



ACTION PLAN FOR WHITE RIBBON STATUS

Carmarthenshire County Council

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INTRODUCTION:

Male violence against women in our society is shockingly prevalent, and we can only change those cultures that give rise to it by promoting a message of respect and tolerance and leading by example. Organisations can achieve a considerable amount through their staff, their policies and their day to day work; as well as their role within the communities in which they are based.


Organisations seeking accreditation are required to develop a three-year action plan. This will demonstrate how core criteria are to be met as well as criteria that are sector specific. The action plans are focused around four core criteria and offer achievable goals for organisations to bring about genuine change. Once an action plan has been approved by the White Ribbon UK Accreditation Panel, an organisation will be granted White Ribbon Status.


White Ribbon UK template action plans are designed as a guide for organisations working towards accreditation. If you have questions about how it will work in practice in your context we will be very happy to discuss that with you. Often the most successful action plans are where an organisation has applied creativity and their own experience so please do not feel restricted by the template.


All our action plans were reviewed in early 2019. We would welcome your feedback.

Local Authority Action Plan


Criteria	Actions planned for next 3 years	Date (Y1/2/3)	Evidence	Who is the Lead person?	Date comp'd	Planned outcomes (benefits, aims, areas of development, challenges, successes)	Achieved (Y/N)
1. Strategic Leadership							
Identify a member/s of senior leadership/ executive to be the strategic lead for White Ribbon Accreditation, this person should be a White Ribbon Champion or Ambassador.	<p>Completed. Head of Service, an existing White Ribbon Ambassador, has been identified as strategic lead.</p> <p>Will support both Ambassadors and Champions, encouraging staff to sign up to one of these roles.</p>			<p>Noelwyn Daniel</p> <p>ndaniel@carmarthenshire.gov.uk</p>		<p>Benefits Consistency across the Council in terms of approach.</p> <p>Aims The level of position held by the Head of Service will enable the aims of the White Ribbon campaign to be disseminated and progressed across the organisation.</p> <p>Development This leadership will help to increase the level of support for the campaign and sign up of more staff to become Ambassadors and Champions.</p> <p>Challenges Promoting communications across a large organisation and county which includes rural areas, so need to ensure range of communication methods used.</p> <p>Successes To be monitored.</p>	Y

<p>Governance body/ Executive agree a WRUK commitment</p>	<p>Completed</p> <p>Full Council agreed on 15 November 2017 to seek White Ribbon accreditation</p> <p>There has been continued commitment since accreditation was gained and this will continue.</p>		<p> 15th-Nov-2017 10.00 County Council</p>	<p>Kate Harrop khharrop@carmarthenshire.gov.uk 01267 224202</p>	<p>Benefits Senior level oversight, scrutiny and ownership.</p> <p>Aims Ensure White Ribbon agenda managed, high standards maintained.</p> <p>Development Ongoing support for this agenda.</p> <p>Challenges Capacity to focus on this area when competing priorities and core business demands.</p> <p>Successes Previous White Ribbon Status.</p>	<p>Y</p>
<p>Nominate a lead person to oversee the development and implementation of a WRUK strategy. This person will monitor its progress and report back to WRUK. This person should be a White Ribbon Ambassador or Champion.</p>	<p>Completed</p>	<p>Progress to be monitored against the action plan</p>	<p>Annual update</p>	<p>Kate Harrop khharrop@carmarthenshire.gov.uk 01267 224202</p>	<p>Benefits Single point of contact for campaign to provide support and cascade information</p> <p>Aims Ownership and responsibility to drive forward White Ribbon agenda.</p> <p>Development None as led on previous accreditation.</p> <p>Challenges As above.</p> <p>Successes Continued co-ordination of efforts to progress campaign work and deliver action plan.</p>	<p>Y</p>


