Who We Are

The mission of 1in6 is to help men who have had unwanted or abusive sexual experiences live healthier, happier lives. 1in6 helps to move these men from isolation and private anguish into active recovery by providing accurate and compassionate information, inspiration, and support.

In the nine years since it was founded, 1in6 has become a leading voice in the effort to disseminate knowledge, resources and skills about helping men who have experienced sexual abuse or assault to heal.

Masculine social norms that discourage men from acknowledging vulnerability, experiences of victimization or need of help pose one of the greatest barriers to engaging men who have experienced sexual abuse or assault to get help. Research indicates that most men who have had such experiences don't begin to deal address with the negative effects until they are in their late 30s, 40s and 50s. Postponement of the recovery process can result in a life half-lived.

The 1in6 website (www.1in6.org) is the world’s most thorough online resource (in English and Spanish) for 21 million men in the United States who have had unwanted or abusive sexual experiences, and for the loved ones and professional providers who care about them. 1in6’s direct services include our 24-hour Online SupportLine and our Online Peer SupportGroup which offer men safe, anonymous ways to access help.

Our Training programs, many of which we have also made available in web-based formats, provide professionals an opportunity to enhance their knowledge and skills to effectively provide services for male survivors and those who care about them.

Our Awareness and Engagement programs, including 1BlueString and the Bristlecone Project and our Men On Campus campaign, offer a varied and innovative selection of engagement opportunities.
The clinical soundness of 1in6's services, combined with the breadth and accessibility of our programming, has enabled us to develop strong collaborative relationships with a broad spectrum of leaders in the sexual violence field. As a result, we’ve been able to effectively promote a trauma-informed understanding of men’s coping strategies in fields as diverse as education, criminal justice, substance abuse, homelessness, child welfare, and mental and physical health, and has enabled us to become a respected participant in national and international conversations about sexual abuse.

The information and numbers outlined below demonstrate how our tenacity, visibility and careful nurturance of key partnerships has helped to inspire increased services to support men who had unwanted or abusive sexual experiences to live healthier happier lives.

**Online Resources**

**Website Visitors**
January 1, 2016 – December 1, 2016

1in6
Sessions (All Visitors): 404,467
New Users (Unique Visitors): 341,227
Percent New: 84%
Pages/Session: 2.39
Average Session: 2 minutes, 59 seconds

The Bristlecone Project
Sessions (All Visitors): 25,917
New Users (Unique Visitors): 17,476
Percent New: 66.6%
Pages/Session: 2.27
Average Session: 30 minutes, 23 seconds

1BlueString
Sessions (All Visitors): 7,464
New Users (Unique Visitors): 6,048
Percent New: 80.39%
Pages/Session: 1.24
Average Session: 50 seconds

**Definitions**

Session = A period of time spent on the website. Within one session, a user could view one page, or they could view ten. A user could account for one session (they only visit the website once) or they could account for multiple sessions (returning the website multiple over the course of the year). Whenever a user returns to the website after previously exiting, a new session begins. So too, whenever a new user comes to the website for the first time, a new session begins.

Pages/Session = Average number of pages visited per sessions
Online Support


- Number of Users - 1287
- Average 1in6 Session Length (in minutes) - 33.18
- Average 1in6 Wait Time (in minutes) - 13.18
- OHL Wait time - 14.7
- Total Sessions Time (in hours) - 790

1in6 Online Peer SupportGroup – January 1, 2016 – December 1, 2016

- Number of Sessions
  - Monday-33 sessions
  - Tuesday-3 sessions
  - Wednesday-49 sessions
- Number of Attendees - 753
- Average Attendees (by Day)
  - Monday-6.3
  - Tuesday-5.3
  - Wednesday-10.8

Online Peer SupportGroup Milestones

- The OSG turned a 1 year old in October 2016
- Two group sessions continue to be offered weekly
- Room capacity is met within the first 10 minutes

1in6 partnered with California State University, Sacramento graduate students of social work to evaluate the OSG program. Evaluation survey launched in November 2018. Recruitment efforts: social media and at the end of each session.

Preliminary results show that:

- 100% respondents trust the moderator "to block graphic language, personally identifying information, and/or abusive commentary made by group members"
- 93% respondents believe they have "benefitted from attending the OSG."

