

Take a stand against sexual assault on your campus.

**WE'RE THE KIND OF GUYS WHO TAKE A STAND WHERE DO YOU STAND?**

**MEN CAN STOP RAPE**  
Men Preventing Sexism and Sexual Assault

I asked Jen if she wanted to stay over. She said maybe next time, so I drove her home.

**I'M THE KIND OF GUY WHO WANTS CONSENT WHERE DO YOU STAND?**

**MEN CAN STOP RAPE**  
Consent is Ongoing, Voluntary, and Sober

**MEN CAN**  
CREATING CULTURES FREE FROM VIOLENCE  
**STOP RAPE®**

During the rideshare, the driver looked uncomfortable when my friend, Chris, kept hitting on her. I told him to stop.

**I'M THE KIND OF GUY WHO TAKES A STAND WHERE DO YOU STAND?**

**MEN CAN STOP RAPE**  
Men Preventing Sexism and Sexual Assault



# Where Do You Stand?

## Campaign Guide

**HEALTHY MASCULINITY**  
ACTION PROJECT



# CAMPAIGN GUIDE

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## What is WHERE DO YOU STAND?

This is a guide to Men Can Stop Rape’s new bystander intervention and consent **WHERE DO YOU STAND?** campaign ([wdys.shop](http://wdys.shop)) designed specifically for young men. All the components of **WHERE DO YOU STAND?** together constitute a unified and comprehensive whole that can positively change the cultural dynamics of an entire community. You will learn about different components throughout this guide.



There is good reason to focus specifically on college men and BI. Recent research suggests that men come to BI more slowly than women. We are starting to know from studies like Sarah McMahon,

Judy Postmus, and Ruth Anne Koenick’s (2011) that compared to college age males, college age females have more positive bystander attitudes and behaviors. Sarah McMahon and Alexandria Dick (2011) also comment on how men are less likely to intervene and attribute it to the social norms of hegemonic masculinity, characterized by “heterosexuality, strength, and sexual prowess.” The pressure to “do masculinity” is especially present in certain group contexts where hegemonic norms dominate. Similarly, there are reasons to positively role model consent for men and boys. Terry Humphrey’s 2007 study of consent and college students consisted of distributing to 414 undergraduates sexual vignettes in which consent was unclear. He concluded that college men, “more than women, perceived the scenarios as more consensual, acceptable, and clear regardless of relationship experience.”

The positive role modeling of **WHERE DO YOU STAND?** is important. Amanda Mabry’s 2016 study compared the effectiveness of *Where Do You Stand? (WDYS?)*, which uses positively framed messages, to a campaign that uses negatively framed messages (e.g., don’t do this behavior). She concludes that campaigns for college men using positively framed messages like *WDYS?* are more effective at influencing *both* men who are *less likely* to engage in bystander intervention behaviors and men who are *likely* to engage in bystander intervention behaviors.

So we clearly need positive bystander intervention and consent campaigns specifically for men. To create **WHERE DO YOU STAND?** we conducted interviews with sexual assault staff on college and university campuses, held focus groups with a diversity of young men, and administered surveys testing messaging. Everything we have learned has helped shape the **WHERE DO YOU STAND?** campaign theme, materials, trainings, curriculum sessions, event ideas, and projects. Read on to learn more about the campaign.

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## Why WHERE DO YOU STAND? Works

In all of the many public education campaigns Men Can Stop Rape has created since 2001, we have always used our expertise to identify the qualities that will lead to sustainable and measurable success. **WHERE DO YOU STAND?** is no different. This campaign achieves its goal of engaging and mobilizing young men in the prevention of sexism and sexual assault through:

- *Positive Messaging.* We know that a fear-arousing campaign doesn't work. The intended audience becomes defensive, angry, or dismissive. **WHERE DO YOU STAND?** uses positive identity-based and solution-based messages that invite young men to be part of the answer to ending sexism and sexual assault.



- *Identity-Building.* In order to achieve behavioral change, it is important to positively cultivate an identity associated with the change. "I'm the kind of guy who takes a stand" provides young men with an identifier that accentuates their best selves.

