

1in6, Inc.
Annual Report 2011

AGENCY MISSION

1in6 achieves its mission to help men who have had unwanted or abusive sexual experiences in childhood live healthier, happier lives by offering the following programs and services:

- 1) **Web-based Programming** (www.1in6.org) offering comprehensive information and support (for male survivors, loved ones and care providers); the 1in6 Online SupportLine (operating 24 hours daily); and the 1in6 Online Lending Library (making many of the over 75 titles available cost-free to those who need them).
- 2) **Professional Training and Outreach**, providing information and training resources that increase the visibility of 1in6; broaden awareness of our issue; and improves treatment capacity among professionals working in the health, mental health, sexual assault and related fields.
- 3) **Community Education and Outreach**, including both college campus and general community outreach, to address the silence and stigma associated with male childhood sexual abuse, facilitate the development of programs and policies that adequately respond to this population's needs, and encourage male survivors (and their loved ones) to actively seek assistance.

PROJECT ACCOMPLISHMENTS

Over the course of 2011, 1in6 made progress in each of the following areas:

1) **Web-based Programming** - Developed by issue expert Jim Hopper, PhD of Harvard University, the website is the most complete resource available today for individuals dealing with male childhood sexual abuse. In the most recent reporting period, beginning after the launch of our redesigned site (June 1st – November 29th), 1in6.org was visited an average of 562 times per day and an average of more than 17,000 visits per month. While a large number of referrals were from other agencies such as RAINN.org and Malesurvivor.org, an increasing number have come from websites such as MSNBC.com, CNN.com, *The Collegian* (Penn's State's online university newspaper) and Oprah.com, as well as users directly searching for '1in6' – all indicating growing visibility of 1in6 and our issue in mainstream media outlets. This is particularly true in times of high profile news stories like those generated by the Penn State scandal in November 2011 – which caused our average daily visits to triple and quadruple in the weeks after the story broke.

The 1in6 website had many major improvements and accomplishments in 2011:

- A dramatically redesigned 1in6.org was launched on June 1st. The major overhaul involved several changes in the site's look and feel, "information architecture," and navigation, including:
- The redesigned 1in6.org site also offers extensive revisions and significant additions including:
 - New 'Online Readings,' 'Education and Outreach,' and 'Professional Trainings' sections
 - In a truly ground-breaking move, 1in6.org launched a Spanish-language section, which now has 25 pages and will be expanded greatly next year. To our knowledge, this is the only web-based Spanish-language resource in the world for men with histories of childhood sexual abuse.

- In response to the Penn State scandal, we created a 'Press' page that speaks directly to journalists and producers, listing experts available for interviews and media outlets in which those experts have already appeared.
 - Dr. Hopper worked with a professional writer/editor with years of experience writing for men, especially young men, in outlets like *GQ* and *The Guardian* to make the language of every page clearer and more accessible.
- 24/7 1in6 Online Support - In partnership with RAINN (Rape, Abuse and Incest National Network), operation of the 1in6 Online SupportLine increased in 2011 to 24 hours a day, seven days a week. During this time, individuals in need of assistance can seek live, anonymous support from a secure link on 1in6.org to RAINN's National Sexual Assault Online Hotline.¹ RAINN estimates that between January and November 2011, over 2,800 men used their online hotline for support, including those accessing the RAINN hotline directly from the 1in6 website. In the same time period, over 340 individuals – or roughly 12% of all men who accessed the RAINN hotline – did so directly from the 1in6 website and spent an average of 24 minutes seeking support. RAINN also trained over 300 hotline volunteers and staff on the 1in6 curriculum² on responding to the needs of men who experienced childhood sexual abuse.
 - Results from the 1in6.org user survey in the most recent six-month period suggest that the site's educational and motivational content is having a very positive impact on the majority of visitors. Between June 1st and November 30th, we received 241 general user feedback surveys. Of those responding, 60% felt what they read on the 1in6.org website helped them "a lot" and 32% felt it helped them "a little" Among those providing additional detail on *how* the website helped them, 23% said they learned something about the issue, 16% said they felt less alone in dealing with this issue, 19% said they learned more about themselves and their situation, and 14% said they were now motivated to seek additional help (the remaining 28% provided fill in responses on how the site helped them.) We also received feedback from 18 of those who visited the pages for professionals. Of those responding, 61% felt what they read on the 1in6.org website helped them "a lot" and 33% felt it helped them "a little." In terms of how the site content impacted them (the survey allowed for more than one choice), 39% reported that they learned about a training they would like to attend; 39% learned about an organization they would like to join; 28% said the site motivated them to network with others around this issue; 22% said they learned about a conference they wanted to attend and 22% were now motivated to seek supervision on how they treat male survivors of childhood sexual abuse.
 - In November, 1in6.org and the RAINN hotline witnessed a dramatic increase in utilization in the weeks following the stories of male childhood sexual abuse coming from Penn State University and Syracuse University. The average number of visitors to the 1in6 website tripled from 431 a day between June and October to a daily average of 1,300 in November, and the average number of individuals accessing the 1in6 SupportLine more than tripled from 27 a month (January through October) to 95 in November. RAINN also witnessed a 54% increase in their overall hotline utilization during that time.
 - Through the website's Online Lending Library, 1in6 loaned (cost-free) books and other resources to over 150 individuals in the past year, with an increasing number of requests being mailed to incarcerated men. The Library currently inventories over 75 different books and films, with many on loan for free.
 - 1in6 also created a twitter account, which we use to raise awareness of 1in6.org and drive traffic to our site, including to specific pages with information related to stories appearing in the media.

