



1in6, Inc.
Annual Report 2013

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) offers comprehensive information and support, including a free 24/7 Online SupportLine and a Lending Library (offering most of the 75+ titles cost-free to those who need them). Developed by experts from Harvard University and UMass, the website is the most complete resource available today for individuals dealing with male childhood sexual abuse and receives nearly 450,000 visits annually.
- 2) **Professional Training and Outreach** provide information and training to broaden awareness, increase 1in6's visibility and improve treatment capacity among professionals working in health, mental health, sexual assault and related fields.
- 3) **Community Education and Outreach**, on college campuses and in the general community, address the silence and stigma around 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

A major focus of 1in6 in 2013 was on outreach and engagement efforts targeted at young adult populations, particularly through our Campus Education and Outreach program and our use of social networking strategies to raise awareness of our issue and the resources available to support men who experienced childhood sexual abuse. These efforts were motivated by the fact that most male survivors, if they seek help at all, don't do so until their 30s, 40s or later. By increasing awareness and linking more young adults to our resources, we believe we are lowering the average age at which a man might first seek assistance with this issue.

We are pleased that our education and outreach strategies have resulted in continuing increase in the demand for our information and support services among men, their loved ones, and the community professionals who serve them. In response, 1in6 has worked hard to respond to the needs of these populations through delivery of the following programs:

- 1) **Web-based Programming** - Developed by issue experts at Harvard University and UMass, the 1in6 website is the most complete resource available today for individuals dealing with male childhood

sexual abuse. Based on the most recent reporting period (January – November 2013) 1in6.org received a monthly average of 37,160 visits (up 63% from 22,742 visits in 2012), which represents a monthly average of 15,240 unique users (up 123% from 6,848 in 2012). Current site utilization in 2013 translates to 446,000 visits annually, representing 183,000 unique users over the course of the year. Utilization of 1in6.org showed a particularly large jump in October 2013, due to the placement of our web address on the Get Help page of NOMORE.org, a national initiative to end domestic violence and sexual assault.

The 1in6 website had many major improvements and accomplishments in 2013:

- **Website Expansion** – We developed a new welcome/entry page and created six new pages of content.
- **Spanish Language Content** – 1in6.org remains the most complete resource in Spanish on the issue to date. New pages are translated to Spanish as they are developed for the main (English) site.
- **24/7 Online Support** – In partnership with RAINN (Rape, Abuse and Incest National Network), the 1in6 Online SupportLine continued to operate cost-free to users, 24 hours a day, seven days a week. 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 Based on figures from the most recent reporting period (January – October 2013), just over 860 individuals will access the RAINN Hotline directly from the 1in6 website this year (up 44% from 598 in 2012), spending an average of 37 minutes each seeking support (up 23% from 30 minutes in 2012). This translates into a 37% increase in the total amount of support service time provided to individuals, from a total of 315 hours in 2012 to an estimated 432 hours in 2013. Also, we would like to note that in April 2013, we saw the single busiest month in the SupportLine’s history – with 112 individuals served, far exceeding the amount of SupportLine service time we had budgeted. RAINN trains all of its volunteers on the 1in6 curriculum on responding to the needs of men who experienced childhood sexual abuse. As part of its Community Education and Outreach program, 1in6 continues to distribute outreach cards that promote utilization of the 1in6 OnlineSupportLine.
- **USC Telehealth** – In August 2012 1in6 was invited to partner on a new referral system that links individuals (California residents only) to online therapy offered cost-free by USC Telehealth. In November of 2012, 1in6 staff conducted a training for all USC Telehealth therapists (12 individuals) on identifying and serving men who experienced childhood sexual abuse. In February 2013, 1in6 provided a second presentation on the lasting effects of male childhood sexual abuse for another 12 USC Telehealth staff. In the near future, 1in6 will create a webinar training specifically for use with USC Telehealth staff and volunteers so they will have this available as an ongoing resource that improves their capacity to serve men who experienced childhood sexual abuse. In March 2013, direct links were created to take 1in6.org users to the USC Telehealth website. Since that time, an estimated 40 individuals have utilized that link and five of them have enrolled and are receiving ongoing therapy from USC Telehealth. In 2014, 1in6 will develop a strategic outreach plan to increase active referrals to

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

USC Telehealth to 25 to 30 individuals a year. This plan will include social media and other forms of outreach.