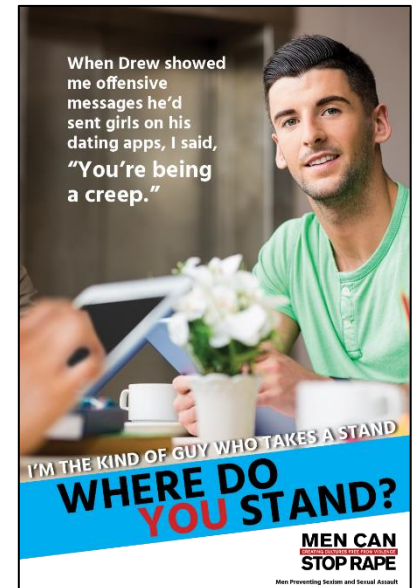
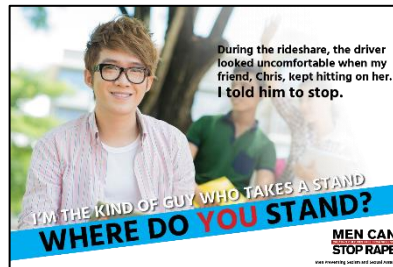
- *Action Recommendations.* It is imperative to inform young men on what can be done. If action recommendations are absent, behavioral change will not be reinforced. The **WHERE DO YOU STAND?** intervention messages and training offer real life examples of positive action.

- *Performable Actions.* The recommended actions must be recognized by young men as something they would do themselves; if they aren't, the campaign loses credibility. The intervention actions were all tested and described

by a large majority of young men as actions they would do themselves.

- *Healthy Masculinity.* A campaign should promote healthy masculinity as a means of challenging attitudes and behaviors that are connected to sexism and sexual assault. Healthy masculinity includes supporting gender equity and other forms of equity, as well as replacing risky and violent masculine behaviors with respecting the self and others.
- *Messaging that Identifies Benefits to the Individual.* Social marketing recognizes that people are generally not altruistic. The campaign associates positive identities associated with intervening.

## Ways You Can Purchase WHERE DO YOU STAND?



**WHERE DO YOU STAND?** targets young men with provocative and inspiring images and messages. If you like the campaign and want to use it in your community, there are 3 different ways you can purchase it to accommodate your budget and specific needs:

1. You can buy the materials as they are
2. You can purchase WDYS materials and trainings packaged in different discounted bundles that include customization with your logo and your contact information

### 3. You can license the campaign

To purchase the materials as they are or purchase the bundles, visit, [wdys.shop](http://wdys.shop). You can learn more about the bundles and licensing below.

## WHERE DO YOU STAND? Bundles

Below are the four standard WDYS bundles MCSR offers, although other bundle configurations are possible upon request.

WHERE DO YOU STAND? BUNDLES			
BUNDLE A	BUNDLE B	BUNDLE C	BUNDLE D
<ul style="list-style-type: none"> <li>• 200 customized posters</li> <li>• 1,000 customized postcards</li> <li>• 1,000 prevention and/or consent stickers</li> <li>• Large customized vinyl banner</li> <li>• Shipping included</li> <li>• Two hours of technical assistance</li> <li>• Full-day WDYS training or Healthy Masculinity Community Conversation (Travel and lodging for MCSR staff not included in bundle price)</li> </ul>	<ul style="list-style-type: none"> <li>• 100 customized posters</li> <li>• 1,000 customized postcards</li> <li>• 500 prevention and/or consent stickers</li> <li>• Large customized vinyl banner</li> <li>• Shipping included</li> <li>• One hour of technical assistance</li> <li>• Healthy masculinity and bystander intervention webinar</li> </ul>	<ul style="list-style-type: none"> <li>• 50 customized posters</li> <li>• 100 customized postcards</li> <li>• 250 prevention and/or consent stickers</li> <li>• Shipping included</li> </ul>	<ul style="list-style-type: none"> <li>• 50 customized posters</li> <li>• Shipping included</li> </ul>
<b>DISCOUNTED PRICE:</b> <b>\$8,000</b>	<b>DISCOUNTED PRICE:</b> <b>\$3,500</b>	<b>DISCOUNTED PRICE:</b> <b>\$1,200</b>	<b>DISCOUNTED PRICE:</b> <b>\$650</b>