<p>Establish a WRUK Steering Group to oversee the agreed Action Plan. Lead members of the steering group should be White Ribbon Ambassadors or Champions. Please list their details on the attached sheet.</p>	<p>Set steering group up</p>	<p>Y1</p>	<p>Notes of meetings</p>	<p>Kate Harrop khharrop@carmarthenshire.gov.uk 01267 224202</p>	<p>Benefits Help deliver action plan and spread White Ribbon message throughout Carmarthenshire.</p> <p>Aims Share workload in delivering the agenda.</p> <p>Development Build on work undertaken when previously accredited.</p> <p>Challenges Competing priorities Need to progress work and promote campaign throughout the year, not just focus around White Ribbon Day.</p> <p>Successes To be monitored.</p>	
<p>Ensure HR policy/policies are in place that cover male violence against women and domestic abuse.</p>	<p>Policy in place To be reviewed by HR working with the Council's Violence Against Women, Domestic Abuse and Sexual Violence (VAWDASV) lead and the Regional VAWDASV Advisor.</p>	<p>Yr 1</p>	<p> Domestic Abuse and Sexual Violence</p>	<p>Linda Hutton LHutton@carmarthenshire.gov.uk</p>	<p>Benefits Policy provides guidance and support to staff.</p> <p>Aims Outlines Council's commitment to take all reasonable steps to deal with domestic abuse and sexual violence through the support offered to staff.</p> <p>Development Regular reviews to be undertaken to ensure in line with current legislation and support available.</p> <p>Challenges</p>	

						Policy to be reviewed which must be completed on top of existing workloads	
						<p>Successes To be measured once complete</p>	
Develop a staff training strategy that includes aspects of male violence against women (sexual violence, coercive control, consent and domestic abuse).	<p>We do not have a training strategy relating to this but are part of the Regional Violence Against Women, Domestic Abuse and Sexual Violence (VAWDASV) Strategic Board which has a Regional Training Plan.</p> <p>This is a legal requirement under the VAWDASV (Wales) Act 2015, as is the delivery of the National Training Framework. This includes all aspects of VAWDASV and how this is predominantly male violence against women.</p> <p>Council staff receiving the required Welsh</p>	Ongoing	 Training Delivery Plan 2020-21.docx	David Richards dwmrichards@car-marthenshire.gov.uk		<p>Benefits Increased knowledge and understanding to enable staff to 'Ask and Act'.</p> <p>Aims Improve response to VAWDASV and provide a better service for victims.</p> <p>Development This will be ongoing although a regional training plan has already been developed. This will be reviewed regularly and amended as necessary.</p> <p>Challenges Capacity issues and ongoing impact of COVID-19 on delivery arrangements, workload and changing priorities.</p> <p>Successes Training package already developed, to be monitored. Increase in numbers undertaking the training.</p>	

	<p>Government training – e-learning for all staff to (highlights signs and symptoms of abuse), ‘Ask and Act’ – for individuals who need to recognise the signs that someone is being abused talk to that person sensitively (if appropriate) and Ask and Act Champions - able to offer options and services to victims quickly and efficiently) & training for Public Sector Leaders. We will also extend this to elected members with a specific awareness raising session.</p> <p>Refresher training required every 3 years for e-learning and 2 years for other groups.</p> <p>Threads through occupational and learning programmes for</p>		<p>Data showing completion of the training</p> <p>Updates to be provided.</p>				
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	<p>professional staff, also included in safeguarding training for professional staff in terms of raising awareness and signposting.</p> <p>We are also working with specialist providers to conduct a training needs assessment in respect of training required for Specialist Sector staff and Managers of Specialist Sector. The Council is involved as the Act requires local authorities to support these organisations to achieve this training. Findings of the TNA to be considered and funding allocated as appropriate</p>	Yr 1					
Ensure all policies and programmes are aligned with the Home Office <i>Violence Against Women</i>	The Mid and West Wales VAWDASV Regional Strategy was launched in November 2018. We have agreed and delivered annual	Completed	 safer-lives-healthier-relationships-strate	Natalie Hancock nhancock@carmarthenshire.gov.uk		Benefits Increased consistency of direction. Aims Corporate approach. Development	Y

