

## The Problem

Many challenges stand in the way of girls and women thriving and reaching their potential:

...at least **1 in every 3** females worldwide has been abused during her lifetime.

...**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 avoid normal daily activities such as attending school, going to the doctor, or even giving their opinion due to feeling "badly" about their looks.

...**1 in 5** teens who have been in a serious relationship report being hit, slapped or pushed by a partner.



## The Solution

Though the status quo paints a grim picture, there is a remedy—respect. Respect Rx was founded on this principle: *Respect is always within reach because true respect starts on the inside*. And once you have it, you're empowered to spread it. Our mission is to spread it to the 900 million girls and young women around the globe by partnering with advocates like you. By 2010, our first milestone is to train 2,000 leaders to lead Respect Rx programs for 500 girls each—1 million girls reached.

### Respect Rx Training Programs

To fulfill our mission, Respect Rx offers nationwide trainings for girl and women advocates that were developed by a team of co-active coaches and our founder, Courtney Macavinta, an award-winning journalist, author, coach and speaker who has reached more than a million girls and women through her work including her best-selling book, *RESPECT: A Girl's Guide to Getting Respect and Dealing When Your Line Is Crossed* (Free Spirit Publishing, 2005).

During our trainings, you learn lifelong leadership skills and are equipped with programs to empower the girls and women you serve. You'll leave inspired to boost self-respect, sisterhood and social change in their lives—and our world.

**RESPECT**  
(respectrx.com) **RX**

## Respect Rally Leader Training

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

The [Respect Rally](#) is a four-hour event that inspires and equips girls with lasting respect-building skills. Through storytelling, music, group activities, dialogue circles, self-reflection, community support and vision-building exercises, girls learn what respect truly means. They'll define respect and disrespectful behavior and how it affects them. They'll learn how to take action to create more respect in their lives. And when they leave a Rally, girls will know how to:

- boost their self-respect
- promote mutual respect
- make positive choices
- create change as leaders

### Training includes:

- Experiencing the entire Rally for yourself—our training is experiential.
- Learning how to lead activities.
- Forming “Pods” to support you in creating your own custom action plan for implementation.
- *Respect Rally Kit*, which includes everything you need to lead a Rally:
  - Planning Guide, Leader Guide, Rally presentation materials, Powerpoint slides, videos, handouts and evaluation forms.
- Post-training Web tutorial videos of select activities.
- Follow-up coaching calls with the Respect Rx team.
- Access to all updated and new activities or handouts.
- *Respect: Keep It Going! Kit*, which includes up to 24 additional respect-building activities (from workshops to group discussions to materials for creating after-school Respect Pods for girls)
- A copy of *RESPECT*.



## The Steps To RESPECT

#1 EMBRACE YOUR WORTH

#2 FOLLOW YOUR PASSIONS

#3 TRUST YOUR GUT

#4 SET BOUNDARIES

#5 SPEAK UP

#6 GET HELP

#7 SPREAD RESPECT  
(and SISTERHOOD!)

### Issues organizations have addressed with Respect Rx Programs:

- Body Image
- Cultural Diversity
- Drug and Alcohol Prevention
- Goal-Setting and Life Purpose
- Health & Wellness
- Healthy Relationships
- Human Rights
- Leadership
- Media Literacy
- Respectful Communication & Boundaries
- Self-Esteem
- Self-Respect
- Teen Pregnancy Prevention
- Violence and Bullying Prevention

## Outcomes & Testimonials

"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 Association of Schools & Dove Self-Esteem Fund Partner

"Courtney is a phenomenal program facilitator and a true gift to the girls she works with. She is, as she teaches the girls 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 girls 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 girls 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 girls 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. Courtney not only inspires social change, but she makes it possible."

—Sarah Mehfeld, Program Coordinator of the Bay Area Girls Rock Camp

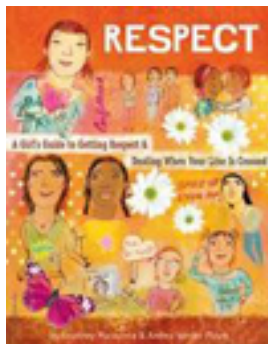
## Check out these survey results from a Rally attended by 600 high school girls in 2008!

### After attending the Rally:

- 98% of girls understood the difference between respect and disrespect (up from 51% prior to attending the Rally).
- 84% of girls understood how to respect themselves (up from 25%).
- 72% of girls pledged to follow their passions (up from 37%).
- 90% of girls respected each other as equals (up from 65%).
- 82% felt equipped to make positive choices and act as role models (up from 42%).

### After attending other Respect Rx programs...

- 95% of girls said they learned ways to improve their self-esteem.
- 88% of girls said they felt better about themselves and their bodies.
- 93% of girls said they learned ways to boost their self-respect.
- 91% of girls felt more positive about their future.
- 89% of girls were inspired to create social change.
- 92% of girls said they felt "less alone."



## About The Training Leaders

**Courtney Macavinta** is 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). 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. As a devoted girl advocate, Courtney's work is focused on inspiring young women to cultivate self-respect, sisterhood and social change. She is a trained life coach through the Coaches Training Institute and has spoken, trained or led event programs for thousands of girls, women and their advocates across the country. To present empowering nationwide events for teen girls and women, Respect Rx also partners with national organizations such as Girls For A Change, Girls Inc., Girl Scouts of the USA, Bay Area Girls Rock Camp, Omega Institute Teen Camp, the Dove Self-Esteem Fund and Conferences for Women, which produces the Pennsylvania, Texas, Massachusetts and Florida state women's conferences.

**Jennifer Davidson** is founder of Reality Check Coaching LLC where she brings together coaching and her more than 5 years experience in corporate training and leadership development. Leveraging her experience as a leader, she was appointed the Hub Leader for the GE Women's Network of Oregon & SW Washington. Jennifer received a B.A. of Liberal Arts from Portland State University and a Master of Business Administration (MBA) from Marylhurst University. She has received coach training from the renowned Coaches Training Institute. Jennifer utilizes her Six Sigma Green Belt training and project management skills to streamline business practices and create strategic planning tools for small business consulting. Her specialty services include: leadership training, employee retention/enthusiasm workshops, keynote addresses, small business consulting, team building immersions, program development, teen advocacy programs, and coaching. Her Leadership presentations have been featured at: the Democratic National Convention, the Pennsylvania, Massachusetts, and Florida state women's conferences.

## TUITION & REGISTERING FOR TRAINING

Respect Rally Training tuition is \$450 and includes all program materials and post-training coaching mentioned above. Discounts are available for group trainings hosted by your organization or if you are sending multiple trainees from a single organization.

## CONTACT

For more information about registering for a training, discounts or hosting a training, contact: Jennifer Davidson, Respect Rx Rally Training Leader  
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