



**WORKING TOGETHER TO
END MEN'S VIOLENCE AGAINST WOMEN**

**White Ribbon Day 2024
Activities in Congleton**



The theme for White Ribbon Day 2024 - #ItStartsWithMen

IT STARTS WITH MEN 

What we did for Congleton White Ribbon Day 2024:

- Outdoor Awareness Campaign
- Town Centre Stall and Drop-in Day
- Ambassador Letters to Chronicle
- White Ribbon Pub Tour
- School Workshops
- Our flagship video #ItStartsWithMen
- Participation in National Campaign
- Press
- Social Media and Online
- Results



Congleton
Town Council



**WORKING TOGETHER TO
END MEN'S VIOLENCE AGAINST WOMEN
AND ALL GENDER-BASED VIOLENCE AND ABUSE**



 Congleton
Town Council

**25th November is
White Ribbon Day**

Together, we can end men's violence against women and girls. Men and boys play a vital role in calling out sexism and promoting a culture of respect. Will you be part of the solution?

IT STARTS WITH MEN 



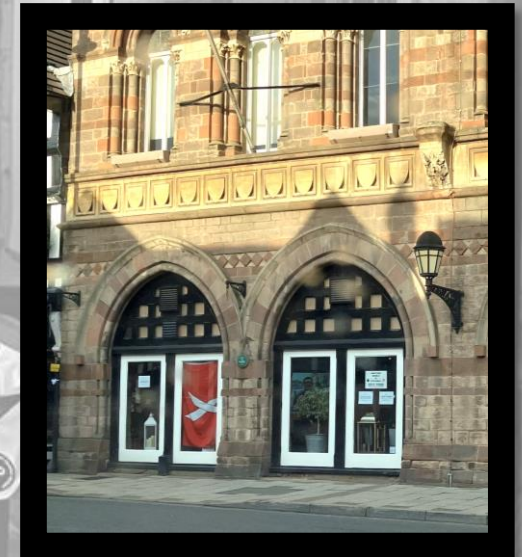
Make your White Ribbon Promise at
www.whiteribbon.org.uk



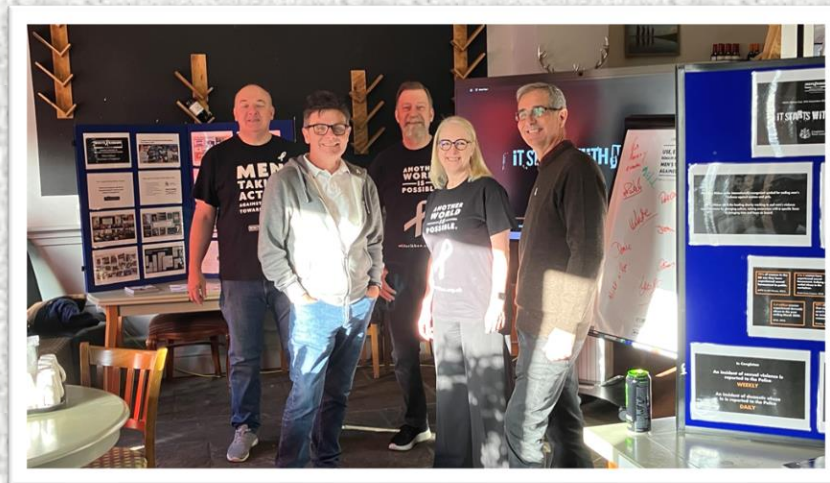
WORKING TOGETHER TO
END MEN'S VIOLENCE AGAINST WOMEN
AND ALL GENDER-BASED VIOLENCE

White Ribbon Day: 25th November 2024 | #ItStartsWithMen

Outdoor Awareness
 White Ribbons on lampposts and the
 Town Hall gates, the White Ribbon
 flag flying on the Town Hall and
 posters around town and in the
 information centre.



Stall and 'Drop-in' Day in the Town Hall



Ambassador letters to the Congleton Chronicle

November 2024
White Ribbon requires dedication

Dear Sir, — As White Ribbon day on 25th November approaches, I wanted to offer a heartfelt follow-up to my previous letter.