<i>and Girls National Statement of Expectations.</i>	delivery plans each year since then. These delivery plans relate to the 6 key objectives of the Regional and National VAWDASV strategy in Wales which aligns with the Home Office's Violence against Women and Girls National Statement of Expectations.					To be monitored. Challenges None identified. Successes Alignment achieved.	
Demonstrate how you will build White Ribbon Accreditation into the commissioning process as a social value indicator.	Consider commissioning and procurement processes with a view to strengthening the social value element of our evaluation. Encourage our commissioned service providers to support the White Ribbon Campaign.	Yr 1	Update on discussions	Chris Harrison Chris.harrison@pembrookeshire.gov.uk		Benefits Support the White Ribbon Campaign and message, increased knowledge of the issue. Aims Ensure wider awareness of White Ribbon Development To be monitored. Challenges To be determined. Successes To be monitored.	
How will you work with key local partners to develop a joint strategic approach to	This has been established by the Regional VAWDASV Strategic Board which the Council is involved in and will	Completed and ongoing	Minutes of Strategic Board	Natalie Hancock nhancock@carmarthenshire.gov.uk		Benefits Shared best practice, consistent and effective delivery of services in partnership. Aims	

<p>ending male violence against women? Detail who your key partners are, they could include Schools, Emergency Services and Health.</p>	<p>continue to be engaged in to ensure joint strategic approach which is outlined in the Strategic Plan and annual Delivery Plan is progressed. In addition to council departments representing social services, safeguarding and education, partners include the Police, Office of the Police and Crime Commissioner, Health Board, Probation and local service providers.</p>		 Delivery Plan 2020-2021.docx			<p>Co-ordinated joint approach across the county and region.</p> <p>Development Ongoing engagement.</p> <p>Challenges Ensure consistent, appropriate representation from all partners.</p> <p>Successes Achieve delivery of Regional Strategy by working together, thereby improving response for citizens.</p>	
<p>Ensure there are adequate support and housing services for women and children experiencing/ fleeing domestic abuse.</p>	<p>The Head of Strategic Commissioning for Carmarthenshire and Pembrokeshire County Councils chairs the Mid and West Wales Regional Commissioning Subgroup which is developing a regional service specification. Once specification is developed,</p>	<p>Yr 1</p>	<p>Copy of document</p>	<p>Chris Harrison Chris.harrison@pembrookeshire.gov.uk</p>		<p>Benefits Women and children in need receive quality, effective services.</p> <p>Aims Ensure all necessary support is provided to those that need it.</p> <p>Development Commissioning exercise to be undertaken once service specification complete.</p> <p>Challenges</p>	

	undertake joint commissioning exercise across Carmarthenshire and Pembrokeshire.	Yr 2	Successful commissioning of service			Process delayed by COVID-19 in 2020, future progress could continue to be affected. Successes Appropriate services put in place.	
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2. Engaging Men & Boys							
Appoint at least 4 White Ribbon Ambassadors from within all levels of your organisation. All White Ribbon Ambassadors are required to agree to the Code of Conduct and complete WRUK online training. Please provide their details on the attached sheet.	<p>This was achieved during our last period of accreditation to 2020. We have 8 Ambassadors and 4 Champions.</p> <p>We will continue to promote the opportunity to become an Ambassador and Champion to our staff and the public.</p> <p>All existing Ambassadors are in the process of signing up to the Code of Conduct as required.</p>	Ongoing	<p>Records kept by lead officer.</p> <p>CC CACampbell@car-marthenshire.gov.uk</p> <p>CD CaDaniels@carmarthenshire.gov.uk</p> <p>JW JMWilliams@car-marthenshire.gov.uk</p> <p>ND NDaniel@carmarthenshire.gov.uk</p> <p>GJ garethjones@car-marthenshire.gov.uk</p>	<p>Kate Harrop khharrop@carmarthenshire.gov.uk</p> <p>01267 224202</p>	2019	<p>Benefits Ambassadors can work to embed awareness of the issue and the campaign. Important role in challenging any inappropriate behaviour.</p> <p>Aims We will continue to promote the opportunity to become an Ambassador and Champion to our staff and the public.</p> <p>Development Identify further opportunities to encourage men to become Ambassadors.</p> <p>Challenges Ensuring effective and ongoing promotion of the White Ribbon message spread across the organisation when facing increased business pressures.</p> <p>Successes 8 Ambassadors in place but will be aiming to increase the numbers and ensure in place across all services.</p>	

