

Groundbreaking research into White Ribbon Australia's Ambassadors shows strength of engaging men

27 September 2016: In a global first, White Ribbon Australia has opened its Ambassador program up to researchers, with a team at the University of Wollongong independently evaluating why men become Ambassadors, their violence prevention activities, and the challenges they face in advocating to end violence against women.

Conducted by Kenton Bell and Claire E. Seaman, the project, 'Case Study of White Ribbon Australia's Ambassador Program: Men as Allies to Prevent Men's Violence against Women,' shows the key role men can play in violence prevention, and provides support for White Ribbon's overhaul of the Ambassador Program.

As part of this overhaul, White Ribbon is nearing completion of its 'recommittal process', which requires every Ambassador to reapply for their position, complete additional training on men's violence against women, undergo further reference checks and submit to interviews with trained White Ribbon staff. Other initiatives include increasing the diversity of Ambassadors and providing year-round training.

The Ambassador program began in 2005 and provides men with a leadership role in engaging men in the prevention of violence against women. White Ribbon Ambassadors are formal representatives of White Ribbon Australia and are required to have the knowledge, skills, attributes and determination to influence Australian men to critically evaluate their attitudes and behaviours toward women.

The data in this national study was collected through an online survey completed by 296 Ambassadors and in-depth interviews with 86 Ambassadors.

More information

Visit whiteribbon.org.au/research/researchprojects for a summary of the research report and the full White Ribbon response to the findings and recommendations.

To arrange an interview with White Ribbon Australia CEO Libby Davies, contact Selena O'Hare: selena@sbpr.com.au or 0425 224 159