Becoming a White Ribbon ambassador has been both a deeply fulfilling and often challenging journey.

The principles of the White Ribbon movement — ending gender-based violence and promoting respect and equality — are straightforward yet require real dedication and courage to uphold in daily life.

As a father of three and a member of the community, I feel it's essential to share both the rewards and the struggles I've encountered in putting these principles into practice.

In today's society, standing firmly against violence, particularly violence against women and girls, means actively confronting a culture that has often allowed harmful attitudes and behaviours to persist.

As a man, I am aware that silence on issues like these can be perceived as passive acceptance.

One of the greatest challenges I face as a White Ribbon ambassador is navigating those difficult conversations. Speaking up, even in casual social settings, isn't always easy — especially when friends, colleagues or family members don't yet fully understand the importance of what we're trying to change.

Calling out inappropriate behaviour or language, or advocating for a different approach to masculinity, can be met with resistance, or even defensiveness. It's uncomfortable at times, but I know that it's a crucial part of shifting attitudes.

As a father, I also feel a profound responsibility to lead by example.

For me, the principles of the White Ribbon movement have been transformative, impacting how I approach everything, from discussions with my children about respect and empathy to showing emotional vulnerability.

Teaching my kids the importance of kindness, consent, and equality is a cornerstone of my role as a parent, and that work requires constant reflection.

Our children learn not only from what we say but, more importantly, from what we do. White Ribbon's commitment to non-violence, respect, and allyship aligns closely with the values I hope to pass on to my children.

At times, it feels challenging society doesn't always provide consistent models of respectful masculinity, and I want to ensure my children see and understand that strength comes from compassion, not dominance.

For men like myself — middle-aged, and well into the responsibilities of work, family, and community involvement — the impact of living by these principles has been overwhelmingly positive.

It's given me a deeper sense of purpose and connection to others. Knowing that I am actively contributing to a safer and more respectful world for my family, friends, and future generations is incredibly rewarding.

In my role as a father and ambassador, I've also noticed a deepening of my relationships, particularly with my children. They see the efforts I make, and I hope that by witnessing my commitment, they too will carry forward these ideals.

In essence, being a White Ribbon ambassador is not just about a title or a role — it's a commitment to daily action.

For men and fathers within the community, White Ribbon provides a framework not just to reject violence, but to champion respect and equality in all aspects of life. While it isn't without its challenges, the impact on those we love, and the community at large, makes every moment worthwhile.

Thank you for supporting this conversation. As 25th November approaches, I urge our community to join in the spirit of White Ribbon day by taking small steps to foster a culture of respect, compassion, and non-violence. Together, we can create lasting change. — Yours faithfully,

(COUN) RICHARD WALTON
White Ribbon ambassador

November 2024

Men need to be role models

Dear Sir, — As we approach White Ribbon day on 25th November, I want to reinforce the vital message behind this year's theme: "It Starts With Men."

In my role as chair of the White Ribbon Working Group at Congleton Town Council, I work alongside dedicated colleagues to raise awareness about the urgent need to eradicate gender-based violence.

While I live in a predominantly female family and work in a predominantly female workforce, I joined White Ribbon because the statistics are stark: it is highly likely that someone in my family or community could be affected by sexual violence. The thought of standing by and doing nothing was simply not an option for me.

Gender-based violence affects individuals across all demographics, but men play a critical role in changing the culture that enables it.

Violence against women is not just a "women's issue" — it's a societal issue. It's about the attitudes, behaviours, and structures that perpetuate inequality and allow violence to occur. To truly create a safe and equitable society, we must address these issues at their root — and this starts with men.

Men need to be role models, calling out inappropriate behaviours, challenging harmful stereotypes, and fostering respect and equality in their homes, workplaces, and communities. These actions, though seemingly small, collectively create a ripple effect that leads to lasting change.

On this White Ribbon day, I urge everyone, particularly men, to take the White Ribbon Promise: to never commit, excuse, or remain silent about violence against women. Together, we can challenge the norms that allow gender-based violence to persist.

