



University of  
**CUMBRIA**

# **WE SPEAK UP THIS WHITE RIBBON DAY**

**A MESSAGE FROM JONATHAN EATON,  
PRO VICE CHANCELLOR (LEARNING & TEACHING)**



**At the University of Cumbria, we're proud to speak up for women and girls this White Ribbon Day. We believe everyone has the right to feel safe, respected and equal at work, at home, and in public spaces.**

As a White Ribbon Accredited organisation, the University of Cumbria has made a clear commitment to taking action to prevent harassment, abuse and violence against women and girls. We know that this work starts inside our own organisation, in our conversations, our culture and in how we lead. We're encouraging everyone at the University of Cumbria to speak up, and to support others in our community who speak up too.

Because even the smallest action can make a big difference. Every time we ignore something that doesn't feel right, we miss a chance to set a better example.



# WHAT DOES WE SPEAK UP MEAN?

We Speak Up is a call to action, especially for men, to use their voices when they spot something that is not right. It's about challenging things such as sexist 'jokes', 'banter', and comments that cross the line. Letting sexism slide puts women and girls at risk, both in and out of the workplace.

This White Ribbon Day, we want more men to use their voices and speak up to create a world where everyone is safe, equal and respected.



# WHAT WE'RE DOING AT THE UNIVERSITY OF CUMBRIA

As a testament to our commitment, we've recently re-accredited with White Ribbon through to 2028. We are currently developing our new Action Plan and want to engage more voices from across the university community in this urgent work.

In particular, we need to increase male representation from across our staff community on our University White Ribbon Steering Group and as White Ribbon Ambassadors.



This is your opportunity to take positive action and work with colleagues and our Students' Union to influence and drive change both inside and outside of the university.

At the University of Cumbria, this is not a one-off campaign. It is part of the culture we are building where people feel safe, supported and heard.

**Jonathan Eaton**  
**Pro Vice Chancellor**  
**(Learning & Teaching)**



# JOIN THE MOVEMENT

We're proud to stand with White Ribbon UK and with organisations across England and Wales who are making a difference by speaking up.

Useful links:

**[whiteribbon.org.uk/wespeakup](http://whiteribbon.org.uk/wespeakup)**

**[cumbria.ac.uk/about/equality-diversity-and-inclusion/white-ribbon/](http://cumbria.ac.uk/about/equality-diversity-and-inclusion/white-ribbon/)**