



Enhancing Male Outreach Efforts, One Center at a Time

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It has been my experience over the past five years, through requests for assistance, site visits, regional meetings, and annual state conferences that there exists a continuum of readiness amongst our organizational members, advocates, volunteers, and board members in regards to providing services to a diverse group of male survivors of sexual violence. As such, it is imperative that we, as sexual assault state/territory coalitions, be both willing and able to assist each center based on their particular readiness. While this may seem like an insurmountable task, especially given the constant barriers of staff capacity, lack of resources, and funding, we must be committed to affecting change one center at a time.

In thinking about how to do this, I am reminded of a quote from Emily Dickinson, which reads – *If you take care of the small things, the big things will follow.*

Begin by taking care of your members by providing support through the following means:

Technical Assistance

- Conduct a member needs assessment to determine a member's organizational capacity to serve men;
- Provide one-on-one support, guidance and mentorship to member staff via email, phone, in-person visits and video conferencing ([Google+ Hangout](#), [Skype](#), etc.);
- Offer quarterly conference-calls to provide group support around various aspects of male outreach;

Capacity Building

- Provide coalition staff the opportunity to receive professional training from experts in the field;
- Share relevant articles, resources, trainings, etc. on your various social media platforms;
- Include the subject of male outreach during regional and state-wide trainings/webinars/meetings;
- Explore [national collections of materials](#) (research, curriculums, etc.);

Awareness

- Consider developing [brochures, posters, campaign materials](#) that can be used and co-branded by your members;
- Write about the subject or re-post relevant articles in your coalition newsletter, blog or [publications](#);
- Incorporate the subject into your state conference as a plenary, workshop or keynote address;
- Create a state-wide speakers' bureau that includes male survivors of sexual violence that are comfortable speaking with local, statewide and national media;
- Sponsor state-wide campaigns (on-line, print ads, etc.) that encourage male survivors to access services through their local rape crisis centers;
- Incorporate the subject into your [SAAPM](#) materials or [toolkits](#);

- Provide copies of [Voice Male Magazine](#) to your member organizations or encourage them to purchase a bulk subscription to distribute to male clients;

As your coalition and its members begin taking these small steps towards a much bigger end, you may find that your coalition much like it provides assistance is also in need of assistance. Remember that you do not walk this journey alone. Call, email and visit with colleagues from RSP and coalitions around the country and territories for support, encouragement and guidance. Consult with experts in the field, such as [David Lisak](#) and [Jim Hopper](#) and organizations, like [1in6, Inc.](#) and [MaleSurvivor](#). Together, through our network of support, we can enhance male outreach efforts one center at a time.