			<p>JW JNWilliams@carthenshire.gov.uk</p> <p>HL HTLloyd@carthenshire.gov.uk</p> <p>ME MarkWEvans@carthenshire.gov.uk</p>			
Promote making the WRUK Promise (formerly signing the Pledge) and wearing the White Ribbon amongst staff and more widely (customers, community partners, businesses)	<p>Raise awareness of staff and public about the White Ribbon campaign and Promise and encourage engagement.</p> <p>To be considered further by Steering Group</p>	<p>Ongoing</p> <p>Yr 1</p>	<p>Record of promotional activity will be kept by the lead.</p>	<p>Kate Harrop khharrop@carthenshire.gov.uk</p> <p>01267 224202</p>	<p>Benefits Support the White Ribbon Campaign and message, increased knowledge of the issue.</p> <p>Aims Ensure all members of staff are aware of White Ribbon Promote a culture that is safe for all.</p> <p>Development Promotion of the White Ribbon message throughout the year rather than just during November and December.</p> <p>Challenges Promoting a consistent message across a large geographical area and ensuring all staff adhere and support the aims.</p> <p>Successes</p>	

						Increased promotional activity should result in more promises being made. To be monitored.	
What opportunities will you provide for WR Ambassadors and WR Champions to become well informed about their role and confident about what men and boys can do to challenge violence against women and girls?	The Steering Group and lead will support the Ambassadors and Champions in their role and help to raise awareness of the White Ribbon Campaign's communications, best practice and information relating to any relevant local initiatives.	Ongoing	Record of activity kept by lead	Kate Harrop khharrop@carmarthenshire.gov.uk 01267 224202		<p>Benefits The provision on information and increased knowledge will enable our Ambassadors and Champions to disseminate this awareness to colleagues and other contacts.</p> <p>Aims Have Ambassadors and Champions in place across the council's services.</p> <p>Development Ensure Ambassadors and Champions are well equipped to carry out their role in promoting the White Ribbon Campaign. Integrating this activity into core roles</p> <p>Challenges Capacity to deliver this role in addition to core role.</p> <p>Successes To be monitored</p>	
Demonstrate that educational programmes about domestic abuse and healthy relationships are specifically directed towards boys, within the	The Council has reviewed the Domestic Abuse toolkit resource for schools which is linked to PHSE. Will be embedded in schools through the provision of	Yr 1	Update on delivery of training	Rhona Evans RhoEvans@carmarthenshire.gov.uk		<p>Benefits Increased awareness among young people about healthy relationships.</p> <p>Aims Deliver a consistent and high-quality approach to healthy relationships within schools.</p> <p>Development</p>	

<p>PSHE curriculum in schools.</p>	<p>safeguarding training for teachers in primary and secondary schools. Will provide enhanced support for pupils, all education staff, governors and parents.</p> <p>The Spectrum Healthy Relationships programme is commissioned by Welsh Government and delivered in schools that request it, by Hafan Cymru. This programme offers specialist support for schools with 1:1 support for teachers and school staff on responses to reports of domestic abuse, help with referral to specialist</p>					<p>Review of existing programme.</p> <p>Challenges Work delayed this year by COVID-19, may impact on future delivery.</p> <p>Successes Implementation of recommendations following analysis of programme.</p>	
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	<p>domestic abuse services and group sessions to help children build resilience and wellbeing.</p> <p>The programme is to be reviewed as part of work outlined in delivery plan to meet Strategic Priority 2: Increase awareness of children and young people of the importance of safe, equal and healthy relationships and that abusive behaviour is always wrong. This review work is looking at what programmes are delivered, such as those by Spectrum and the Police Schools Liaison Officers, the support available and will</p>	Yr 1	Update on Delivery Plan				
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	<p>identify any gaps. It is being undertaken by the Council's Education Safeguarding lead, her counterparts from the other local authorities and Hafan Cymru.</p> <p>Once work completed, consider any findings and ensure effective, consistent delivery across all schools.</p>	Yr 2	Update to be provided.				
Identify and detail here, opportunities to engage with men and boys in the community.	<p>See reference to engagement with sports clubs below.</p> <p>Consideration to be given to opportunities by the Regional Communication and Engagement subgroup</p>	Yr 1	Notes of meetings	<p>Natalie Hancock</p> <p>nhancock@carmarthenshire.gov.uk</p>		<p>Benefits Wider opportunities considered to raise awareness.</p> <p>Aims Ensure all men and boys are aware of this issue.</p> <p>Development To be identified by the subgroup.</p> <p>Challenges Using range of methods to engage across a large county with rural areas.</p> <p>Successes</p>	

