

Shropshire Football Clubs White Ribbon Video



Shropshire Council is proud to be working with Telford & Wrekin Council on a joint White Ribbon campaign. Each council will produce its own White Ribbon video featuring local football clubs, with both released simultaneously. **Football clubs across Shropshire are encouraged to create short videos that amplify the White Ribbon message and show support for ending male violence against women.** Let's stand together and speak up across every club, every pitch, and every community.

Instructions

Record a short video (10–20 seconds) featuring players, coaches, or staff showing your support. Be creative film on the pitch, in your clubhouse, or in kit. Wear white ribbons, display banners, or show your club colours. *Please note: If children feature in your video, please follow your club's procedures around parental consent and safeguarding.*

Start with "We're [Club Name]" and choose one or more of the following:

- "We support White Ribbon and stand for respectful relationships on and off the pitch."
- "We play as a team, and we speak up for White Ribbon as a team."
- "From players to coaches, volunteers to supporters every voice matters. We all have a part to play in Speaking Up this White Ribbon Day."
- "Together, we make the White Ribbon Promise: never to commit, excuse, or stay silent about abuse. Join us."
- "We're proud to stand up and use our platform to raise awareness of White Ribbon and lead by example."



Let us know:

Please confirm your participation by completing the participation form by scanning the QR code or going to <https://forms.office.com/e/RWKK41VwF9>. Then, send your video, club name and logo to sc.wr@shropshire.gov.uk by the 1st November 2025



[Further information](#)

What is White Ribbon UK?

White Ribbon UK is the leading charity in England and Wales working to end men's violence against women and girls. They focus on prevention—challenging harmful gender norms and behaviours before violence happens. To learn more see [here](#)

What is White Ribbon Day?

Held annually on 25 November, White Ribbon Day marks the start of the 16 Days of Activism Against Gender-Based Violence, ending on 10 December (Human Rights Day). It's part of a global movement to end male violence against women and girls.

'We Speak Up' is the 2025 theme—encouraging everyone to challenge harmful attitudes and promote respectful relationships. To learn more see [here](#)

Why should football clubs get involved?

Football players are influential figures in their communities. By speaking out against male violence towards women, they can model respectful behaviour and encourage others—especially men and boys—to do the same. The video will be part of a county-wide campaign coordinated with Telford & Wrekin Council. Each council will produce its own video, but both will be released simultaneously to maximise visibility and impact across communities

What is the White Ribbon Promise?

A pledge to: "Never use, excuse, or remain silent about men's violence against women." We ask you to make the promise [here](#)

What are Ambassadors and Champions?

White Ribbon Ambassadors are men and those who identify as male who promote the campaign in their communities and workplaces. White Ribbon Champions are Women and those who don't identify as male who encourage and support men to get involved. We ask you to sign up to be an ambassador/champion [here](#)

If you have any further questions around the White Ribbon video, please contact sc.wr@shropshire.gov.uk