



the men of strength club



MEN CAN
CREATING CULTURES FREE FROM VIOLENCE
STOP RAPE

the men of strength club



“MOST Club has helped me greatly in life by giving me the ability to look at people and relationships in a different way.”

- Vincent, MOST Club member

In 2000 Men Can Stop Rape created its youth development program, the **Men of Strength (MOST) Club**, now considered to be the country’s premier primary violence prevention program for mobilizing young men to prevent sexual and dating violence.

The MOST Club provides young men with a structured and supportive space to build individualized definitions of masculinity that promote healthy relationships. The Club employs a 22-week curriculum profiled by the **National Crime Prevention Council** as one of our nation's most promising "50 Strategies to Prevent Violent Domestic Crimes."

Now in its thirteenth year, MOST Club’s middle school and high school curriculum is present in 15 states with over 125 locations throughout the country.

In 2010, Vital Voices – cofounded by U.S. Secretary of State Hillary Rodham Clinton – listed the MOST Club as “one of the most innovative prevention programs in the United States.” MCSR has also received accolades from The Ms. Foundation for Women, the *DC Catalogue for Philanthropy*, and the Robert Wood Johnson Foundation.

MOST Club Aims To:

- Provide young men with a safe, supportive space to connect with male peers.
- Promote an understanding of the ways in which traditional masculinity contributes to sexual assault and other forms of men's violence against women.
- Expose young men to healthier, nonviolent models/visions of manhood.
- Build young men's capacity to become peer leaders and allies with women.
- Serve as a hub for social justice activism and non-violence.

Middle School & High School

High school groups have twelve to fifteen members and focus on empowering young men who become leaders in preventing gender-based violence. Middle school groups, however, require a different structure and developmentally-appropriate content. There are ten to twelve members in middle school MOST Club groups, and discussions focus on attitudes and awareness about bullying and sexual harassment, healthy relationships, and masculinity. It is our unique approach that enables us to reach such a wide range of peer groups. Regardless of age, background, or interest, the MOST Club empowers its members to gain life skills, awareness, confidence, and self esteem. Our participants take these lessons back to their communities and serve as role models and leaders.

most club members



Members Talk About MOST Club

“MOST Club has done wonders for me. I have a newfound respect for women and what they go through. I learned about the things that males do that are harmful to women everywhere. I now think of a woman as my partner and no more as an object.”

* Vincent, Hyde Leadership PCS (DC)

“MOST Club has helped me greatly in life by giving me the ability to look at people and relationships in a different way. Now I am more aware of what it means for men and women to have respectful relationships with each other.”

* Justin, School Without Walls (DC)

“Everyone had a chance to speak their minds [in the MOST Club]. Usually in other programs, if one person says it, they just put it up. But here, not just one person. Even if we are running out of time, nobody is left out. Even if there is one minute left, they make sure everyone gets a chance.”

* Delante, Good Shepherd Teen Learning Center (DC)

Member Feedback Emphasizes...

- Appreciation for a safe space to gather.
- The value of forming meaningful relationships with other young men.
- The impact of open, honest discussion.
- The importance of feeling trusted and respected as individuals.

Club Members as Spokespersons

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.

Club members regularly appear on national talk radio shows for “It’s Time to Talk Day.” Through continued collaboration with Liz Claiborne, veteran MOST members sat on the Teen Dating Violence Prevention Task Force for Love is Respect, the first ever National Teen Dating Violence Hotline.

MOST Club members also took part in the Advisory Board for the National Teen Dating Violence Prevention Initiative, a project of the American Bar Association.

In 2010, MOST Club members were asked to speak on a youth panel for the United Nations 54th session of the Commission on the Status of Women.

Beyond Graduation

To meet their desire for involvement beyond high school graduation, members formed a **Men of Strength Club Advisory Board**. For the young men of MOST Club, membership doesn’t end with the receipt of a diploma; it simply transitions to the next phase, affording them even greater opportunities to “show their strength.”

community strength projects



Community Strength Projects translate curriculum lessons into public action and peer education. Under the guidance of adult facilitators, Club members develop, execute, and evaluate their own projects. By earning service learning credits to fulfill graduation requirements, Club members enjoy tangible benefits of active participation as well as the intrinsic rewards that accompany service to others.

30 Days of Strength

Throughout Sexual Assault Awareness Month, MOST Club members devote the entire month of April to “showing their strength” to classmates in ways that create environments of learning, activism, and positive change to stop violence against women.

MOST TV

“What makes a man ‘real’? This is just one of the many questions asked in **MOST TV**, one of the MOST Club’s biggest Community Strength Projects. Debuting its second season in November 2012 on Washington, DC public access television, the show is created and hosted by MOST Club high school members who explore and debate connections between masculinity and self-identity, relationships, and popular culture.