- **Impact Surveys** – Results from the 1in6.org user survey from January 1st through November 26th 2013 suggest that the site’s educational and motivational content continues to have a very positive impact on visitors.
 - **Men, Family, Friends and Others** - Of those responding (786 users), 72% felt what they read on the 1in6.org website helped them “a lot” and an additional 22% felt it helped them “a little.” Among those providing detail on *how* the website helped them, 27% said they learned something about the issue, 24% said they learned more about themselves and their situation, 17% said they felt less alone in dealing with this issue, and 14% said they were now motivated to seek additional help. The remaining 18% provided fill-in responses on how the site helped them.
 - **Professionals** - Of those responding (49 users), 69% felt what they read on the 1in6.org website helped them “a lot” and an additional 27% felt it helped them “a little.” Among those providing detail on *how* the website helped them, 52% learned about trainings they’d like to attend, 39% were motivated to network with colleagues on the issue, 26% learned of organizations they’d like to join, 26% were motivated to seek supervision on working with men who were sexually abused as children and 22% learned about books or other resources that could be helpful in their work (multiple responses were allowed so figures do not sum to 100%).
- **Online Lending Library** – Through the 1in6.org Online Lending Library we loaned (cost-free) books and other resources to roughly 240 individuals in the past year. The Library currently inventories over 75 different books and films, with many on loan for free.

2) **Professional Training and Outreach** – In 2013 1in6 continued to provide programming and resources directed at expanding the capacity of professional service providers to serve men who experienced childhood sexual abuse. Nationwide we partnered with sexual assault and domestic violence coalitions and their member organizations to raise awareness and understanding, provided trainings and resources to community professionals working in the sexual assault, health and mental health fields, presented or offered information tables at numerous conferences, and distributed thousands of pieces of outreach materials to hundreds of organizations and service providers. Some of the highlights of accomplishments in this program area over 2013 include:

- **Professional Education & Training** – 1in6 participated in statewide sexual assault conferences and coalition meetings and organizational trainings including California (6 events), Massachusetts (2 events), Tennessee, Iowa, Maryland, Pennsylvania, Nevada, New York and Ottawa, Canada. In total, nearly 3,600 event attendees had indirect access to outreach materials available at a 1in6-staffed table at these events and 1in6 staff provided educational presentations or training modules directly to 1,821 attendees (up 16% from 1,576 in 2012).
- **Online Webinars** - 1in6 began delivering monthly online training webinars this past summer. The 90 minute webinar, offered the third Tuesday of every month had average attendance of 35 professionals.
- **Collaboration** – 1in6 nurtured ongoing relationships with other national and international organizations working in the field including The Men’s Project, The Joyful Heart Foundation,

Living Well, Big Voice Pictures, Ms. Foundation for Women, Peace Over Violence, Resource Sharing Project, NSVRC, Stop It Now!, the NO MORE campaign and others. 1in6 also partnered with New York State on a joint grant proposal.

- **Cultural Competency** – Our full-time Community Education, Outreach and Awareness Director Martha Marin is the staff person responsible for overseeing all efforts to ensure the cultural competency of 1in6 and its programs. A few of the accomplishments in this area in 2013 include:
 - We developed and provided a training at the Arte Sana Nuestras Voces 2013 Conference in April.
 - We have nearly all the content sections of 1in6.org accessible in Spanish.

3) Community Education and Outreach – A great deal of our education and outreach efforts in 2013 were focused on expanding our presence on college campuses, both within Southern California and nationwide. While we experienced a change in the staff position responsible for this program area, 1in6 made considerable strides in deepening our relationships with existing and new university partners, providing services that expand the resources available to young men who experienced childhood sexual abuse, and providing a foundation for significantly expanded education and outreach efforts in 2014. Some of the accomplishment highlights in this program area in 2013 include:

- **Campus Education & Outreach** – Through this program 1in6 brought greater awareness and professional capacity to ten core campuses in the greater Los Angeles region, other universities in the Southern California region and 75 colleges nationwide.
 - In 2013 1in6 intensely with our five pilot universities in the Los Angeles area – Cal State Fullerton, USC, UCLA, Cal State Northridge, and Pasadena City College – and expanded its efforts to four additional campuses (Loyola Marymount, Cal Poly Pomona, Occidental and the Claremont Colleges). This outreach consisted of emails to and meetings with counseling and health departments, presentations to student groups, distribution of 1in6 outreach materials, co-hosting special events during Sexual Assault awareness month and throughout the school year, and conducting workshops and trainings for interested campus care providers and groups, often leading to unanticipated opportunities or initiatives.
 - 1in6 also provided outreach and support to other campuses in the Southern California area including Mesa College, San Diego; Cal State Long Beach; California State Polytechnic University, Pomona; and UC Irvine.
 - 1in6 continues to reach out every year to universities country-wide around Sexual Assault Awareness Month (SAAM) in April. This year we spent a week at Penn State collaborating on SAAM events, and we contacted 75 other campuses in the US providing educational outreach materials to college counseling directors and email blasts to sexual assault program coordinators.
 - In 2013, 1in6 convened the Men on Campus (MOC) Committee, a 35-member task force made up of students, advocates and professionals from campuses nationwide, (including five Southern California universities) to identify best practices, challenges,

and innovative ideas for serving college-age men who experienced childhood sexual abuse. The Task Force met several times this year and is currently working to develop its mission and goals. Some of our current and planned campus collaborators on the MOC Task Force include Director's for campus programs such as Occidental's Project Safe Program, UC Irvine's CARE program, and the Director of the USC Women and Men's Center as well as the Director of the USC Telehealth initiative.

