

ASLI

Israel White Ribbon Organization



פעילויות במאבק באלימות נגד נשים

What's wrong
in these
pictures?



Violence towards women is not just a women's issue
It is the responsibility of everyone – including men – to join the
effort to prevent it

What Is the White Ribbon Movement?

- The White Ribbon Movement began in Toronto, Canada in 1991, in the attempt to involve men in the effort to eliminate violence towards women. Today there are more than 100 organizations in 60 countries working to involve men in the effort to prevent violence towards women
- Networking between White Ribbon organizations is led by the Washington DC-based MenEngage Alliance, which promotes exchanging knowledge between organizations (MenEngage Alliance is not an official umbrella organization and ASLI has no official connection to it)
- White Ribbon organizations work in many ways, such as operating government-funded community programmes (Canada), supporting community events (UK), and using well-respected men to carry the message in the mainstream media as ambassadors (New Zealand)
- White Ribbon organizations also tackle local challenges; for example, some Africa-base organizations prioritize advancing protecting women's reproductive health rights to prevent AIDS and STDs, as part of preventing violence towards women
- ASLI – Israel White Ribbon Organization works in the spirit of the White Ribbon Movement, and while we are not legally connected to other White Ribbon organization, we make an effort to learn from their experience and their shared knowledge



What Is ASLI?

- ASLI was founded in 2013 and is the only men-led and men-oriented organization in Israel working to prevent violence towards women
- ASLI works under the axioms that:
 - Violence towards women is NOT just a women's issue
 - It is the responsibility of everyone raise their voice and work towards eliminating it
 - Men have an important role in the effort to prevent violence towards women and make public and private places safer for women
- Our works focuses on four arenas:
 - Public Arenas and the Media
 - Social Media & Digital Platforms
 - Field Work
 - Education and Public Speaking

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What We Do

Public Arenas and the Media : Raise Awareness and Make A Change

- ASLI works to raise awareness to the things men can do in order to prevent violence towards women and seek ways to involve men in the conversation how to prevent violence towards women
- We speak about this in the mainstream media, the Israeli Parliament, with government officials and municipalities
- We take part in professional and academic forums



Some Events We Took Part in the Past Year

- We were among several organizations invited in Aug. 2022 to [speak with PM Yair Lapid on what the Government can do](#) to prevent violence towards women
- [We spoke several times in Knesset committees](#) on the challenge of preventing violence towards women and met numerous MKs on the topic
- [We lead the Men's Actions team](#) in Red Lines - a large-scale collective impact effort led by Sheatufim intending to create an overarching plan to tackle intimate partner violence
- [We held our 4th Men's Congress](#) in collaboration with the Department for Gender Studies in Bar Ilan University, and organized several other events in relation to the [International Day for the Elimination of Violence Towards Women](#)
- Our work received coverage in the mainstream media, such as mentions of protests we had, and [including an in-depth interview with ASLI activists](#) in Haaretz newspaper

Social Media & Digital Platforms

- ASLI makes a point to address men – [and specifically youth and young men](#) – and call them to join the effort to eliminate violence towards women
- Through our social media accounts, we promote our core values and advertise [tools men can use to make their surroundings safer for women and girls](#)
- ASLI produces videos and campaigns on specific topics relating to the prevention of violence towards women, such as sexual violence and intimate partner violence
- ASLI maintains a successful Facebook page and Youtube channel; recently we launched also an Instagram and Twitter accounts.