## Licensing WHERE DO YOU STAND?

If you want to sustain your use of **WHERE DO YOU STAND?** for a year or longer, use a wider array of design options than offered in the bundles, and be able to print as many of the materials as you would like, MCSR provides the option of licensing **WHERE DO YOU**

**STAND?** Licensing includes complete media-consultation and design services together with proprietary public-service-advertising materials that meet the highest professional photographic and graphic-arts standards. You can decide what to license from an array of possible designs:

1. Billboards
2. Floor graphics
3. Posters
4. Banners
5. Bus placards and ads
6. Wall clings
7. Window decals
8. Postcards
9. Newspaper, magazine, or newsletter print ads
10. Stickers, magnets, notepads
11. Wristbands, pens, sports bottles, toy basketballs, and other giveaways
12. T-shirts
13. Door hanger

After phone consultations about your strategies and goals for the campaign, MCSR will make recommendations and present you with a proposal outlining licensing requirements and costs. After the proposal has met your satisfaction, MCSR provides you with a contract; once it is signed, production begins. Licensing agreements last anywhere from one to three years. During that time, you can print and display the designs as many times as you want within your city, county, or state.

We are able to offer **WHERE DO YOU STAND?** designs at a much lower cost than if you were to hire a PR firm by providing you with options drawn from an already existing campaign with a proven stock of messages and images.

Send an email to [info@mencanstoprape.org](mailto:info@mencanstoprape.org) to set up a licensing consultation.

## Placing WHERE DO YOU STAND? Materials

What do you do with **WHERE DO YOU STAND?** materials once you have them? You don't want to slap up some posters on a wall and forget about them. This section will help you think about effective ways to make the campaign materials more visible. Here are some ideas:

- *Look for public areas with the most traffic.* Ask yourself, what areas do young men regularly pass through or hang out in your community? Gather a group of young men and ask them where they think the campaign materials should be placed.
- *Use event and presentation spaces.* Make your campaign materials mobile. For instance, laminate the posters and take them with you wherever you go to use as opportunities for discussion.
- *Consider the floor.* We're used to seeing things on walls, so the competition for attention there is more intense. Look for spots that receive a lot of traffic but where the competition is lower – like the floor. Consider using a **WHERE DO YOU STAND?** floor graphic.
- *Don't overlook private work space.* Use work spaces to express visible support of the campaign by teachers, coaches, business people, politicians, and administrators. It is especially powerful when those who aren't overtly associated with the campaign put the materials up in their work space.
- *Cover private living space.* Give young men ownership of the campaign by providing them with materials they can put up in their locker, dorm room or apartment, or that they can wear or carry with them.
- *Place the campaign online using social media.* Social media – Instagram, for example – allows students to create large networks that are integrated into their everyday lives. It is an important outlet for **WHERE DO YOU STAND?** Rather than trying to implement this yourself, see if there are youth who will volunteer their time.

Placement is important but don't stop there. A campaign is more than just figuring out where to put up materials. Weinreich Communications states on their website: "Social marketing involves much more than television advertising campaigns. The most effective programs use a combination of mass media, community, small group and individual activities. When a simple, clear message is repeated in many places and formats throughout the community, it is more likely to be seen and remembered." Another important task then is to implement strategies that engage the help of the public to spread the messages and ideas of the campaign.

- *Conduct **WHERE DO YOU STAND?** informational meetings.* You want as many people as possible on the same page concerning the campaign. Help community members and groups understand the messages and goals of the campaign and the important role they can play in supporting those goals.

- *Involve the community.* See if you can put up materials in local businesses frequented by young men. Have a launch event and invite business leaders, area politicians, and parents. Hold a **WHERE DO YOU STAND?** contest and give away prizes donated by local businesses.
- *Classroom Teaching as Social Marketing.* Professors and teachers are in a particularly useful position to support and develop the messaging of a college campaign, especially if they relate some of their lessons to the topics of gender issues. Whereas traditional media channels only have a short time – often 10 to 60 seconds to communicate its meaning – outlets like a classroom lesson can devote more time to explaining more complicated aspects of the messaging and use more collaborative methods.