In one of MOST TV’s classic episodes, “Who’s the Real Man?,” members compared and contrasted the masculinity of 50 Cent, George Bush, Tiger Woods, The Rock, 2Pac, and Martin Luther King, Jr. The episode was nominated for a DCTV Viewer’s Choice Award in May 2009.

“Solutions Through Film”

Recognizing the links between racism and gender-based violence, MOST Club honors Black History Month by inviting fellow classmates, family members, and supporters to their annual film festival “Solutions Through Film.”

Held ever year at the prestigious **American Film Institute** in Maryland, “Solutions Through Film” has garnered support from filmmakers such as Spike Lee, Byron Hurt, and Quincy Jones Jr.

The highlight of the festival is the student-led panel discussions that allow audience members to discuss solutions to the issues reflected in the films. Through revenue donations, our festival has contributed to a variety of charities including Girls Education and Mentoring Services (GEMS) and H.E.A.L.S Uganda.

Between the Notes

MOST Club is always looking for opportunities where young men may grow and use their strength outside of individual club sessions. Stressing leadership and mentoring, “Between the Notes” gives MOST Club members the chance to support and promote other male youth, especially during the transitional phases of their lives.

In 2012, veteran MOST Club members spoke on panels at national conferences, facilitated Clubs for middle school students, and co-facilitated trainings and focus groups.



The 2009-10 evaluation findings of the MOST Club suggest that members are experiencing significant changes in their knowledge, beliefs, intentions and behaviors as a result of their participation in the program. These changes are most apparent in situations reflecting the Club members' rejection of the dominant story of masculinity.

The evaluation of the MOST Club is based on our current measurement tools, which include Club pre- and post-test surveys, as well as non-member pre- and post-test surveys, staff interviews, and member and staff focus groups. These indicators reflect quantitative and qualitative data, and they were developed in a six-year partnership with the U.S. Centers for Disease Control and Prevention (CDC).

More Likely to Intervene

One of the goals of the MOST Club is to increase young men's awareness that they can serve as allies to women and girls. Most notably, a pre- and post-survey revealed a Club member was significantly more likely to intervene in situations in which a young woman was touched inappropriately by her male peers after the MOST Club than he was before his participation in the Club.

Strong Man

The focus group discussions with members provide qualitative support that the MOST Clubs are making a difference in the lives of young men and broadening their views on what it means to be a strong man. In the words of two MOST Club participants: "Being a strong man is not always about physical strength," and "as long as you respect yourself and respect others, then that makes you a man of strength."

OUTCOMES FOR CLUB MEMBERS

- 100% of MOST Club members will participate in at least one aspect of Community Strength Project planning, facilitation, attendee recruitment, or promotion.
- 85% will view themselves as a critical agent of change in ending men's violence against women.
- 85% will act as peer leaders and be viewed as leaders by their peers and other observers.
- 85% will improve their attendance and academic performance.
- 85% will reduce their suspensions, expulsions, and critical incidents.
- 20% of project-attending members will bring a parent, guardian, or other adult.

Next Steps

This year, MCSR is adapting our evaluation to capture additional outcomes related to improved academic performance. We have seen the potential of the MOST Club to improve attendance and academic performance while reducing suspensions, expulsions, and critical incidents. Our new evaluation measures will collect data to record these quantitative changes.

For a copy of the full evaluation

Contact Nigel Okunubi, Director of Youth Development, at nigel@mencanstoprape.org.

honoring men of strength



Every year, Men Can Stop Rape celebrates men who use their “strength” in positive ways. We recognize young men from our youth development and campus programs, as well as men from across the country, who are using their strength to create cultures free from violence.

Since its April 1999 debut, the Men of Strength Awards has honored nationally-renowned men like Congressman John Conyers, Jr., former NFL player Joe Ehrmann, and former Liz Claiborne, Inc. Chairman and C.E.O. Paul Charron.

These legislators, business professionals, athletes, activists, and students epitomize a masculinity that differs from the norm – a “counterstory” that is committed to promoting nonviolence and gender equity in their relationships and throughout their communities.

“When I started with MOST Club, I came once for the grade...then four years later they’re giving me a piece of glass. What do I do with it? It doesn’t give me super powers to go stop rape or change the world’s mind about sexual assault and masculinity...But it confirms the workshops and the projects and the volunteering and even the talking has made a positive impact...so this award is not a culmination, a mere pat on the back, but a wholehearted shove out the door to keep the fight alive elsewhere.”

