

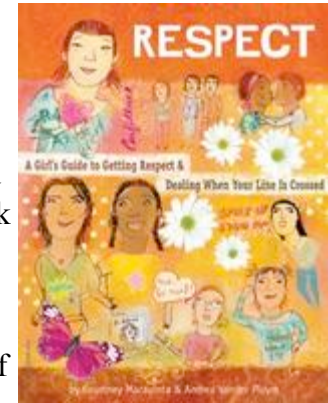
LYU week: RespectRx

Friday, July 25th, 2008 in [News](#), [Inspiro-a-gogo](#), [Lust For Life](#), [Read-O-Rama](#), [Beauty Queen](#) by [Lola](#)

Pink Ladies, as it's LYU week, I'm beyond excited to be hooking you up with the uber-amazing star-shaped American-o author and coach, Courtney Macavinta.

Courtney is founder of RespectRx.com, which empowers girls, women and their advocates through blogs, workshops, retreats and her best-selling book for teen girls, [RESPECT: A Girl's Guide to Getting Respect and Dealing When Your Line Is Crossed](#).

Courtney rocks and is a totes inspir-o girl when it comes to Lovin' Yourself Up - I dig her and think you will too...



Courtney, you rock! We dig what you do, but for those who don't know, how would you describe what you do, exactly?

Good question. I'm a journalist by trade, author and now I'm a trained life and leadership coach. I wanted to bring more to the work I was doing with girls and women and I love the coaching model because it's all about respecting people as creative, resourceful and whole. My book came out in 2005 and I loved getting out there and speaking to girls and leading self-respect workshops for them. That's what fulfills me most! So this year, drum roll!, I decided to form my social entrepreneurial venture—Respect Rx LLC. We're expanding to connect not just with teen girls but with women and advocates too.

What is [Respect Rx](#) and why did you set it up?

Respect Rx is devoted to empowering girls, women and their advocates to boost self-respect, sisterhood, and social change in their lives (and our world). We make the respect connection through: books • blogs • advice columns • guides • coaching • workshops • retreats • assemblies • conferences • keynotes • trainings • media appearances and so on! One of our really cool programs is called the Respect Rally. It's an all-day empowerment event for teen girls, and girl advocates can be trained to lead it! We also have a Retreat version for adults. Our goal by the end of 2009, is to train 2,000 Rally Leaders to lead one or more Rallies for up to 500 girls in their community: 1,000,000 girls empowered. And that's just year one!

http://www.respectrx.com/about/programs/respect_rally.html

What do you think are the 'biggies' affecting teen girls right now and what do you think are the reasons for these?

This is a gigantic question. All girls have different issues and environments that they are dealing with—but there are so many common threads. Making unhealthy decisions from a place of low self-respect; negative body image; relationships built on drama vs. disrespect; being unsure about their futures and struggling with being “perfect”; chaotic or even dangerous home lives; and the big three: addiction, eating disorders and abuse/violence of all kinds. So this is the dark side of growing up girl. I think at the heart of the issue is that girls—all people—need to be supported and encouraged to develop their internal assets and self-respect and passions. They need to feel and be safe. Girls need to be encouraged to focus on the question: Who am I? Where do I want to go? How can I get there? They need to be shown how to take care of themselves and to create a vision for their lives based on their own values (and then goals from there). The need to be exposed to recovery if they’ve been hurt, are addicted, are suffering from a disease—meaning they need to tap into their resourcefulness and a support network. Always. They need to see the power of sharing their stories and creating social change with other girls and women. This is all part of the work we do along with many other girl advocates we truly admire.

We love your [Seven Respect Basics](#) - can you tell us more please?

We believe respect is always within reach because true respect starts on the inside. Even in the face of disrespect, you can always take action by learning and living these basics. They are skills to develop throughout your whole life and that reflect you respect yourself and others. I’m working on a new list for women—stay tuned!

We love wearing make-up and rocking cute ensembles too, is this cool?

Of course, self-respect is all about taking care of you and being true to you and valuing you. However you want to express that—go for it!

What was being a teen girl like for you in the world, Miss C?

A mixture of dark and light-like most girls I meet. I hated myself in so many ways and my behaviour reflected that (no boundaries with guys, drinking, cutting school, lying, dieting, dealing with family addiction/domestic violence, fighting with other girls—you name it!). At the same time, I was smart and social and loved reading and politics. I had amazing girlfriends I’m still tight with today (most of us met when we were 10). By senior year, I new I wanted to be a journalist and that was a big turn around for me. I was starting to build my self-respect because I had a vision and goals. And I was tired of others valuing me just for my looks or other shallow reasons. So I started with myself first and started to like myself for more than those reasons. It hasn’t been easy. Girl culture can be pretty detrimental! I also got way more into advocacy and making a difference which I was inspired to do earlier on from my life experience and family. If you hate something about yourself, get into service around that topic and the hate starts to melt away!

[More info...](#)

What do you wish you could go back and tell your teen self?

That I had [RIGHTS](#).

And that I had a higher purpose that had nothing to do with my packaging. To respect myself. Basically I would hand my younger self a copy of my book and give her a big hug. I’d say: It’s all going to be OK, call me anytime!

Who do you think are good role models for teen girls right now?

I really think that is for them to decide. I hope they will include themselves on the list! I'd encourage them to look at women and girls who are known not just for looking good but doing good. Who do they aspire to be like because of their character traits and social impact? How do these role models treat people? How do they treat themselves? What are they passionate about? What is their mission?

What's the best bit of advice you've ever been given?

From my mom: You are who you run with.

Meaning: Surround yourself with people who respect themselves or suffer the consequences.

How do we spread respect amongst fellow girlkind?

Start by respecting yourself (check out those Basics!) and then spread it from there. See other girls-all people-as your sisters. When they succeed, you succeed. When they are diminished, you are diminished. And when you see something going on that is hurting you or other girls, ask yourself: What needs to change? And then step toward that for yourself. "Be the Change You Wish to SEE."

To find out more about Courtney and RespectRx, visit: www.RespectRx.com

1 COMMENT

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[July 31st, 2008 at 6:52 am](#)

Lana

Heeeelo! My mama has put that book on order from amazon.com, it looks like a really good book!
Lot's of Love, LANA x

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