

Purple Ribbon Campaign



Tips on How to End Violence Against Women and Advance Women's Equality

As a man, I can...

- Ask women about their experiences, their fears and the equality barriers they still face.
- Teach my children that violence is an abuse of power and trust, and I have the ability to change and control this behaviour.
- Share responsibility for child care and home maintenance without being asked.
- Challenge violent and sexist behaviour whenever I see it.
- Remove power and control from my list of needs.
- Challenge other men to become part of the solution.
- Listen. Listen some more.

As a man or woman I can...

- Commit to act on what I learn.
- Practice cooperation instead of competition.
- Challenge stereotypes. Learn about people whose lives are different from mine – and share this with others.
- Hire a woman for the job.
- Never blame women for the violence in their lives.
- Pay attention to a child who is hurting.
- Boycott movies and other media that glorify violence and sexism.
- Speak up!

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