- In February 2022 we launched a web series “Real Men Talk” the series had so far more than [125 thousand views](#) and our Youtube channel gained [800 subscribers](#); more videos will be rolled out in the following months
- ASLI’s Facebook page has got [15 thousand followers](#), and in 2021 [it reached 1.1 million people](#)

Field Work

- ASLI organizes Protests and demonstrations in public places
- We set up booths in fairs and in public events and distribute materials with ideas how men can join the effort to make their surroundings safer for women
- ASLI joins protests of partner organizations under the notion that men should be allies to women in the effort to eliminate violence towards women
- We stand with other organizations in support of victims of gender violence



In the Past Year

- ASLI activists organized several protests in public squares and sporting events to promote our core values and support victims of gender-based violence
- We joined walks against sexual violence organized by women-organizations in Tel Aviv, Jerusalem, Be'er Sheva and Kokhav Yair
- We set up booths in Tel Aviv, Be'er Sheva, Mazkeret Batya and other places

Education and Public Speaking

- ASLI workshop leaders and speakers come to schools, youth movements, universities, workplaces, professional conferences and community centers
- We meet students, teachers, parents and employees and speak with them about how everyone – specifically men – can make their surroundings safer for women and girls
- We've developed original in-depth workshops for youth, and our lectures are specifically fitted to our audience
- We have lectures both in person and online



In the Past Year

- We've had more meetings than ever before with various audiences all across Israel – [we met 1,500 people](#)
- We had [hundreds of 15-18 years-old boys participating in our workshops](#) - from Ramat David in the North to Be'er Sheva in the South
- We've developed a new special [workshop for teachers](#) to allow them to incorporate tools to prevent gender-based violence in the classroom
- In July we've launched a [pioneering coopertion with The Scout youth movement](#), in which we spoke with 300 soon-to-be scout leaders and gave them tools to make their groups safer



ASLI's New Strategy & Capacity-Building

ASLI's New Strategy

- From December 2021 to May 2022 ASLI has gone through an in-depth [strategic process](#) for led by an organizational consultant, intended to [deepen our impact](#) and [expand our activity](#)
- The process involved more than [40 ASLI members, activists, colleagues from partner organizations, and donor representatives](#)
- This process produced a [new strategy document](#), rearticulating the [goals and aims of the organization](#), and listing the ways we intend to achieve them
- Later ASLI board members and activists wrote together a [comprehensive workplan for the years 2022-2024](#) that describes how we intend to reach our goals and how we expect to grow
- [In order to carry out this plan we need your support...](#)

ASLI's Strategic Focus

Target Audience

- ASLI's target audience are men - specifically youth and young men. We speak mostly to those who don't necessarily consider themselves feminists or involved, but are opposed to violence towards women and willing to act to prevent it

Focus of Activity

- ASLI believes speaking with youth and young men is of utmost importance and that we must convey to them our core messages; they and are key players in making public and private places safer for women. We will prioritize work to increase impact on them and make them agents of the change we want to see
- ASLI's work will focus on various media arenas – mainstream, social and digital platforms
- ASLI will promote field work and will be present on the streets, campuses and high-capacity events
- ASLI will develop its work in education and public speaking, with the intention to reach diverse communities from all parts Israel

ASLI's Strategic Capacity-Building

- ASLI will work to [develop organizational capacities](#) that will allow greater impact on men, specifically youth and young men
- At first, [ASLI will recruit resources for capacity-building](#) – adding professional team members, strengthen networking, submitting project proposals and focus on capacity-building workplans
- In July 2022 we began recruiting new workshop leaders and public speakers, and [expect to have by October 7 qualified workshop leaders](#), which will allow us to meet with many more students, teachers and parents. It is worth mentioning these meeting produce a small income for the organization
- In October 2022 we expect to add to our team a part-time [Media Coordinator in order to expand and improve our media work across all platforms](#)
- In late 2022 we intend to add to our team a [Field-Work Coordinator](#), and in early 2023 a [Public Speaking and Workshop Coordinator](#)



In Conclusion

- Violence towards women is NOT just a women's issue
- It is the responsibility of everyone to raise their voice and work towards eliminating it
- Men have an important role in the effort to prevent violence towards women and making public and private places safer for women
- ASLI is the only men-led and men-oriented organization in Israel working to prevent violence towards women
- ASLI's work focuses in:
 - Public Arenas and the Media
 - Social Media & Digital Platforms
 - Field Work
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