

# RESPECT

change your world—inside and out

## RALLY

The Respect Rally is a teen conference—followed by a 24-session curriculum (*The Respect Keep It Going! Kit*)—that empowers teens to boost self-respect and spread respect for all through the Respect Basics. The Rally is based on our best-selling book for teen girls, *RESPECT: A Girl's Guide to Getting Respect & Dealing When Your Line Is Crossed*, which has been featured by CNN, National Public Radio, USA Today, Glamour, Teen Vogue and others.

Based on the success of our program for young women, we created a Rally for young men and our popular co-ed version. The Rally can also be formatted for parents, youth advocates and middle school students.

### *After attending the Rally:*

*98% of 500 teens surveyed understood the difference between respect and disrespect (up from 51% prior to attending the Rally)*

*90% of teens respected each other as equals (up from 65%)*

*82% felt equipped to make positive choices and act as role models (up from 42%)*



*"The Rally gave us a sense of togetherness and taught us why respect matters."  
-guy, 17*

*"I learned how to listen and voice my opinion respectfully."  
-girl, 15*



*"I learned respect starts within."  
-girl, 17*

*"The most important thing I learned today was to know my boundaries."  
-guy, 16*



## How the Respect Rally can work at your campus or organization...

How can I respect myself more?

### Respect Rally

Respect Rx leads a Rally at your site for up to 600 young women and men. They work together in Respect Pods and as a larger group. You can book a Rally for **Domestic Violence Awareness Month in October.**

How can I create more respect in my relationships?

### Rally Again!

At the start of each academic year, you can make the Respect Rally a campus-wide event and start new Respect Pods. You can also evaluate outcomes from the previous program cycle. Once trained, you can lead the Rally for **incoming Freshmen, staff or the entire school each year...**

### Respect: Keep It Going! Kit

Deepen the learning, support and action through 24 workshop sessions designed for Respect Pods. Sessions can be led by staff or peer leaders. Respect Rx **coaches you to implement the Kit and Respect Pods program...**

### Rally Leader Training

Once your staff and students experience the Rally, you can be trained as Respect Rally Leaders to deliver the program for your campus year after year. Make the Rally **a sustainable part of your campus or organization's culture and programming...**

How can I break the Cycle of Disrespect and spread RESPECT for all?

## The Cycle of Respect

## Awareness, Prevention, Skill-Building

Rallies can be customized to address your organization's focus, such as breaking the cycle of low self-esteem, disrespectful communication, intolerance, discrimination, bullying, teen pregnancy, high-school dropout, domestic/dating violence or drug, tobacco and alcohol abuse.

Teens and young adults explore:

- What do respect and disrespect mean to me?
- How can I create more respect in my relationships?
- And how can I break the Cycle of Disrespect and have a positive impact as a Respect Leader?

## There are 3 Ways to Hold a Rally...

**1. Book a Respect Rally:** Respect Rx can lead a Rally at your site.

**2. Get trained:** Attend a train-the-trainer and learn how to be a Respect Rally Leader. Deliver the program as often as you want for your school or non-profit organization!

**3. Do both:** Respect Rx can lead your Rally and then train you—and the teens and young adults you serve—how to lead the program at your site in the future.



## Book a Respect Rally

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

Picture a gymnasium filled with hundreds of teens or young adults, sitting in circles, listening intently to each other, doing engaging group activities and working together to design a new world where all people are respected and respect each other.

### What is the format?

Respect Rallies are a 4-hour immersion experience. All participants gather in one space and work in Respect Pods throughout the Rally. Some adult volunteers are needed as Respect Role Models who help create a safe and supportive space for teens. Through storytelling, music, group activities, dialogue circles, self-reflection, community support and vision-building exercises, teens learn what respect truly means. They define respectful and disrespectful behavior and how it affects them. And when they leave a Rally, they report that they know how to boost their self-respect, create mutual respect in relationships, make positive choices and take action to change their world so all people are respected.

### What grade/age is the Rally for?

Typically the Rally is for those ages 13-18. However, we have a more mature version for those ages 18-24 as well as a version for middle school students that is 120 minutes.

### How many teens can participate?

Up to 500 depending on space and number of adult volunteers.