¹ RAINN (www.RAINN.org) is a nationwide partnership of more than 1,100 local rape treatment hotlines and rape crisis centers.

2) **Professional Training and Outreach** – These professional training and educational resources are targeted at community service providers to broaden their understanding of the wide-ranging, lifelong impacts of male childhood sexual abuse and increase their awareness of how those impacts are frequently masked by other presenting problems. Efforts today consist of attendance and presentations by 1in6 staff at national and international conferences, the provision of professional development services ranging from 90 minute educational workshops to the two-day Men & Healing training; and collaboration with other organizations across the United States and beyond.

This work accelerated in 2011 and as a result, 1in6 has established a much more visible and credible presence in the field. Some of the highlights of accomplishments in this program area include:

- Participation in sexual assault conferences and coalition meetings in South Carolina, Indiana, Wyoming, Florida, Texas, Chicago, Oregon, Washington, D.C., California, and most recently a series of three, full-day trainings to sexual assault professionals in Colorado. In total, over 7,300 conference attendees had access to outreach materials available at a 1in6 table or booth at these events. Furthermore, 1in6 staff provided educational presentations or trainings modules directly to 1,140 professionals at these events.
- Development of a comprehensive training menu and a series of co-brandable outreach materials, including a professional brochure, an informational brochure, an outreach rack card for waiting-room display holders, the 1in6 statistic handout, and a handout describing available 1in6 training resources – all of which are available in English and Spanish.
- Addition of a dedicated outreach and training page on 1in6.org with high-quality PDF files of 1in6 educational and outreach materials available for free download. These files can be co-branded and then printed by users, including those working in sexual assault and counseling centers.
- Engaged in collaborative initiatives including:
 - Big Voice Pictures (BVP) – on reciprocal distribution of materials such as 1in6 outreach materials and BVP's Boys & Men Healing film, the addition of Spanish and English subtitles for that film, and collaboration on a display "wall" featuring images from both 1in6 and BVP that is used by both organizations at conferences and presentations.
 - Peace Over Violence (POV) - for Denim Day and a successful proposal to the MS. Foundation which provided support for collaborative work on the prevention of childhood sexual abuse.
 - Both BVP and POV – to develop a comprehensive toolkit that was mailed to every state sexual assault coalition nationally and each of 80 member programs of the California Coalition on Sexual Assault (CALCASA).
 - Living Well in Australia - to co-sponsor a successful international media/poster contest and to develop 1in6 outreach materials.
- Continued to nurture ongoing relationships with other national and international organizations working in the field including The Men's Project, SNAP, PAVE, Stop the Silence, Male Survivor, Joyful Heart Foundation, Living Well, The Sidran Institute, Resource Sharing Project, NSVRC, Stop It Now!, TAALK, and others.
- Provided an immediate and comprehensive response to stories of childhood sexual abuse at Penn State and Syracuse University. This work resulted in media interviews of 1in6 staff and board members; the creation of op-ed and commentary pieces for various media outlets; individual outreach and resources to

² This curriculum was developed by issue experts affiliated with 1in6 including Dr. Jim Hopper of Harvard Medical School, Dr. David Lisak of University of Massachusetts, Boston, Dr. Richard Gartner of the William Alanson White Psychoanalytic Institute and Peter Pollard formerly of the Stop It Now Hotline.

nearly all of the state and territorial sexual assault coalitions in those areas; and a joint letter about Penn State with CALCASA that was distributed to all its member organizations and provided details on available 1in6 services. Several other state sexual assault coalitions have also asked for similar collaborative letters.

