



# HeForShe COMMS TOOLKIT

FOR CORPORATE COMMUNICATION TEAMS







# HeForShe

# COMMS TOOLKIT

Please use this toolkit, in collaboration with your force Corporate Communications Team, to raise awareness of HeForShe and gender equality in policing. It is recommended to ask for a Comms Manager to be nominated to support you with HeForShe. While this toolkit has been developed for UK policing, its principles and approaches can be adapted by police forces globally in different contexts to support gender equality efforts in their own work.

**HeForShe.org**

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# GENDER SENSITIVE POLICING

Policing institutions have a powerful role to play in advancing gender equality and upholding the rights of women and girls. Around the world, UN Women has worked with police forces to embed gender-sensitive and gender-responsive approaches that not only strengthen services for survivors of violence, but also build more inclusive, trusted, and effective institutions.

<sup>1</sup> UN Women (2021). Handbook on gender-responsive police services for women and girls subject to violence. Available at: <https://www.unwomen.org/sites/default/files/Headquarters/Attachments/Sections/Library/Publications/2021/Handbook-on-gender-responsive-police-services-en.pdf>

<sup>2</sup> Ibid.

Achieving these outcomes requires more than policy changes or increased representation of women in policing. It involves transforming internal culture, operational practices, and public engagement to reflect principles of equality, dignity, and human rights.<sup>1</sup> Gender sensitive policing also requires police to adopt survivor-centered approaches, ensuring that services are accessible, respectful, and effective. This requires both internal reform and external advocacy—two areas where strategic, values-based communication plays a vital role.<sup>2</sup>

Strategic communication is key to this transformation. Communications help shape institutional identity, reinforce values, and influence public trust. That is why this toolkit has been created to support officers and staff in raising awareness of HeForShe and advancing conversations on gender equality in policing.

HeForShe invites men and boys to stand alongside women and girls in dismantling the barriers to gender equality. Within policing, this means encouraging male allies to lead and support change, speak out against gender bias, and help create safer, more equitable police forces and communities.

By aligning communications with the principles of gender-sensitive policing, forces around the world can amplify their commitment to equality—not only through actions, but also through the stories they choose to tell.



# HeForShe KEY MESSAGES

- 1.** Started in 2014, HeForShe is the UN Women's movement for gender equality.
- 2.** HeForShe is an invitation for men and people of all genders to stand in solidarity with women to create a bold, visible and united force for gender equality.
- 3.** Gender equality benefits everyone and everyone should be working towards it.
- 4.** All police forces in the UK have signed up to HeForShe and are working towards three clear commitments:
  - To address gender imbalances in middle management teams, in particular the ranks of Sergeant and Inspector.
  - To address and remove the sexism and misogyny, where it exists, in police culture.
  - Support the annual reporting of gender equality information.
- 5.** The progress of UK Policing is shared in an annual report. The most recent report, [the sixth annual report](#), was launched in November 2024.
- 6.** A network of HeForShe Allies operates across policing, standing up for gender equality and promoting inclusive spaces.



# COMMUNICATION OBJECTIVES

**1.** Raise awareness of what HeForShe is.

**2.** Recruit HeForShe allies.

**3.** Encourage the police workforce to have conversations about HeForShe and gender equality.

**4.** Raise awareness that gender inequalities exist with policing and the communities served.

**5.** Report on HeForShe activity such as national and local events, annual report launches etc.



# AUDIENCE

When producing HeForShe comms please ensure that it is relevant to your audience.

