
DESCRIPTION OF PROJECT

Over the course of 2008, 1in6 continued its work on the early development and implementation of the following planned program components to serve male survivors of childhood sexual abuse:

- 1) Web-based Information and Services available on 1in6.org, in both English and Spanish, providing cost-free and anonymously-accessible educational information on the issue of male childhood sexual abuse, comprehensive listings of resources and referrals, online therapist-moderated chat, a web-based library system providing books and other media on the topic, and advanced interactive assessment and intervention modules;
- 2) Community Education and Outreach consisting of two distinct strategies: community awareness outreach to the general population to educate them on the prevalence and impact of male childhood abuse and a peer-driven outreach effort directed at young men, family members, and service providers directly affected by or responding to this issue. Both strategies will include face-to-face as well as media-based outreach to both English- and Spanish-speaking communities in Los Angeles County;
- 3) Therapeutic Groups – 1in6 will offer therapy groups, initially two groups each week, led by licensed psychotherapists, and expand to four groups weekly by the end of 2009, including bilingual (English/Spanish) group therapy; and
- 4) Therapeutic Workshops and Conferencess – 1in6 will offer monthly therapeutic workshops and bi-annual therapeutic conferences utilizing specially designed curricula that will help men advance to higher stages of recovery by working together.

PROJECT ACCOMPLISHMENTS

In the past year the majority of our efforts have focused on developing and launching the static version of the 1in6.org website. We are happy to report that the BETA version of the website launched in September 2008 and is already receiving a tremendous amount of traffic from individuals around the country and the world. Between September 1st and December 31st, the website was visited by over 4,000 unique visitors, representing 55 countries (72% of visitors were in the United States, 28% from other countries) and accounting for over 91,000 page views. The average site visit lasted more than 12 minutes. This level of site utilization has been achieved without any promotion or marketing of the website whatsoever. Site visitors are also providing 1in6 with valuable feedback on the usefulness of the site and their comments are overwhelmingly positive.

1in6 will continue to operate the BETA version of the site and conduct more formal feedback through surveys and focus groups through the first quarter of 2009. This information will aid us in our efforts to refine the current site content and features. The official launch of 1in6.org will occur in April 2009, along with the commencement of a marketing and media campaign to raise awareness of the website and promote increased utilization. The online resource lending library is already developed and expected to launch by the end of the first quarter of 2009, after initial testing is complete. In addition, we will begin adding more interactive components to the site in 2009 – see Future Plans below for further details.

Though much of our work has focused on development of the 1in6.org website, we have also made progress in planning for and laying the foundation for other 1in6 program components. The Executive Director has begun community education and outreach efforts on a small scale in Los Angeles, but larger scale efforts will commence in mid-2009. 1in6 has also been actively pursuing the development of professionally-facilitated therapy groups to provide a community-based and in-person support resource to help men advance to the next stage of recovery. 1in6 is partnering in this effort with the Men's Project of Ottawa, Canada, a provider of counseling and support for men who experienced sexual or physical abuse as children. For additional updates on these program components, see Future Plans below.

1in6 has also made tremendous strides in strengthening its organizational infrastructure by further growing the Board of Directors and Advisory Board. Recent recruits include Aaron Gilmore, professional dancer and the 2006 winner of New Zealand's Dancing with the Stars (voted to the Board of Directors) and Rick Goodwin, Executive Director of the Men's Project (named to the 1in6 Advisory Board).

PROBLEMS ENCOUNTERED

The primary challenge we have encountered in our first year as an agency has been the securing of the seed funding necessary to develop and implement our programming along the originally anticipated timeline. There is no question that the issue we are addressing is still taboo to many people and it has taken longer to gain the support of local foundations than expected. However, since receipt of grant support from some leading philanthropic organizations in Los Angeles, such as the Weingart Foundation and the Ahmanson Foundation, other foundations have been much more willing to receive a grant proposal and meet with us to discuss further our planned programming. We have also secured additional funding from the the Annenberg Foundation, the May & Stanley Smith Trust, Target and the Klehn Foundation.

As we implement our community education and outreach efforts, we believe we will further reduce hesitancy among community members and the philanthropic sector to support our mission and programs. In 2009 we will also continue transforming our agency leadership from a founding, credibility board to a fundraising and awareness board, an effort that should also increase the amount of recognition and acceptance we receive as an agency.

FUTURE PLANS

1in6 Web-based Programming: In the first quarter of 2009, 1in6 will begin working with the Rape, Incest, and Abuse National Network (RAINN) to develop the online hotline component of the 1in6.org website. RAINN has operated a well-known and highly reputed national online hotline for 14 years and provides an average of 1,600 sessions each month to individuals who experienced sexual assault. The online hotline is expected to launch by the end of the second quarter of 2009. Work on the interactive online assessment and intervention modules will begin in 2010 – ideally during the first quarter of the year, depending on the availability of funding. 1in6 will develop two modules initially (for post-traumatic stress disorder and marijuana use) and continue adding modules over time. Finally, we anticipate that the entire 1in6.org website will be translated to Spanish by the end of 2009, depending on the availability of funding.

1in6 Community Education & Outreach: 1in6 staff and board leadership, in conjunction with agency partners, are currently developing three distinct community education and outreach strategies. The first strategy will target the therapist community and the second the direct service provider community, the two audiences most likely to have direct access to male survivors of childhood sexual abuse. The third strategy will target male survivors and their loved ones directly. The geographic areas covered by community education and outreach will depend on the sources of grant funding obtained; 1in 6 has several grant requests pending that would target up to four Southern California counties – Los Angeles, Ventura, Orange and San Diego. Rick Goodwin, the Executive Director of the Men's Project and 1in6 Advisory Board member, will assist with development of education and outreach to the therapist community and Peter Pollard, the former Education Director of Stop It Now, will serve as a thought partner for education and outreach to the direct service provider community. A full-time Community Education and Outreach Worker, to be hired in the third quarter of 2009, will be responsible for coordinating all education and outreach directed at male survivors and their loved ones. All three strategies will work in conjunction with, and support, overall efforts to market and promote the services of 1in6. We have applied for a technical assistance grant from the Taproot Foundation to assist us with this more general marketing and public relations work.

1in6 Men and Healing Therapy Groups: In the second quarter of 2009, the Men's Project will provide the curriculum and therapy training for two different levels of therapeutic groups. The current plan is to begin offering the Men and Healing therapy groups in the third quarter of 2009, two groups each week initially, and expanding to four groups weekly by the end of 2009, including bilingual groups.

Agency Infrastructure: 1in6 will continue to build the Board of Directors over the course of 2009. While the founding board members will all remain seated, additional members will be recruited that can contribute directly to public awareness and fundraising objectives. Current staff includes Steve LePore, Executive Director, and three part-time professional consultants (Jim Hopper, Heidi Sommer and Pater Chen). Future staff includes a full-time CE&O director and a part-time web assistant.

ACCOUNTING SUMMARY

Available upon request.