



**IT STARTS WITH YOU.
IT STAYS WITH HIM.**

itstartswithyou.ca

Marketing social change: It Starts With You Campaign

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Director of Programs**

**Knowledge Exchange
October 29, 2014**



whiteribbon.ca

Acknowledgements:

PARTNERS:

Funded by:



The White Ribbon:

***A man's pledge to never commit, condone,
or remain silent about men's violence
against women.***





GIVE LOVE GET LOVE

The Involved Father & Gender Equity Project

Collaborative effort between White Ribbon & Dad Central

Exploring positive roles fatherhood plays promoting gender equality, healthy, equal relationships and ending gender-based violence

Findings based on a series of focus groups with 53 fathers across Ontario

www.whiteribbon.ca/give-love-get-love/



White Ribbon Campaign | Our Future Has No Violence Against Women

Walk a Mile in Her Shoes – Spring 2015





In Partnership with the Ontario Federation of Indian Friendship Centres:

I AM A KIND MAN



www.IAmaKindMan.ca



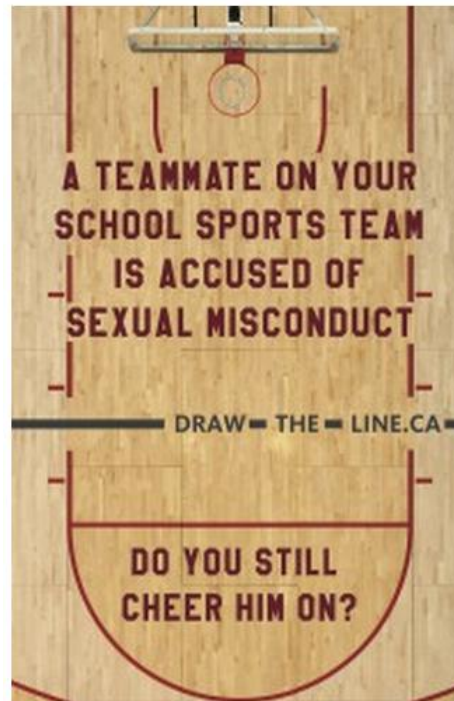
White Ribbon Campaign | Our Future Has No Violence Against Women

GBV Project - Nevada



White Ribbon Campaign | Our Future Has No Violence Against Women

DRAW-THE-LINE.CA



www.whiteribbon.ca/draw-the-line/



whiteribbon.ca

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IN PARTNERSHIP
WITH THE TORONTO
ARGONAUTS

www.whiteribbon.ca/make-the-call/



HUDDLE UP
MAKE THE CALL
presented by *Tim Hortons* /  Status of Women
Canada Condition féminine
Canada



HELP END VIOLENCE AGAINST WOMEN
#littleACTIONS



whiteribbon.ca

WMAM 2014

THE WHITE RIBBON CONFERENCE

November 21-22, 2014

Toronto, ON

www.whatmakesaman.org



“It Starts With You. It Stays With Him.” Campaign

- A web based, bilingual (English and French) campaign, supported by a website and social media tools
- The campaign aims to encourage, inspire and empower men to take an active role in the promotion of healthy and equal relationships boys ages 8 - 14 in their lives
- **It Starts With You. It Stays With Him**
- **Ça Commence Avec Toi. Ça Reste Avec Lui.**



“It Starts With You. It Stays With Him.” Campaign

Rooted in two convictions

- 1) There are positive roles men can play in ending violence against women, as fathers, role models, allies, and influencers

- 2) Family Violence Prevention Fund (US, 2008) research; Ontario Men’s Survey (2012); Give Love Get Love (2014)



Why a MENTORING campaign?

Research by the Family Violence Prevention Fund (USA) provides some very encouraging news.

- 57% of men believe that they personally can make at least some difference in preventing domestic violence and sexual assault.
- 73% of men think they can make at least some difference in promoting healthy, respectful, non-violent relationships among young people.
- 70% are willing to make time to talk to children about healthy, violence-free relationships
- 82% of fathers of children under 18 say that they would be willing to make time, but also 63% of men who do not have children under 18 say the same.

(Peter D. Hart Research Associates, Inc., 2007)



Ontario Men's Attitudinal Survey (2012):

- 96% **agree** that domestic **violence can happen in any family**, regardless of cultural background or economic situation
- 79% **disagree** that domestic **violence is a private matter** to be handled in the family
- 94% believe violence against women and girls is a **concern to them**
- 87% think violence against women and girls **affects all women** including the women in their life
- 91% **would likely intervene** if they knew someone in a violent relationship
- 97% agree that **“men can personally make a difference** in promoting healthy, respectful, non-violent relationships”



Why a MENTORING campaign?