**Potential audiences are:**

- Police workforce who does not know what HeForShe is

POTENTIAL AUDIENCES:  
**INTERNAL COMMS**

- Police workforce who knows what HeForShe is

POTENTIAL AUDIENCES:  
**INTERNAL COMMS**

- Police workforce who are HeForShe Allies or those wishing to become a HeForShe Ally

POTENTIAL AUDIENCES:  
**INTERNAL COMMS**

- UN Women and UN Women HeForShe Team

POTENTIAL AUDIENCES:  
**INTERNAL AND EXTERNAL COMMS**

- Members of the public

POTENTIAL AUDIENCES:  
**EXTERNAL COMMS**

- Media

POTENTIAL AUDIENCES:  
**EXTERNAL COMMS**



HeForShe RELEVANT DATES				
<b>MARCH</b> <b>8</b> INTERNATIONAL WOMEN'S DAY	<b>MAY</b> <b>12-18</b> MENTAL HEALTH AWARENESS WEEK	<b>AUGUST</b> <b>8</b> INTERNATIONAL ALLYSHIP DAY	<b>SEPTEMBER</b> HeForShe SUMMIT ★	<b>SEPTEMBER</b> HeForShe IMPACT REPORT LAUNCH ★
<b>OCTOBER</b> <b>10</b> WORLD MENTAL HEALTH DAY	<b>NOVEMBER</b> UK POLICING HeForShe ANNUAL REPORT LAUNCH ★	<b>NOVEMBER</b> <b>25</b> INTERNATIONAL DAY FOR THE ELIMINATION OF VIOLENCE AGAINST WOMEN	<b>NOVEMBER</b> <b>25</b> WHITE RIBBON DAY	<b>NOVEMBER 25</b> <b>DECEMBER 10</b> 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

Use these dates to plan relevant HeForShe comms through the year. Please ensure that you work with your Corporate Communications Team and local staff networks to avoid duplication and ensure consistent messaging.

The HeForShe Programme Managers can also provide you the date that your force signed up to HeForShe if you wish to celebrate the anniversary.



## DOs AND DON'Ts

- ✓ The lettering '**HeForShe**' should always be written with no spaces and each word beginning with a capital letter.
- ✓ Frame in the positive rather than negative e.g. '**achieving gender equality**' vs '**ending inequality**'.
- ✓ Use rights-based language such as '**equitable masculinities**'.
- ✓ Describe HeForShe as a '**movement**' rather than a campaign.
- ✓ Be inclusive in your language and remember that gender is **not binary**.
- ✓ Use '**commitment**' to describe signing up to HeForShe.
- ✓ '**Invite**' people to become involved.
- ✗ Don't describe the HeForShe colour as pink, '**magenta**' is the correct wording.
- ✗ Don't use antagonistic and militaristic-sounding vocabulary such as '**fighting**' language e.g. '**fight for equality**', '**struggle for women's empowerment**', '**challenge you to get involved**'.
- ✗ Don't take the focus away from women on **International Women's Day**.



