

Sexist language and jokes help create the impression that women are inferior to men, are "objects", and work to legitimise violence against women. Point this out when you hear sexist language or sexist jokes and encourage others to be respectful towards women.



IDENTIFY

Unwanted sexual comments and behaviour reflect power inequalities between men and women. Identify and oppose sexual harassment and violence by supporting initiatives to create respectful and healthy environments.



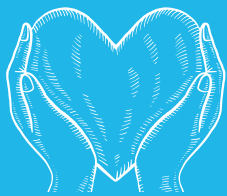
RESPECT

Be an example to other men: treat women with respect and as equals. Be mindful of how language as well as actions can be disrespectful and abusive. Healthy relationships help create gender equality. Express your feelings directly and in non-violent ways e.g. tell your partner you appreciate them or ensure disagreements are communicated via carefully considered words.



STOP AND ACT

If you see violence happening, call the police. Never assume someone else has. Ensure you do something to stop the violence, but do not use violence yourself or put yourself in danger. Do not remain silent: stand up, speak out and act to stop men's violence against women.



SUPPORT

Women's refuges, rape crisis centres, counselling and legal services, support women experiencing violence and are vital for women escaping violence. These services need support and financial backing.



EXAMINE

Examine your own behaviour. If you have been physically violent against a woman, committed sexual assault, threatened or tried to control their lives, get help today. Do not wait for it to happen again. Call MensLine on 1300 78 99 78 for support and advice



ROLE MODEL

Be a role model to other men, women and children. Teach them that violence is unacceptable and talk about ways to manage negative feelings that could result in conflict or violence. Consider helping end men's violence against women by becoming a White Ribbon Australia Community Partner or forming a Community Action Group. Find out more at whiteribbon.org.au.



THE BARBER SHOP



A huge thank you to White Ribbon New Zealand, who allowed us to adapt this resource for the White Ribbon Australia Barber Shop.

From Kaufman, M. (2000). The White Ribbon Campaign: breaking men's silence to end men's violence – statement of principles. Michael Kaufman. Retrieved from: <http://www.michaelkaufman.com/2000/the-white-ribbon-campaign-breaking-mens-silence-to-end-mens-violencestatement-of-principles/>

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