						To be monitored.	
3. Changing Culture							
How will you ensure that all staff do not behave in sexist, harassing or abusive behaviours? Consider the staff induction programme, ongoing training and internal communications.	Raise awareness of the accreditation once achieved, the campaign, reiterate staff policy and refer to such behaviour	Yr 1	Provide communications circulated to staff	Alison Wood AMWood@carmarthenshire.gov.uk		Benefits All staff to be aware of expected standards of behaviour and council commitment to providing a zero-tolerant approach to such behaviour.	
	Promote the 'Behavioural Standards in the Workplace' policy and encourage reporting of such behaviour	Yr 1	Review records of complaints of sexist, harassing or abusive behaviour.			Aims End any such abuse.	
	Training on the 'Behavioural Standards in the Workplace' policy is an essential learning requirement for managers but need to review if additional awareness/training required for all staff – HR business partners to liaise with	Yr 1	Additional training provided			Development Build on existing processes. Review current training Have Ambassadors and Champions in all services to challenge such behaviour.	
						Challenges Potential change in culture. Encouraging staff to report issues and not fear recrimination. Clear message to all staff across the council.	
						Successes To be recorded	

	<p>departments to consider what is needed. Consider how the Council's competency framework can be incorporated into the recruitment strategy for all posts to enable this to be embedded in all roles</p> <p>Publicise any behavioural issues in an anonymised manner to reiterate council approach to dealing with such behaviour</p> <p>Ambassadors and Champions to challenge any sexist, harassing or abusive behaviour</p>	Yr 2	<p>Copy of recruitment strategy</p> <p>Provide communications circulated to staff</p> <p>Provide examples</p>				
How can you demonstrate that your organisation has developed a	Zero tolerance approach referred to in Council Domestic		Provide wording on intranet.				

zero-tolerance approach to sexist, harassing or abusive behaviours from staff and service users.	Abuse and Sexual Violence policy and on Council intranet, under 'Behaviour and Standards – Domestic Abuse and Sexual Violence.' Include in raising of awareness to staff once accreditation achieved, as outlined in previous action.	Yr 1	Evidence of activity				
Develop clear systems for reporting, assessing, dealing with and reporting incidents of sexism, harassment, abuse, sexual assault or violence from staff and service users from a victim led perspective.	Covered under the council's 'Behavioural Standards in the Workplace' policy Process will be considered as part of the review of the Domestic Abuse and Sexual Violence policy Review records of complaints made and consider action to be taken	Ongoing	Provide information on review	Alison Wood AMWood@carmarthenshire.gov.uk		<p>Benefits Gives clear pathway to victims.</p> <p>Aims Ensure all staff aware of expected standards of behaviour and clear mechanisms exist for dealing with issues.</p> <p>Development Review existing processes.</p> <p>Challenges Empowering staff to report concerns and not to fear recrimination.</p> <p>Successes To be recorded.</p>	
How will you ensure that no	Vast majority of the Council's			Huw Parsons		Benefits	

