1in6, Inc.

Creating Welcoming Spaces for Men who Have Experienced Child Sexual Abuse

MISSION

The mission of 1in6 is to help men who have had unwanted or abusive sexual experiences in childhood live healthier, happier lives.

THE NUMBERS

1 in 3 girls
1 in 6 boys

1 in 6 Men in the United States have had an unwanted or sexually abusive experience before the age of 18.

Over 19 million men in the U.S.
WHERE ARE THE GUYS?

Self-Defeating Coping Mechanisms

- Alcohol
- Drugs
- Food
- Hyper Masculinity
- Work
- Pornography
- Unsafe Sexual Practices
- Risky Physical Activities
- Issues with Anger Management
- Suicide
- Physical Violence
- Self-Injury
- Sexual Violence

COMMON PRESENTING ISSUES

- Addictions
- Aggression, Anxiety, Depression
- Feelings of Isolation/Limited Resources
- Homophobia
- Low Self-Esteem
- Multiple Victimization
- Orientation and Gender Identity Confusion
- Problems in Relationships
- PTSD, Complex PTSD
- Sexual Compulsivity
- Sexual Dysfunction
- Shame and Vulnerability
- Struggling with Reactive Thoughts or Behaviors
- Suicide/Suicide
1in6 Engagement Philosophy

- Paced
- Mindful of Gender/Orientation/Expression
- Creative
- Innovative
- Indirect
- Message/Hopeful
- Aware of Population/Respectful
- Quality

EXPANDING THE MEANING OF “ENGAGING MEN”

| Men preventing sexual violence against women and children by men | Men healing from unwanted or abusive sexual experiences. | Addressing the impacts of sexual abuse against men, women and children. |

OVERCOMING THE BARRIERS TO SERVING MEN

What barriers have you experienced regarding outreach to men?
DEFINE YOUR GOAL

What do you think would be the most productive effort to help men who have experienced unwanted or abusive sexual experiences, within the scope and mission of your organization?

POSSIBLE GOALS

• Publicize specific services for men
• Make your organization more visibly male-friendly
• Raise general awareness about the issue of men who have experienced sexual abuse
• Engage community members in supporting increased services and awareness efforts

Possible Community Actions to Achieve Your Goals.

Publicize specific services for men

• Publicize individual treatment for male survivors
• Publicize a group for male survivors
• Raise awareness about resources
• Offer a monthly educational series for men
Possible Community Actions to Achieve Your Goals.

Make your organization more visibly male-friendly

- Use inclusive language for websites, literature, etc.
- Include information about male survivors in intake forms
- Train leaders and develop programs to work more with male survivors
- Create ways and funding to start male support groups in your community
- Create leadership teams for reaching out to male survivors

Possible Community Actions to Achieve Your Goals.

Raise general awareness about the issue

- Raise Awareness
- Collaborate with faith communities, tribal councils and other organizations for screenings and raising awareness
- Educate that sexual violence against boys and the cycle of violence is everyone’s problem
- Offer screenings of “Boys and Men Healing” and panel discussion

Possible Community Actions to Achieve Your Goals.

Engage community members in supporting increased services and awareness efforts

- Engage community/funders to support added programming for male survivors
- Campaign to distribute outreach materials to places where men and those who care about them go – doctor’s offices, gyms, coffee shop bulletin boards.
- Create pledge cards for ways organizations can begin to reach out to male survivors
Fine Tuning Your Goal

Identify three changes that initiating this strategy would bring about in your community.

Ex. Raise Awareness
• Raise profile of issue within your community
• Serve as a reminder to stakeholders (what your program values)
• Invite participation of other employees, community members, etc.

Who would benefit from your work?

Ex. Raise Awareness
• Employees/Community Members
• Resource for community
• Provides a safe space for clients and community members to discuss topic

Possible Target Audience Categories

To whom would the action be directed?

• Military Professionals
• Community Professionals
• Other Community (Faith, LGBTQ, Culturally Specific)
• Individual Men/Group Support (Direct Services)
• Students
TARGET AUDIENCE

Remember:
It may not be possible or efficient to try to reach all these categories with one campaign.

PREPARE FOR DEMAND

Training Before Awareness

• Is your staff trained to respond to this specific population?
• Are there available resources in your community?
• What do you have to offer them?

THE MESSAGE

• Branding
• Determine the Conversation
• Crafting the Message
• Framing the Issue
Consistent
Colors = Increased
Visibility
Images = Increased
Longevity
Language = Perception of
quality

DETERMINE THE CONVERSATION

• How ready is your listener?
• Message Guidelines
• Different kinds of conversations
• What feeling do you want to stir or convey?
• Navigating the minefield around the effects of unwanted abusive experiences.

HOW READY IS YOUR LISTENER?

Each individual’s readiness will depend on many factors:

• Where he is in his life
• The stakes
• His motivation to face what he’s avoided dealing with for so long
• What’s going on for him at that moment
• How he might be having his feelings of vulnerability triggered
TYPE OF CONVERSATIONS

Educates vs. Stirring up Emotions
Inspirational vs. Persuasive
Strength/Potential vs. Powerlessness
Allies/Succesess vs. Barriers/Enemies
Duty to Act vs. Regret for Lack of Action

WHAT FEELINGS DO YOU WANT TO EVOKE?