- Men's participation as fathers and mentors can be positive for the lives of women, men and children.
- Father's absence, or the use of violence by fathers, can have an ongoing, inter-generational impact on children.
- Men's use of violence against women is often passed from one generation to the next.
- Other **influential males** in the lives of young boys have a significant opportunity to model gender equitable behaviour and affect positive impact.



“It Starts With You. It Stays With Him.” Campaign

- We were interested in hearing some of the reasons men stated for not taking on this important activity with boys in their lives
 - Never asked, never thought about it
 - Don't know how, afraid to make mistakes
 - Actually doing it, but never made the connection to gender equality
 - No one to talk about it with
 - Was never modeled to them by their fathers



IT STARTS WITH YOU. IT STAYS WITH HIM.

[HOME](#) | [ABOUT](#) | [CONTACT](#) | [FRANÇAIS](#)

Reach out to the boys in your life and motivate them to build healthy equal relationships. Be an inspiring male role model and help boys create a future where men and women live free from violence and inequality.

Check out the tips, tools, and information you can use to mentor the boys around you.

Resources for:

FATHERS

FAMILY
MEMBERS

EDUCATORS

COACHES
& LEADERS

TIP OF THE DAY

Accept your role as a man in promoting gender equality. Recognize that you have a role to play in educating the boys around you about gender equality and healthy relationships. ▶



PASS IT ON

Show your support for the campaign with a series of useful tools that make it easy to spread the word. ▶



JOIN THE CONVERSATION!

Post your tips and comments and share the stories, challenges and successes you've experienced with others. ▶



Tips for Fathers

- Develop a healthy work-life balance.
- Share equally in family responsibilities.
- Be a good role model.
- Accept your role as a man in promoting gender equality.
- Align yourself with allies.
- Challenge sexism, homophobia, and degrading language.
- You may not have all the answers.



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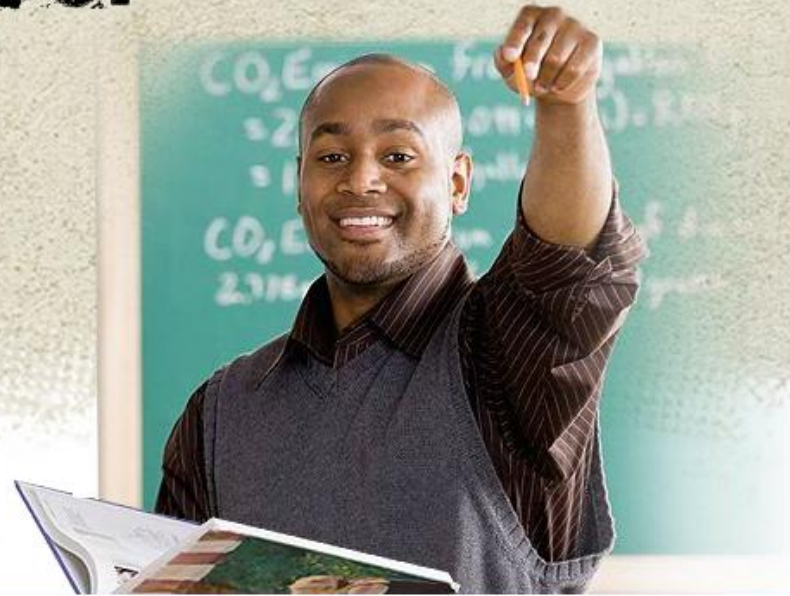
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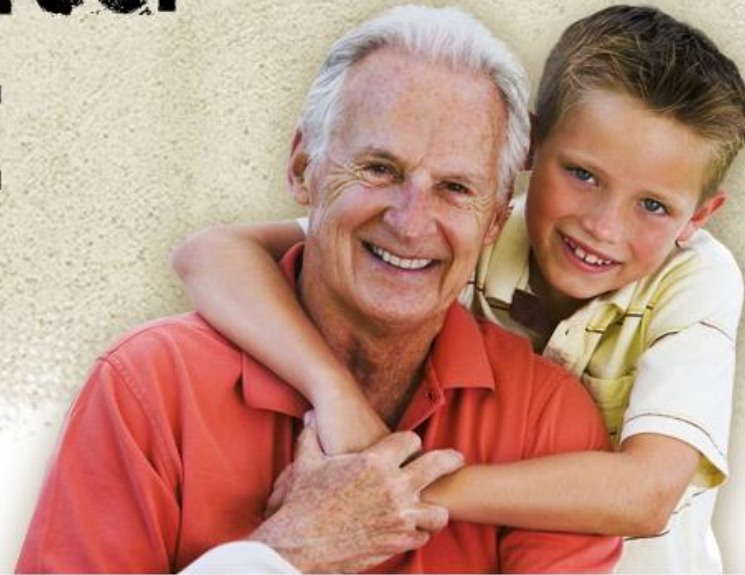
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Campaign targets