Quotes: Benefits and Feedback

- "The demand is obviously there for this resource, as evidenced by steady stream of new people week after week. It could certainly be expanded to accommodate more men who would benefit from this service, offered more frequently..."
- "It provides a safe, judgment free environment to share what is going on in my life as a result of the abuse."
- "Primary benefit for me is the sense of connection and community, being less isolated, recognizing myself in the experiences of other men, AND very importantly - the opportunity for ME to support and encourage others, to feel like I can help someone else get through a tough time or feel less lonely."
- "The help towards healing from my trauma."
Creative Strategies

Over the course of 2016, we’ve strategized and implemented creative ways to support 1in6’s information & resources, enhancing visitors’ experiences, and honoring their needs. Here are a few highlights:

1in6 Social Media:

Most impactful video:
SEXUAL ABUSE OF MEN: BRINGING THE ISSUE TO TIMES SQUARE

Platform: Facebook
162,444 people reached
34,567 views
916 shares
346 reactions
27 comments

Public-facing story, hopeful & engaging narrative, less than 2 minutes in length, mobile-friendly captioning, utilizes autoplay, begins & ends with 1in6 branding/URL, references 1in6 partners.

- Platform: Facebook
- 162,444 people reached
- 34,567 views
- 916 shares
- 346 reactions
- 27 comments

Facebook video totals (excluding above video):
# of videos – 24
People reached – 81,636
Total video views – 16,009

YouTube video totals:
# of videos – 21
Total video views – 9,550
Average view duration – 1:30
1in6 Website:

A journey of prioritizing content, simplifying the design, and purposefully guiding visitors to expand our public reach & increase how effectively we connect info and resources with those who need them.

Then

![Old Homepage Image]

Now

![New Homepage Image]

A primary objective in designing a new homepage was to consider the experience from a visitor’s perspective, deprioritizing 1in6-facing items and prioritizing what matters the most to our visitors, based on analytics, insights, and planning for the future of the organization.

Chat tools now have greater visibility

![Chat Tool Image]

Popular pages are more accessible

![Popular Pages Image]
1in6 Trainings:

An effort to support written & verbal content with professional & thoughtful design. A few examples:

![Image](https://example.com/image1.png)

**1in6 & NO MORE Week - March 6 - March 12, 2016**

**1in6 and NO MORE Weeks Activities:**

March 1: Celebrities (including Chris Meloni, Blair Underwood, Marcia Gay Harden, Hilary Swank, Mariska Hargitay, Peter Hermann, and Mark Herzlich) begin tweeting about PSAs

March 6: Law and Order: SVU marathon featuring new Joyful Heart/1in6 NO MORE PSAs

March 7: #MenToo Day, Twitter Q&A, 1in6 filming in Times Square

March 6 - March 13: Times Square Viacom electronic billboards featuring Joyful Heart/1in6 NO MORE PSAs. In one week, as many as 3 million people walk through Times Square.

**Press:**

7 articles on major news outlets, including:

- [The Huffington Post](https://www.huffpost.com) (2 articles - [this is the other](https://www.huffpost.com/other))
- [People Magazine](https://www.people.com)
- [Self Magazine](https://www.self.com)
Web Metrics:

March 1 - March 13, 19,629 users accessed the website (50.2% increase from 13,069 users February 17 - February 29)

Some other comparison numbers:

March 6 vs. Feb 28
Users %: **150.51%** (2,693 vs 1,075)

March 6 ('16) vs. March 8 ('15)
Users %: **136.64%** (2,693 vs 1,138)

Social Media Metrics:

Facebook March 1 - March 13
Total impressions: 183,907
Highlight: On March 11th, 87,710 impressions from Times Square video

Twitter March 1 - March 13
Total impressions: 111,966
Highlight: 34,685 impressions on March 7th alone, which was #MenToo Day. Most popular post on that day:

#MenToo experienced sexual abuse as children - 1 in 6 men, in fact. Learn more @ https://1in6.org/the-1-in-6-statistic/ #NOMOREweek [Photo of Hilary Swank PSA ad]

Impressions = The number of times a post from our page is displayed, whether the post is clicked or not. People may see multiple impressions of the same post. For example, someone might see a page update in their news feed/timeline once, and then a second time if a friend shares it. If the same person sees the same content two different times, that would equal two impressions.

RAINN Online SupportLine Numbers:

**From March 1 - March 13**, 5.8 people a day accessed the Online SupportLine. Daily average for February was 4.8 people a day.

