

## Pendle Council: White Ribbon Campaign – Plan on a Page

<b>Key Objectives</b>			
<b>Management &amp; Leadership</b>	<b>Engaging men &amp; Boys</b>	<b>Raising Awareness</b>	<b>Changing culture</b>
<b>Initiatives</b>			
Identify member/s of senior leadership/executive to become Ambassadors / Champions	Appoint at least 4 male ambassadors / champions within the Council & ensure that they complete the WRUK on-line training	Promote signing the WRUK pledge and wearing a white ribbon amongst staff and more widely (customers, community partners, businesses)	Ensure that all staff do not behave in sexist, harassing or abusive behaviours, through staff induction, training & ongoing communication
Secure WR accreditation for 2019-2021		Identify opportunities to engage with men and boys, such as through community programmes.	Zero tolerance approach to sexist, harassing or abusive behaviours from customers clearly signifying that perpetrators will be asked to leave
Publish a Domestic Abuse policy for Council employees		Ensure that information about where women can get help and advice is clearly displayed.	Ensure that all staff are aware of how to report, assess, deal with and report incidents of sexism, harassment, abuse, sexual assault or violence
Encourage members of the Community Safety Partnership to become Ambassadors / Champions		WRUK commitment and logo to be displayed in a wide range of settings such as website, signage and promotional materials.	Engage with Colne BID team, Colne Town Council and the Council's Licensing officer to explore Purple Flag status
		Mark white Ribbon Day – 25th November and the 16 days of action	
		Display and utilise White Ribbon awareness raising materials such as posters & videos.	
		Maximise opportunities to raise awareness in local communities.	
		Work with local sports clubs to encourage accreditation.	
		Work with local businesses to encourage accreditation	