- **Fathers, male family members, community – general public**
 - deepening individual men's capacity to speak and act upon their involvement in gender equality and to mentor boys and young men in their lives
 - getting men more engaged in the lives of the young men in their lives
 - communicating the importance of good role modeling and how to promote healthy equal relationships



Campaign targets

- **Specific Audiences - Educators, community workers**
 - development of men's capacity to become agents of change in their communities
 - partner organizations to promote learning modules to members and encourage participation
 - production of e-learning series that can be implemented with specific partners
 - strengthening of knowledge and development of skills that can be applied in specific sectors of influence (education system)



Campaign components:

- Interactive website – www.istartswithyou.ca
- Youtube channel - www.youtube.com/user/ItStartsWithYouWRC
- Social Media (Facebook, Twitter); print and online ads
- 16 digital stories from men involved in promoting gender equality at home, in the workplace, community, schools
- 2 x 2 minute PSA and 3 fatherhood videos on White Ribbon YouTube Channel, driving users to “It Start With You” site
- Learning modules and lesson plans for educators and community workers
- Poster, postcard, pamphlets (order through WR site)



The advantage of a social media campaign experience:

- opportunity to integrate various types of offline and online content in cohesive blended online experience
- clear marketing messages can be developed - “what’s in it for me”
- include a clear and concise call to action
 - Explore and Share
 - Make a Move
 - Become a Champion



Results to-date:

- 2,091,935 individuals reached
- 16,215 elementary and secondary teachers trained
- 53 tools (videos, learning tools, digital stories)



“My father immigrated to Canada so I didn’t see much of him when I was a kid and I saw how much my mom had to do. So I said – If ever I become a father, I want to be there for my kids. I want to help out my wife because it’s a lot of work for a mom to raise... and there were five of us, five siblings, and my mom had to take care of all five of us while my father was in Canada working and sending back money and whatnot.

So, we didn’t see much of him, so I didn’t want, when I had kids, for them to experience not having a father there. Especially, I have two girls. I want to be in their daily lives and all aspects, as much as they permit me to.”



STRUT YOUR STUFF!

Get your stylish Male Model swag available exclusively through ImAMaleModel.ca

▼ ROCKIN' SOCKS

For men who know how to rock the socks.



▲ A MUG FOR A MODEL

Show your face right with more than just a slip 'n' flow!



▼ BEER GOT BETTER.

Show your beer you know how to keep it cool!



▲ ALL THAT IN A HAT

Show off what's in your head on your head.

▶ A TIE THAT CATCHES THE EYE

Dress attire for every occasion.



◀ THE TEE FOR ME

See it, look, see it proud, on the back must have essential!

BE A MODEL SCOUT!

If you're reading this, you already know you're a Male Model. But right now hundreds of men may be wandering the streets blissfully unaware of this sexy opportunity.

HERE'S HOW YOU CAN HELP US SPREAD THE MESSAGE:

VISIT OUR SITE

For more info: ImAMaleModel.ca

FOLLOW US

[facebook.com/ItStartsWithYou](https://www.facebook.com/ItStartsWithYou)
twitter.com/starts_with_you

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BE A MALE MODEL

Take a moment to recognize an outstanding dad, friend, teacher or coach for his model behaviour. Share on twitter or instagram using the hashtag [#malemodel](https://twitter.com/hashtag/malemodel) or on facebook at: [facebook.com/ItStartsWithYou](https://www.facebook.com/ItStartsWithYou)

IT STARTS WITH YOU IS A WHITE RIBBON INITIATIVE

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SECRET STASH:

AQUAMAN OR NAMOR, who packs a tighter diaper bag?

STRAIGHT TALK:

Teens share what it's like having two model dads

STUDY:

Being "present" is the new sexy

Good role models make great kids



TREND:

Less gadgets and more face time strengthen bonds

#MALEMODEL



IMAMALEMODEL.CA

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white ribbon



whiteribbon.ca

“The Best Advice”



“A Walk With My Father” **E-learning Modules**



“Boy Who Could Dance”



“Music in My Veins”



“4 Fathers 1 Question”



Thank You!

Humberto Carolo

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