# HeForShe BRAND AND RESOURCES

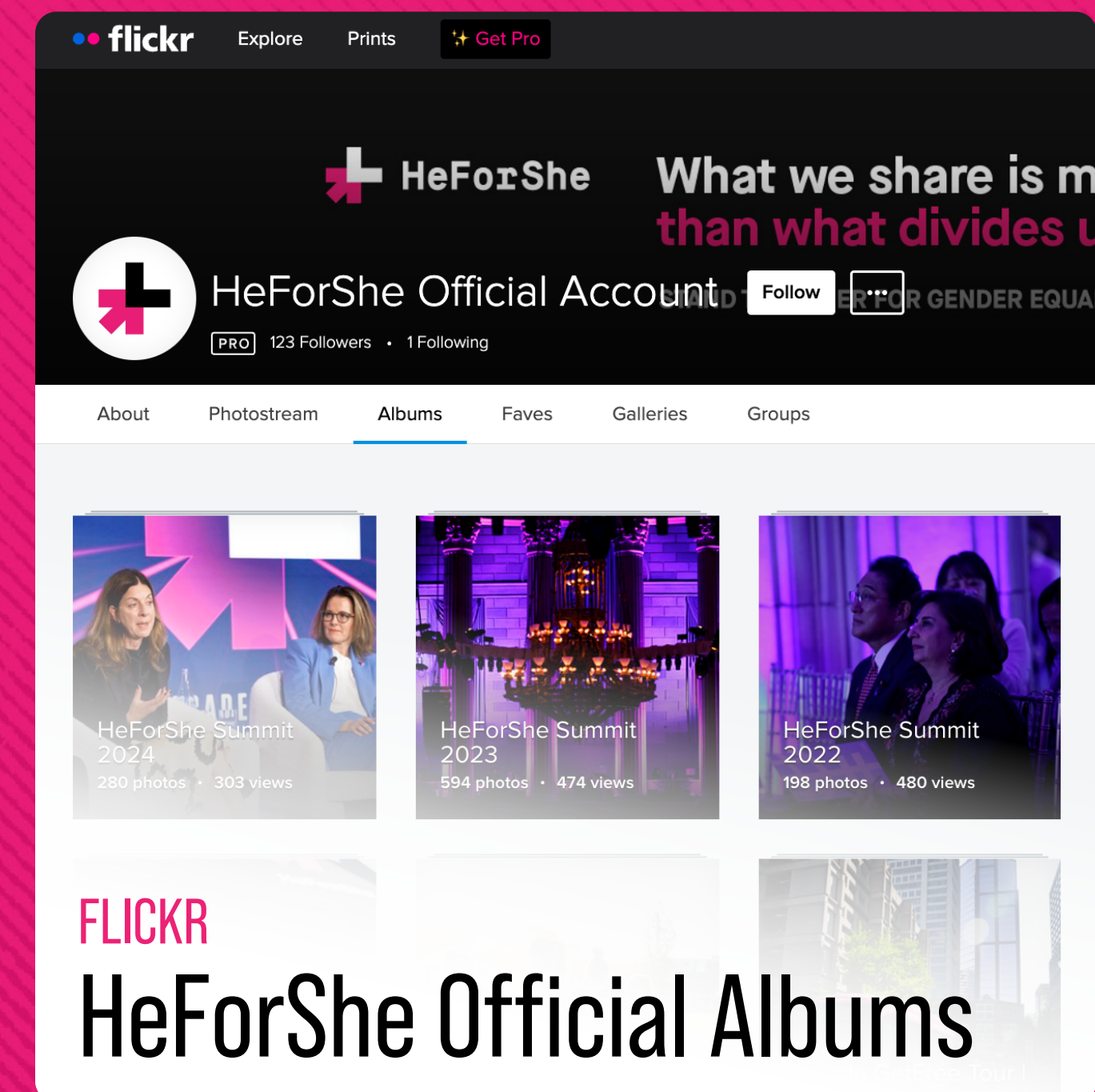
The UN Women HeForShe Team has provided us with extensive HeForShe branding, including logos.

All the resources can be found on the Trello board.

Please ensure you comply with the HeForShe brand Identity Guidance, which can also be found on the Trello board.

Trello boards for specific HeForShe campaigns (such as #JustSayBro, #ChangeThePunchline, #MorePowerfulTogether) will be provided by the HeForShe Programme Managers on an ongoing basis.

Official HeForShe images can be found on the Flickr account.





# TEMPLATE HeForShe INTRANET PAGE

Please ensure that you have a HeForShe page on your force intranet. This can be used to inform people about HeForShe and provide key contacts. A template is provided below, but please feel free to amend. Any internal comms relating to HeForShe should link back to this page for further information.

## HeForShe

**HeForShe** is an invitation for men and people of all genders to stand in solidarity with women to create a bold, visible and united force for gender equality.

Since its **launch** by UN Women in September 2014, HeForShe has ignited a global movement, engaging over 3 million men and individuals of all genders in championing gender equality. Over the past decade, the initiative has driven approximately 3 billion conversations on topics ranging from closing the gender pay gap to combating violence against women and girls.

