

Did you know that...

...50 % of teens in serious relationships say they've gone against their beliefs in order to please their partner and for 1 in 4 girls this meant going further sexually than they wanted.

...70% of girls ages 15 to 17 avoid normal daily activities such as attending school, going to the doctor, or even giving their opinion due to feeling "badly" about their looks.

...3 out of 4 girls say they feel pressure to be "super girls."

...83% of girls say they have endured sexual harassment including teasing, touching or rumors.

...during adolescence, girls' self-esteem drops twice as much as boys.

Though the status quo paints a grim picture, there is a remedy: Respect. True respect is always within reach for girls, because true respect starts on the inside. And once you have it, you're empowered to spread it.

★ Respect Rally

rally: to come together for a common purpose. to be inspired to take action.

Picture a gymnasium filled with **hundreds of teen girls**, sitting in circles, listening intently to each other, doing engaging group activities, **sharing their deepest feelings and hopes** for themselves, and working together to design a new world where **all girls are respected and respect each other**.

Picture each girl walking away from the day **empowered to boost self-respect, sisterhood and social change** in her life (and our world). This is what happens when girls attend a Respect Rally.

The Respect Rally is a program for those who want to create an **enriching, full-scale girl conference** that addresses many of the tough universal issues girls struggle with everywhere. Respect Rallies can either be delivered by the Respect Rx team or led by trained Rally Leaders (such as staff at girl organizations, educators, guidance counselors, school therapists, coaches, parents, youth group leaders, older teens, college students or a coalition of girl advocates).

Our goal by the end of 2009 is to train **2,000 facilitators** 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.

About Respect Rx LLC

Respect Rx was founded by Courtney Macavinta, an award-winning journalist, author, coach and speaker who has reached more than a million girls and women through her work—including the RespectRx.com blog and her best-selling book, *RESPECT: A Girl's Guide to Getting Respect and Dealing When Your Line Is Crossed*. A nationally recognized expert on issues facing girls and women, Courtney has been featured on CNN, Fox, National Public Radio, NBC, ABC and in *USA Today*, *CosmoGIRL!*, *Teen Vogue*, *Glamour*, *Mothering* and numerous other outlets. To present empowering nationwide events for teen girls and women, Respect Rx partners with national non-profit organizations such as Girls For A Change, Girls Inc., Girl Scouts of the USA and the Dove Self-Esteem Fund.

Respect Rally: Target Outcomes

self-respect: belief in your own worth and dignity

Respect Rallies inspire girls to change their worlds—inside and out—and empower them with lasting life skills. When girls leave a Respect Rally, they are equipped to:

★ **boost their self-respect**

Our activities and exercises are designed to foster young women's confidence, self-worth and belief in themselves. Through guided self-reflection and interactive exercises, girls feel liberated to follow their personal passions and inspired to speak up. No goal is unattainable after a Respect Rally!

★ **promote mutual respect**

At a Respect Rally, girls develop their ability to truly listen and to understand people from all walks of life. Walls break down as girls bond through their shared experiences and the power of sisterhood.

★ **make positive choices**

No doubt about it—peer pressure and toxic temptations are more prevalent than ever for teens. Courtney's personal story of her own rocky road to self-respect is sure to let girls know they're not alone and it's never too late to make changes. We show them how to do just that.

★ **create change as leaders**

Learning how to create social change is a major component of Respect Rallies. Girls emerge as role models prepared to lead in their own homes, schools and communities.

What Girls and Advocates Say...

Envision these outcomes for your own Respect Rally!

★ **Girl Advocates**

"I am sincere when I say that the past week of Respect Rx assemblies for more than 1,500 girls throughout Connecticut was the most enriching week I have ever spent in my 42 years in education. As a result of the program, many of the girls will be empowered to make changes that will help them develop into strong women who are confident, capable and self-reliant." —Robert Lehr, Connecticut Interscholastic Athletic Conference & Connecticut Association of Schools

"In my 25 years in education, I've never been to an assembly where you can hear the overhead lights buzzing at times that's how engrossed the girls were in the program." —Deborah Rutigliano, City Hill Middle School Vice Principal

"Courtney is able to connect with young women in a manner that at once opens them up to their most vulnerable selves, and also allows them to identify and stand in their power. Her ability to connect with young women across class, race, and age, coupled with her passion to truly partner with young women to create social change, has made her an invaluable resource." —Patricia Torres, program director, Girls For A Change

More comments from Rally training participants...

"I respected the safe environment—many wonderful activities to use with my students."

