

# 1in6 Annual Report 2015



**SUPPORT FOR MEN**  
AND THOSE WHO CARE ABOUT THEM

[www.1in6.org](http://www.1in6.org)

## Who We Are

The mission of **1in6** is to help men who have had unwanted or abusive sexual experiences in childhood 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 in childhood 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 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](http://www.1in6.org)) is the world's most thorough online resource (in English and Spanish) for 21 million men in the United States who were sexually abused in childhood, and for the loved ones and professional providers who care about them. 1in6's direct services include our 24-hour Online SupportLine and our recently-launched 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 Community 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 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 in childhood to live healthier happier lives;

## **Online Resources**

### **Website Visitors**

#### **1in6**

Sessions (All Visitors): 382,930

New Users (Unique Visitors): 287,226

Percent New: 74.9%

Pages/Session: 1.61

Average Session: 25 minutes, 2 seconds

#### **The Bristlecone Project**

Sessions (All Visitors): 26,925

New Users (Unique Visitors): 19,142

Percent New: 71.2%

Pages/Session: 2.38

Average Session: 23 minutes, 29 seconds

#### **1BlueString**

Sessions (All Visitors): 10,039

New Users (Unique Visitors): 7,948

Percent New: 78.5%

Pages/Session: 1.37

Average Session: 1 minute, 10 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

## **1in6 Online SupportGroup**

- 13 YTD Tuesday Sessions (90 min) with 5 being the average number of participants
- 13 YTD Wednesday Sessions (90 min) 4 being the average number of participants

## **1in6 Online SupportLine-YTD**

- Number of Users - 1087
- Average 1in6 Session Length (in minutes) – 35.0
- Average 1in6 Wait Time (in minutes) - 9.5
- OHL Wait time – 9.9
- Total Sessions Time (in hours) – 647.2

**1in6 Online Lending Library** – Through the 1in6.org Online Lending Library we loaned (cost-free) books and other resources to **60 individuals** in 2015. The Library currently inventories over 75 different books and films, with some on loan for free.

## **Communication**

### **Blogs**

- 48 1in6 Thursday blogs posted on The Joyful Heart Foundation and the Good Men Project.

### **1in6 Newsletters and Press Release**

- CASA Quarterly Newsletter - 4 sent to 100 state coalition leaders
- 1in6 Bimonthly Newsletter - 10 sent to 2,975 listserv members
- Training and Engagement Newsletter - 6 sent to 4,927 listserv members
- Press release - 2 Press releases Bristlecone Film and 1in6 SupportGroup

**Website Feedback** – In 2015, 1in6 received approximately **900 feedback messages** from various pages on the 1in6 site. Approximately **400 of those messages** asked for and received a response from 1in6.

### **Added/Updated**

#### **Inclusivity**

- New pages
  - Latino Men: Hope and Healing (En.)
  - Hombres Latinos: Esperanza y Sanación (Es.)
- Feedback Survey Update: Ability, Gender non-conforming, expansion on race and ethnicity
- Feedback Inquiry Templates: Spanish language feedback templates created
- Partnerships: Casa de Esperanza (see Professional relationships), Forge (see Professional relationships)

## **Community Awareness and Engagement (Community Education and Outreach)**

– In 2015, 1in6 distributed over **13,000 pieces** of educational and engagement materials to universities and community agencies nationwide.