## [Template] HeForShe and Policing

Every police force in the UK has made its own commitment to HeForShe and are working towards gender equality within policing. Three clear commitments have been made by every force:

1. Address the gender imbalances in middle management teams, in particular the ranks of Sergeant and Inspector.
2. Address and remove the sexism and misogyny, where it exists, in police culture.
3. Support the annual reporting of gender equality information.

An annual report, **Gender Equality in UK Policing**, includes data and good practice from every single force and documents the progress made so far.

## HeForShe within [police force name]

[Include local information, such as the names of relevant individuals, details of HeForShe activity and who to contact if you wish to become a HeForShe Ally.]



# BLOGS

Personal blogs by HeForShe Tactical Leads or Allies can be a great way to raise awareness, gain interest and start conversations internally.

Here is a HeForShe guidance note on personal narratives that provides guided self-reflection to support the development of your blog entry:

[HeForShe Personal Narrative Guidance Note](#)

Two examples have been provided from:

HeForShe TACTICAL LEAD - DAVID OLD, BEDFORDSHIRE POLICE

HeForShe ALLY - TOM MILNE, SUSSEX POLICE





## HeForShe TACTICAL LEAD - DAVID OLD, BEDFORDSHIRE POLICE

Women's football hit the headlines this week with the fantastic achievement of the Lionesses who brought it home by delivering the European Championships for England.

The squad has captured the hearts of the nation and sparked lots of conversation about equality – particularly in relation to sport and football.

Such moments are seismic in our evolution as a society and in addressing inequalities. The difference in coverage, sponsorship and pay between the men's and women's game is stark; but the women's game, rightly or wrongly, is still relatively new and nowhere near as developed, so it is to be expected that this will take some time. The television audiences, and record attendance at Wembley shows there is appetite for a fresh take on a traditional sport – so it will be interesting to see how this plays out over the coming months and years.

I've been fascinated to watch and listen to the debates, and how people are using the success as a platform to talk about some really important issues. It's good, too, that there is rich discussion about opportunity; and that there is balance in understanding the context of their achievement.

I've been a football supporter for decades; I've watched all levels of the game and played in a few of the lower ones. I got behind the Lionesses as they progressed through the tournament and follow my

own club's women's team – although I'll admit I've never been to a game. I was delighted to watch England win the final and love the thought that their efforts will inspire a whole generation of young girls to take up the beautiful game.

It was also very timely for me personally having just taken on the lead for HeForShe for the force, something that has dropped off in recent years. But sadly, it wasn't the positives such as the emergence of fantastic female role models, or the championing of equality in sport which caught my attention.

Because their success also shone a light on other issues which bubbles under the surface. It began in a closed group with some derogatory comparisons between the men's and women's game but developed into memes of players with misogynistic and belittling comments, with references to old fashioned stereotypes.

You could be kind and say it is a defence mechanism, from men who are threatened by women taking over 'their' game. Perhaps even ignorance on their part. But swap gender for another protected characteristic such as race or religion, and then consider not challenging it.

These may be confined to closed groups, but they are micro-aggressions against women. It's not banter. Such behaviour and attitude needs calling out and challenging. To not do so is acceptance – and saying those views, that language, is ok.

I get it can be hard. For me it was in a group of friends I have had for some time. But I simply challenged the comments, asking them to think of others commenting about their wives, sisters or daughters. It actually opened up a good discussion. I hope it has made them think. That they might pause before sharing or making a comment in future.

I appreciate such a small thing won't change society overnight, but it showed me what women are still up against. We need to start the conversation and make safe spaces for challenge and education.

For me, that is what HeForShe needs to begin with. I'm committed to helping celebrate women in policing. I'm keen to hear women's experiences of our force, where the barriers and biases remain with regard to issues like promotion or work life balance. But it's also about opening up the debate with people across the force and making Bedfordshire Police a more inclusive place to work.

If we want to be truly inclusive, we need to be courageous. I've made that pledge to stand up to support my female colleagues, I hope I can make a difference.

I'll be sharing more details about HeForShe in the coming weeks, but if you want to get involved, drop me a line.



