

Introductory Presentation

ASLI - Israel White Ribbon Organization

Engaging Men in The Effort
to Eliminate Violence
Towards Women



February 2025



ASLI - Israel White Ribbon Organization works to engage men with the effort to eliminate violence towards women

We believe that violence towards women is NOT just a women's issue, and that men have a central role in the effort to prevent it and make their surroundings safer for women and girls.

Research and surveys show that **most men say they oppose violence towards women**, but **only a few take an active part in preventing it**. **We work to educate and engage more men to participate in this effort.**



Our activity is focused on spreading our message on digital platforms and on the mainstream media, in communities and through field work. We also lead educational activities for youth, teachers and parents.

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

Short- & Medium-Term Aims



- We work to **normalize and mainstream** messages of beneficial masculinity and **provide basic know-how for men and youth** on how to make their surroundings safer for women.
- We strive to create a public atmosphere in which **men feel they have a role in eliminating violence towards women**.
- We work to **expand and enrich available information** on men's role in the effort to eliminate violence towards women.

Long-Term Aim



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

In order to change long-standing social norms we need to see more men-led and men-oriented organizations in various arenas and activities.

Therefore, ASLI is working to do its part in creating an ecosystem of organizations and initiatives that engage men in the effort to prevent violence towards women.

OUR PARTNERS





ASLI - Israel White Ribbon Organization is a registered Amutah 580619799 in Good Standing (Nihul Takin) and recognized as Mossad Tziburi.

Donations in Israel are recognized for tax purposes.

Donations from US, Canada, UK & Australia can be made through Donor Advised platforms.

[ASLI on Guidestar](#) (Hebrew)

WHAT WE DO

Digital Contents & Information

Public Campaigns

Community

Education

Digital Contents & Information

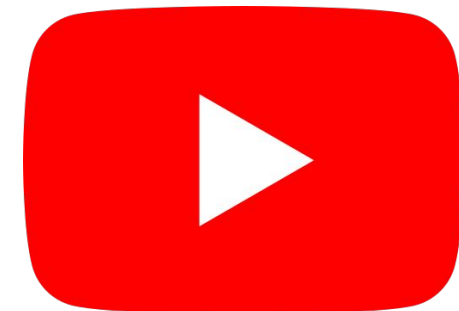


ASLI continuously produces digital contents on various topics relating to the effort to eliminate violence towards women and beneficial masculinity.

All materials are free and available for public use on our website and digital platforms.



WEBSITE



Digital Contents & Information

AutoCorrect Knows

What's Up A video from November 2022 about leadership in preventing dissemination of offensive sexual contents online.



SPECIAL WARTIME EFFORT March 2024 Parental Guidance & Toolkit for Mediating Violent Videos to Children and Youth

REAL MEN TALK

A Web Series from February 2022 about masculinity and young relationships.



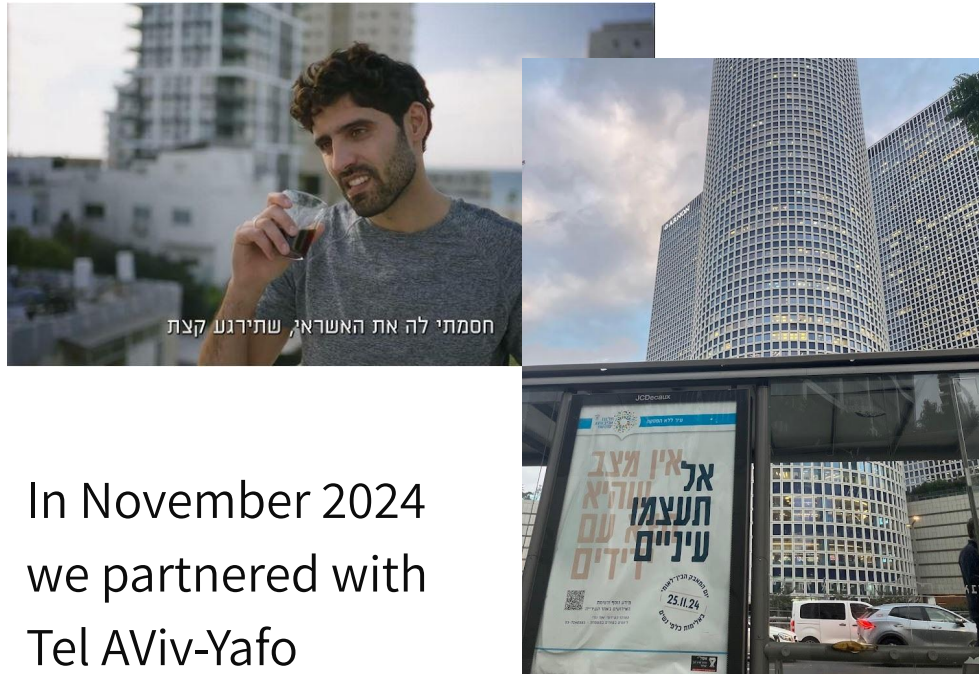
Public Campaigns



ASLI creates public campaigns with the intention to normalize the message that men have a role in preventing violence towards women. These campaigns are a pioneering effort to include men in the conversation on this topic, and they aim to educate men on identifying violence towards women and learn how to help preventing it.

Past campaigns were created in partnership with government agencies, municipalities, NGOs and corporations.

Public Campaigns



In November 2024 we partnered with Tel Aviv-Yafo Municipality for a campaign that engaged men not to overlook when they suspect intimate-partner violence near them. The campaign saw city-wide billboards and three videos that were viewed by millions.

SAW? HEARD? SPEAK! Tips for Men Who Want to prevent Violence Towards Women
ASLI's campaign for November 2023.



Community



ASLI is working with municipalities, community centers, NGOs and other partners to meet with communities for programs especially made for men and youth, aiming to make them allies in the effort to eliminate violence towards women in the community.

All our work with communities is intended to be easily replicable and we hope to inspire men to start their own independent initiatives on the issue of gender-based violence prevention in their own communities.

Community

Male Leadership in the Community is a community cohesion program intended to engage men in preventing violence towards women and make the community safer for women and girls. With local partners, we locate men of good standing in the community, train them to identify gender-based violence, educate them on how they can help prevent it, and support their effort to engage other men to do the same. This program was launched in November 2024 in 3 communities in Tel Aviv and Jaffa, and we expect to work with 12 more communities nationwide by the end of 2025.



SPECIAL WARTIME EFFORT Two days after the October 7th Attacks ASLI began holding online and in-person listening circles for men who felt stress due to the war, among them many IDF reservists. We met with thousands of men, and hope these circles helped to relieve pain, alleviate fears and send home calmer and more resilient men.



Education



ASLI is working in various ways to impart knowledge on how men and youth can help prevent violence towards women. Every year our workshop leaders meet with thousands of adolescent boys in schools and youth movements. We also speak in universities, workplaces and community centers, and give handy tools for engaging men and youth in preventing gender-based violence to teachers, parents and welfare professionals.

All the digital content ASLI produces is either written by our education coordinator or approved by him and the other education professionals on our Board.

Education



As part of a special partnership with No2Violence, we meet every year thousands of high school students from all across Israel. Our joint workshop is recognized by the Ministry of Education and is a pioneering effort in offering a holistic approach to beneficial masculinity and healthy relationships, with boys, girls and teachers participating.



As part of our partnership with the Tel Aviv-Yafo municipality, we wrote a special class plan that was delivered to 20 thousand high school students in Tel Aviv and Jaffa in November 2024. This class plan and others are available for public use on our website.

Public Arenas and Mainstream Media

In order to raise awareness to our work and message, we reach out to the mainstream media; in the past year we appeared on national TV and radio and published op-eds. We also speak in public arenas, such as professional conferences, Knesset Committees and municipalities.



In addition, we join forces with sister-organizations and march to support victims of sexual violence and protest policies that harm gender-equality.



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