

City to Go Orange and help to end gender-based violence

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Residents, businesses and organisations across the City of Wolverhampton are being encouraged to "Go Orange" and support an international campaign to end gender-based violence.

The annual United Nations' Orange the World campaign takes place over 16 days between 25 November, the International Day for the Elimination of Violence against Women and Girls, and 10 December, UN Human Rights Day.

Organisations across the City, from small community groups and charities to schools and large public sector bodies including the City of Wolverhampton Council and West Midlands Police, are being asked to "Orange Wolverhampton".

In doing so, they will not only raise awareness of gender-based violence – violence primarily committed against women and girls, including domestic abuse, female genital mutilation, forced marriage, so-called 'honour-based' violence and sexual violence – but also the help and support that is available to victims in the City of Wolverhampton.

Councillor Paul Sweet, the City of Wolverhampton Council Cabinet Member for Public Health and Wellbeing, said: "Gender-based violence in any of its forms is illegal and totally abhorrent, and we are committed to working with our partners to identify and support anyone who is the victim of it.

"We are delighted to once again be supporting the United Nations 'Orange the World' campaign and turning the City of Wolverhampton 'orange' is an important part of our work to raise awareness of the issues and to make sure people know how to get the help and support they need.

"It is important to stress that the title of violence against women and girls recognises the gendered nature of these issues, in that the majority of victims are female. However, the campaign seeks to end all interpersonal violence affecting women, men, girls and boys.

"There are so many ways organisations and individuals can get involved and we're hoping people will come together to 'orange' the City of Wolverhampton in support of the campaign."

Organisations and individuals are invited to respond to the challenge, 'what will you do to Orange Wolverhampton?'

As well as using tried and tested ways to Orange Wolverhampton during the 16 days of action – including turning websites and social media channels orange, changing the colour of corporate logos, sharing key messages about the campaign with staff, customers and service users, lighting buildings orange, flying orange flags and more – organisers would like to see groups and organisations being really inventive about what they can do using the colour orange to raise awareness and more.

So whether you are a motorcycle or cycle club that could hold an orange ride and gather for an orange photo, a business with orange branding or a sports team that could play an all-orange match, please sign up your organisation and share your plans at www.surveymonkey.co.uk/r/orangewolverhampton2017.

Individuals can also show their support by wearing orange clothing on “Go Orange” day – Monday 27 November – as well as sporting orange ribbons throughout the 16-day campaign.

People backing the campaign are encouraged to show their support on social media using the hashtag #orangewolves and by tagging @wvsafeguarding in the conversation. Alternatively, please share photos with the Safeguarding Boards via Facebook at www.facebook.com/wolverhampton-safeguarding.

Councillor Sweet added: "Through close partnership working we have made significant progress in addressing gender-based violence, developing more effective ways of working together and implementing a Multi-Agency Safeguarding Hub which is further improving the way agencies respond to safeguarding concerns.

"The Go Orange campaign is a great way for everyone to show we are committed to ending violence against women, men, girls and boys and highlighting where people can turn to if they are affected by the issue in any way.

"Last year, many people asked if they could make a donation to local support services, and I am pleased to say that we will be setting up a JustGiving page this time."

Anyone worried about or suffering from any form of domestic violence, female genital mutilation, forced marriage, honour-based violence, or sexual violence should call the relevant helpline:

- The Haven Wolverhampton 24-hour Helpline for women and men on 08000 194400
- National Domestic Violence helpline for women on 0808 2000 247
- National Domestic Violence helpline for men on 0808 8010327
- Wolverhampton Adults Social Care team on 01902 551199
- Wolverhampton Children's Social Care on 01902 555392
- NSPCC FGM Helpline on 0800 028 3550
- Karma Nirvana helpline for victims of so-called honour-based violence and forced marriage 0800 5999 247.

In an emergency, always call police on 999.

To find out more about the Orange Wolverhampton campaign, please visit www.wolverhampton safeguarding.org.uk, which also provides a wealth of information and advice about safeguarding issues. To register your involvement, please visit www.surveymonkey.co.uk/r/orangewolverhampton2017.

ENDS

Notes to editors:

1/ A photograph accompanies this release. The caption is as follows:

Representatives from West Midlands Police supporting the Orange Wolverhampton campaign to end gender-based violence last year.

2/ The key messages of the campaign are:

- Wolverhampton doesn't tolerate violence against others
- Organisations work very closely together to reduce the prevalence of these forms of violence and to support all those affected by them, including children
- There is help and support available to anyone affected by these issues
- Visit www.wolverhampton safeguarding.org.uk for help and support.

3/ For more information or to arrange an interview, please contact Paul Brown, Communications Advisor, on 01902 555497 or email paul.brown@wolverhampton.gov.uk.

- **Issued by the City of Wolverhampton Council's Corporate Communications Team.**
- **For more information, please call 01902 555439.**
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