

# WHAT DOES IT TAKE TO BE A PURPLE TIE ALLY?

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CAMPAIGN TOOLKIT



**EMBRAVE**

AGENCY TO END VIOLENCE

## DISCUSSION QUESTIONS

Use these discussion questions as a guide to encourage reflection, learning, and active dialogue about preventing gender-based violence through allyship.

Visit [embrace.ca](http://embrace.ca) to view the **What Does it Take to be a Purple Tie Ally?** Campaign video series.

### Discussion Questions

#### Reflections

- Did you know that Indigenous women and gender-diverse people experience more violence due to colonialization?
- Has anyone ever disclosed their experiences of violence to you? What was your response?

#### Discussion Questions

- Are you aware of the MMIW Calls to Justice- Reclaiming Power and Place: the Final Report of the National Inquiry into Missing and Murdered Indigenous Women?
- Ellyn Jade says, "the worst thing you can do is not know." Think about something that has come up in the media in regards to the impacts of colonization that you did not know.
- What message does society reinforce about what is deemed to be "manly?" How are these messages harmful?
- How do you demonstrate allyship through listening ?

Ellyn Jade

### Video Link

#### Ally: Ellyn Jade

<https://youtu.be/3j9XCSkCAMs>



#### Reflections

- Did you know that only 28 per cent of Canadians fully understand what it means to give consent?

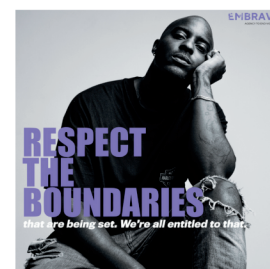
#### Discussion Questions

- Share a time when you demonstrated 'softness' as a positive quality of manhood.
- How would you explain consent to someone between the ages of 5-10?
- What are some examples of negative ways you've 'protected yourself' by reinforcing stereotypical ways of being a man (i.e., boys don't cry)?

Sean Leon

#### Ally: Sean Leon

<https://youtu.be/oDN4B-OvBCM>



### Discussion Questions

#### Reflections

·Do you believe that vulnerability is a sign of weakness? If so, how can you work to challenge this belief?

#### Discussion Questions

- Share a time when you've demonstrated that vulnerability was okay.
- Have you ever interrupted a transphobic joke or conversation? Share your experience.
- Share a time when you've demonstrated self-reflection after hearing a survivor share their experience of violence.

Rayn Wngz

### Video Link

**Ally: Rayn Wngz**

<https://youtu.be/joVouc6-GI>



#### Reflections

- How have you amplified the voice of someone who has less power than you?
- Think about a time when you've reinforced stereotypical ways of being a man.
- Think about ways you can redefine what manhood means.

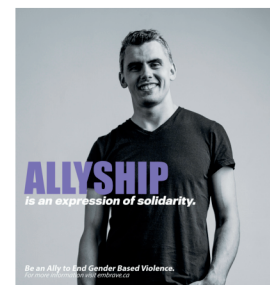
#### Discussion Questions

- How have you amplified a voice of someone who has less power than you?
- What would you say to someone in high school who thinks that sexism doesn't exist anymore?

Callen Schaub

**Ally: Callen Schaub**

<https://youtu.be/QVjJCwQsY>



#### Reflections

·Think about a time when someone challenged you about a comment you made that reinforced gender-based violence. How did you demonstrate accountability?

#### Discussion Questions

- Name a strategy that you will take to end gender-based violence.
- How would you start a conversation about gender-based violence with youth?
- How would you start a conversation about gender-based violence with a colleague at work?

Jeff Perera

**Ally: Jeff Perera**

<https://youtu.be/SoBsCyFjt8>



## Discussion Questions

### Reflections

- Did you know that you likely know someone who has experienced violence?
- Have you ever used violence towards a woman, Two Spirit, genderqueer, or Trans person?
- Think about a time when you froze as a bystander witnessing harassment. Think about ways you can move into action if this was to happen again.

### Discussion Questions

- Share a time when you intervened in a situation of harassment.
- What would you say to someone who disclosed violence to you to demonstrate that you believe them?
- Share one resource that you know of in the community that you would share with someone who disclosed violence to you.

Karen Craggs-Milne

## Video Link

### Ally: Karen Craggs-Milne

<https://youtu.be/v4w5AWb3Vx8>



## Discussion Questions

### Reflections

- Think about how you can demonstrate your commitment to anti-oppression through your leadership.

### Discussion Questions

- What policies and procedures need to be put in place to ensure you are building a culture of allyship?
- What would you do if a colleague disclosed that they were experiencing gender-based violence at home, at work, or in the community?