### Can we do the Rally for girls and guys or as part of another program?

Yes! Rallies can be just for teen girls, just for guys or co-ed (in which teens and guys work separately for part of the event). A Respect Rally can also be a component of a larger conference, teen leadership program or camp. In addition, the modules can be broken up and delivered workshop-style over the course of a few days or weeks. To deepen the experience of the Rally, we recommend you use the *The Respect Keep It Going! Kit* to keep Respect Pods working together and learning from each other.



## What's Included in the Rally Program?

1 Program Review call prior to the event focused on co-designing the Rally to meet your organization's needs. We cover creating a safe space, event planning logistics, sponsorship and marketing ideas (if needed), Respect Pod creation process, volunteers/staffing plan and setting outcomes.

- 1 Rally Planning Guide with guidelines, tips and a checklist for planning your Rally. Also includes 1 template of our handout and evaluation for Rally participants.
- 1-2 Respect Rx Leaders to facilitate your entire Rally.
- 1 copy of *RESPECT* for your organization.
- 24 Respect Pod workshop sessions—The *Respect: Keep It Going! Kit*—that your campus or organization can facilitate to deepen the learning and forward the action after the Rally. Sessions are 60 minutes and designed to be facilitated by staff or peer leaders.
- 2+ invites for your staff to Respect Connect, our online social network, which includes free access to all updated and new Rally and Kit activities or handouts.
- 2 post-Rally coaching calls to help you implement the Kit and design ongoing evaluation of impact.

Please see the Respect Rally VIDEO to learn more!

[http://www.respectrx.com/about/programs/respect\\_rally.html](http://www.respectrx.com/about/programs/respect_rally.html)



### THE RESPECT BASICS

*TELL YOUR TRUTH*

*KNOW YOU'RE VALUABLE*

*FOLLOW YOUR PASSIONS*

*TRUST YOUR GUT*

*SET BOUNDARIES - SPEAK UP!*

*BE COMPASSIONATE*

*GET HELP*

*SPREAD RESPECT*

## Get Trained

Once you complete our train-the-trainer, you can lead the program as often as you want for your school or not-for-profit organization. For-profit entities can also take the training and license the program for use at your camp or leadership program, for example. Over the course of two days, we can combine a Rally for teens with a Rally Leader Training. We can deliver this training on site at your organization.

### The Respect Rally Leader Training includes:

#### 2 days of live training

- **Day 1: WHAT?** Experience the entire Rally program for yourself.
- **Day 2: HOW?** Learn how to lead activities, easily integrate the Rally and Kit into your existing programming to get the outcomes you want, and plan your Rally.

#### Program materials

- The *Respect Rally Kit* includes everything you need to lead a Rally, such as a Planning Guide, Leader Guide, Rally presentation materials, PowerPoint slides, videos, handouts and evaluation forms.
- The *Respect: Keep It Going! Kit*

#### Ongoing support and coaching

Advocates share insights and support each other's action plans for implementation via our Respect Connect network and follow-up coaching calls.

- Web tutorial videos of select activities.
- Free access to all updated and new activities or handouts.
- 3 follow-up coaching calls with your Pod and the Respect Rx team to answer questions and help you shape the program for your need.



**What teens say:** *The most important thing I learned at the Respect Rally is...*

- How to set boundaries and live up to them. (age 17)
- Without respect, people lose interest in life. (age 15)
- That to respect ourselves we have to pursue our passions. (age 15)
- We truly are connected in more ways than we realize. (age 17)
- How to listen and voice my opinion respectfully. (age 14)
- Ways to respect myself, others and to spread it. (age 15)
- I share the same concerns/struggles with many other teens and I learned all about respect. (age 14)
- I have a right to set boundaries for myself, and be respected. (age 14)
- To look to my future to keep me inspired. (age 15)
- Speaking up and asking for help is really important. (age 14)
- Respect is an endless journey that can be influenced positively to all. (age 17)
- Respect starts within. (age 17)

## Outcomes

After attending a Respect Rally, 500 teens surveyed showed the following notable shifts:

- 98% of teens understood the difference between respect and disrespect (up from 51% prior to attending the Rally).
- 84% of teens understood how to respect themselves (up from 25%).
- 72% of teens pledged to follow their passions (up from 37%).
- 90% of teens respected each other as equals (up from 65%).
- 82% felt equipped to make positive choices and act as role models (up from 42%).
- 94% said they feel more comfortable setting boundaries and speaking up (up from 70%).
- 66% said they definitely knew how to trust their gut (up from 35%).
- 80% said felt safe sharing and addressing ways they've seen teens and women disrespected (up from 44%).
- 65% definitely had a powerful vision of their future and how they want to change the world (up from 33%).
- 73% understood how to create respect in their relationships (up from 39%).
- 81% said they will definitely get help when they were disrespected or if they need it to achieve their goals or create change (up from 42%).
- 62% of teens said "no way!" to feeling alone after the Rally (up from 19%).