This is not just an individual responsibility but a collective effort. I invite all readers to join us in making Congleton a community where everyone feels safe and valued, free from the shadow of violence. Remember, ending gender-based violence truly starts with men. — Yours faithfully,

(COUN) RICHARD WALTON
White Ribbon Ambassador,
Chair of the White Ribbon Working Group,
Congleton Town Council.

It's white Ribbon day this Monday. As a White Ribbon Ambassador I'd like to add my voice in support of the campaign, which aims to end male violence against women and girls.

There are some who say there's no point trying because, they claim, it'll never be eradicated.

Please don't be so defeatist. Instead why not show your support for the cause?

This year's theme is, "It starts with men".

Most men don't indulge in violence, sexism and misogyny but how many of us men challenge our mates who do?

It's a question us men should ask ourselves and perhaps do more to persuade friends that even cat-calling, wolf-whistling and sexist jokes should be things of the past.

Congleton is a leader in the White Ribbon Campaign. Its achievements have been widely recognised by, among others, the House of Lords. More and more men in towns across the country are following the example set by so many men in Congleton. Will you? — Yours faithfully,

(COUN) MARK EDWARDSON
Central Ward,
Congleton Town Council.

chronicleseries.com
It all starts with men

Dear Sir, — As white Ribbon ambassadors in Congleton we are promoting this year's White Ribbon day and 16 days of activism against violence against women and girls.

The theme for this year is "It starts with men", and we will be highlighting how internalised misogyny and sexism leads to the subtle victim blaming of women and girls for the violence and abuse inflicted upon them.

For too long the message has been about women and girls protecting themselves; not walking home in the dark; not wearing short skirts, or covering their drinks, when, in reality it should be about preventing the violence and abuse in the first place.

Women are not afraid of the dark, they are entitled to have a drink, and to wear whatever clothes they like, and these things they should be able to do without fear of abuse or violence.

So this year let's stop making women solely responsible for their own safety, because it starts with men. — Yours faithfully,

MIKE WESLEY
White Ribbon ambassador,
Congleton.

Stats paint a very sad picture

Dear Sir, — Monday, 25th November is White Ribbon day. The White Ribbon campaign is about reducing the extent of male violence towards women.

Congleton Town Council, as an accredited White Ribbon organisation, is working hard in our town to reduce the incidence of this serious problem.

The statistics paint a very sad picture. For example, more than 25% of women report experiencing domestic violence at some point in their lives and, on average, an incident of domestic abuse is reported to the police in our town each day.

Sexual harassment is common and around 50% of women report having been "groped" in public. These factors, along with the "toxic masculinity" being promoted on sections of the social media are contributing to a negative culture of misogyny which is making many women and girls very uneasy and unsafe.

For these reasons White Ribbon has chosen as its theme for this year "It starts with men", nudging all men to examine their attitudes and behaviour towards women and girls, to root-out the negative in ourselves and to call out the unacceptable when seen in others. This is my mission. Please, men, make it yours, too. Join us in the White Ribbon campaign. — Yours faithfully,

PETER MUNRO
White Ribbon ambassador.

White Ribbon Pub Tour

Several pubs took beer mats and posters, bar staff made their white ribbon promise, and we had some good conversations with regulars



Partnering with Congleton High School

Workshops with years 10-13 and 6th form students took part in our video

Congleton Sixth Form College Students Share Important White Ribbon Message


Home / Latest News

OUR SCHOOL

- Headteacher's Welcome
- Our Vision and Values
- The CHS Promise
- Our Prospectus
- Our Policies
- SEND Information
- School Performance and Examination Results
- Ofsted Report
- Pupil Premium
- Staff List
- News and School Communications
- Our Alumni

Community

- Sports Centre and Facilities Hire
- Governance
- Trust and Corporate/Financial Information
- Vacancies



5 December 2024

Congleton High School has partnered with White Ribbon UK, a leading charity dedicated to engaging men and boys to end violence against women, to create a powerful video highlighting this critical issue. The project is the result of a meaningful collaboration between Sixth Form College students and staff, who first engaged with White Ribbon through the school's personal development curriculum, and the charity itself.

