

# STRUT YOUR STUFF!

Get your stylish Male Model swag available exclusively through: [ImAMaleModel.ca](http://ImAMaleModel.ca)



### ▲ THE TEE FOR ME

Say it loud, say it proud, on this basic must have essential.

# BE A MODEL SCOUT!

If you're reading this, you already know you're a Male Model. But right now hundreds of men may be wandering the streets blissfully unaware of this sexy opportunity.

HERE'S HOW YOU CAN HELP US SPREAD THE MESSAGE:

### VISIT OUR SITE

For more info: [ImAMaleModel.ca](http://ImAMaleModel.ca)

### FOLLOW US

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[twitter.com/starts\\_with\\_you](https://twitter.com/starts_with_you)

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### BE A MALE MODEL

Take a moment to recognize an outstanding dad, friend, teacher or coach for his model behaviour. Share on twitter or instagram using the hashtag [#itstartswithyou](https://twitter.com/itstartswithyou) or on facebook at: [facebook.com/ItStartsWithYou](https://facebook.com/ItStartsWithYou)

## IT STARTS WITH YOU

IS A WHITE RIBBON INITIATIVE

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Voir le volet francophone  
géré par le Centre ontarien  
de prévention des agressions  
à [cacommeceavectoi.ca](http://cacommeceavectoi.ca)

Funded by:



# male model

"FAMILIES" EDITION

### IN THE PRESS

Celebrity uncles share their household tips

### STUDY:

Being "present" is the new sexy

### PLUS:

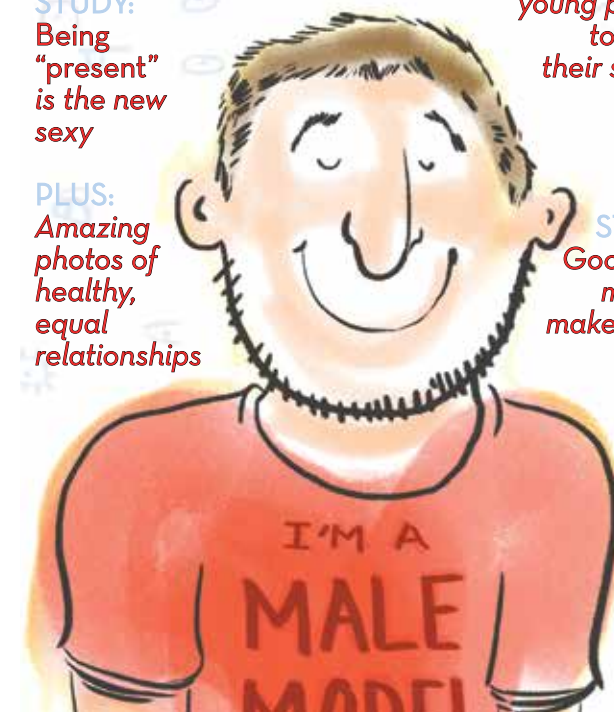
Amazing photos of healthy, equal relationships

### NEW

Stunning, safe spaces for young people to share their stories

### STUDY:

Good role models make great kids



#ITSTARTSWITHYOU



IMAMALEMODEL.CA

IT STARTS WITH YOU.  
IT STAYS WITH HIM.



IT STARTS WITH YOU is:

## CALLING ALL MALE MODELS!

### YES YOU!

*If you think you're not ready for the cover of Male Model magazine, here's news: you're a model, whether you auditioned for the role or not.*

*Our talent scouts are everywhere—on soccer fields, at schools, malls, and even in your home!*

*Your nieces, little brothers and grandkids are paying attention. And they're soaking up experiences for reference and use.*

*As a brother, uncle, grandfather, or other family member, your actions help shape boys' attitudes on gender-based violence. And, what you say (and sometimes choose not to say) informs what behaviour girls think is acceptable.*

### GET STARTED!

*For stories, tools and ideas on promoting equality, visit:*

IMAMALEMODEL.CA

IT STARTS WITH YOU.  
IT STAYS WITH HIM.



white ribbon

### MALE MODEL: SPOTLIGHT



## TELL A FRIEND

BY KEVIN, MALE MODEL

My half brother has a group of friends that he spends a lot of time with. I picked him up from school once and I overheard one of the friends shouting something offensive at a girl who was waiting for the bus.

When he got in the car, I asked him if he often heard language like that, and he said that he was used to hearing it from his friends and from older students. We talked about what it's like to be bullied and teased, and about how degrading language can affect girls.

A few weeks later, he told me about another incident where the same friend used sexist language in class and he stepped in, asking his friend not to talk like that. I was so glad that he took something away from our conversation, and that he was taking the message to other kids too.

### MALE MODEL: TIPS AND TRICKS

## ON THE CATWALK: WALKING LIKE A MALE MODEL

BY RICK, MALE MODEL

**WALK THE HEALTHY RELATIONSHIPS TALK**  
You've made time to teach the boys in your life to throw a ball. It's just as important that they learn to develop healthy relationships with men and women. Show them how they can establish relationships that are based on respect, equality, and equal responsibility.

### ACCEPT IT. YOU'RE A MODEL

Freaky thought: Kids watch, record and play back what they see you do. Since you're practically on camera, imagine if you used this opportunity for good?

### LISTEN TO WOMEN

It's hard to understand someone else's perspective if you haven't walked a mile in their shoes. But if you want to know how violence has affected the women in your life, consider asking. And don't forget to listen. Then join thousands of stilettoed Male Models around Ontario and walk a mile in her shoes.

### SHARE YOUR OWN LEARNING MOMENTS

Make the most of your time together by sharing stories of positive learning. What lessons did you learn about healthy relationships from parents of family members? What moments or mistakes made you think about equality?

### MY ROLE MODEL IS YOUR ROLE MODEL

Just like you have the capacity to be a positive role model in a boy's life, you can probably identify people who have had a positive impact on you. Share those stories. Remind boys that they have the potential to be a good role model for others, too.

Get more ideas at: [ImAMaleModel.ca](http://ImAMaleModel.ca)