## Testimonials

“The issues explored at the Rally are universal and empowering for young women and men alike.”

—**Joe Manning, Valley Catholic High School in Portland**

“I loved that the Respect Rally allowed our 600 students to bond in smaller groups and see that the issue of respect is universal. The language Respect Rx uses is so perfect—it's like the language of teenagers and allows them to express themselves and tap into their power to address issues of disrespect in their lives. The visualization during the Rally was absolutely amazing—to see total silence as they were doing reflection, the teens scribbling while writing their letters, their eagerness to share with the group. The student-run Respect Pods have also been something that teens really resonate with as far as taking control of their lives. The Kit is easy to integrate with teens leading the way.”

—**Heidi Rolfson, Counseling Department Chairperson, Notre Dame High School in San Jose**

"I am sincere when I say that the past week of Respect Rx assemblies for more than 1,500 teens 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 teens will be empowered to make changes that will help them develop into strong women who are confident, capable and self-reliant.”

—**Robert Lehr, Connecticut Association of Schools & Dove Self-Esteem Fund Partner**

"Courtney is a phenomenal program facilitator and a true gift to the teens she works with. She is, as she teaches the teens to be, a 'creative, resourceful and whole' woman who truly leads by example. I found her style to be intuitive and organic which created activities and conversations that were inspiring and incredibly impactful for the teens and adults alike. Her energy set such a positive tone, and she created a safe space where everyone treated each other with respect, was open to learning and growing and was encouraged to explore and celebrate their unique strengths and talents.”

—**Leanne Gluck, Project Manger, uniquely ME!, The Girl Scouts of the USA**

"Courtney embodies what she teaches. Her passion, creativity and confidence in women and teens is contagious. She offered us numerous practical tools, which proved invaluable in helping us to carry out our mission, and in building empowerment, tolerance, and respect amongst our volunteers and the teens we aim to serve. One thing that truly sets Courtney apart from other leaders and advocates is her ability to affect individuals and the group at the same time. She not only inspires social change, but she makes it possible.”

—**Sarah Mehlfeld, Program Coordinator of the Bay Area teens Rock Camp**



Respect Rx was founded by Courtney Macavinta, creator of RespectRx.com and co-author of the best-selling book, *RESPECT: A Girl's Guide to Getting Respect and Dealing When Your Line Is Crossed* (Free Spirit Publishing, 2005). Courtney is an award-winning journalist, author, speaker and coach who has reached more than a million teens and adults through her work. Throughout her tumultuous teens, Courtney was “at-risk” and dealt with many of the same issues teens face today, from having low self-esteem to making destructive choices and struggling with her multi-racial identity and to create a positive future. Her hard-working family also struggled for respect amid substance abuse, incarceration, violence, poverty, high-school dropout and racism. Like many, she fought to find respect without a compass or clue—then discovered it was within her all along. Today that is her message to teens and adults alike: Respect is always within reach because true respect starts on the inside.

Respect Rx and Courtney have been featured on CNN, Fox, National Public Radio, NBC, ABC and in *USA Today*, *CosmoGIRL!*, *Teen Vogue*, *Glamour*, *Mothering* and numerous other outlets. Our team has trained or led event programs for thousands of teens, adults and advocates across the country, such as the Respect Rally. Based on the success of our book and program for teen girls, in 2009 we launched several new programs including Respect Rally Leader Trainings and the Respect Rally for guys and college students. To spread respect for all, we partner with national or global organizations such as Girls For A Change, teens Inc., Girl Scouts of the USA, Bay Area Girls Rock Camp, National Campaign to Prevent Teen and Unplanned Pregnancy, the Dove Self-Esteem Fund and Conferences for Women, which produces the Pennsylvania, Texas, Massachusetts and Florida state women's conferences.

## CONTACT

Respect Rx • [www.respectrx.com](http://www.respectrx.com)  
1743 Park Avenue #429  
San Jose, CA 95126  
[events@respectrx.com](mailto:events@respectrx.com) • 415-315-9707