### **1BlueString**

- In 2015, shipped out **470 1BlueString kits** to individuals across the country who purchased them for \$3.95 a piece from 1BlueString.org
- Launched a cleaner, more user-friendly 1BlueString website, including an Event Hosting Guide and an Instructions & FAQ Sheet
- Throughout 2015, many 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 Dean College (Franklin, MA); Occidental College (Pasadena, CA); ACCESS in Aimes (Aimes, IA); SASS New Hampshire and A Safe Place (joint concert event); and the University of New Hampshire (UNH). UNH's SHARPP program hosts a recurring open mic night called The Grind, during which student representatives pass out blue strings and information. In 2015, SHARPP hosted **7 The Grind events** (up from 4 in 2014). **556 UNH students** total attended the events (up from 393 in 2014). SHARPP representatives handed out **39 blue strings** (up from 24 in 2014) and sent out **43 follow-up emails** (up from 23 in 2014).
- The US Army Fort Gordon SHARP Signal Corps band performed using 1BlueString to kick off Fort Gordon's Sexual Assault Awareness Month Command Program
- The band Future Crook's releases video featuring 1BlueString; 1.5 million YouTube views
- 1BlueString interviewed by Big Voice Pictures; featured on Big Voice Pictures' blog
- Photoshoot to create social media and print content
- Tabled at Bummerfest in San Diego, CA, a music and art festival benefitting 1BlueString
- Introduced new "print on demand" merchandise items: ladies' tee, tank top, and hooded sweatshirt

### **The Bristlecone Project**

- As of December 30, 2015, **61 men** have participated in the project.
- Released the Bristlecone Project documentary film; film available for purchase on website
- Launched poster ordering on the website
- Launching Bristlecone Project Kickstarter to raise funds to produce video vignettes to live on Bristlecone Project website and 1in6 website
- A number of Bristlecone Project exhibitions took place throughout 2015. 1in6 hosted exhibitions at the Heath Gallery in New York City; at the 2015 National Sexual Assault Conference in Los Angeles, CA and at The South-South Institute on Sexual Violence Against Men and Boys in Phnom Penh, Cambodia; at The Greater Champher Temple (Hagerstown, MD); and the University of Massachusetts Lowell;

### **Social Media**

**1BlueString** as of December 30, 2015:

Twitter Followers: 1,328  
Facebook Likes: 1,639  
Instagram Followers: 415

**1in6** as of December 30, 2015:

Twitter Followers: 7,234  
Facebook Likes: 1,697  
Instagram Followers: 742

## **Professional Engagement/Training**

- Training (Clinical)
  - 3 (3 Military)
  - 2 - 2 Day Clinical Trainings
  - 1 - 1 Day Clinical Training
  - 136 Attendees
- Training (Non-Clinical)
  - 6 Non-clinical 90-min Trainings (1 Military)
  - 291 Attendees
- Keynote
  - 4 Keynotes (2 Military)
  - 1099 Attendees
- Presentation
  - (2) Two 90-min Presentations (1 Military)
  - 365 Attendees
- Film Screenings
  - 3 Film Screenings and Q&A (2 Bristlecone, 1 Boys and Men Healing)
  - 155 Attendees
- Conferences & Tabling (indirect engagement)
  - 6 Conferences and indirectly reached 2,020 attendees
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### **1in6 Men On Campus National Task Force**

- Task Force Meetings (SAAM and Campus SaVE Act)
  - 2 Meetings, 27 Professionals on campus
- Pin Map resource update: Updated Pin Map resource listed new members services on campuses nationwide.
- 4 MOC Newsletters sent to 405 listserv members
- 3 - Virtual Awareness Presentations with 50 total attendees

### **Webinars (Private)**

- 3 Private Webinar (2 Military, 1 Coalition -TN)

### **1in6 Training Webinar Series**

- 8 Training Webinars
- 417 attendees, 740 registrants

### **Webinars Feedback**

- Quality of Information Received - Mean: 4.35. Strongly Agree, Mode: 5.
- Relevance of Information to Work Mean: 4.39. Strongly Agree, Mode: 5.

### **Webinar Discussion Presentation**

- 1 Presentation - 53 Attendees

### **Professional Relationships**

- Advisory Board for National Sexual Assault Conference (NSAC)
- Sponsored Male Survivor Track at NSAC
- Collaboration with Casa de Esperanza on Latino Men material (described above)
- Participation in Expert Panel for NRCDV re: services for Male Survivors
- Expert panel on trauma-informed care for MNCASA
- Collaborated with the Peace Over Violence Sexual Abuse Advisory Council (events and meeting)
- Quarterly newsletters to CASAs (see numbers above)
- VERA roundtable
- NO MORE advisory committee
- Met with the NFL