

## **‘Ally Action List’ launched to tackle violence against women** **(<https://www.activelink.ie/node/114088>)**

In an effort to highlight and tackle the endemic issue of male violence against women in Ireland, Women’s Aid and Allianz have launched the ‘Ally Action List’.

The Ally Action List is an online resource that aims to help men better understand how they can become allies in ending gender inequality and gender-based violence.

Research conducted by Women’s Aid and Core (<https://www.womensaid.ie/app/uploads/2024/11/Evolving-Manhood-Core-Research-and-Womens-Aid.pdf>) shows that despite many men wanting to help, a key barrier is that they are not sure how.

The Ally Action List is a practical guide to being a male ally, with the aim of removing that barrier.

Speaking about the Ally Action List, Women’s Aid CEO, Sarah Benson, said: “Violence and abuse against women, including femicide, is going in the wrong direction and that needs to change as a matter of urgency. Our research shows that we need men to join the conversation and while a majority want to help, they aren’t always sure where to start. Together with Allianz, we are launching the Ally Action List to provide clear, practical steps to invite men into the conversation in becoming effective allies. This isn’t about judgement or pointing fingers – it’s about specific, actionable ways for men to make a difference.”

### **Designed to reverse this trend, the Allianz and Women’s Aid Ally Action List is built around four key pillars:**

#### **1. Actively reflect on your attitudes**

- Think about the kind of man you want to be
- Reflect on your own actions
- Show strength by being open and real

#### **2. Lean into positive norms**

- Be open to conversations about masculinity
- Embrace and promote positive ideas about masculinity
- Speak up when you hear sexist comments
- Step in when you see something wrong

#### **3. Listen to, learn from and support women**

- Support women by standing with them
- You don’t have to fix everything
- Share care and household responsibilities equally in your relationship

#### **4. You and your community, working together**

1. Be the role model you once had
2. Get involved in the movement for change

As part of the launch of the Ally Action List and the need to drive awareness of the urgency for men to get involved in this issue, Women’s Aid and Allianz opened ‘The Dead Flower Shop’ on Valentine’s Day.

Open to the public for that one day only, The Dead Flower Shop looked like a normal flower shop, but once people entered, they saw an exhibition of dead flowers. Eight bouquets were designed and arranged to represent eight women in Ireland killed by their current or former partner. At the centre of the exhibition, a larger bouquet of 274 dead roses collectively represented and remember each of the 274 women killed in violence circumstances in Ireland since 1996.

The Ally Action List is available at [womensaid.ie/men](http://www.womensaid.ie/men) (<http://www.womensaid.ie/men>) .

**Region**  
Nationwide

[The Ally Action List \(https://www.womensaid.ie/men/\)](https://www.womensaid.ie/men/)

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