## HeForShe ALLY - TOM MILNE, SUSSEX POLICE

As part of the 16 Days of Action, we are sharing blogs from our allies and HeForShe advocates.

In my first week in policing, a trainer explained the difference between male and female officers, it was an engaging input, recounting how female officers resolved violent situations with presence and communication. It was an informal talk, probably not planned and certainly well meaning. I was hoping I could avoid fighting by talking, it had worked all my life up to that point.

16 years later, mostly working in the Tactical Firearms Unit (TFU), I have really enjoyed my work. As we all do, I carry my fair share of experiences I could have done without, who else but the police are there when things are that bad in someone's life? Working in TFU I have been able to lean on colleagues to help process trauma through decompressing and shared experience.

I was promoted to Sergeant while on the Armed Response Vehicle (ARV). I worked hard, and when I passed the Sergeants' exam, I was convinced the Chief was going to phone me that day! What actually happened? Years of a promotion freeze due to austerity. A small number of PC to Sergeant promotions were allowed for female officers and other underrepresented groups. How did I feel at the time? I completely understood the reason, but it felt unfair.

As a Firearms Training Sergeant I understand how important culture in the workplace is, people cannot learn unless they feel they belong. When I joined TFU it felt intimidating. Unlike the environment on Division, I felt I had to prove myself. That sense of belonging which later became so crucial dealing with trauma was not there.

Looking back, everything was in my favour, I looked like part of the group. I shared interests and had plenty of topics to start conversations. What would my experience have been if I didn't have that built in commonality, if I hadn't looked the same as others?

I try to understand how much harder that journey is without the in-built belonging, the difficulties faced by women joining an all-male team. TFU now has a mentor scheme to address this through peer support. I believe the best way to increase the sense of belonging, that advantage I had from day one, is to increase the proportion of female ARV Officers.

I now run the assessment days for officers wanting to join TFU. These days are scored, just like an exam, with a pass mark. With females underrepresented in TFU, we put the highest number of female officers who passed forward for a course. Is this fair? I didn't think it was fair when I saw female officers being promoted in the promotion freeze. I now realise it is part of

addressing an imbalance that is self-perpetuating, underrepresentation which causes the disadvantage of not belonging. Section 159 of the Equality Act allows an employer to select or promote underrepresented candidates who are equally qualified.

Reflecting on that comment about female officers when I first joined the police, while it was well meaning, was it the right thing for someone in an influential position to say?

Working in a department with a gender imbalance, little things build up to create a gendered culture. Expecting adjustment here and there within a workplace to be more welcoming, just highlights the need for deeper change.

I constantly remind myself to be reflective and open, not defensive of my previous feelings. Not naively thinking the way I see the world is universal can be hard, but the more I try, the more comfortable I am in discussing and creating positive change.

The hardest part is the start, understanding the change is needed.



# HeForShe ALLIES

Comms can be used to inform people what a HeForShe Ally is and hopefully attract people to the role. The following template intranet article can be used to introduce the idea of HeForShe Allies and support with recruiting them.

Once a network of HeForShe Allies is established, comms can be used to make the force aware of them and provide updates of their progress.

Some forces list their HeForShe Allies on their intranet, allowing members of the police workforce to contact them for further information.

Some forces ask Allies to make pledges around why they are an ally or what they want to achieve. These are often published on the intranet and updated annually.





[Example]

## COULD YOU BE A HeForShe ALLY?

Chief Constable Jeremy Vaughan, the national lead for HeForShe, is appealing for colleagues to become HeForShe allies and outlines the difference we can all make as we work towards improved gender equality in policing.

### What is HeForShe?

HeForShe is an invitation for men and people of all genders to stand in solidarity with women to create a bold, visible, and united force for gender equality.

Let's be clear, this isn't about women needing men to help them but about everyone, all genders, working together to achieve gender equality.

The men of HeForShe aren't on the side-lines. They're working with women and with each other to take action to address gender inequalities whenever they see or experience it.