## The WHERE DO YOU STAND? Bystander Intervention Training

I don't rape so it's not my problem • They'll think I'm gay • My friends will laugh at me • No one will agree with me • I'll get my ass kicked • It's not my responsibility • None of my friends ever say anything • I don't know what to say • What can one guy do? • I don't know the person • There's only one of me and a bunch of them • He'll think I'm being racist • I do that, say that, feel that, and believe it, too. • I want to but don't know how.

There are many different ways men react to and resist opportunities for intervention. Almost all men know, though, that uncomfortable feeling in their gut when someone crosses a line—a man in anger calling a woman a bitch or another man sexually harassing a woman, for example. But much of the time they may not act on it. Men have been socialized to dismiss that discomfort. This one day training for trainers – grounded in Hilde Nelson's ideas about dominant and counter stories, Michael Gershon's theory of the gut as a "second brain," Salovey and Mayer's ability-based theory of emotional intelligence, and recent research on how and why men do and don't intervene as active bystanders – prepares professionals and peer educators to conduct bystander interventions trainings and workshops specifically tailored for young men. Participants will be able to communicate how dominant stories of masculinity impede men's emotional intelligence and how counter stories connected to "gut check" and emotional intelligence empower men to trust their gut and take action.

The training builds on the intervention scenarios in the **WHERE DO YOU STAND?** campaign materials.

### The Day-Long **WHERE DO YOU STAND?** Bystander Intervention (BI) Training Agenda

- I. Introduction
  - A. Social norms, men, and bystander intervention
  - B. How the **WHERE DO YOU STAND?** campaign was developed
  - C. Why connect the **WHERE DO YOU STAND?** campaign materials with a training or workshop
  - D. BI, healthy masculinity, and the process of environmental change
  - E. Who's in the Room Exercise
- II. Dominant Stories of Masculinity and BI
  - A. Explaining dominant stories – Hilde Nelson
  - B. Real Man exercise
  - C. Real Man exercise and BI
- III. Continuum of Sexual Violence
  - A. Gut Check and Emotional Intelligence
  - B. The continuum exercise using scenarios from the campaign
  - C. Primary prevention and the continuum

- IV. From the Continuum to Healthy Masculinity and BI
  - A. What is BI
  - B. The Strongest Man exercise and healthy masculinity
  - C. The Strongest Man exercise, healthy masculinity, and BI
  - D. Recognizing how you are how already practicing BI
  - E. Sharing men's successful BI stories
  - F. Developing a bystander intervention tool box
- V. Wrap Up
  - A. Defining a successful BI intervention
  - B. Solomon Asch and the social influence process

## WHERE DO YOU STAND? and The Men of Strength Club

Since 2000, from Hawaii to Washington, DC, Men of Strength (MOST) Clubs have actively engaged young men to prevent sexual and dating violence. The Club inspires them to create their own positive definitions of healthy masculinity, manhood, and strength; develop healthy relationships with others; embrace the concept of personal responsibility; work in partnership with female peers; and do their part to build safe communities. If you're planning to implement the **WHERE DO YOU STAND?** campaign, the MOST Club can be a valuable component.

In 2010, Vital Voices International – cofounded by U.S. Secretary of State Hillary Rodham Clinton – listed MCSR's Men of Strength Club as “one of the most innovative prevention programs in the United States.” Advancing healthy masculinity from a theory-based, outcome focused, and culturally informed design, the Club intervenes in the lives of young men through a pro-social, gender equitable, empowerment method.



The commitment of veteran Club members is exceptional. They have become spokespersons for healthy masculinity and prevention in their schools and the culture at large. MOST Club members took part in the Advisory Board for the National Teen Dating Violence Prevention Initiative, a project of the American Bar Association. Members have appeared on national talk radio shows to address men's role in preventing domestic violence as part of Liz Claiborne Inc. and *Redbook* magazine's “It's Time to Talk Day.” They also have conducted annual youth led dialogues for the United Nations.

Clubs engage other men by sponsoring BBQs and tailgates, and they host and participate in the MOST Club Film and Speaker Series and other community events to raise awareness about sexual assault and dating violence, sexual and reproductive health, and healthy masculinity. Members have spoken at the National Conference on Sexual Assault in Our Schools and lobbied their elected representatives in Washington, DC for more gender-equitable policies. They also mentor younger men in their communities as part of Men Can Stop Rape's Between the Notes program, and they join their women classmates and friends in Taking Back the Night in communities across the country.