Featuring students proudly representing their cohort and Mr Franklin, a key member of staff supporting the leadership of Congleton High School's Sixth Form College, the video delivers an impactful message designed to resonate deeply with the school community. This initiative underscores the school's commitment to fostering a safe, respectful, and inclusive environment for everyone. The students involved in the video also delivered an assembly for the whole school, highlighting the experience and speaking on the importance of tackling violence against women and girls.


The school's collaboration with White Ribbon and Congleton Town Council is part of a larger vision for creating a meaningful and lasting impact in the community. Congleton Town Council has identified the issues of violence against women and girls and gender inequality as critical areas for focus and sought to work with Congleton High School as a partner to deliver a positive, constructive community message.

Congleton High School looks forward to working with White Ribbon UK, Congleton Town Council, and the wider community to build a future based on respect, empathy, and collective action.

Ms Thurland, Headteacher at Congleton High School, said:

"This is the start of something truly significant for Congleton High School and our community. We believe in making a meaningful, positive impact on our community. By working closely with White Ribbon and the council, we can help drive awareness around ending violence against women and girls and contribute to the creation of a safer, more respectful society."

Please take a few minutes to watch the video and share this important message. Thank you.



Congleton White Ribbon 2024 Film

This year we partnered with [Prickly Peach Films](#) who produced a highly-polished and thought-provoking film on the theme #ItStartsWithMen...



Watch Film ▶

...that featured students, business owners, Councillors, Cheshire Fire & Rescue and Police Officers, the MP and the PCC as well as our White Ribbon Ambassadors

Working with the National Association of Local Councils



10 Dec 2024

NALC SIGNS OPEN LETTER URGING PRIMARY PREVENTION OF MEN'S VIOLENCE AGAINST WOMEN AND GIRLS

We have today added our voice to the growing call for urgent action to address men's violence against...

News



Included in your membership

27 Nov 2024

WHITE RIBBON DAY: HOW ARE YOU A GOOD MALE ALLY?

What does it take to be a good male ally in the gender equality movement? We asked men, "How...

Blogs



Included in your membership

25 Nov 2024

WHITE RIBBON TOOLKIT

Together, we can prevent violence against women and girls. Explore our toolkit to find out what your parish...

Publications

This year the Congleton White Ribbon team has helped NALC to create a Toolkit to support the growing number of councils that are becoming White Ribbon Accredited

The screenshot shows the NALC website header with navigation links: About, Contact, Jobs, MY ACCOUNT, and SEARCH. The main content area features a section titled 'VIOLENCE AGAINST WOMEN AND GIRLS' with a sub-section for the 'WHITE RIBBON TOOLKIT'. The toolkit section includes a white ribbon graphic and a 'READ MORE' button. Below the toolkit section, there is a paragraph of text starting with 'Parish and town councils have two primary roles: support victims who have experienced violence and prevent violence before it happens. They can play a crucial role in preventing violence against women and girls in their local area by taking various proactive measures. Here are some suggestions:'

The screenshot shows the NALC website header with navigation links: About, Contact, Jobs, MY ACCOUNT, and SEARCH. The main content area features a section titled 'WHITE RIBBON DAY: HOW ARE YOU A GOOD MALE ALLY?' with a sub-section for 'Blogs' dated 27 Nov 2024. The blog post includes a large image of a white ribbon with the text 'MEN OF QUALITY RESPECT' and a 'READ MORE' button.

WHITE RIBBON DAY: HOW ARE YOU A GOOD MALE ALLY?

Author: Daisy Petrow, former communications officer at the National Association of Local Councils (NALC)

What does it take to be a good male ally in the gender equality movement? The theme for this year's White Ribbon Day is 'It starts with men.' So, we asked men the question: "How are you a good male ally?" We collected 16 quotes for the 16 days of action. Here are the responses.

Cllr Keith Stevens, chair of NALC: "I appreciate it's not just about calling other men and boys out who are violent or threatening towards women and girls but also recognising the concern and fear men can engender by their mere presence and mannerisms".