"It was interactive and transformative."

"I liked the positive focus on action-based resources and materials. I rediscovered that opening up personally and connecting with kids is how you begin to impact them."

"The presenters were incredible! I'm inspired to create a similar lesson plan for the students in my school."

"I'm now inspired to enact changes in my school and to make a DIFFERENCE!"

"We were so excited by the program and the direct impact it can have with the young women at our school. We are already planning to meet tomorrow to summarize what we learned and begin to formulate a plan for our girls."

★ **Girls**

"I was really inspired by your talk. I came home today and looked in the mirror and was surprised to find that I was actually proud of who I saw. I think it's because of what you said about respecting yourself and being happy with who you are. Thank you so much for helping me achieve better self-esteem in just one talk."

"My favorite part of the assembly was how we went forward five years to meet our Future Self. I thought it was so cool. I also loved how you shared your story from when you were younger. I think it touched everyone's hearts. Thank you for coming to our school; it was very fun and interesting, I think all other girls in different schools would love it too!"

“I liked that it was hands-on, not all listening.”

“I also learned that you shouldn't change who you are because real friends should accept you for you and for the ones that don't, they weren't meant to be in your life.”

“You showed me that I can be what I want to be, and that you can be yourself, anytime, anyplace.”

“It made me realize that whenever I think times are rough, that someone loves me for being ME!!! Your assembly today also made me remember that I need to stop being who everyone else wants me to be, and just be who I want to be. Thank you for setting me straight and realizing the important things, and not just the foolish things that seem to fill teenagers' minds. You inspired me today!”

“Girls in my school who are geeks, popular, and goth showed their true selves.”

“People in my grade that I thought would never speak up actually talked. Although I wasn't one of them, I really enjoyed hearing what they had to say and saw them in a different way. I really liked what you did and think people might actually change from it.”

Rally: At-a-Glance!

This example is facilitated by Courtney. However, trained Respect Rally Leaders can facilitate and appoint a keynote speaker of their choice—including a role model from their community (such as themselves!) or a powerful girl speaker.

8:30-9:00

- Girls check-in and enjoy breakfast
- Music plays in main auditorium; as girls enter, the MC (Respect Rx staff or a volunteer) welcomes them from the stage and gets them fired up

9:00-9:25

- Respect Icebreakers: Interactive, physical activities led by facilitators to set the day's tone and bring the girls together

9:30-9:55

- Keynote—Courtney's inspirational story (or that of another featured role model selected by host organization)

10:00-10:10

- Design our Pact: Creating a safe space in which to share thoughts and issues.
- Your Rights & The 7 Steps to Respect: Girls take the stage to read lists (provided by Respect Rx) to the whole group.

10:10-10:30

- Rx Group No. 1: Disrespect. Girls break out into smaller dialogue circles and have a facilitated discussion about disrespect and how it makes them feel.
- We engage in a cornerstone activity: Respect Connect (Causes & Effects of Disrespect)

10:30-11:15

- Rx Group No. 2: Self-Respect. Girls take turns answering questions to reveal their true selves.
- Girls take the stage to share their small group confessions. After each girl speaks up, they are affirmed with a unique support of energy—Respect Rx style!
- Groups Report: Respect Connect (Solutions)

11:15-11:50

- Future Self: Passions and Values. Girls are led through a 10-minute visualization and journaling activity: *Now we're going to introduce to someone amazing who is full of self-respect, the most powerful girl you'll ever meet...*
- Duos: Girls break into pairs to share about their Future Self.
- Duos: Passion Coaching—girls set 3 goals and a timeline to start to step toward their Future Self.

11:50-12:00

- Re-cap morning activities.
- Pre-lunch Physical Activity: Standing twister
- Lunch activity explained: Share Your Future Self WORD

12:00-12:45

LUNCH

12:45-1:30

- Rx Group No. 3: Mutual Respect. Small group discussions on topics like: How do you create respect in your friendships, family and love relationships/ friendships?
- Listening 101: Duo Activity focused on listening intently to one another rather than giving advice.
- Sisterhood Line: Activity focused on girls affirming their true selves.

1:30-2:15

- Rx Group No. 4: Spreading Respect. Complete Respect Connect to design social change projects in small groups.

2:15-2:25

- Commitment: A powerful personal vow for more respect in—Myself, My Relationships, My World.

2:25-3:00

- Celebrate. Girls volunteer to take the stage to share their commitments.

