

Shropshire schools White Ribbon video



Shropshire Council invites schools across the county to create a short video that amplifies the White Ribbon message. Whether you're a primary, secondary, or college setting—your voice matters. Let's stand together and speak up across every classroom, every school, and every community.

Instructions

Record a short, powerful video (10–20 seconds) featuring students, staff, or school leaders showing your support. Be creative—wear white ribbons, display banners, or use your school colours. If your video includes children, please follow your school's procedures for parental consent and safeguarding.

Start with “Hi, we’re [School Name]” and choose one or more of the following:

- “We support White Ribbon, and we will promote respectful relationships in our classrooms and communities.”
- “We’ve made the White Ribbon Promise—to never use, excuse or remain silent about male violence.”
- “We’re teaching our students to be allies—standing up, speaking out, and making a difference.”
- “Respect starts here. In our school, everyone deserves to feel safe and valued.”
- “Join us. Make the White Ribbon Promise and help end violence against women and girls.”



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 schools get involved? Schools play a vital role in shaping attitudes and behaviours from a young age. By supporting White Ribbon, they can help foster a culture of respect, equality, and non-violence among pupils, staff, and the wider community.

What resources are there to talk about White Ribbon Day in schools? Schools have access to a wide range of age-appropriate resources to help raise awareness about White Ribbon Day and promote respectful relationships. These packs support RSHE teaching and thematic work around respectful behaviour and gender equality. They include lesson plans, assembly ideas, and classroom activities tailored to Key Stages 1–5. To access please see the White Ribbon children and young people page [here](#)

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 and our White Ribbon Accreditation Lead will be in touch

