

NOT IN MY NAME 2026

A Campaign to End
Violence Against Women

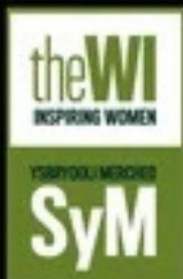
Action Pack for allies



Not in my Name Nid yn fy Enw i

Never use, excuse or
remain silent about men's
violence against women

Peidio byth â defnyddio,
esgusodi nac aros yn
dawel am drais gan
ddynion yn erbyn
menywod



Campaign overview

The NFWI has been campaigning for the elimination of Violence Against Women (VAW) since 2008; raising awareness of the nature, extent and impact of all forms of VAW.

Since 2012, NFWI-Wales has been involved in a campaign established with former MS Joyce Watson to engage male ambassadors in speaking out against male violence against women and to spread the message that violence against women is unacceptable and will not be tolerated. Engaging with boys and men is crucial in

challenging the inequalities and attitudes that cause violence against women.

WIs across the country have taken part by recruiting allies to pledge their support to never use, excuse or remain silent about men's violence against women.

By signing the Not in my Name pledge and wearing a white ribbon, men across the country can send out a powerful message – that domestic abuse is never acceptable, should never be ignored and must never be excused.

What do we mean by VAW?

VAW is a systematic abuse of women's essential human rights and a form of discrimination against women. It is both a cause and a consequence of inequality. It includes domestic abuse, rape and other sexual offences, stalking, 'honour'-based abuse (including female genital mutilation and forced marriage), coercive control as well as many others, including offences committed online and public and workplace harassment.

Prevalence of VAW

- Globally, 1 in 3 women will experience physical or sexual violence during their lifetime.
- Two women are murdered every week in the UK by a partner or ex-partner.
- An estimated 2.2 million women in England and Wales experienced domestic abuse in the year ending March 2025 and an estimated 739,000 women experienced sexual assault (including attempts).
- Welsh Women's Aid research has found that four out of five women in Wales have experienced some form of sexual harassment at work.
- Plan International UK has found that 75% of girls aged 12 - 21 in the UK have experienced some form of public sexual harassment in their lifetime.
- 3000 offences of violence against women and girls are recorded by the police every day with an increase of 37% between 2018 and 2023.
- It is estimated that approximately 137,000 women and girls in England and Wales have undergone Female Genital Mutilation (FGM).
- The most common types of online abuse experienced by victims are cyberbullying and online harassment.

16 Days of Activism Against Gender-Based Violence Campaign

NOVEMBER 25 - DECEMBER 10



The 16 Days of Activism Against Gender-Based Violence is an international campaign that starts on 25 November, International Day for the Elimination of Violence against Women and ends on 10 December, Human Rights Day. The campaign aims to raise awareness about gender-based violence as a human rights issue at local, national, regional and international level.

White Ribbon Campaign

The White Ribbon Campaign is the largest effort in the world of men working to end men's VAW. The white ribbon is a symbol of men's opposition to male VAW. Wearing a white ribbon is a promise to never use, excuse or remain silent about men's VAW. Annually, men and boys are encouraged to wear a ribbon for one or two weeks, starting on 25 November, the International Day for the Elimination of Violence Against Women and International White Ribbon Day.



Why engage men?

Ending VAW is everyone's business!

Whilst women are disproportionately the victims of violence, we should not underestimate the role of men in the prevention and elimination of VAW. Men can be agents of change and play a crucial part as positive role models to help us achieve a culture change where VAW is not tolerated by society.

The onus should not be on women and girls to adapt their lives but for perpetrators to change their behaviours. We need a culture of zero tolerance for inequality, sexism, misogyny and VAW. Inappropriate attitudes and behaviours should not to be tolerated by society.

Become an ally in the prevention and elimination of VAW - Ideas for actions

➤ Show your opposition to male VAW by wearing a white ribbon and making the White Ribbon promise

Wearing a white ribbon is a promise to never use, excuse or remain silent about men's VAW. It is also an opportunity to raise awareness and to start a conversation.

