



“ FROM THIS DAY FORWARD, I PROMISE TO BE PART OF THE SOLUTION IN ENDING VIOLENCE AGAINST WOMEN. ”

## The Massachusetts White Ribbon Day Campaign mobilizes men and boys throughout the year to:

- Foster a positive image of masculinity and join in a celebration of personal peace and cooperation!
- Change societal attitudes and beliefs that perpetuate and make excuses for violence against women.
- Promote safety and respect in all relationships and situations.
- Build a network of resounding voices that will support and advance JDI initiatives and JDI members

The campaign has three components:

### White Ribbon Day

To bring statewide attention to this campaign, JDI designated the first Thursday of each March as Massachusetts WRD. In addition to a JDI sponsored proclamation event at the State House, local activities take place in a coordinated fashion throughout the Commonwealth and other times during the year.

### White Ribbon Day Ambassadors

The crux of the WRD Campaign is for men to make both a personal pledge to live by the values of the campaign and a public commitment to invite other men and boys in their lives to join them. By bringing additional visibility to the campaign, Ambassadors help break the silence on these issues and shift the social norm about men’s roles in ending violence against women. Ambassadors are listed on the campaign website.

### White Ribbon Day Affiliates

JDI member programs as well as businesses, schools, municipalities, congregations, non-profits, and other groups join the campaign as WRD Affiliates. By signing on, they demonstrate their commitment the values of the campaign and commit to hold at least one public event during the year. JDI created a sports toolkit – Young Men For Change – for coaches and athletes to hold WRD events with their teams. JDI provides each WRD Affiliate with materials and technical assistance and recognizes their partnership on the White Ribbon Day campaign website.

### History

In 2008, Jane Doe Inc. founded the Massachusetts White Ribbon Day Campaign as a primary prevention strategy to help end male violence against women.

The campaign offers a welcoming vehicle for men and boys to take a public stand against violence against women and to promote healthy masculinity as a positive means to support peaceful and healthy communities.

JDI is the first in the nation to organize a statewide campaign as part of the international White Ribbon Campaign that currently exists in over 60 countries.

Our focus is to mobilize men ready to help and ready to become engaged active bystanders.

#### Milestones

As of Fall 2013

WRD Ambassadors	541	3 Story Banner with WRD Pledge flying from <b>State House</b> for <b>3 years in a row</b>
WRD Affiliates	81	
Pledge Cards	5,843	
Ambassador Cards	10,500	
White Ribbons	18,650	



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