## Starting a Men of Strength (MOST) Club



Starting a MOST Club is a serious commitment, on both the part of MCSR and a school or community organization. In order for a Club to be effective, it requires financial resources, strong allies, solid expertise, and sustained commitment. MCSR can help by providing strategy, trainings, manuals, curriculums, and technical assistance. Below are reasons to start a MOST Club and who to contact.

### Club Benefits

#### For Members

- Access to positive male mentors
- Fun environments
- Healthier understanding of masculinity
- Peer support and a national network
- Increased awareness of men's role in preventing violence against women
- Increased skills to take public action to prevent violence against women

#### For Schools, Organizations, and Agencies

- Proven programs for engaging young men in fostering a healthy, safe, and equitable environment
- Status as community leader in innovative violence prevention and youth development practices
- Increased investment from young men in the health and safety of their communities
- Readiness assessment
- Access to evaluation tools and protocols
- Training and technical assistance over a sustained period of time
- Materials, including curriculums, project kits, and gear

### Contact

To inquire about establishing Men of Strength Clubs in your community, please send an email to [training@mencanstoprape.org](mailto:training@mencanstoprape.org)

## Planning a Comprehensive Campaign

Five comprehensive reviews of factors associated with interpersonal violence and its prevention strongly recommend intervening at multiple levels of the social ecology (i.e., at the level of the individual, family, peer group, community, organization, and society; Grauerholz, 2000; Heise, 1998; Mihalic et al., 2001; Kerns & Prinz, 2002; Neville & Heppner, 2005). Lee and colleagues assert that community-based sexual assault education efforts targeting individual attitudes are more effective when they are part of a comprehensive approach that includes intervening at the school and community levels (Lee, Guy, Perry, Sniffin, & Mixson, 2007). That's why we're offering a plan for **WHERE DO YOU STAND?** to be implemented at different levels of the community ecology. If you can't implement all the moving parts, then consider prioritizing those most important to your community.

Below is an outline of steps to implement a comprehensive **WHERE DO YOU STAND?** campaign over a two-year period.

- I. **Year One, Planning (1 month)**
  - A. Develop a list of potentially valuable community allies – community organizations, businesses, sports teams, student groups, administrators, faculty, campus police, and government officials – for launching the campaign
  - B. Talk about the campaign with the list of allies to gain support and interest
  
- II. **Year One, Planning (4 months)**
  - A. Assess the level of interest, support, and commitment of different community allies to establish a **WHERE DO YOU STAND?** coordinating committee that meets regularly
  - B. Present all committee members with a plan for launching **WHERE DO YOU STAND?** in the community that will consist of the following:
    1. Licensing customized **WHERE DO YOU STAND?** designs or purchasing **WHERE DO YOU STAND?** materials
    2. Starting Men of Strength (MOST) Clubs in schools
    3. Getting the buy-in of community leaders
    4. Placing campaign messages and PSAs
    5. Developing a plan for evaluation
  - C. Conduct WDYS trainings with key community allies.
  - D. License campaign designs. Designs can consist of:
    1. Billboards
    2. Floor graphics
    3. Posters
    4. Banners
    5. Bus placards and ads

6. Wall and window clings
  7. Postcards
  8. Print PSAs
  9. Wristbands, pens, toy basketballs, gear, and other giveaways
  10. Radio PSA
  11. T-shirts
  12. Campus-kiosk ads
  13. Door hanger
- E. Or purchase campaign materials. Materials can consist of:
1. Banners
  2. Posters
  3. Postcards
  4. Stickers

### III. Year One, Launching (6 months)

- A. Recruit members for the MOST Club
- B. Plan, schedule and hold a training for facilitators, sponsors, and allies of the MOST Club
- C. Begin weekly MOST Club meetings using curriculum
- D. Conduct pre-test evaluation of MOST Club members and for public education campaign
- E. Place campaign materials throughout community
- F. Conduct campaign launch event
- G. MOST Club members plan **WHERE DO YOU STAND?** community project for semester
- H. MOST Club members begin process of becoming officially recognized school organization
- I. MOST Club facilitators participate in monthly consulting conference calls with MCSR staff