Sadly, within policing, the scale of sexism and misogyny across forces has been highlighted in recent reports and shocking cases. Most, if not all of you, will have seen, heard or experienced sexist or misogynistic behaviour at work.

It hurts the individual, creates a toxic workplace, and erodes trust and confidence in the police service. So called 'everyday sexism' often referred to as 'banter' is also widespread issue.

There are concerns around barriers to progression, support of women's health and wellbeing in the workplace, and the availability of flexible and agile working. This means there are several areas where HeForShe Allies can support.

Violence against women and girls is a priority for all forces, and it is important to recognise the gender inequalities within our communities. Moreover – how can we, as police forces, best support our victims when we have officers and staff with sexist and misogynistic attitudes? As HeForShe Allies, you can be part of the solution to overcome this problem.

CALL FOR ALLIES ▶

South Wales Police  
Chief Constable  
Jeremy Vaughan



We must also remember that gender equality benefits everyone, and that includes men. Harmful male stereotypes can lead to men behaving in a way that they don't want to, not having a work-life balance, not seeking help, and not speaking out about how a traumatic event has affected them. Men are significantly more likely to die by suicide than women.

### Where do I sign up?

If you want to become an Ally within [police force name] or if you have any questions, please contact [name] for further details and resources.

[More about HeForShe >](#)



## USING REPORTING TO ADVANCE GENDER-SENSITIVE POLICING

As police forces around the world take action toward gender equality, transparent and accountable reporting has become a powerful tool for driving meaningful change. In line with the principles of gender-sensitive and gender-responsive policing, annual reporting allows institutions to reflect on progress, identify areas for improvement, and reinforce their commitment to equality both within their organisations and in the communities they serve.

UK policing has taken a leading role in this space by developing an annual HeForShe report, published each November. This report tracks progress against their gender equality commitments, highlights key initiatives, and shares outcomes and challenges from across police forces. Crucially, it helps to ensure accountability to the HeForShe commitments made and offers a model for other police institutions looking to embed gender-sensitive practices into their organisational culture.

In the context of this toolkit, an annual report can be a valuable communication and accountability mechanism. Whether published externally or shared internally, it serves as a strategic tool to inform, engage, and inspire staff while also strengthening public trust. It is a way to document progress, celebrate achievements, and maintain momentum around gender equality goals.



# TEMPLATE ANNUAL REPORT LAUNCH INTRANET ARTICLE

UK Policing publishes an annual report every November. The below template article can be used to raise awareness of HeForShe and to inform the police workforce of the launch of the report. Specific information relating to the annual report will be provided by the HeForShe Programme Managers at the launch.

## HeForShe Annual Report: Gender Equality in UK Policing

The latest report highlighting the progress all UK police forces are making towards gender equality has been launched.

The **[sixth]** annual Gender Equality in UK Policing report once again comes in support of the United Nations' gender equality movement, HeForShe.

The international movement, supported by more than two million people worldwide including world leaders, heads of state and global CEOs and celebrities, seeks to engage men and people of all genders to join women to work together to achieve true gender equality and a more equal world.

Every police force in the UK has signed up to the initiative, with a pledge to improve gender imbalances that exist at middle management levels within policing and to address and remove the sexism and misogyny, where it exists, in police culture.

This year's report shows **[information to be provided at the report launch]**.

In **[police force name]** we have **[insert information about current initiatives form the report]**.

South Wales Police Chief Constable Jeremy Vaughan, the UK Policing Lead for HeForShe, said:

*"The launch of the HeForShe annual report has become an important event for policing, where we take time to assess our progress towards gender equality, consider our priorities for the next year and share good practice; highlighting what is working well and want needs to continue.*

*I am proud to share the good practice in this year's report and of the forces working hard to implement innovative practice that moves us closer to gender equality within policing."*

You can find out more about HeForShe **[here](#)**, joining the thousands of officers and staff across policing working together to drive forward change which benefits all.