<p>organisational promotional materials use abusive or sexist imagery.</p>	<p>promotional material is produced through its Media and Marketing Team. Some council services occasionally use external marketing services.</p> <p>Will ensure liaison with those services and put in place guidelines to ensure all services are aware of these requirements.</p> <p>Design team will continue to monitor such materials.</p>		<p>Feedback from discussions and confirmation that guidelines produced</p>	<p>HLParsons@carma.rthenshire.gov.uk</p>		<p>Clear messages that women are respected. Ensure no one put off reporting offences due to inappropriate imagery seen.</p> <p>Aims Ensure no discrimination takes place.</p> <p>Development Continue to monitor with the Media and Marketing Team.</p> <p>Challenges Ensuring all staff aware of this linked to zero tolerance approach.</p> <p>Successes To be monitored.</p>	
<p>We ask all LA's to work towards a zero-tolerance policy on Sexual Entertainment Venues.</p> <p>What is the organisation's</p>	<p>N/A - no such venues in the county</p>						

<p>policy on SEV's? Are there any SEV's in the area and if so how many?</p> <p>Please provide details</p>							
<p>Work towards commissioning perpetrator programmes</p> <p>Consider the RESPECT-accredited perpetrator programme.</p> <p>Please provide details.</p>	<p>Currently commissioning both a perpetrator programme, 'Choices' across the county and a Stalking perpetrator intervention pilot across the region.</p> <p>Choices is RESPECT accredited, the Stalking pilot, as a psychology-led service, meets relevant accreditation standards.</p> <p>Evaluate Stalking pilot</p> <p>Roll out Intervention Hub pilot, currently</p>	<p>Yr 1</p> <p>Yr 1</p>	<p>Updates from Perpetrator subgroup</p>	<p>Natalie Hancock</p> <p>nhancock@carmarthenshire.gov.uk</p>		<p>Benefits Focus on prevention and rehabilitation.</p> <p>Aims Reduce repeat offending and protect potential victims.</p> <p>Development Roll out of the Intervention Hub.</p> <p>Challenges Ongoing funding.</p> <p>Successes Both projects to be monitored.</p>	

	<p>being delivered in Powys, across Carmarthenshire, Ceredigion and Pembrokeshire.</p> <p>Strategic Board to identify sustainable funding solution for perpetrators programmes</p>	Yr 1					
<p>Demonstrate how your organisation manages the safety of its evening and night-time economy.</p> <p>Consider working towards achieving Purple Flag Status.</p>	<p>When capacity allows, due to licensing team prioritising COVID-related work, the team will build on the previous multi-agency safeguarding project training delivered, in partnership with the Police. This training has begun in our main towns and it is the intention to roll it out into rural areas over time. It will be delivered to key staff in local pubs and clubs and</p>	Yr 2	Evidence of training dates and numbers attending	<p>Emyr Jones EORJones@carmarthenshire.gov.uk</p>		<p>Benefits Support the White Ribbon Campaign and message, increased knowledge of the issue.</p> <p>Aims Ensure all members of staff in licensed premises are aware of White Ribbon Safe environment for all.</p> <p>Development Consideration to be given to online training if necessary.</p> <p>Challenges Promoting a consistent message across a large geographical area and ensuring all staff in licensed premises adhere and support the aims.</p>	

	<p>focuses on safeguarding issues relating to licensed premises. Participants then cascade the information to colleagues. The training will include raising awareness of the White Ribbon campaign and encourage licensed premises to get involved.</p> <p>This may include the development of online training.</p> <p>Further engagement to take place with licensed premises at key times during the year such as sporting events and Christmas/New Year.</p>						
Are staff at entertainment venues trained to recognise, handle	The training session with licensed premises includes content		Information on content to be provided once	Emyr Jones EORJones@carmarthenshire.gov.uk		Benefits Support the White Ribbon Campaign and message, increased knowledge of the issue.	