Make the White Ribbon promise here: <https://www.whiteribbon.org.uk/promise>

➤ Become an official White Ribbon Ambassador or Supporter

Show your commitment to ending men's VAW by registering to become a White Ribbon Ambassador or Supporter. Find out here about how to become an ambassador or supporter: <https://www.whiteribbon.org.uk/ambassadors-champions>

Find out here about how your organisation could become a White Ribbon supporter organisation: <https://www.whiteribbon.org.uk/organisations>

➤ Establish a link with your local WIs or federation

Since the establishment of the Not in my Name campaign, WI members have recruited thousands of ambassadors using their strong community links (see case studies below).

A number of WIs and federation organise candlelight vigils or other awareness-raising events. Federation contact details are available on the WI website - www.thewi.org.uk. Alternatively contact NFWI-Wales if you would be interested in establishing a link with the WI at local or county level. Email: walesoffice@nfwl-wales.org.uk

➤ Educate yourself about VAW and the role you can play as allies

Dedicate one of your meetings to learning more about VAW and invite the WI and expert speakers along to speak to you.

There are a number of resources available as well as training opportunities. See links provided below in the 'resources' section as a starting point.

- **Have open conversations within your groups about the importance of safe, equal and health relationships**
- **Educate and support your networks/members to become allies**

Publish information about VAW in one of your newsletters and on your website. Dedicate one of your events to raising awareness of VAW and engage the whole community.

- **Establish links with specialist support services in your area**

Get involved in fundraising or donating items for your local services such as Women's Aid. Find out first what donations are required by the services. Staff from the services might also be happy to speak to your group/club/network and at community events.

- **Promote the Live Fear Free Helpline**

The Live Fear Free Helpline provides 24 hour free advice and support for those who are experiencing, or know someone experiencing, domestic abuse and sexual violence.

Promote the Helpline in your newsletters, at your meetings and events and via your social media channels.



**Llinell Gymorth Live Fear
Byw Heb Ofn Free Helpline**

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call • text • live chat • email

- **Promote your commitment to ending VAW**

Publish a statement/blog on your website and social media channels.

Organise a photo opportunity wearing white ribbons.

- **Join NFWI-Wales at the Senedd on 23 November 2026 to mark the International Day for the Elimination of Violence Against Women and International White Ribbon Day**

NFWI-Wales will be hosting a daytime **cross-party stakeholder event** in the Senedd followed by a **candlelight vigil** early evening on Monday 23 November 2026. Register your interest in receiving further information by emailing walesoffice@nfwl-wales.org.uk





Candlelight vigils at the Senedd

Case Studies

Pembrokeshire Federation has established links with, and secured the support of, Narberth Rugby Club, Fishguard and Goodwick Rugby Club and Ludchurch Men's Shed.



Narberth Rugby Club



Fishguard & Goodwick Rugby Team

Powys Brecknock Federation has recruited the support of a number of choirs, including Brecon & District Male Choir and Côr Meibion Talgarth, who have worn white ribbons during their performances. The Federation has also gained the support of Penlan Bowls and Brecon Town Council.



Brecon & District Male Choir

In 2023, NFWI-Wales secured the support of Glamorgan Cricket, Cardiff City FC and Cardiff Devils Ice Hockey Team. In 2024, the Welsh Association of Male Choirs pledged its support and promoted the campaign to its members.



Glamorgan Cricket



Cardiff Devils

Educational resources and training opportunities

Violence against women, domestic abuse and sexual violence (VAWDASV) online training course

The Welsh Government has made its VAWDASV online learning module accessible to all. The training will help you to recognise the signs of abuse and know how you can safely help. The 45 minute online training can be accessed through guest log at:- <https://learning.nhs.wales/course/view.php?id=1152>

Not in my Name resources

NFWI-Wales has a number of resources to support organisations to get involved in the Not in my Name campaign including the Not in my Name poster and a PowerPoint presentation: <https://www.thewi.org.uk/wi-in-wales/campaigns/no-more-violence-against-women>

White Ribbon campaign resources

Information about the White Ribbon campaign, and resources to support organisations to get involved, are available here: <https://www.whiteribbon.org.uk/>

Support services

Details of support services for victims of violence and abuse are available from the Live Fear Free website:- <https://gov.wales/live-fear-free>

Further information

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Website: <http://www.thewi.org.uk/wi-in-wales>