# HeForShe SUMMIT AND IMPACT REPORT LAUNCH

Every September, the UN Women HeForShe Team host an international [HeForShe Summit](#) in New York. The Summit convenes global leaders in dialogue focused on male action and allyship to advance gender equality.

A [HeForShe Impact Report](#) is also launched every September, detailing the progress made by the HeForShe Alliance Champions. UK Policing feature in the report.

An intranet article can be used to raise awareness of HeForShe and provide details of the Summit and Impact Report to the police workforce. Key details of the Summit, including a highlight video and a copy of the Impact Report will be shared nearer the time.

## HeForShe Summit and Impact Report

Last week, the HeForShe Summit was held in New York. The Summit convenes global leaders in dialogue focused on male action and allyship to advance gender equality.

The Summit provides a platform for members of the HeForShe Alliance to highlight their commitments and progress towards gender equality.

[\[Summit specific information will be provided by the HeForShe Programme Managers at the time.\]](#)

During the Summit, the annual HeForShe Impact Report was launched. This report highlights the cumulative results of the Alliance's efforts and showcases how coordinated action can drive transformative change for women and girls worldwide. UK Policing feature within the report.

[\[Links to the HeForShe Summit highlight video and Impact Report will be provided.\]](#)

To find out more about HeForShe within [\[police force name\]](#) or to become a HeForShe Ally, please contact [\[HeForShe Tactical Lead\]](#)



## INTERNAL IMAGES AND QUOTES

It is a good idea to collect a library of internal images that you can use. This may include the signing of the HeForShe commitment poster, attendance at HeForShe local and national events and HeForShe Ally activity. Images taken at HeForShe national events will be shared by the HeForShe Programme Managers.

Images and quotes for the force HeForShe Tactical Lead will also be good to compile. Please feel free to use the following quotes in internal articles.





## CHIEF CONSTABLE JEREMY VAUGHAN

### SOUTH WALES POLICE, UK POLICING LEAD FOR HeForShe

“

We need to work together to achieve gender equality. For too long, progress towards gender equality has been left to women and I am calling on officers and staff from across the UK to become HeForShe Allies.

”

“

Achieving gender equality is everyone's responsibility. Let's be clear, this isn't about women needing help from men. It's about all genders working together to achieve gender equality.

”

“

Now, more than ever, we need everyone to come together and work towards gender equality. As the HeForShe Champion for UK Policing, I am asking men to join me in accelerating change, eradicating gender inequalities in the workplace and advocating healthy role models.

”

“

I am proud of the HeForShe work taking place across UK Policing, my role is to ensure that we do not lose focus or momentum, actively supporting and encourage officers and staff to continue the excellent work that they are doing to move us close to gender equality.

”



## VESNA JARIC

### GLOBAL HEAD OF HeForShe, UN WOMEN

“

The HeForShe initiative is a global movement for positive, transformational change toward a gender-equal world. The commitments and relentless leadership of HeForShe Champions and the Alliance members translate the vision of a better, safer world for all from promise into reality.

”

“

UK Policing has been a trusted and steadfast partner of UN Women since 2017. Their commitment to gender equality is evident in their leadership and actions.

”





## EXTERNAL COMMS

The majority of HeForShe related comms for forces will be internal. The UN Women HeForShe Team lead on international comms for HeForShe and UK Policing, South Wales Police Corporate Comms Team support this where possible.

**Examples of this can be found below:**

HeForShe WEBSITE

JEREMY VAUGHAN  
HeForShe CHAMPION >

HeForShe WEBSITE

UK POLICE FORCES  
UNITE FOR HeForShe  
ALLY EVENT >

HeForShe WEBSITE

UK POLICING  
HeForShe EVENT  
'WORKING TOGETHER' >

HeForShe FACEBOOK

MALE ALLYSHIP  
TOOLKIT LAUNCH >

HeForShe INSTAGRAM

INTERNATIONAL  
WOMEN'S DAY >

Your force social media accounts may wish to amplify messaging from the UN Women HeForShe Team, particularly when it relates to UK Policing activity.