Jonathan Owen, chief executive, NALC: "I will show my allyship by being prepared to say that it is not ok. I will also have at my fingertips the facts about the terrible abuse women suffer at the hands of men to raise awareness amongst my friends, colleagues, and others".

Cllr David Francis, vice chair, NALC: "I am always keen to promote gender equality in my parish council, so we are currently and actively seeking further women members whom we can co-opt. I will also be supporting efforts in 2025 to attract some female involvement in NALC's chair and vice-chairs' team".

Cllr Richard Walton, councillor, Congleton Town Council: "I call out sexist and misogynist behaviour whenever I see it".

Jonathan Dakin, White Ribbon Ambassador: "The problem - it starts with men. I will continue to challenge and encourage men and boys to understand and action better behaviours. It starts with us!"

For White Ribbon Day, NALC asked Ambassadors from around the country to answer the question 'how are you a good male ally?'; several of ours took part

Press Coverage

White Ribbon message is 'it starts with men'

Congleton Town Council's White Ribbon Group is preparing for the annual "16 days of activism" to end violence against women and girls, starting on White Ribbon Day (25th November) and ending on International Human Rights Day (10th December).

This year, the theme for White Ribbon day is "It Starts With Men", to end violence against women and girls.

The White Ribbon movement engages men specifically to challenge the attitudes and behaviours that lead to men's violence against women.

Congleton Town Council is a White Ribbon accredited organisation and has a White Ribbon group comprising councillors, officers and members of the public, who are White Ribbon ambassadors or champions.

The team has worked with Congleton production company Prickley Peach Films on a short video that will be released on 25th November. The film features ambassadors, police and fire officers, crime commissioner Dan Price, local MP Sarah Russell, business owners and sixth form students, explaining the problem White Ribbon aims to address, and that the solution starts with men.

White Ribbon Group visits Astbury St Mary's Primary School



White Ribbon Group visits Astbury St Mary's Primary School. The group is seen presenting materials to the school staff and students. A group photo is taken with the school's headteacher and staff.

White Ribbon engages men and boys, in particular, to challenge the attitudes and behaviours that lead to men's violence against women. The White Ribbon charity provides age-appropriate materials to help with discussions at all ages that will promote equality and help young people to challenge unacceptable attitudes and behaviour.

The screenshot shows a radio broadcast on Cheshire Silk Radio. The host, Mr Dakin, is speaking about the White Ribbon Ambassadors' message. The broadcast is on air now, starting at 7:00pm and ending at 10:00pm. The website URL is www.cheshire-silk-radio.co.uk.

White Ribbon Ambassadors' message is 'it starts with men'

White Ribbon Ambassadors' message is 'it starts with men'. The group is preparing for the annual "16 days of activism" to end violence against women and girls.

The White Ribbon Group will be on a street stall on 23 November from 10am-2pm to encourage shoppers to make their White Ribbon promise to 'never use, excuse or remain silent about men's violence against women or any gender-based violence'.

The team will also be offering coffee and cake at a drop-in at Blueys in the town hall; the

White Ribbon Ambassadors' message is 'it starts with men'. The group is preparing for the annual "16 days of activism" to end violence against women and girls.

White Ribbon group visits primary school

Congleton Town Council's White Ribbon ambassadors recently visited St Mary's Primary School, Astbury, to talk about gender equality, showing respect and challenging "unhelpful" gender stereotypes.

Pupils in years five and six took part in the sessions, which were led by White Ribbon ambassadors Jonathan Dakin and Jacob Cajejo.

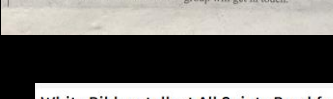
White Ribbon engages men — and boys in particular — to challenge the attitudes and behaviours that lead to men's violence against women.

The White Ribbon charity provides age-appropriate materials to help with discussions at all ages that promote equality and help young people to challenge unacceptable attitudes and behaviour.

The class learned that 85% of Hollywood film directors and 76% of computer games developers were men, and this led to stories and dialogue dominated by male characters, although girls enjoyed movies and games as much as boys.