- * Rafael Suarez, 2007 Men of Strength Award recipient and School Without Walls HS MOST Club member

National Honorees

- * Chris “Kazi” Rolle, subject of 2007 film *The Hip Hop Project*
- * Eve Ensler, founder of V-Day and *The Vagina Monologues* playwright
- * Paul Charron, Liz Claiborne, Inc. former Chairman & CEO
- * Joe Ehrmann, President, Coach for America and former Baltimore Colts Defensive Lineman
- * Rep. John Conyers, Jr., Michigan's 14th District

Washington, DC Honorees

- * Preethmohan Singh, Senior Policy Analyst, Interfaith Alliance
- * John W. Euill, II, Experience Corps Mentor, Birney Elementary School
- * Adrian Valdiva, Teen Pregnancy Prevention Coordinator, Bell Multicultural HS

MOST Club Honorees

- * Odinga Johnson, Frederick Douglass Activist Award Honoree, Coolidge HS Senior
- * William Harris, W. E. B. Dubois Academic Award Honoree, Hyde HS Senior
- * D’Von Moore, Arthur Ashe Athletic Award Honoree, Bell HS Senior
- * Raphael Suarez, School Without Walls Senior
- * Justin Evans, School Without Walls Senior
- * Nate Cole, School Without Walls Senior

starting a MOST Club



Benefits of Starting a MOST Club

For Men of Strength Club Members

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

For Partner Sites

- Additional strategies for ensuring a healthy, safe, and equitable environment for young women and men
- Status as community leader in innovative violence prevention and youth development practices
- Increased engagement and investment from students

For Your Community

- The tangible outcomes of Community Strength Projects
- Status as a national leader in innovative violence prevention and youth development practices
- Greater investment from young people in the health and safety of their community

Preparing to Start a MOST Club

Get Buy-in from Others

Identify the key players that will work as possible allies. Get their support. Share this package with them. If you need more, you can download it from our website or request that additional copies be mailed to you.

Conduct a Readiness Assessment

Request and review the "Criteria Questionnaire" to determine your level of preparedness. Examples of questions that you will be asked:

- When and where can the Club regularly meet? Consistency is crucial!
- Are there on-site staff who will support the Club?
- Will the facilitator be available for a mandatory two-day training?
- Do you have the capacity to evaluate Club impact?
- Are you willing to support a Community Strength Project?

Determine Costs and Funding Availability

- Draft a budget to determine the projected operating costs of a Club. Money is needed for staffing, supplies, incentives, overhead, travel, training, certification fees, etc.
- Can you cover these costs with existing funds? If not, what is your plan to raise the necessary revenue?

Once you have completed the steps above, submit the criteria application to Nigel Okunubi, Director of Youth Development, at nigel@mencanstoprape.org.

Criteria Questionnaire for The Men of Strength Club

Thank you for your interest in the **Men of Strength (MOST) Club**, Men Can Stop Rape's youth development program.

To determine whether a MOST Club would be a good fit at your site and of benefit to the youth you serve, we ask that you complete this questionnaire. The information that you provide will help us in understanding your site's specific environment and plan how we can best work together.

Once you have filled out the questionnaire, please **mail or fax this document** along with a **notarized background check for the intended Club facilitator(s)**.

Application Checklist:

- Completed MOST Club Criteria Questionnaire?
- Notarized background check(s) for the intended Club facilitator(s)?

Send To

Nigel Okunubi
Director of Youth Development
Men Can Stop Rape
nigel@mencanstoprape.org

Fax: (202) 265-4362 or **Mail:** Men Can Stop Rape
1003 K Street, NW, Suite 200
Washington, DC 20001

Questions?

Contact Nigel Okunubi, Director of Youth Development
(202) 534-1838
nigel@mencanstoprape.org
Check out info about MOST Club at www.MenCanStopRape.org

benefits & training fees

The training fee for one MOST Club site is \$14,500. This fee includes:

- Permission to facilitate one MOST Club for one year.
- MOST Club 22-week curriculum (including graduation ceremony)
- Two-day MOST Club Training for facilitators (travel and lodging not included)
- Official MOST Club training manual
- Inclusion in official MOST Club evaluation (created in collaboration with the Centers for Disease Control & Prevention)
- Monthly cross-site conference calls with MCSR national office
- Participation in the MOST Club National Digital Video Summit.
- Access to our international network of MOST Club members.
- Student eligibility for annual grants.
- Participation in annual Strength Summit
- Official MOST Club Gear (club pin, tee-shirt, sweat-shirt, wristband)
- Community Strength Project “The Strength Campaign”
- “30 Day’s of Strength” Community Strength Project Kit
- “Between the Notes” Community Strength Project Guide
- Stipends for facilitators and supplies
- Qualification for MOST Club educational grants
- Access to MOST TV episodes
- Mentions on www.mencanstoprape.org and in MCSR & MOST Club newsletters

Training for additional sites is \$1,500 per site. This fee includes:

- Permission to facilitate one additional MOST Club for one year.
- One training session.
- Official MOST Training Manual, including Graduation Ceremony
- Official MOST evaluation option
- Monthly consulting call with National MOST Club office staff
- Official MOST gear to order
- Men Can Stop Rape Newsletter
- Community Strength Project, Strength Campaign
- 30 Day’s of Strength Project Kit
- Men Can Stop Rape Web site participation
- Participation in Annual Men of Strength Summit (per location request)