

****For immediate release, October 12, 2005 ****



**WHITE RIBBON
CAMPAIGN**

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**White Ribbon Campaign Releases New Education and Action Kit.
*Our Future Has No Violence Against Women***

(Toronto) The White Ribbon Campaign's Education and Action Kit, used by hundreds of thousands of teachers and students in 3000 schools across North America, has undergone its most important rewrite and redesign in ten years.

The Kit combines in-class lessons with school-wide projects to raise awareness about violence against women, and to promote ideals about gender equality and healthy relationships. It is designed as a positive resource for both females and males.

Last summer, an independent evaluation provided, "strong evidence that the Education and Action Kit effectively influences teenagers' attitudes, knowledge, and behaviours regarding violence against women." At the same time, the teachers and students who took part in the evaluation had many ideas for improvement. Teachers and students have used the Kit and related White Ribbon resources with enormous success.

The Kit now comes in two versions: secondary school (aimed at 14-19 year olds), and junior high/middle school (aimed at 11-14 year olds.) in both US and Canadian versions.

The Middle and Secondary Kit includes:

- in class exercises that promote healthy relationships and gender equality.
- a never-before used in Canada social norms exercise that provides accurate information between real and perceived group attitudes and behaviour towards gender equality, healthy relationships and violence against women.
- facilitation notes and backgrounders for teachers on how to teach on the issues of violence against women.
- a specially designed approach that speaks to boys and young men on their role to end violence against women.
- suggested activities and action for planning White Ribbon Days in school communities.
- spiral binding for easy photocopying.

The Kit can be ordered on-line at whiteribbon.com for \$30.00 plus shipping and handling. For further information, contact Carolyn Proulx, Education Officer, White Ribbon Campaign, 365 Bloor Street East, Toronto, Ontario, Canada, M4W 3L4, 416-920-6684. cproulx@whiteribbon.ca.