The youngsters were told that these and other influences could lead to perceptions about what girls and boys were supposed to be like, in other words, gender stereotypes.

Mr Dakin used the class: "Harmful gender stereotypes can prevent people from being themselves, doing the things they



White Ribbon talk at All Saints Breakfast Group

White Ribbon talk at All Saints Breakfast Group. The group is seen discussing the White Ribbon message and the importance of men's involvement in ending violence against women.

The White Ribbon Group is a group of men and boys who are committed to ending violence against women and girls. They are called White Ribbon Ambassadors.

The group is preparing for the annual "16 days of activism" to end violence against women and girls.

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White Ribbon talk at All Saints Breakfast Group. The group is seen discussing the White Ribbon message and the importance of men's involvement in ending violence against women.

Mothers' Union and White Ribbon unite

White Ribbon ambassadors Jonathan Dakin and Mike Wesley recently attended a Mosley Mothers' Union meeting to talk about their role and the White Ribbon campaign.

White Ribbon is an international charity that works to raise awareness of inappropriate attitudes and behaviours of men and boys to women and girls. Its aim is to prevent violence against women and girls by addressing its root causes.

White Ribbon works with men and boys to change long-standing harmful attitudes, systems and behaviours around masculinity and gender norms that perpetuate inequality and violence.

The two ambassadors gave a presentation about their work in Congleton. They explained that men become ambassadors and women champions. One of the cornerstones of the group is that men and boys are responsible for their individual behaviours and attitudes so, rather than the focus being on women to keep themselves safe it is on men being aware of how their language and behaviours can make women feel unsafe, and to challenge those behaviours in others.

Mosley MU branch leader Helen Harman said after the meeting: "Reducing inequality requires tackling discrimination and biases ingrained in society.

As a global organisation, the Mothers' Union has a commitment to empowering women and to work against domestic violence and abuse in the UK and abroad.

Every year, it runs 16 days of activism, which starts on White Ribbon day — 25th November and goes through to human rights day on 10th December. It was a useful coming together for two organisations to improve their understanding and promote change.

Any other organisations, clubs or employers who are interested in a White Ribbon talk can email the team via info@congleton-tx.gov.uk.

Individuals can make their



Mosley Mothers' Union members supporting White Ribbon. The group is seen standing together, holding a banner that says "IT STARTS WITH WOMEN".

Sexual predators have 'nowhere to hide' in Congleton, says White Ribbon Group

Sexual predators have 'nowhere to hide' in Congleton, says White Ribbon Group. The group is seen discussing the White Ribbon message and the importance of men's involvement in ending violence against women.

The White Ribbon Group is a group of men and boys who are committed to ending violence against women and girls. They are called White Ribbon Ambassadors.

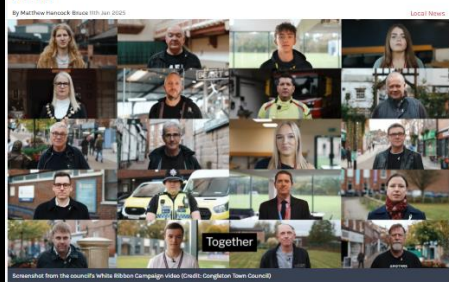
The group is preparing for the annual "16 days of activism" to end violence against women and girls.

The White Ribbon Group will be on a street stall on 23 November from 10am-2pm to encourage shoppers to make their White Ribbon promise to 'never use, excuse or remain silent about men's violence against women or any gender-based violence'.

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Sexual predators have 'nowhere to hide' in Congleton, says White Ribbon Group. The group is seen discussing the White Ribbon message and the importance of men's involvement in ending violence against women.

National recognition for council's White Ribbon campaign video



Congleton Town Council's White Ribbon campaign video has received national recognition.

The video, produced by local company Prickley Peach Films, features local people describing why 'It Starts With Men' to challenge and eradicate violence against women.

Cheshire's Police and Crime Commissioner Dan Price, Congleton MP Sarah Russell, members of the police and fire services, local business owners, students from Congleton Sixth Form, and local residents for White Ribbon were among those to appear in the 2.5-minute film.

