DAY15·WEDNESDAY, DECEMBER 9, 2026

15 MEN AND BOYS HAVE A ROLE IN PREVENTION.

Preventing violence involves the attitudes and behaviours we accept in every day life. Men and boys can contribute by practicing respect, questioning harmful expectations and holding themselves and their peers accountable.

UNDERSTANDING THE TOPIC

Prevention means stopping violence before it starts. Everyday attitudes—degrading jokes, pressure to prove masculinity, a sense of entitlement to someone's time, body or obedience—help create a culture where abuse is excused.

Peers carry weight. A word from a friend, teammate or coworker can shift what a group treats as acceptable. Accountability means owning harm without excuses and changing behaviour.

None of this is about earning credit. Respect is the baseline; the goal is to make it the expected standard.

WHAT THIS LOOKS LIKE

- Respect boundaries. Hear "no" as a complete answer.
- Challenge sexist jokes. Silence can sound like agreement.
- Reject pressure and entitlement. No one owes you attention, sex or obedience.
- Take responsibility when you cause harm. Listen, don't minimize, and change.

ONE PRACTICAL ACTION

DECIDE NOW WHAT YOU'LL SAY.

Pick one place you're likely to hear degrading comments—a group chat, team or workplace—and plan your response: "Not cool. Let's not talk about her like that." Then use it.

KEY TAKEAWAY — **Make respect visible—especially among your peers.**

LEARN MORE

White Ribbon
whiteribbon.ca

NEED SUPPORT?

You don't have to work out next steps alone.
Women's Habitat 24-hour crisis line: 416-252-5829
Assaulted Women's Helpline (24/7): 1-866-863-0511 · #SAFE (#7233) on a Bell, Rogers, Fido or Telus mobile
In immediate danger, call 911.