Sharon Floyd

## Video Link

### Ally: Sharon Floyd

<https://youtu.be/nJMXNGHMv2k>





## Discussion Questions

### Reflections

- Do you think that you can love someone before you love yourself?
- Think about a time in your workplace that reinforced sexism by affording a cis man more opportunity or recognition than women or gender-diverse colleagues.
- Think about a time when you demonstrated vulnerability to someone you love.

### Discussion Questions

- How has this conversation allowed you broaden your understanding of "manhood?"
- How would you describe allyship to a friend?
- Share a harmful message that you grew up thinking about what it meant to be a man. What is your new hopeful message?
- How will you be a part of the solution to end gender based violence?
- Are you prepared to share information about Embrace's programs and services amongst your peers?

PSA (Group)

## Video Link

### PSA

[https://youtu.be/RP0yvy\\_e\\_Xgo](https://youtu.be/RP0yvy_e_Xgo)



## SOCIAL MEDIA POSTS

Simply copy a post from the table below and share it on your organization's social media channels along with the corresponding **video link** or one of the provided **social media graphics** featuring the ally noted below. Don't forget to tag **@embrace.ca**, and be sure to include this statement:

**Visit [embrace.ca](https://embrace.ca) to learn more about how you can join the movement to end gender-based violence in our community. #PurpleTieAlly**

Post	Video Link
<p><b>What does it take to be a Purple Tie Ally? Lights, camera, action...</b></p> <p>Take One: It takes listening. Listen to and learn from women, 2 Spirit, trans, and gender non-binary folks about their experiences.</p>	<p><b>Ally: Ellyn Jade</b></p> <p><a href="https://youtu.be/3j9XCskCAMs">https://youtu.be/3j9XCskCAMs</a></p>
<p><b>What does it take to be a Purple Tie Ally? Lights, camera, action...</b></p> <p>Take Two: It takes respect. Practice enthusiastic consent. Talk to the young people in your life about respect, boundaries, and consent.</p>	<p><b>Ally: Sean Leon</b></p> <p><a href="https://youtu.be/oDN4B-OvBCM">https://youtu.be/oDN4B-OvBCM</a></p>
<p><b>What does it take to be a Purple Tie Ally? Lights, camera, action...</b></p> <p>Take Three: It takes self-reflection. Reflect on your own attitudes and actions. Do they reinforce harmful beliefs and behaviours or support positive change? (Ravyn Wngz)</p>	<p><b>Ally: Rayvn Wngz</b></p> <p><a href="https://youtu.be/joVouc6-GI">https://youtu.be/joVouc6-GI</a></p>
<p><b>What does it take to be a Purple Tie Ally? Lights, camera, action...</b></p> <p>Take Four: It takes holding others accountable. We need more allies who have the courage to speak out about violence against women, 2-Spirit, gender queer, trans, and non-binary people facing violence.</p>	<p><b>Ally: Callen Schaub</b></p> <p><a href="https://youtu.be/QVjJCwQsXy">https://youtu.be/QVjJCwQsXy</a></p>

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**Choose to challenge violence. Visit [embrace.ca](https://embrace.ca) to learn more about how you can join the movement to end gender-based violence in our community. #What does it take? #PurpleTieAlly**

	Video Link
<b>What does it take to be a Purple Tie Ally? Lights, camera, action...</b> Take Six: It takes calling out misogyny. Speak out against sexist comments, demeaning language, and misogyny.	<b>Ally: Emmanuel Jal</b> <a href="https://youtu.be/oskLMMW-Ba8">https://youtu.be/oskLMMW-Ba8</a>
<b>What does it take to be a Purple Tie Ally? Lights, camera, action...</b> Take Seven: It takes starting a conversation. Engage in dialogue around healthy and harmful ideas of masculinity.	<b>Ally: Jeff Perera</b> <a href="https://youtu.be/SoBsCyFjtz8">https://youtu.be/SoBsCyFjtz8</a>
<b>What does it take to be a Purple Tie Ally? Lights, camera, action...</b> Take Eight: It takes offering support. If someone in your life shares their story of violence with you, believe them. Ask them what they need from you in terms of support.	<b>Ally: Karen Craggs-Milne</b> <a href="https://youtu.be/v4w5AWb3Vx8">https://youtu.be/v4w5AWb3Vx8</a>
<b>What does it take to be a Purple Tie Ally? Lights, camera, action...</b> Take Nine: It takes action. Lead by example. You can start by donating to Embrace's Brave Spaces Fund to support anti-violence public education programming in our communities.	<b>Ally: Sharon Floyd</b> <a href="https://youtu.be/nJMXNGHMv2k">https://youtu.be/nJMXNGHMv2k</a>
<b>What does it take to be a Purple Tie Ally? Lights, camera, action...</b> Take Ten: It takes commitment. Commit to being part of the movement to end gender-based violence.	<a href="https://youtu.be/RP0yvy_e_Xgo">https://youtu.be/RP0yvy_e_Xgo</a>