It concludes: "Together we can eradicate violence against women and girls, and this segment was used as part of the www.congleton-tx.gov.uk thinking everyone who took part in the 2024 campaign."

Councillor Richard Walton, chair of the Congleton Town Council Community Committee and a White Ribbon ambassador, said: "We had really good engagement with the community during this year's campaign.

"A new activity for us this year was a 'pub crawl' — a tour of some of the local hostellers in which we chatted to the staff and regulars about the new activity."

"We were very pleased with the reception. Lots of people made their White Ribbon Promise and the pubs took our posters and banners which encourage people to make their promise and challenge sexist behaviours."

"It's exciting, most men on the video are 50, but all men can be part of the solution by becoming White Ribbon ambassadors and active bystanders, calling out poor behaviour in their peers and demonstrating positive masculinity and respect."



High school working with charity fighting gender-based violence

Congleton High School has partnered with White Ribbon UK, the charity dedicated to engaging men and boys to end violence against women, to create a video highlighting the issue.

The project is the result of a collaboration between the school's sixth form team, which first engaged with White Ribbon through the school's personal development curriculum, and the charity itself.

Congleton Town Council adopted White Ribbon and ambassadors from the school regularly give talks to schools and other groups.

Fostering students and Paul Franklin, a member of staff supporting the leadership of Congleton High School's sixth form, the video delivers a message designed to resonate with school students.

The school said the initiative "demonstrates the school's commitment to fostering a safe response and an inclusive environment for everyone."

The students involved in the video are delivering an assembly for the whole school, highlighting violence against women and the importance of leading violence against women and girls.

The majority of domestic abuse perpetrated by men against women and girls occurs privately to abuse by family partners, and men and women experience almost three times more repeated victimisation and are much more likely to be seriously hurt or killed than made victims of domestic abuse.

White Ribbon is the UK's leading charity engaging men and boys to end violence against women and girls. Its aim is to prevent violence against women and girls by addressing its root causes. It works with men and boys to change long-established, and harmful, attitudes, systems and behaviours around gender norms and masculinity that perpetuate inequality and violence.

High school working with charity fighting gender-based violence. The video shows White Ribbon Ambassadors' message.

Social Media and online

We had a 'takeover' of our website and social media spaces on White Ribbon Day, and posted throughout the '16 days of activism'

Congleton Town Council
Historic market town

Search Congleton Town Council

Menu



Congleton Town Council

Drop in for coffee and chat with the White Ribbon Congleton Ambassadors. We're here to help.



Would your business, school, club or charity like to become a White Ribbon supporter organisation and h... See more



Congleton Town Council
19 December at 14:08
Many thanks to all the people in Congleton who have made their White Ribbon Promise to never use excuse or remain silent about men's violence against women or any gender-based violence. Get in touch if you'd like to volunteer for our White Ribbon campaign. If you haven't yet you can make your promise now at: <https://zurl.co/9QLD> #WhiteRibbonDay #ItStartsWithMen



Congleton Town Council
4 d ·
White Ribbon UK Ambassador Jonathan Dakin explains why #ItStartsWithMen ""The problem starts with men, and I will continue to challenge and encourage men and boys to understand and action better behaviours. It starts with us!"" #WhiteRibbonDay Make your promise now at: <https://zurl.co/qasp> "



Congleton Town Council
6 d ·
White Ribbon UK Ambassador and Chair of Congleton White Ribbon, Cllr Richard Walton explains one way in which #ItStartsWithMen: "I call out sexist and misogynist behaviour whenever I see it." #WhiteRibbonDay -Make your promise now at: <https://zurl.co/bn8S> @richard.walton.33



Congleton Town Council
4 d ·
Our White Ribbon Ambassadors visited CHS yesterday to discuss the White Ribbon Campaign with Year 12. The students were enthusiastic in their commitment to end men's violence against women and all gender-based violence. #WhiteRibbonDay #ItStartsWithMen. Make your promise at: <https://zurl.co/ovFZ>