3:00-3:30

- Check out: Lock in the day with final words of inspiration.
- Explain the 6-month activity plan that follows the Rally, such as forming Respect Rx Groups to continue the transformation started at the Rally.
- Girls feel refreshed, inspired, and empowered as we physically create our Respect Connection through the last physical activity.

Overview

- **Participants:** Girls in grades 6-12; can be modified to be a co-ed event.
- **Number of participants:** Up to 500 depending on space.
- **Length of the program.** Respect Rallies were designed as a full-day immersion experience. A Respect Rally can also be a component of a larger conference, leadership program or camp. In addition, the modules can be broken up and delivered workshop-style over the course of a few weeks.
- **Format:** 8:30 a.m. to 3:30 p.m. (with 45-minute lunch break)
- **Space needs:** All participants gather in one space throughout the rally (lunch can be served elsewhere). One large room, cafeteria, gymnasium, or a theater without fixed seating—ideally, the space includes a stage. Portable chairs needed. For groups larger than 60, an LCD projector and screen are required along with two microphones.
- **Facilitated by:** Respect Rx team or trained Rally Leaders who want to implement the program at schools, community centers, colleges, non-profit organizations, parent groups, community coalitions and ventures that empower girls and women.

Program Options

Two options exist for those interested in hosting a Respect Rally:

- Respect Rx Led
- Respect Rally Leader Training

★ **Option 1: Respect Rx Led**

The Respect Rx team is available to lead Respect Rallies at host schools and organizations. Host organizations provide the space and participants, while the Respect Rx team provides the necessary materials and facilitates the Rally.

Pre-event

- Two phone consultation meetings (2 hours) prior to the event focused on co-designing the event to meet your organization's needs, such as event planning logistics, sponsorship and marketing ideas (if needed), registration process planning, volunteer staffing plan and setting Desired Outcomes.
- Event-planning guidelines with tips and checklist for planning your rally.
- Prior day site check and run-through meeting (1 hour).

Event day

- Pre-program survey
- All-day facilitation of the rally (8 hours total with set-up)
- Activity booklet for participants
- Respect Rx gift for participants
- Post-program evaluation

Post-event

- Evaluation and Desired Outcomes review call and goal-setting coaching for the organization regarding next steps (1 hour)
- *Respect Rally: Keep It Going! Kit*. This guides organizations and girls in ways to continue the program for six to eight months once the Rally concludes.
- Five copies of *RESPECT* gifted to the organization

★ **Option 2: Respect Rally Leader Training**

With this model, the Respect Rx team trains one or more members of your organization to facilitate a Respect Rally. Along with providing more freedom in scheduling, this model allows host organizations to adapt the Rally as they see fit and deliver the program annually. Another benefit is the option of delivering the Rally tools and exercises in several units rather than a daylong event. Completing our training allows for optimal customization and wider reach. You'll gain invaluable coaching and facilitation skills along with CEUs.

The following Respect Rx services and materials are included in the training:

Training Day and Kit

1. Experience a Respect Rally (6 hours of thrilling fun!)
2. Next steps to plan your Rally (2 hours)
3. Receive a Respect Rally Kit, which includes:
 - Minute-by-minute format and activity guide
 - Access to Web video tutorials that demo activities
 - DVD with Welcome Message from Courtney
 - Event-planning guidelines with tips, checklist and room diagram
 - Volunteer or staff role descriptions and training guidelines for facilitating each Rally element
 - Sponsorship and promotion ideas
 - Desired outcomes worksheet
 - Evaluation kit (pre-program survey; post-program evaluation)
 - Activity sheet template for girl participants
 - Respect Rx gift for each girl
 - A copy of *RESPECT*
 - *Respect Rally: Keep It Going! Kit*. This guides organizations or schools in ways to continue the momentum throughout your program's season (6 to 8 months)—and year after year!

Post-Training Coaching Calls

1. Attend three pre-Rally coaching conference calls to get support, questions answered, and additional tips as you plan your Rally.

Event Follow-up

1. Attend one post-Rally coaching call to report about your evaluations, and set *Keep It Going!* goals.
2. Join the Respect Rx social network to recap your Rally and stay connected to other Rally Leaders.
3. Nominate girls who completed the Rally to attend the annual Respect Rx Leadership Academy to take their skills to the next level and bring more power back to your community.
4. Apply to attend the Respect Rx Leadership Retreat. A powerful weeklong retreat for women & women and girl advocates with a focus on building self-respect, following your passions, creating respectful relationships, and bringing the 7 Steps to Respect to your work—and world.

CONTACT

To book a Respect Rally or to organize or register for a training, please contact:

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