**Total number of users for March**: 173 (up from 139 in February)
Communication

Blog Posts
- 34 - The Joyful Heart Foundation
- 34 - The Good Men Project

1in6 Newsletters and Press Releases
- 1in6 Bimonthly Newsletter - 6 sent to 694 subscribers
- Training and Engagement Newsletter - 10 sent to 877 subscribers
- Press release - 2 - 1in6/Joyful Heart NO MORE PSAs and Jewish Community Foundation Underwrites Two-Day Training
- Quarterly Coalition Newsletters 75 leaders of state/territorial Coalitions Against Sexual Assault (CASA)

Website Feedback
- From January 1, 2016 – December 1, 2016, 1in6 received approximately 820 feedback messages from various pages on the 1in6 site. Approximately 300 of those messages asked for and received a response from 1in6.

Printed Materials
- From January 1, 2016 – December 1, 2016, 1in6 distributed approximately 5255 pieces of educational and engagement materials through trainings, events, and website sales.

1in6 Awareness Campaigns

1BlueString Distribution and Events
- Shipped out 392 1BlueString kits
- A number of organizations and campus groups hosted 1BlueString events to raise awareness and support for the 1 in 6 men in their local communities. These sites included ACCESS in Ames (Ames, IA); Occidental College (Pasadena, CA); Saint Joseph’s College of Maine; and the University of New Hampshire (UNH’s SHARPP program hosts a recurring open mic night called The Grind, during which student representatives pass out blue strings and information. In the first half of 2016, UNH SHARPP hosted 8 events, presented the campaign to 622 individuals through those events, and passed out 42 strings).

The Bristlecone Project Participation, Distribution, and Events
- 80 men have participated in the project.
- Sold 36 copies of the Bristlecone Project documentary film for $39.00 a piece.
- Sold 56 Bristlecone Project posters at $10.00 a piece.
- A number of Bristlecone Project exhibitions and film screenings took place in 2016. 1in6 hosted exhibitions at the EVAWI International Conference on Sexual Assault, Domestic Violence, and Engaging Men & Boys and at the New York State Coalition Against Sexual Assault 2016 Conference. Other Bristlecone Project exhibitions took place at The Pentagon in Washington DC, and during Sexual Assault Awareness Month at The University of Southern California, San Francisco and The University of Massachusetts -
Lowell. Film screenings took place at the Two Days in May Conference on Victim Assistance, NYSCA, the American Psychological Association Annual Conference, military trainings, and the Southern Arizona Psychological Association event.

**Social Media** (through December 1, 2016)

**1in6 Facebook** Likes: 2,928  
Facebook Reach: 829,038  
- This number represents the estimated total number of unique users who saw our posts within that date range. A post counts as reaching someone when it's shown in News Feed.

**1in6 Twitter** Followers: 9,273  
Tweet Impressions: 966,500  
- This number represents the number of times users were served a tweet on their timeline or in their search results within that date range. Not every user that is served a tweet will read it, so this number is more of a potential.

**1in6 Instagram** Followers: 1,840

**Professional Audience**

- **Training (Clinical)**  
  - 8 Total  
  - 6 (Military)  
  - 368 Attendees  
- **Training (Non-Clinical)**  
  - 12 Total  
  - 6 (Military)  
  - 925 Attendees  
- **Keynote**  
  - 2 Keynote  
  - 2275 Attendees  
- **Film Screenings**  
  - 8 Film Screenings and Q&A  
  - 8 (Bristlecone)  
  - 848 Attendees  
- **Conferences & Tabling**  
  - 8 Conferences  
    - Directly reached 550 attendees  
    - Indirectly reached 18,825 attendees  
- **Panel Discussion**  
  - 3 Panel Discussions  
  - 1 (Military)  
  - 250 attendees

**Webinars (Private)**

1in6, Inc.  
www.1in6.org
- 2 Private Webinars (2 Military)
- 300 attendees

**1in6 Training Webinar Series**
- 9 Training Webinars
- 541 attendees, 950 registrants

**1in6 Training Webinar Series Feedback**
- Quality of Information Received - Mean: 4.3. Strongly Agree, Mode: 5.

**Webinar Discussion Presentation**
- 1 Presentation - 71 Attendees, 123 Registrants

**Professional Relationships**
- International Conference on Sexual Assault, Domestic Violence, and Engaging Men & Boys
- NYSCASA
- NBPA (National Basketball Players Association)
- Fort Leavenworth, KS-Greg Buehler
- Two Days in May Conference
- Tulare County Child Abuse Prevention Council
- Joint Base Hickam-Pearl Harbor (U.S. Air Force)
- National Crime Victim Bar Association
- ECPAT International
- Navy SHARP
- Army SHARP
- Air Force SHARP
- Marine Corps SHARP