### IV. Year Two, Sustaining (6 months)

- A. Continue MOST Club weekly meetings
- B. Begin training MOST Club members to conduct **WHERE DO YOU STAND?** peer education programming.
- C. MOST Club members implement **WHERE DO YOU STAND?** projects planned in Year One, Second Semester.
- D. MOST Club members hold open meetings with community partners and school groups to discuss **WHERE DO YOU STAND?**
- E. MOST Club facilitators participate in monthly consulting conference calls with MCSR staff

**V. Year Two, Sustaining (6 months)**

- A. Recruit new students into MOST Club
- B. Continue MOST Club weekly meetings
- C. Continue and plan to expand MOST Club peer education programming
- D. MOST Club attains official student group status
- E. MOST Club creates plan for outreach to a partner school in community
- F. Plan and implement “Between the Notes” events – MOST Club members speaking to high school members, etc. about **WHERE DO YOU STAND?**
- G. MOST Club facilitators and sponsors participate in monthly conference calls with MCSR staff
- H. MOST Club expands **WHERE DO YOU STAND?** peer education programming
- I. Conduct post-test evaluation of MOST Club and for public education campaign

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## Evaluating the Campaign's Success

We all know evaluation is important, but sometimes it can be intimidating. If you can't have the experts evaluate the campaign, keep it simple. Use focus groups. A focus group involves inviting a small group of participants to share their thoughts, feelings, attitudes and ideas on certain subject – in this case the campaign. They are advantageous because they are inexpensive, fairly easy to organize, offer the opportunity for more in depth feedback, and allow for the possibility of participants building upon one another's responses.

### Planning and Preparing for a Focus Group



Reserve a quiet, comfortable space that allows people to sit in a circle, and recruit enough participants who are part of your target audience to hold three or four focus groups. Plan on having six to twelve participants in one focus group. Think of what you most want to know – for example, where and how frequently did people see the campaign materials;

what did they remember about the campaign materials; who did they have discussions with about the campaign; what was said; and so on. If you established MOST Clubs as part of the campaign, hold separate focus groups with MOST Club members. Limit yourself to five or six main questions; the questions may vary from group to group (e.g., if you are meeting with young men from the community versus MOST Club members). Let these questions structure your agenda. Because the campaign is visual, plan on either creating a PowerPoint presentation or having **WHERE DO YOU STAND?** materials on hand. Prepare an introduction script explaining the purpose of the meeting and how the hour with them will be run. Consider using a digital recorder to capture what people say; if you do this, make sure you get their consent. If you don't know everyone in the groups, buy name tags or table placards and felt tip pens. If you have the resources, consider providing refreshments, especially if the meetings take place during meal times.

### Running a Focus Group

If you don't know everyone and/or all of the participants don't know each other, ask them to wear name tags or write their names on a table placard and place it in front of them. If you are recording the meeting, turn the recorder on, state the date, what the meeting is about, and ask for everyone's consent to record.

Start discussion by making it clear that they should answer honestly; that's how they can be most helpful. You're there to learn from them. Create an inviting and friendly atmosphere by





expressing interest and appreciation. Make certain that **all the questions you ask are open and neutral**. You do not want to persuade or influence their comments. Other tips for running focus groups include:

- Start with a topic people will have an interest in and find easy to talk about. For instance, if you're meeting with parents, you might begin with questions about whether their sons and daughters talk to them about bullying and harassment.
- Use language that people will be familiar with. You may talk about the campaign differently to administrators than parents or students.
- Use reflective listening; in other words, when appropriate, repeat back your understanding of what a participant said to make sure you have understood correctly.
- Don't hesitate to call on people, especially if a few are dominating the discussion. Express an interest in hearing from everyone.
- If discussion is veering too far off topic, politely step in and acknowledge that what they are talking about is very interesting but you'd like to go back to what was being discussed earlier because you want to learn more about it.
- Manage disagreements and debates by being interested in the different perspectives being presented.
- It can be helpful to note responses to questions on a flipchart/whiteboard so that they can be referred to later.
- If you're asking a challenging question, have participants think about the issue for a few minutes, write down their thoughts, and then ask each person to share his or her response.

