

ASLI
Israel White Ribbon
Organization

אסל"י

ארגון 'סרט לבן'

ישראל



גברים אומרים לא לאלימות כלפי נשים

In Israel today there is a fundamental social quality missing:
Solidarity and Arvut Hadadit.

ASLI promotes solidarity of men with
women as part of the social effort to
prevent violence towards women

Violence towards women is NOT just a women's issue

Men have a central role in the effort to prevent it and make their surroundings safer for women and girls.

Most men will say they oppose violence towards women, but only few know how they can help preventing it.

Even less men are effectively involved in the effort to do this.



ASLI - Israel White Ribbon Organization works to engage men to take part in the effort to eliminate violence towards women in all its forms in public and private spheres.

Our activity is focused on spreading our message on digital platforms and on the media, in public arenas and field work. We also hold educational activities with youth, teachers and parents.

ASLI is part of the White Ribbon movement, which began in Toronto, Canada in 1991. Today there are about 100 organizations working for this cause in 60 countries.

ASLI is the only men-led and men-oriented organization in Israel working to prevent violence towards women



What We Do

Public Arenas and Mainstream Media



ASLI works to raise awareness to the things men can do in the effort to prevent violence towards women. We speak about this in the mainstream media, the Israeli Parliament, with government officials and municipalities. We also take part in professional and academic forums.



Some of What We Did in the Past Year

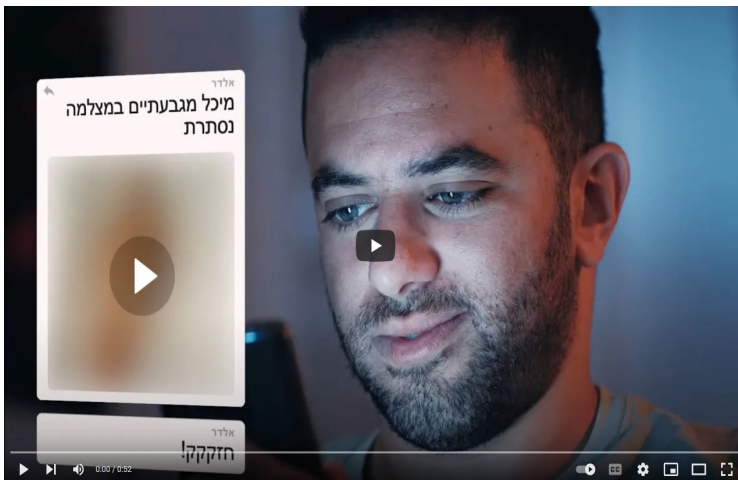
- We appeared in the mainstream media several times on [popular TV shows](#), and had [an in-depth interview with ASLI activists](#) in Haaretz newspaper
- We were among several organizations invited to speak with [PM Yair Lapid on what the Government can do](#) to prevent violence towards women
- [We spoke in Knesset committees](#) on the challenge of engaging men in the effort to prevent violence towards women
- [We led the Men's Action Team](#) in Red Lines - a large-scale collective impact effort led by Sheatufim intending to create a national plan to eliminate intimate partner violence
- We led and took part in several events [on academic campuses to note the International Day for the Elimination of Violence Towards Women](#)

Social Media & Digital Platforms

ASLI makes a point to engage young men and youth to join the effort to prevent violence towards women. Through our social media accounts and information portal on our website, we promote our core values and advertise **tools men can use to make their surroundings safer for women and girls**. ASLI produces videos and content on various topics relating to the prevention of violence towards women.

Some of What We Did in the Past Year

- We launched the **short web series “Real Men Talk”**. The series was received favorably and is still used by teachers to speak about gender and sexual violence prevention.
- The series and later videos gained **more than 250 thousand views on YouTube alone**.
- ASLI’s Facebook page has **15 thousand followers**, and reached **reached 1.1 million people** in the past year.



Field Work

ASLI organizes Protests and demonstrations in public places, sets up booths in fairs and in public events, and distribute materials on academic campuses. We also join protests of partner organizations as allies of women and stand in support of victims of sexual violence.



Education & Public Speaking

ASLI workshop leaders appear in schools, youth movements, universities, workplaces, professional conferences and community centers. We talk about how men can make their surroundings safer for women and girls and make their surroundings equality- promoting.

Some of What We Did in the Past Year

- We met with 2,000 youth, young men and teachers for in-depth workshops, from Ramat David in northern Israel to Eshel Hanasi in the Negev
- We launched a new partnership with the Israeli Scouts youth movement, where we met hundreds of future youth leaders and spoke with them about creating a safe atmosphere for girls and women
- We launched a new partnership with No2Violence, a women's NGO, in which we hold parallel workshops for boys, girls and teachers on preventing violence towards women and girls



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