<p>and report incidences of abuse?</p> <p>Provide details here. This should include training on drink spiking and the use of substances to perpetrate abuse.</p>	<p>on how to recognise, handle and report incidents of abuse.</p> <p>Information on the 'Ask for Angela' initiative was sent to licensed premises. This is where women can ask for 'Angela' at the bar to indicate that they need assistance and the staff know how to help them. This will continue to be rolled out further.</p>	Yr 2	training recommences.			<p>Aims Ensure all members of staff in licensed premises are aware of how to recognise, handle and report domestic abuse incidents.</p> <p>Development Further roll out of information required.</p> <p>Challenges Promoting a consistent message across a large geographical area and ensuring all staff in licensed premises adhere and support the aims.</p>	
4. Raising Awareness							
Develop a comprehensive communications plan (for staff and service users) that identifies engaging with men and boys against violence	Regional Communications and Engagement subgroup in place. Sharing of communications from Welsh Government to raise awareness of VAWDASV and		Update from subgroup	Natalie Hancock nhancock@carmarthenshire.gov.uk		<p>Benefits Increase knowledge and understanding.</p> <p>Aims Ensure all aware of the campaign and issue. Give confidence to victims to report and for inappropriate behaviour to be challenged.</p>	

<p>against women and girls.</p>	<p>campaigns is undertaken by Regional Advisor, employed by the council.</p> <p>Communication and engagement resources being identified across all regional partners.</p> <p>A Regional Communication Strategy is being developed</p>	<p>Yr 1</p> <p>Yr 1/2</p>				<p>Development Identify opportunities to promote the message as widely as possible.</p> <p>Challenges Identifying the most appropriate ways to raise everyone’s awareness.</p> <p>Successes To be monitored including increase in communications and Ambassadors.</p>	
<p>Demonstrate how you will ensure people can get help, support and advice within your organisation.</p> <p>Information for staff and service users should be displayed in key public places. Please provide details.</p>	<p>Posters promoting the campaign and support available to be displayed across the organisation in workplaces</p> <p>Information to be made available on the council website</p> <p>Raise awareness of the accreditation once achieved, the campaign,</p>	<p>Yr 1</p> <p>Yr 1</p> <p>Yr 1</p>	<p>Copies of activity to be provided and update in annual report</p>	<p>Kate Harrop khharrop@carmarthenshire.gov.uk 01267 224202</p>		<p>Benefits Raising awareness of the campaign and support available from specialist services.</p> <p>Aims Provide victims with information they need and safeguard them and their families.</p> <p>Development Review current promotion to ensure appropriate approach.</p> <p>Challenges Ensure all material kept updated.</p> <p>Successes To be monitored.</p>	

	reiterate staff policy To be considered by Steering Group	Yr 1					
Where and how will you display the White Ribbon and WRUK logo? Consider a range of settings such as your website, signage and promotional materials.	Information to be made available on the council website Posters promoting the campaign and support available to be displayed When awarded, the White Ribbon Award and wall plaque will be displayed prominently Encourage Ambassadors and Champions to consider display logo on emails To be considered by Steering Group	Yr 1		Kate Harrop khharrop@carmarthenshire.gov.uk 01267 224202		<p>Benefits Raising awareness of the campaign.</p> <p>Aims Ensure all are aware of the White Ribbon campaign and the issue. Help eradicate domestic abuse.</p> <p>Development To be further considered.</p> <p>Challenges Ensuring promotion throughout the council.</p> <p>Successes To be monitored.</p>	
How will you encourage all	Continue to raise awareness as part of promoting	Yr 1		Kate Harrop khharrop@carmarthenshire.gov.uk		Benefits	