- In total, 1in6 distributed nearly 45,000 pieces of 1in6 educational outreach materials to universities and community agencies nationwide.

Through these efforts, nearly 1,870 students, faculty and campus staff had indirect access to outreach materials available at a 1in6-staffed table at campus-based events, such as those held during Sexual Assault Awareness Month in April. 1in6 staff provided educational presentations, film screenings or training modules directly attended by 1,730 students, faculty and campus staff (nearly 2.5 times the 710 directly reached in 2012).

- **General Community Outreach** – In addition to our strategic outreach to professionals and universities, 1in6 also provided educational materials, presentations, film screenings and trainings for other community events designed to raise awareness of our issue. Some of these events included the Living Well conference in Australia, the Peace Over Violence Denim Day Press Conference, the Massachusetts Fatherhood Summit and the Annenberg Foundation's Fast Pitch competition. Not including concert events (which is discussed under the 1BlueString campaign below), our general community outreach provided information and resources directly to 1,760 individuals and indirect access to another 310 individuals who were estimated to have attended these events.

4) Public Awareness

- **Awareness Campaigns** – In 2013, 1in6 operated two primary public awareness campaigns:
 - **1BlueString**, launched in November 2012, asks guitarists at all levels to replace one of their six guitar strings with one of our free, blue strings to symbolize the one in six men who have had unwanted or abusive sexual experiences in childhood. The first awareness campaign to support men affected by this issue, 1BlueString expanded significantly in 2013. Over the course of the year, the 1BlueString website received nearly 19,000 visits (representing over 8,300 individuals) and distributed 1,635 string kits. The campaign has produced five music videos and PSAs featuring artists using the blue string, and curated a video contest in which members of the public submitted their own promotional videos. 1BlueString was also chosen as the official charity of the Vans Warped Tour in the summer of 2013 that visited over three dozen cities. 1in6 set up information tables at Vans Warped Tour and other concert events in the Los Angeles area, which in total were attended by over 20,000 youth and young adults, and was able to provide educational presentations that directly reached over 1,200 individuals. An additional 3,470 kits (for a total of 5,105 kits distributed in 2013) were distributed through the Vans Warped Tour and other public events.
 - 1BlueString participated in a Southern California publicity event for the Joyful Heart Foundation (founded by actress Mariska Hargitay) in May 2013.

Attending celebrities and athletes had their photos taken with a 1BlueString guitar.

- To raise funds to sustain both 1BlueString and the larger mission of 1in6, we are currently working with a musician signed under the Jimmy Buffet label to develop a downloadable 6-song CD to be sold online, which will be released in April 2014. The campaign also includes a revenue-generating stream (retail merchandise) and Text-2-Give contribution options.
- **Bristlecone: Portraits of Male Survivors**, launched in early 2013, is an arts initiative that uses a mosaic of photographs and biographies to portray the reality of men who were sexually abused as children. This project was developed by founding 1in6 Board Member Dr. David Lisak as a means of reducing stigma and promoting solidarity among men and others who have been affected by male childhood sexual abuse. Thus far, 19 men have participated in the project, and 1in6 began sharing their impactful stories with the larger public at a 1in6 Funders' Briefing in Los Angeles in October. In the coming years we hope to expand the number of participants and bring the exhibit to a larger number of public venues to increase awareness of our issue and inspire more individuals to seek help. We already have scheduled two exhibits in Albuquerque in January and May 2014, and one in New York City in March 2015.
- **Social Media** – 1in6 engaged in an increasing amount of social networking in 2013.
 - The agency's Twitter account currently has over 3,540 followers (twice as many as in 2012), our new 1BlueString Twitter account has over 600 followers, 1in6's Facebook page has over 360 followers (with estimated reach of 14,000 annually) and the 1BlueString Facebook page has nearly 800 "likes".
 - As part of the 1BlueString campaign, 1in6 started a video contest in September, which currently has six entries. Between the 1BlueString website and YouTube, 2,600 individuals have viewed videos related to 1BlueString.
 - 1in6 staff and volunteers also write weekly blogs that are posted to both the Joyful Heart Foundation and the Good Men Project sites, which respectively receive one million and 13 million visits a year.
 - 1in6 staff are also generating a greater following through ongoing posts to other social media platforms such as Pinterest, Tumblr, Reddit, and Instagram. 1in6 uses these social networking strategies to raise awareness of our issue, drive traffic to 1in6.org, and promote other 1in6 resources such as trainings and outreach.
- 4) **Organizational and Development Accomplishments** - Throughout 2013, 1in6 was guided by a devoted group of individuals who made up our ten-member Board of Directors and a seven-member Advisory Board. In terms of staffing, the 1in6 team consisted of a full-time Executive Director, a full-time Community Education, Outreach and Awareness Director, a part-time Communications and Professional Relations Director, a part-time 1BlueString Outreach Coordinator, and four other part-time consultants responsible for website development, graphic design and grant writing.

Contact 1in6 for more detailed information on development accomplishments. This information is generally not made public.