You can trigger anger or outrage,
or a sense of hope.

"The image of a guy who has been sexually abused is often that his whole life is wrecked... This doesn’t give us hope. We need more inspirational work and stories to be told."
MESSAGE GUIDELINES

How will you invite conversation and engagement?

- Which conversation is going to best help achieve your goal with the group you’re talking to?
- Ask yourself and your team, “Why am I choosing this conversation”?  
- This approach. Is it in line with my goal or is it aimed at another goal?
- Which conversations might work against your goal and how?
- Think about the ways that cultural influences might affect both your approach and how people hear it (race, class, ethnicity, sexual orientation, gender, religious beliefs).

FRAMING THE ISSUE: LENS

What lens will your target population see your message through?

- Masculine Norms
- Other Identities
- Misconceptions about sexual abuse of boys
In order to be a "man" in the world,

(and thus safe from physical and emotional pain as well social stigma)

boys are taught to be and to not be...

THE LENS: Identity

- Identities- Race, Class, Ethnicity, Sexual Orientation, Generation, Ability
- Chosen identity groups, i.e., Religion, Social Group, Professional or Social Group, Geographic group.

THE LENS: Misconceptions

1. Sexual abuse is a betrayal of trust. Boys can be betrayed.
2. When a boy or man is sexually abused, it has nothing to do with how "masculine" he is.
3. Sexual arousal or wanting attention does not = consent to be manipulated or abused. Not his fault.
4. Males don't always want sexual interaction
5. Sexual abuse harms boys and girls in ways that are similar and different, but equally harmful.
6. People who sexually abuse boys include males and females, straight and gay. Their abusive behavior has nothing to do with their sexual orientation.
7. Whether he is gay, straight or bisexual, a boy’s sexual orientation or gender expression is neither the cause nor the result of sexual abuse. Focus on “abuse”, not the “sexual”
8. Girls and women can sexually abuse boys. The boys are not “lucky,” but exploited and harmed.
9. Most boys who are sexually abused will not go on to sexually abuse others.

THE LENS: Language

Words can shape and define an experience.

- Unwanted/Abusive
- Survivor/Victim
- Person First Language
- Demonizing Imagery
- Labels vs. Behavior
- Tone (i.e. anger, humor)
- Universal Screening
- Literature

PARTNERSHIPS

Who will be effective partners or vested stakeholders in reaching your chosen population?

Identify three or four key people who would be helpful to get on board to improve the potential for success in reaching the target audience you’ve chosen?

How will it serve their constituency?
PARTNERSHIPS

Ex.
• Faith Community
• Faith Members/Leaders, Youth Groups, Congregants
• Instills trust in the establishment and provides resources for their congregants.

MARKETING CHANNELS

How they receive & communicate messages:
• Social Networks
• Radio/ Articles/ Newsletters/ Blogs
• Print Ads/ TV Ads
• Literature-Brochures
• Sponsorships
• PSAs

WHERE CAN WE REACH MEN?

Where they live, work, study, play, & get help:
• Family, friends and partners
• Work
• School
• Recreation
• Entertainment
• Professional, Systems
• Faith community
SOCIAL MEDIA

Be ready to ENGAGE with your followers and more importantly, provide them with information and resources that they value. Where they “share” and how often they share your information is key.

SOCIAL MEDIA: PUSH STRATEGY

- Traditional Channels
- Controlled Message

SOCIAL MEDIA: PULL STRATEGY

- Get to know your organization.
- Align with your organization
- Not a controlled message
MEASURABLE OUTCOMES

How will you define success?

• Traditional measurements may not apply
• Quantitative Data: services and resources
• Proposal Content
• Progress Update
• Re-evaluate Goals

ADDITIONAL RESOURCES

• Gartner, Richard. (2001) Betrayed as Boys: Psychodynamic Treatment of Sexually Abused Men (oriented toward professionals)
• Elliot, Michelle (ed) (1994) Female Sexual Abuse of Children (oriented toward survivors)

ADDITIONAL RESOURCES

Website

www.1in6.org support for:
• Survivors
• Spouses/Partners
• Family
• Friends
• Professionals
• Information in English and Spanish
ADDITIONAL RESOURCES

www.1in6.org
Information in English and Spanish for survivors and friends/family members/partners/spouses and for Professionals
www.JimHopper.com
Website of 1in6 advisory board member Dr. Jim Hopper. Academic information about male survivors in accessible language
www.RichardGartner.com
Website of 1in6 advisory board member Dr. Richard Gartner. Links to articles and interviews, both academic and for public consumption
www.LivingWell.na
www.TheMensProject.ca

Sidran Institute
  • Post-Traumatic Stress and Dissociative Conditions: http://sidran.org/sub.cfm?contentID=62&sectionid=4
  • This is a national non-profit organization that offers services to help people understand, recover from, and treat traumatic stress (including PTSD), dissociative disorders, and co-occurring issues, such as addictions, self injury, and suicidality. There are many excellent resources here, including resources for survivors and loved ones.

Arte-Sana
  • Website for New Some (art heals), a national, Latina-led non-profit committed to ending sexual violence.
  • Resources in Spanish for survivors of rape and sexual and domestic violence: arte-sana.com/recursos.htm#EXISTE%20AYUDA

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