You should end the focus group by stressing how helpful the participants have been. Spend a few moments jotting down any notes you'll want to remember for later. If you write a report, include overall findings and recommendations, as well as responses to each of the major five or six questions that shaped your agenda. Include quotes from participants that are particularly telling.

## Additional Men Can Stop Rape Bundles

Men Can Stop Rape offers other bundles for purchasing that consist of multiple resources devoted to a particular aspect of healthy masculinity. Below are brief descriptions.

HEALTHY MASCULINITY BUNDLES			
BUNDLE A	BUNDLE B	BUNDLE C	BUNDLE D
 <p>The Healthy Masculinity Action Project (HMAP), a multi-year initiative led by Men Can Stop Rape (MCSR), was launched nationally in October 2012. <b>The Healthy Masculinity Introductory Bundle</b> continues the work of HMAP by providing prevention specialists with MCSR resources they can use to conduct trainings or workshops that introduce healthy masculinity to men and boys.</p>	 <p><b>The Healthy Masculinity Community Conversation (HMCC)</b> is an event based on adult learning theory that provides men and boys with the space and opportunity for critical, constructive, and contemplative dialogue around individual and shared understandings of healthy, nonviolent, masculinity. This bundle provides campuses and community organizations with everything they need to organize a HMCC.</p>	 <p><b>The Healthy Masculinity and Primary Prevention Bundle</b> contains multiple resources that support an organization's or school's efforts to comprehensively engage boys and men in primary prevention based on the prosocial norms of healthy masculinity.</p>	 <p><b>The Healthy Masculinity and Athletics Bundle</b> consists of resources designed to assist prevention specialists, athletics staff, and male athletes in positively developing athletics as allies and leaders in the prevention of sexual assault and more generally gender-based violence.</p>
DISCOUNTED PRICE: \$	DISCOUNTED PRICE: \$	DISCOUNTED PRICE: \$	DISCOUNTED PRICE: \$

To learn more or purchase these bundles, visit [www.mcsr.org](http://www.mcsr.org) or send an email to [training@mencanstoprape.org](mailto:training@mencanstoprape.org).

# MEN CAN CREATING CULTURES FREE FROM VIOLENCE STOP RAPE

[TO LEARN MORE ABOUT MEN CAN STOP RAPE, VISIT MCSR.ORG](https://www.mcsr.org)

Since 1997 Men Can Stop Rape (MCSR) has led the call to positively redefine masculinity and male strength as part of preventing men’s violence against women. Identified by the Robert Wood Johnson Foundation as one of the “world’s most innovative domestic violence prevention programs,” MCSR’s innovative youth development programs, public awareness campaigns, and leadership training have reached over two million youth and professionals throughout the country and world.

## Mission & Vision

MCSR’s mission is to mobilize men to use their strength for creating cultures free from violence, especially men's violence against women.

MCSR’s vision is to institutionalize the primary prevention of men’s violence against women through sustained initiatives that generate positive, measurable outcomes in populations throughout the world.

## Our Healthy Masculinity Work

Any primary prevention initiative will be most effective if it is as comprehensive as possible in its approach. MCSR’s youth development programs, public education campaigns, and leadership training together constitute a unified and comprehensive primary violence prevention campaign that has launched in states and cities around the country. The Strength Campaign consists of the following components:

**The Men of Strength (MOST) Club.** Since 2000, the MOST Club—the premier, award-winning primary prevention program for male youth in the country—has provided middle school, high school, and college age young men with a structured and supportive space to learn about healthy masculinity and redefine male strength. Each year-long, multi-session Club builds members’ ability to translate their learning into community leadership.

**Strength Media.** From U.S. military installations across the world to billboards and movie theaters across California to public health clinics in South Africa, Strength Visuals’ public service announcements have reached hundreds of thousands of men with their compelling visuals and

positive messages, inspiring them to be practice healthy masculinity by being strong without being violent.

**Strength Trainings.** MCSR has trained more than 10,000 youth-serving professionals and provided technical assistance to more than 500 agencies and organizations. Strength Trainings are based on sound theories and effective exercises that professionals can use to increase young men’s awareness of the harms associated with unhealthy masculinity and to offer them positive, healthy masculinity in their place.