The White Ribbon Ambassadors visiting pubs in Congleton tonight... posters and beer mats. If you see us, say hi and make your White Ribbon promise! Buying us a drink is optional 😊 #ItStartsWithMen #WhiteRibbonDay



Congleton Town Council
18 November at 11:07
White Ribbon Ambassador Maria Murrell explains how to run #ItStartsWithMen. "The #ItStartsWithMen is a banner campaign for the town without you about it. All you need to do is call your people with support." #ItStartsWithMen Make your promise at: <https://zurl.co/9QLD>



Congleton Town Council
18 November at 11:07
White Ribbon Ambassador Robert Murrell explains how to run #ItStartsWithMen. "Being a member of the White Ribbon Group in Congleton is one of the most rewarding things this year and, and I'll ensure my sons and their friends respect women from their very young, and I'll ensure my work as a young man is all business as usual for them." #ItStartsWithMen Make your promise at: <https://zurl.co/9QLD>



Congleton Town Council
18 November at 07:57
100% WiFi

Congleton Town Council
3 d ·
Chair of our White Ribbon Group, Cllr Richard Walton is on BBC Stoke Radio this morning at 11.30am. Tune in to hear more about the White Ribbon Campaign in Congleton. #ItStartsWithMen #WhiteRibbonDay



Congleton Town Council
24 November at 10:57
We are getting ready for #WhiteRibbonDay! Join us in Bluey's (front of the town hall) on Mon 25 Nov from 10am - 2pm. Grab a coffee, enjoy some cake, and have a chat with our ambassadors to learn more about how we can make a difference together. Start, up, speak out, and take action to end violence against women and girls. #ItStartsWithMen



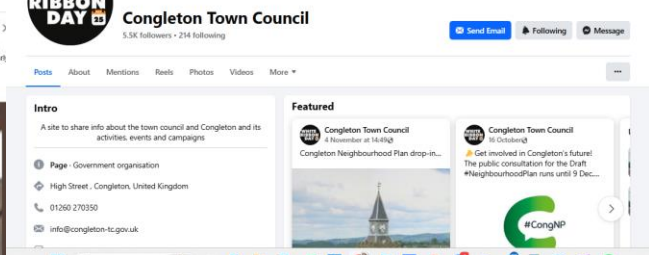
Congleton Town Council
18 November at 11:07
White Ribbon Ambassador and Congleton Beat Sergeant, James Bell explains how he helps to ensure #ItStartsWithMen: "I will ensure my sons and their friends respect women from their very young, so as young men it's all business as usual for them." #ItStartsWithMen Make your promise now at: <https://zurl.co/9QLD>



Congleton Town Council updated their profile picture.



Congleton Town Council
18 November at 11:07
Notice and Crime Commissioner for Cheshire, Dan Price, explains why #ItStartsWithMen. "It's on us all to call out inappropriate behaviour and putting it also involves to prevent violence against women and girls is one of my top priorities." #ItStartsWithMen Make your promise now at: <https://zurl.co/9QLD>



Congleton Town Council
3 December at 10:31
White Ribbon Ambassador Peter Murrell says: "It starts with men receiving and where necessary modifying their language and behaviour towards women and girls." #ItStartsWithMen #WhiteRibbonDay Make your promise at: <https://zurl.co/9QLD>



Congleton Town Council
25 November at 09:34
Today is #WhiteRibbonDay. Congleton Town Council is a White Ribbon Accredited organisation, determined to stop men's violence against women and girls, starting on White Ribbon Day, 25 November. We are proud to have our White Ribbon Ambassadors, colleagues from the Police and Fire Service, Students from Congleton Sixth Form, Congleton's MP and others, who it's vital to do this work and why #ItStartsWithMen. Many thanks to the amazing Priddy Peach Films. Make your promise now at: <https://zurl.co/9QLD>



Results



Print and radio media covered an audience of more than

40,000

> 150 Congleton people made their **White Ribbon Promise**



Our Facebook posts were seen

18,540 times



Our Instagram posts were seen

3909 times

Total post reach = **22,449**



> 2236 people interacted with our content



> 220

Watches of our **White Ribbon Video**