3) Community Education and Outreach - Launched in 2011 to raise awareness of and inspire action on the issue, this program initiative consists of a pilot project among young adults on five college campuses in the greater Los Angeles region and a nationwide public education campaign. Some of the highlights of accomplishments in this program area include:

- Outreached to counseling and health service departments on a diverse set of five campuses – Cal State Fullerton, USC, UCLA, Cal State Northridge, and Pasadena City College – and offering them 1in6 outreach materials and trainings for both staff and students. Each campus is interested in conducting future trainings and collaborative programming. In total, we distributed over 1,000 copies of 1in6 educational outreach materials to agencies on these five campuses. We also sent an email blast to over 600 college counselors nationwide, with 1,200 copies of 1in6 outreach materials sent to eight universities as follow up.
- Engaged in strategic public awareness efforts including distribution of our television PSA (which features the voice of actor Harrison Ford and debuted on CNN Newsroom with Don Lemon) to the 10 largest media markets in the country (covering 50 stations). We also contacted the largest billboard companies in Los Angeles and are working to have our logo, tagline, and mission posted wherever possible.
- 1in6 collaborated with the Joyful Heart Foundation, NBC and Wolf Films and A Call to Men, in the production of a Law & Order: SUV episode (first aired September 28, 2011) that focused on men who experienced sexual abuse by a coach while teenagers.
- In November 2011, we mobilized these resources to provide an immediate response to the breaking Penn State stories of childhood sexual abuse. The first nonprofit organization to be a presence on the campus in any capacity, 1in6 worked to link students to support and resources. The campus newspaper – “The Collegian” – ran the 1in6 logo and website next to every article on the story for two weeks. We sent emails and 300 outreach packets to Penn State’s Psychological Services and the Women’s Center, both responding with an interest in future collaboration, as well as outreach materials and a letter to the Penn State Board of Trustees. 1in6 was also the first service provider on the Syracuse campus in response to breaking stories of male childhood sexual abuse there.

4) Organizational and Development Accomplishments - Throughout 2011, 1in6 was guided by a devoted group of individuals who made up our eight-member Board of Directors and a six-member Advisory Board. In terms of staffing, the 1in6 team consisted of a full-time Executive Director, a full-time Managing Director of Programs and five other part-time consultants responsible for website development, training, cultural competency and grant writing.

Board members played an active role in helping 1in6 to generate significant new agency income. For example, board member Greg LeMond helped 1in6 to secure a donation from Trek bikes. In addition, 1in6 Board Chairperson Greg Light linked 1in6 to the Catoctin Challenge Bicycle Ride, a fundraising event (in which Greg LeMond also participated) that raised support for 1in6 this year.

1in6 also received grant support in 2011 from continuing funding partners including the Weingart Foundation, the Burton G. Bettingen Corporation and the Joseph Drown Foundation, and a generous first time grant from The Tyler Perry Foundation.

5) Other Accomplishments

- Cultural Competency – 1in6 made great strides in the past year in becoming a credible presence and resource for the Spanish-speaking community. We have engaged in ongoing discussions about strategies to best to reach a diverse audience of men and those who care about them by assuring that our resources and services are relevant in terms of race, class, nationality, sexual orientation, gender identity, immigration status, ability, age and other factors that influence how men view themselves and their place in their communities. Our Cultural Competency consultant played a critical role in many of the accomplishments detailed above including the translation to Spanish of 1in6.org web content, 1in6 training and outreach materials, and the Men and Boys Healing video. He also coauthored (with David Lisak) an article about sexual abuse of males for *La Opinion* newspaper; provided technical assistance for 1in6 staff on outreach to Latino student groups and attended a number of conferences on behalf of 1in6.
- Stanton Fellowship - Executive Director Steve LePore continued the second year of his work as a Durfee Foundation Stanton Fellow. This fellowship was awarded to support his research on the strategies used to effectively address other initially taboo and difficult social issues and develop strategies to overcome social barriers and bring needed services to male survivors. This work entailed the completion of key interviews with movement leaders and the reading of several books. The year concluded with a half-day symposium of potential Los Angeles-based allies that will help Steve further raise awareness of, and spur program and policy action around, the issue of male childhood sexual abuse. A findings report will be presented early in 2012 though this work will continue through June 2012.

FUTURE PLANS

In 2012, 1in6 will expand its programming in the following ways:

1) **Web-based Programming** – Our web team will continue to add design features and content that improves the navigability and impact of the 1in6.org site including: 1) the creation of a series of brief (30- to 90-second) videos of successful male survivors stories integrated with links that take users to the content and resources of greatest interest; 2) continued translation of the entire website to Spanish; and 3) expanded content to address important issues (such as the myths surrounded male survivors, high profile news stories relevant to the issue and the latest research and resources available).

2) **Professional Training and Outreach** – 1in6 staff and consultants will deliver a greater number of educational workshops and professional trainings than ever before – 10 two-day training and at least 15 workshops/presentations. We are also developing a series of webinars, to launch in the first half of 2012, that will support professionals unable to attend trainings in person.

3) **Community Education and Outreach** - In 2012, we will deepen our work on our pilot college campuses by offering presentations and trainings for health and mental health department staff, university administrators and students. We will partner with campus groups - including student groups, minority groups, dormitory groups and Greek organizations - around Sexual Awareness Month (April) and other events. Campus awareness efforts will also result in 1in6 participation in prevention of sexual violence consortiums and outreach through college radio and tv stations, websites and campus listserves.

4) **Agency Organization and Development** – 1in6 will continue to build the Board of Directors over the course of 2011, seeking to recruit new members that will add to the board's diversity and capacity to fundraise.