



MFRS COMMUNICATIONS PLAN:

Preventing Violence Against Women
and Girls



<https://www.whiteribbon.org.uk/about-us>



About The White Ribbon

The White Ribbon is the globally recognised symbol to end men's violence against women and girls. Since the inception of the White Ribbon movement 34 years ago in Canada, the White Ribbon has become an important symbol in the fight to end gender-based violence.

Allyship is a central message of the White Ribbon; it represents men taking responsibility to challenge this issue and being allies, every day, to stop violence against women and girls before it starts.

Communications Approach to Ending Violence Against Women and Girls

Our work is preventative.

As a trusted and visible emergency service, Merseyside Fire and Rescue Service (MFRS) is uniquely placed to influence our communities and workplace culture before harmful behaviours and attitudes take root. Our communications and engagement will focus on primary prevention, aiming to stop violence and abuse against women and girls before it starts. We will do this by promoting respect, challenging harmful gender stereotypes, and supporting education and early intervention.

Our work is inclusive and intersectional.

We recognise that not all men are violent, but every man has a part to play in ending violence against women and girls. We will help our staff, especially men and boys, understand how gender norms and behaviours can impact others. We'll encourage them to speak out against inappropriate language and actions, and to become active allies. Through campaigns, training and community engagement, we aim to build a culture that is respectful, safe and inclusive for everyone who works with us and everyone we serve.

Our work is collaborative and focused on positive culture change.

MFRS recognises that experiences of abuse and discrimination are shaped by a range of factors, including race, disability, sexuality, class, age, and religion. Our messaging and internal culture will centre the diverse experiences of women and girls and will support all staff to become better allies through awareness of how gender-based violence intersects with wider inequalities. Our campaigns and partnerships will reflect the diversity of the communities we serve, and the workforce we are proud to be part of.

Overview

OBJECTIVES

- Promote a clear message that MFRS does not tolerate violence, abuse or discrimination in any form.
- Build internal awareness and understanding of gender-based violence and how staff can be active allies.
- Support and complement external engagement efforts with young people and community partners.
- Demonstrate organisational commitment by aligning with White Ribbon UK and working collaboratively with key partners.



Purpose

To raise awareness, build allyship, and foster a culture of respect across Merseyside Fire and Rescue Service and the communities we serve, in support of ending violence against women and girls. This plan outlines how MFRS will communicate, engage and take action to support this aim both internally and externally.

Key Messages

- Prevention is everyone's responsibility. We are taking a stand to stop violence before it starts.
- Allyship matters. Every member of our team, especially men, has a role in challenging harmful attitudes and behaviours.
- We're committed to change. MFRS is working with staff, partners and communities to build a culture of safety and respect.



White Ribbon Day 2025:

We Speak Up

Letting sexism slide puts women and girls at risk. Sexist jokes, catcalling, staring, or comments might seem harmless, but they are serious and can lead to violence and abuse.

For White Ribbon Day 2025, we are encouraging you to speak up and create a world where women and girls are safe, equal, and respected.

White Ribbon Day resources will be available to download this summer. Keep a look out on the website and in the Resource Hubs!

Content Calendar

Creative Strategy & 15 Days of Action
Content Planning Guide



<https://www.whiteribbon.org.uk/about-us>

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JULY 2025



CONTENT TYPES

- Voices For Change
- Voices For Change
- Voices For Change

PLATFORM

- Instagram
- Facebook
- LinkedIn

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14 Day of Memory for victims of so- called Honour- Based Abuse	15	16	17	18	19
20	21	22	23	24 White Ribbon UK Launches 'Voices for Change' Series	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	

• Monthly Content Calendar

AUGUST 2025



CONTENT TYPES

PLATFORM

Instagram

Facebook

LinkedIn

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• Monthly Content Calendar

SEPTEMBER 2025



CONTENT TYPES

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World Suicide
Prevention Day

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• Monthly Content Calendar

OCTOBER 2025



CONTENT TYPES

Domestic Abuse Awareness Month
Black History Month

PLATFORM

Instagram

Facebook

LinkedIn

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World Mental
Health Day

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International Happiness at Work Week

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Recap

• Monthly Content Calendar

NOVEMBER 2025



CONTENT TYPES

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International Mens
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16 Days of Activism
Against Gender-
Based Violence

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• Monthly Content Calendar

DECEMBER 2025



CONTENT TYPES

PLATFORM

Instagram

Facebook

LinkedIn

SUN	MON	TUE	WED	THU	FRI	SAT
30	1 ←	2	3	4	5	6 White Ribbon Day →
7 ←	8	9	10 16 Days of Activism Against Gender- Based Violence ENDS →	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8		



Channels & Tactics

Tatic	Description	Audience	Timeline
Internal Training	Deliver gender-based violence and healthy masculinity training, supported by the Paul Lavelle Foundation.	Internal Staff	Rolling programme
Talks to King’s Trust & Beacon	Deliver youth-focused talks on respect, healthy relationships, and bystander behaviour.	Young People	Termly
White Ribbon Campaign & Staff Pledges	Promote the White Ribbon pledge and campaign across all stations and offices, including visual displays and comms.	Internal	November & ongoing
MFRS Football Team Collaboration	Engage players in promoting allyship messages and campaign branding via games, photos, and social media.	Staff & wider public	Ongoing
Partnership with SWACA	Work with Sefton Women’s and Children’s Aid to inform survivor-centred messages and provide support resources.	Internal & community	Ongoing
Allyship Campaign	Highlight positive male role models within MFRS. Share practical actions for being an ally.	Internal	Quarterly features
Partnership with Merseyside PCC	Collaborate on joint campaigns, community engagement and messaging consistency across services.	Internal & external	Ongoing
Internal Comms	Use intranet, newsletters, team briefings and digital displays to reinforce messages.	Internal	Ongoing
Social Media & Community Comms	Use campaign days (e.g. White Ribbon Day, 16 Days of Action) and shared partner messaging on social media and community channels.	External	Annually and as needed

Summary of Key Partners and Their Roles



Paul Lavelle Foundation

- Providing internal training to staff focused on male allyship, healthy masculinity, and domestic abuse prevention. Their expertise helps foster a more informed and proactive workforce.

SWACA (Sefton Women's and Children's Aid)

- Bringing survivor-informed insight and specialist knowledge of domestic abuse to ensure our messaging is accurate, sensitive, and supportive for those affected.

Merseyside Police and Crime Commissioner (PCC)

- Strategic partner supporting regional efforts to prevent violence against women and girls. Collaboration ensures alignment with broader campaigns and access to shared resources and events.

White Ribbon UK

- Supplying a trusted campaign framework, training resources, and national recognition to strengthen MFRS's stance on male allyship and VAWG prevention.

King's Trust & Beacon

- Offering key opportunities to engage young people in early intervention work, promoting respect, equality, and healthy relationships through tailored sessions and discussions.

MFRS Football Team

- Acting as visible male role models and helping to share campaign messages within the service and the wider community through sport and outreach

MFRS Equality, Diversity & Inclusion (EDI) Team

- Ensuring all actions and communications reflect MFRS's values and are inclusive, equitable, and embedded into the wider organisational culture.



Evaluation

We will measure the success and impact of this work by:

- Number of staff trained (via the Paul Lavelle Foundation) and feedback collected
- White Ribbon pledges and participation rates
- Engagement levels at youth talks and football-related outreach
- Website, newsletter, and social media engagement metrics
- Partner feedback from SWACA, Merseyside PCC and others
- Internal staff surveys on confidence in being active bystanders and allies