staff to wear a White Ribbon.	<p>the campaign and White Ribbon Day</p> <p>Leading by example - our Ambassadors and Champions will wear their White Ribbons during the campaign.</p> <p>To be considered by Steering Group</p>			01267 224202		<p>Shows clear support of the campaign and encourages people to ask what the ribbon is for if they do not know.</p> <p>Aims All staff show their support by wearing a white ribbon.</p> <p>Development To be further considered.</p> <p>Challenges Ongoing support every year.</p> <p>Successes To be monitored.</p>	
Consider where you will display White Ribbon awareness raising materials?	<p>As above, and also use of social media and press when promoting campaign</p> <p>To be considered further by Steering Group</p>	<p>Ongoing</p> <p>Yr 1</p>		<p>Kate Harrop khharrop@carmart-henshire.gov.uk</p> <p>01267 224202</p>		<p>Benefits Raising awareness of the campaign.</p> <p>Aims Ensure all are aware of the White Ribbon campaign and the issue. Help eradicate domestic abuse.</p> <p>Development To be further considered to enhance the work.</p> <p>Challenges Ensuring promotion throughout the council.</p> <p>Successes To be monitored.</p>	
How will you mark the	As outlined above	Ongoing		Kate Harrop		Benefits	

<p>following dates: November 25th: White Ribbon Day- The International Day to End Male Violence Against Women.</p> <p>November 25th – 10th December: The following 16 days of action.</p>	<p>Our partners – statutory and specialist service providers – share resources, information on activities including social media where partners tag others so that there is consistent messaging,</p> <p>To be considered by Steering Group</p>	<p>Yr 1</p>		<p>khharrop@carmarthenshire.gov.uk</p> <p>01267 224202</p>		<p>Promote the campaign to raise awareness. Partnership working to increase the reach of the messaging.</p> <p>Aims Improve knowledge and understanding of this issue to all and promote local services available. Encourage people to challenge inappropriate behaviour.</p> <p>Development To be further considered to enhance the work.</p> <p>Challenges Capacity to deliver activity. COVID-19 impact. Measuring impact of awareness raising work.</p> <p>Successes Involvement of Ambassadors and Champions. To be monitored</p>	
<p>How will you maximise opportunities to raise awareness for WR in your local community all year round?</p>	<p>Liaise with partner organisations to consider further opportunities for engagement</p> <p>To be considered further by Steering Group</p>	<p>Yr 1</p>		<p>Kate Harrop khharrop@carmarthenshire.gov.uk</p> <p>01267 224202</p>		<p>Benefits Raising awareness of the campaign and issue, including local service provision.</p> <p>Aims Ensure all are aware of the White Ribbon campaign and the issue.</p> <p>Help eradicate domestic abuse.</p>	

Please provide details					<p>Development To be further considered to enhance the work.</p> <p>Challenges Ensuring promotion throughout all local communities.</p> <p>Successes To be monitored.</p>	
Identify and forge links with local sports clubs to raise awareness, gain support and encourage Accreditation	<p>Engage and communicate with local sports clubs through a webinar, email send outs, social media and website</p> <p>Consider inclusion of White Ribbon as a topic for the new 'Thriving Clubs' programme</p> <p>Promote White Ribbon Day at leisure centres</p>	Ongoing	Officer feedback on level of engagement with clubs and promotion work undertaken	<p>Hilary Jones</p> <p>HGJones@carmarthenshire.gov.uk</p>	<p>Benefits Raising awareness of the campaign and issue, including local service provision.</p> <p>Engage early with young people and provide role models.</p> <p>Aims Ensure all are aware of the White Ribbon campaign and the issue. Reduce offending, violence against women.</p> <p>Development To be further considered to enhance the work.</p> <p>Challenges Getting engagement from clubs. Impact COVID-19.</p> <p>Successes To be monitored.</p>	
Identify and forge links with local music venues to	See pages 21-22 relating to engagement with			<p>Sharon Casey</p> <p>SECasey@carmarthenshire.gov.uk</p>	<p>Benefits Raising awareness of the campaign and issue, including local service provision.</p>	

<p>raise awareness of violence against women at music venues to gain visibility, support and encourage Accreditation</p>	<p>licensed premises. Once they reopen, theatres in Carmarthenshire to consider programming in an event with a VAWDASV theme, display information on local specialist services in foyer and encourage male staff and patrons to take the pledge.</p>	<p>Yr 1</p>				<p>Aims Safe environment provided.</p> <p>Development Increase in engagement.</p> <p>Challenges This covers a number of venues across the county, capacity will affect how many theatres can be involved.</p> <p>Successes To be monitored.</p>	
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