



## CALCASA's MyStrength Campaign Fact Sheet

### Overview

As the largest effort of its kind in the United States, the California Coalition Against Sexual Assault's (CALCASA) "MyStrength Campaign" is a unique initiative focused on preventing first-time perpetration of sexual violence.

The MyStrength campaign:

- Targets young men aged 14-18.
- Involves 66 rape crisis centers in California, six of which serve as pilot centers for individual, in-depth training and grass-roots campaigns.
- Helps overcome barriers to sexual violence education by offering tools and resources to multicultural urban and rural communities throughout California in both English and Spanish.

### Strategic Focus

- CALCASA's MyStrength Campaign centers around the theme, "My Strength is Not for Hurting," which emphasizes positive masculinity and enables men to maintain their strength without using coercion, intimidation, force or violence.
- The Campaign takes an innovative approach to sexual assault prevention by demonstrating the way young men can play an active role in the movement to end sexual violence.
- Complementing over 30 years of work and programs in the movement to end sexual violence, MyStrength enlists men and boys in prevention efforts, encouraging them to take responsibility and find solutions.
- The MyStrength Campaign is based on an existing prevention program developed by Washington D.C.-based Men Can Stop Rape, but involves 66 rape crisis centers in California and entails a comprehensive social marketing campaign to support youth involvement.

### Campaign Execution

- **Advertising Campaign:** The campaign unveils a statewide multi-media advertising campaign using radio, print, outdoor/transit and online methods to communicate the MyStrength themes and messages in English and Spanish. The advertising images target teenage men and demonstrate their capacity to make the right decision when it comes to sexual violence and to use their strength to maintain healthy relationships.

### **Campaign Execution (continued)**

- **Mobile Strength Team:** The campaign has assembled the “Strength Team” -- a group of three young men who will serve as role models and travel throughout California to select high schools and events to discuss and engage young men in the program.
- **MyStrength.org and MiFuerza.org:** The campaign has developed two interactive Web sites to provide young people a forum to be educated, speak out against, and seek help regarding sexual violence – developed in English and Spanish.
- **Rape Crisis Center Resources:** All CALCASA rape crisis centers in California will receive support with integrating CALCASA’s MyStrength Campaign into their communities in the form of training in social marketing, as well as education and outreach materials for use in their communities.

### **Pilot Site Programs/MOST Clubs**

- Six “pilot sites” representing a diversity of communities in California were chosen to receive grants for additional training, education and marketing events on sexual violence prevention in their cities.
- Rape crisis centers in these communities allocate the grant to establish Men of Strength (MOST) Clubs at their area high school, which provide male youth with workshops and opportunities to take leadership roles in sexual violence prevention.
- The six pilot sites include: Los Angeles (Los Angeles Commission on Assaults Against Women - LACAAW), Riverside (Riverside Area Rape Crisis Center), San Luis Obispo (Sexual Assault Recovery and Prevention Center - SARP), Petaluma (United Against Sexual Assault of Sonoma County - UASA), Weaverville (Human Response Network) and West Fresno County (West Fresno Rape Crisis Center).

### **Funding**

The MyStrength Campaign is made possible by a grant from the California Department of Health Services.

### **About CALCASA**

The California Coalition Against Sexual Assault (CALCASA) provides the unifying vision and voice to all Californians speaking out against sexual violence. CALCASA’s leadership at both the state and national level brings support, justice and hope to sexual assault victims and survivors, and to those who are working to solve this problem in their communities. CALCASA’s approach is designed to impact public policy, educate the public and provide resources to all those working to end sexual violence.

Founded in 1980, CALCASA is the only statewide organization in California whose sole purpose is to promote public policy, advocacy, training and technical assistance on the issue of sexual assault. CALCASA’s primary membership is the 66 rape crisis centers and rape prevention programs in the state, while they also work with affiliated organizations, businesses, individuals and others committed to their vision of eliminating sexual violence. For more information, log onto [www.calcasa.org](http://www.calcasa.org).

## CALCASA'S My Strength Campaign

### Advertising Creative Fact Sheet

#### Overview

CALCASA's MyStrength Campaign incorporates a statewide multi-media advertising program using radio, print, outdoor/transit and online methods to communicate the Campaign's themes and messages in English and Spanish. The advertising, which has evolved from the Washington D.C.-based Men Can Stop Rape initiative, targets teenage men and focuses on their capacity to stop sexual violence before it begins.

#### Advertising/Creative Theme and Strategy

- The MyStrength advertising campaign focuses on the theme, "My Strength is Not for Hurting," which emphasizes positive masculinity and enables men to maintain their strength in relationships without using coercion, intimidation, force or violence.
- The creative demonstrates young men's capacity to make the right decision when it comes to sexual violence and to use their strength to maintain healthy relationships. Young men have the ability to make moral choices about relationships and still be considered a "real man."
- The advertising theme encourages young men to explore the positive aspects of strength and masculinity. Young men can focus on strength of character and conviction and use these traits to maintain healthy relationships.
- The ads are developed to reach out to young people in a society that is molded by peer pressure, which often promotes the use of sexual violence as a way to "be a man" and fit in. The ads open up the dialogue and make it "safe" for men to speak to their partners about consent and to listen to each other's needs and concerns. As a result, the campaign shifts the peer pressures being exerted and creates a public space in which men can stand up and speak out against sexual violence.

#### Advertising Imaging and Text Selection

- All advertising images and text were created and refined based on multiple focus groups throughout California held with the campaign's target audience. The ads reflect the diverse nature of California and display both male-female and same-sex male relationships.
- The ad layouts are designed to be eye-catching and draw immediate attention. The images were created to emulate other popular product advertising to ensure young men and women pay attention to its messages.
- The advertising represents real relationships and realistic situations to help the target age (14-18) relate to these issues. The ads engage the models, as well as the viewer, in a story and involve teens directly in the situation.

## Advertising Media Strategy

The MyStrength advertising campaign targets young men between the ages of 14 to 18, with an emphasis on Latino men in multicultural urban and rural communities throughout California. In addition to producing statewide radio spots, various transit and outdoor advertising, the campaign also focuses on six pilot markets in the state with tailored radio promotions, movie theater slides, shopping mall kiosks and local high school signage.

MyStrength advertising media elements include:

- **General-market radio:** In partnership with Clear Channel California, the campaign's teen-targeted messages will air from mid-September through November on 46 high-power radio stations, which reach 22 radio metro markets and 11 rural areas. Radio advertisements will be heard by more than 67 percent of California's male teens an average of 18 times each.
- **Spanish-Language Radio:** 60-second Spanish-language radio spots will air on 10 high-power stations in rural California's most densely-populated Latino markets, which are home to more than 1.5 million California Latinos. Approximately 4.7 million Latino advertising impressions will be delivered in radio.
- **Local Radio Internet Banners:** MyStrength banners will appear on the home pages of 30 teen-formatted radio station Web sites.
- **Radio Station Promotions:** In six pilot markets, seven targeted radio stations will participate in added-value programs and promotions. Over a two-week period, each participating radio station will provide 30 promotional announcements directing schools interested in winning up to \$5,000 in cash for a school party to the station's Web site contest page.
- **Statewide Internet Banners:** Banners will appear on some of the leading ethnic and teen-targeted Web sites in California. From mid-September through late October, a total of 5.3 million impressions will be delivered via these vehicles.
- **Posters/Signage:** A wide variety of posters will be placed in major metropolitan areas of California, including transit shelters, mobile trucks and high-traffic areas of six pilot market communities.
- **Mall Kiosks:** Mall kiosks featuring MyStrength messages will be displayed in 15 large shopping malls in Los Angeles, Orange, Ventura and Riverside Counties. The monthly traffic in the malls selected for this program exceeds 13 million.

## **Strength Team Bios**

To launch the MyStrength campaign CALCASA has assembled the "Strength Team" -- a group of three young men who will serve as role models and travel throughout California to select high schools and events to discuss and engage young men in the fight against sexual violence. Strength Team members will be traveling in a vehicle wrapped in the campaign's advertising, which includes the slogan "My Strength is Not for Hurting."

### **Eddie Carmona**

Eddie Carmona is a recent graduate of the University of California at Davis, receiving degrees in Communications and Chicano Studies. While attending UC Davis, Eddie served as an intern at the Chicano Latino Cross Cultural Community Center, working on issues of social justice in his local community and statewide. He was also a coordinator for Hermanos Macehual (Brotherhood of the Common People), a community organization that serves Yolo County, California. Eddie hopes to attend law school and continue his work on issues of social justice and sexual violence prevention.

### **Josh Gottschalk**

Josh Gottschalk is currently a student at the University of California at Davis, majoring in International Relations. Josh has worked with the UC Davis Campus Violence Prevention Program since 2002, planning campus-wide events and educating incoming freshman about sexual violence prevention. Josh is also the founder and president of Students Against Sexual Violence, an activist group that works to educate the UC Davis campus and the surrounding community about issues of sexual violence.

### **William Villareal**

For two years, William Villareal served as a member of Safe Haven, a student advocacy group at John Marshall High School in Los Angeles that promotes gay and lesbian tolerance. William also worked for the Los Angeles Commission on Assault Against Women (LAACAW) for four years. While with LAACAW he acted as a coordinator for Students Together Organizing Peace (S.T.O.P), a program dedicated to violence prevention. During his term of service William lectured to hundreds of high school and intermediate school students throughout the greater Los Angeles area.

## **CALCASA / MyStrength Campaign Executive Bios**

### **Ellen Yin-Wycoff**

#### **Interim Executive Director**

#### **California Coalition Against Sexual Assault**

Ellen Yin-Wycoff is the Interim Executive Director for the California Coalition Against Sexual Assault (CALCASA). Prior to this position, Ms. Yin-Wycoff served as the Director of Education at CALCASA, where she managed its Rape Prevention Resource Center that serves California's rape crisis centers. Prior to joining CALCASA, she served as the Statewide Trainer for the Colorado Coalition Against Sexual Assault (CCASA).

In addition to her work at CALCASA, Ms. Yin-Wycoff is an instructor for the Center for Human Services Training and Development, University of California at Davis. She has served as the Executive Director of the Sacramento Rape Crisis Center and held staff/management positions at WEAVE, Sexual Assault and Domestic Violence Center in Yolo County and Lutheran Social Services of Southern California.

Ms. Yin-Wycoff currently serves as an Advisory Committee member for the National Organization of Sisters of Color Ending Sexual Assault (SCESA). Ms. Yin-Wycoff also served on the Board of Directors for the Colorado Organization for Victim Assistance (COVA), Sacramento Chinese Community Service Center, and recently served as the President of the Board of Directors for My Sister's House, a culturally competent domestic violence shelter program serving the Asian/Pacific Islander communities in Sacramento, California.

### **Alva Moreno**

#### **Executive Director**

#### **East Los Angeles Women's Center**

Alva Moreno is the Executive Director of the East Los Angeles Women's Center. Ms. Moreno has worked for more than twenty years addressing health care issues pertaining to the Latino communities of Los Angeles County and surrounding areas. With a mission to empower women survivors of domestic violence, sexual assault and HIV/AIDS, Ms. Moreno has become a steadfast community activist throughout California addressing the needs of women and children. Ms. Moreno received her Bachelor of Science in Business Management from the University of Phoenix and her Associate of Arts Degree in Sociology from East Los Angeles College.

Ms. Moreno serves as a trainer/facilitator at many conferences and trainings both locally and throughout the country. She currently serves as Board President on the board of directors for the California Coalition Against Sexual Assault (CALCASA). She is a board member of The National Organization of Sisters of Color Ending Sexual Assault (SCESA). In the past, she has served as an advisor for the Women of Color Caucus of the National Resource Center on Domestic Violence. A highlight in Ms. Moreno's life took place in 1992, when the International Centers for Better Health invited Ms. Moreno, along with seven other delegates to visit Russia for the purpose of exchanging HIV/AIDS information and education methods.

Ms. Moreno has been honored and recognized for her many contributions to the Community at large, twice with the Women of the Year award, in 1991 by Assemblywoman Lucille Roybal-Allard and again in 1993 by the Los Angeles County Commission on the Status of Women. In 1996, she received the Mario Tamayo Leadership Award from AltaMed HIV Services. And in 1996, the Los Angeles Commission on Assaults Against Women presented her with the Humanitarian Award. She was also presented with the Pioneer Award in May of 2001 by Prototypes, for her contributions in health care policy. She was also a 2003 recipient of the Durfee Foundation Executive Directors Sabbatical.

### **Robert Coombs**

#### **Director of Public Affairs**

#### **California Coalition Against Sexual Assault**

Robert Coombs is the Director of Public Affairs for the California Coalition Against Sexual Assault (CALCASA). He holds a Master's degree from the University of Colorado at Boulder where he studied Organizational Communication & Social Justice. He has presented numerous research papers and seminars in the field including strategic planning, organizational culture, and conflict resolution. After six years with the Colorado Rapids Major League Soccer (MLS) team, Mr. Coombs left his role as Press Box Director and shifted the focus of his work toward issues of social justice. He has recently served as a communication consultant to the Center for Conflict Resolution and Reconciliation (CCRR) in the Middle East while representing the International Association of Educators for World Peace as a National Chancellor.

Mr. Coombs has worked in sexual violence prevention education since 1999, particularly during his time as Judicial Hearing Officer at the University of Colorado at Boulder. In 2004, after nearly four years of service, Mr. Coombs persuaded the administration at CU to create a new staff position in their attempt to end sexual violence. He went on to assist in founding the WHOA program where bystander intervention education was presented for CU Students. While in Colorado, Mr. Coombs participated as a speaker for Moving to End Sexual Assault (MESA) where he was a part of the Men's Education Program.

### **David S. Lee**

#### **Prevention Connection Manager**

#### **California Coalition Against Sexual Assault**

David S. Lee is the Prevention Connection Manager at the California Coalition Against Sexual Assault (CALCASA) where he holds web conferences that advance public health approaches to primary prevention of violence against women. Mr. Lee manages CALCASA's statewide social marketing campaign encouraging teen men to take action to stop sexual violence. Previously, Mr. Lee was Regional Director at STAND! Against Domestic Violence in Contra Costa County, California, Community Education Director at Support Network for Battered Women in Santa Clara County, California, Program Director at Children's Self-Help Center (a child sexual abuse prevention program) in San Francisco, California and Volunteer Coordinator / Educator for Men Overcoming Violence (MOVE) in San Francisco, California.

Mr. Lee has been involved in the movement to end sexual assault and domestic violence since 1982. He focuses on prevention and the development of community responses to end violence against women. He has spoken at conferences throughout the country on violence prevention. He has developed and provided training to educators, health care professionals, law enforcement, clergy, faith leaders, business leaders, social workers, therapists, welfare workers, substance abuse treatment providers, youth, men's groups and community organizations. Mr. Lee completed his Masters in Public Health at University of California Berkeley in Community Health Education focusing on violence prevention, evaluation and violence prevention research.

**John Stoltenberg**  
**Men Can Stop Rape**  
**Creative Director**

John Stoltenberg first conceived of a media campaign based on the theme “My Strength Is Not for Hurting...” in 2000 while he was a member of the Men Can Stop Rape board of directors. After securing prototype funding from the BIL Charitable Trust in New York City, he brought the idea to the MCSR board, which committed to developing it further. As creative director of the campaign, Mr. Stoltenberg then wrote additional language for it and selected a designer, with whom he worked to create prototype posters. Those that tested successfully in high-school-age focus groups formed the basis for the first rollout of the campaign—in DC metro on bus shelters, on bus sides, and in all public high schools. Thereafter, orders for the posters poured into MCSR from organizations in more than 30 states, and what is now known nationally and internationally as Men Can Stop Rape’s Strength media campaign began to garner acclaim as the nation’s best available public service advertising for outreach to young men about sexual assault prevention. For instance, Ethel Klein of EDK Associates, in her landmark research report “Communicating for Change” noted that the messages of “My Strength Is Not for Hurting...” campaign distinctively and consistently model positive behavior. Mr. Stoltenberg has overseen creation and production of all texts, photography, and graphic design for the campaign from the beginning and has donated to MCSR all intellectual property rights in it.

A long-time activist against sexual violence and philosopher of gender, Mr. Stoltenberg is the author of “Refusing to Be a Man: Essays on Sex and Justice” (rev. ed. UCL Press, 2000), “The End of Manhood: Parables on Sex and Selfhood” (rev. ed. UCL Press, 2000), and “What Makes Pornography ‘Sexy?’” (Milkweed Editions, 1994), as well as numerous articles and essays in anthologies including “Pornography and Sexual Violence: Justice as Accountability to Victims” in *Called to Make Justice*, “The Triangular Politics of Pornography” in *The Price We Pay: The Case Against Racist Speech, Hate Propaganda, and Pornography*, “You Can’t Fight Homophobia and Protect the Pornographers at the Same Time—An Analysis of What Went Wrong in Hardwick” in *The Sexual Liberals and the Attack on Feminism*, “Top Ten Ways the Campus Movement Against Sexual Violence Is Misunderstood” in *Just Sex: Students Rewrite the Rules on Sex, Violence, Equality & Activism*, “How Power Makes Men: The Grammar of Gender Identity” in *Men and Power*, “Having Sex Outside the Box” in *Male Lust*, and “Healing from Manhood: A Radical Mediation on the Movement from Gender Identity to Moral Identity” in *Feminism and Men*.

In addition, Mr. