



<b>Dyddiad y Cyfarfod / Date of Meeting: 20.09.2018</b>	
<b>Rhif yr Eitem / Item Number: 7</b>	
<b>Teitl / Title: Ymgyrch a Gwobr Rhuban Gwyn Cam-drin Domestig / Domestic Abuse White Ribbon Campaign and Award</b>	
<p><b>I ystyried a sylwi ar y materion canlynol:</b></p> <ol style="list-style-type: none"> <li>1. I nodi'r cydweithio er mwyn codi ymwybyddiaeth o'r Ymgyrch Rhuban Gwyn.</li> <li>2. I gysylltu gyda Kate Thomas os hoffai eich sefydliad ymuno yn hyrwyddo'r Ymgyrch eleni.</li> <li>3. I aelodau'r BGC i ystyried fod yn nail Llysgennad neu Bencampwr.</li> </ol> <p><b>To consider and comment on the following issues:</b></p> <ol style="list-style-type: none"> <li>1. To note the co-ordinated approach being taken to raise awareness of the White Ribbon Campaign</li> <li>2. To contact Kate Thomas if your organisation would also like to get involved in the promotion of this year's Campaign.</li> <li>3. For PSB members to consider becoming either an Ambassador or Champion.</li> </ol>	
<b>I Drafod</b> <b>For Discussion</b>	<b>A oes angen penderfyniad: Nac Oes</b> <b>Decision required: No</b>
<b>Cynigwyd gan / Proposed by: Kate Thomas, Tîm Cefnogi'r BGC / PSB Support Team</b>	

## **Domestic Abuse White Ribbon Campaign and Award**

### **Background**

Many of the PSB partners and local domestic abuse service providers have marked 'White Ribbon Day' on 25<sup>th</sup> November in recent years. This Day is part of the 'White Ribbon Campaign', an international movement with the mission to end male violence against women, once and for all.

The Campaign encourages men and boys to challenge those male cultures that lead to harassment, abuse and violence. The focus is on getting men to engage other men in talking about violence against women and girls. It is recognised that all genders are capable of abuse and that there are already campaigns and charities set up to focus on the victims - male, female, LGBT and all ages. The largest number of violent incidents involve men against women and the White Ribbon Campaign aims to stop that by encouraging men to be part of a conversation which is still seen largely as a women's issue.

Events have been held to mark 'White Ribbon Day' such as the Candlelight Walk in Carmarthen and public service partners have encouraged staff to wear a white ribbon and undertake the pledge "never to excuse, commit or remain silent about male violence against women."

### **Co-ordinated approach**

The Council's Community Safety Team was keen to bring together partners to discuss a joint approach to marking White Ribbon Day and, for the first time, agree activities to take place over the following '16 Days of Action'. By working together to also promote the campaign more extensively, it was hoped that awareness could be raised far more than in previous years.

A steering group has met twice to plan events in the county and consider maximising publicity opportunities. Partner organisations include Hywel Dda University Health Board, Mid & West Wales Fire and Rescue Service, Dyfed Powys Police, University of Wales Trinity Saint David, Carmarthenshire County Council departments (including licensing, sports development, children's services), Citizens Advice Witness Service, Goleudy (support for victims), Women's Institute, Wales Ambulance Service, Hafan Cymru, the Women's Survivors Support Project and Women's Aid groups - Calan, Threshold and Carmarthen Domestic Abuse Services. All other PSB partners have been invited to attend.

A communications plan has been developed by the Council for the group and key messages and initiatives will be promoted to raise awareness of domestic abuse, the White Ribbon Campaign and local support available. This will include regular social media posts, an animated video, a selfie board to highlight support for the Campaign's pledge, buildings being lit up in white, the White Ribbon flag being flown and engagement with sports clubs and licensed premises.

## **White Ribbon Award**

The Council, Police and Fire and Rescue Service have all been successful in recent weeks in receiving accreditation for the White Ribbon Award. Organisations have to apply individually to receive this award. The organisations will now implement an action plan demonstrating their commitment to the Campaign.

To celebrate this achievement, a joint event is being arranged in October. This will include presentations of the Awards, promotion of the Campaign to raise awareness and encourage people to give their support by signing up to the pledge online, and discussions by partners to tackle male violence against women locally.

The partners are identifying 'Ambassadors' (male) who will be active in supporting the Campaign, engaging with other men and boys to call out such behaviour among their peers and promote a culture of equality and respect. 'Champions' (women) will also be identified to support the campaign. Further information of becoming an Ambassador or Champion is given below:

<https://www.whiteribbon.org.uk/ambassadors/>

<https://www.whiteribbon.org.uk/champions/>

The Award is for two years and an annual report on progress against the action plan and local activity will need to be submitted.

### **Recommendations:**

1. To note the co-ordinated approach being taken to raise awareness of the White Ribbon Campaign
2. To contact Kate Thomas if your organisation would also like to get involved in the promotion of this year's Campaign.
3. For PSB members to consider becoming either an Ambassador or Champion.