X (TWITTER)

@HeForShe  
@UN\_Women

INSTAGRAM

@heforshe  
@unwomen

LINKEDIN

HeForShe  
UN Women

FACEBOOK

HeForShe  
UN Women

TIKTOK

@heforshe  
@unwomen

Please work with your local Corporate Communications Team when producing any external comms relating to your HeForShe activity. Please also notify the HeForShe Programme Managers of any external comms who can share with the UN Women HeForShe Team.



# TEMPLATE HeForShe COMMS PLAN

Use this table to plan your HeForShe comms activity for the year. You will need to speak to your Corporate Communications Team to ensure that you are able to publish articles on these dates and that messaging with the rest of the force is consistent and not duplicated.

DATE/MONTH	COMMS ITEM	AUDIENCE	OWNER



# USEFUL WEBSITES

HeForShe.ORG

## HeForShe Website



TRELLO

## HeForShe Social Media

ALLSHIP  
REQUIRES  
ACTION

GOV.UK

## Police Workforce England and Wales Statistics



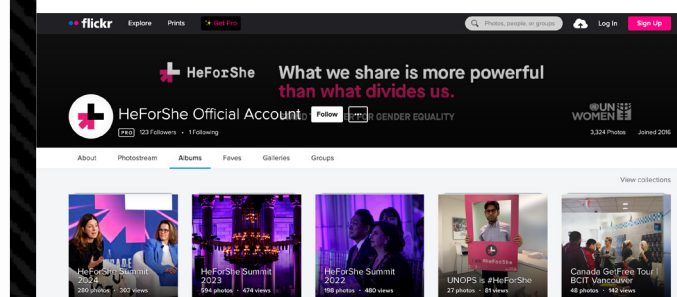
KNOWLEDGE HUB

## UK Policing HeForShe Group



FLICKR

## HeForShe Official Albums



HeForShe.ORG

## Male Allyship Toolkit



HeForShe.ORG

## HeForShe Alliance Impact Report 2024



HeForShe.ORG

## Gender Equality in UK Policing Report





# USEFUL VIDEOS

UNITED NATIONS YOUTUBE CHANNEL

Emma Watson at  
the HeForShe  
Campaign  
Launch  
2014



HeForShe YOUTUBE CHANNEL

About  
HeForShe



HeForShe  
YOUTUBE CHANNEL

Celebrating  
10 Years of  
HeForShe



HeForShe  
YOUTUBE CHANNEL

South Wales Police  
Chief Constable  
Call For Allies



HeForShe  
YOUTUBE CHANNEL

#Respectfully  
Disruptive



HeForShe  
YOUTUBE CHANNEL

Introducing the  
HeForShe  
Alliance



INTERNATIONAL  
TENNIS FEDERATION

HeForShe  
Campaign  
2024





## ACKNOWLEDGEMENTS AND FURTHER INFORMATION

Thank you to everyone who contributed to the making of this toolkit.  
A specific thank you to the UN Women HeForShe Team and  
South Wales Police Corporate Communications Team.

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**BROOKE JARVIS**

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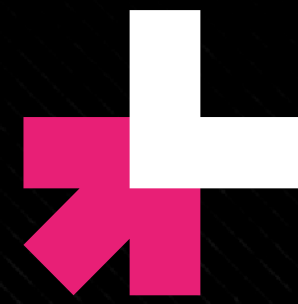
**HeForShe TEAM**

[heforshe@unwomen.org](mailto:heforshe@unwomen.org)









HeForShe

LET'S MAKE AN  
IMPACT TOGETHER



[UNWomen.org](http://UNWomen.org)

220 East 42nd Street  
New York, New York 10017, USA  
Tel: 646-781-4400  
Fax: 646-781-4444

[HeForShe.org](http://HeForShe.org)