



ASLI - Israel White Ribbon Organization

Introductory Presentation
October 2024



ASLI - Israel White Ribbon Organization works to engage men with the effort to eliminate violence towards women in all its forms.

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.

According to research and surveys, 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 take part in this effort.



Our activity is focused on spreading our message on digital platforms and on mainstream media, in public arenas and through field work. We also lead 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 100 organizations working for this cause in 60 countries.

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

Impact: Short & Medium Term



- 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 do our part in creating a public atmosphere in which **men feel they have a role in eliminating violence towards women**, and understand they have the power to **make the public sphere safer for women and girls**.
- We work to **expand and enrich available information sets** on men's role in the effort to eliminate violence towards women. All the content we produce and the information we gather is **accessible for the public for free use**, and is created for men, parents, teachers, social workers and welfare professionals.

Impact: Long Term



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 types of activity.

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.

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 abroad can be made through Donor Advised platforms.

[ASLI Website](#)

[Facebook](#)

[Instagram](#)

[YouTube](#)

[ASLI on Guidestar](#) (Hebrew)

התגרות הגברים הרביעי

לרגל יום המאבק הבינלאומי
באלימות נגד נשים

יום רביעי, כ' בכסלו, 24.11.21
אולם ווייספלד, בנין 303 (פלדמן)
אוניברסיטת בר-אילן

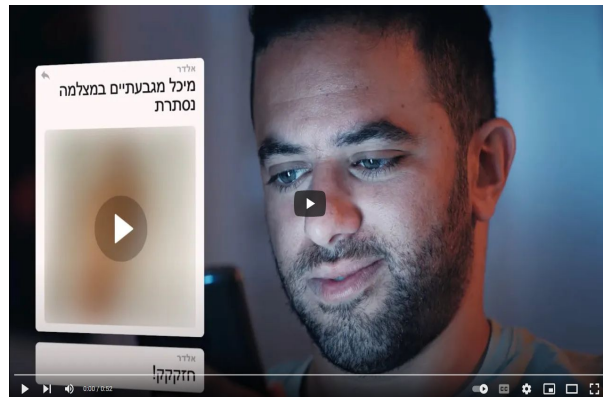


What We Do

Social Media & Digital Platforms



ASLI makes a point to engage young men and youth in 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 Notable Work

- We produced the **short web series "Real Men Talk"**. The series was received favorably and is used by teachers to speak about gender and sexual violence prevention.
- **Dozens of cinemas throughout Israel played our "DM Video"** as part of the coming attractions

Public Arenas and Mainstream Media



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



Some Notable Work

- We met with [PM Yair Lapid](#) and [spoke in Knesset committees](#) on the challenge of engaging men in this effort and how to overcome it.
- [We led the Men's Action Team](#) in Red Lines - a large-scale collective impact effort intending to create a national plan to eliminate intimate partner violence.
- We petitioned [mayors and mayoral candidates](#) to include men in the effort to eliminate violence towards women in their city.

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 workplaces equality- promoting.

Some Notable Work

- Every Year we meet with 3,000 youth, young men, parents and teachers for in-depth workshops and lectures, from Ramat David in northern Israel to Eshel Hanasi in the Negev
- All materials are written or reviewed by our in-house education professionals, and are available for free public use.



Field & Community Work



In 2024 we launched [ASLI Ambassadors Programme in the Community](#), in which we recruit notable men from local communities and train them to promote the message that men need to take part in preventing violence towards women in their community. We supply them with tools and know-how to engage other men in the community to act for this cause.



[ASLI](#) also organizes protests and demonstrations in public places, sets up booths in fairs and in open-air 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.



October 7th Response & Wartime Effort

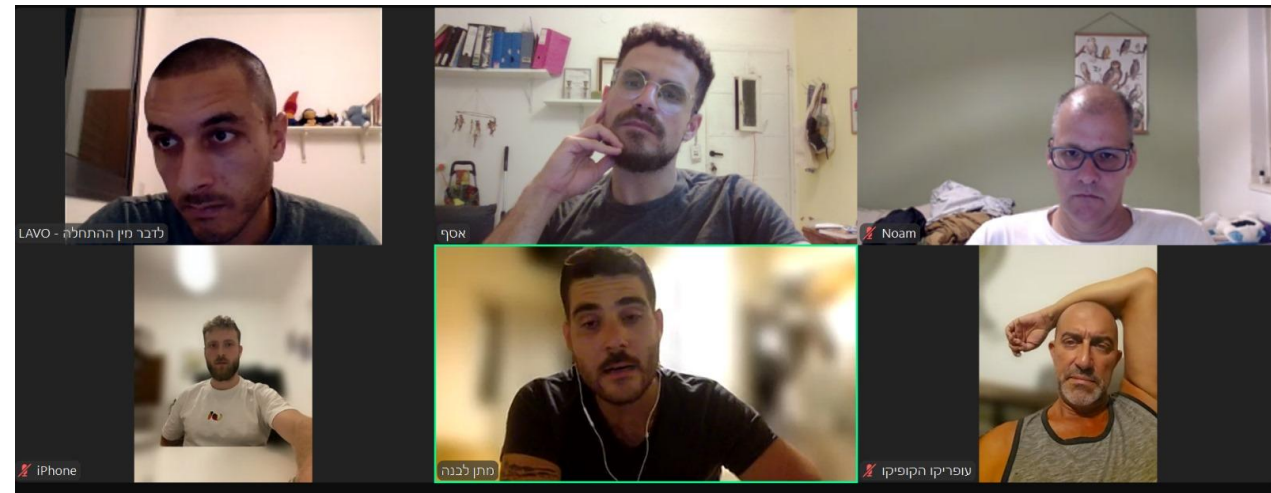


In response to the October 7th attacks and the war ASLI launched two special projects:

a) **MENs TALKS** is a first-aid non-formal safe space for men to alleviate fears and stress. We've met with more than a thousand men in-person and on ZOOM.



b) **Mediating Oct. 7 Videos to Children & Youth** is a parental guidance lecture and toolkit for parents who wish to responsibly mediate violent videos their children came across.





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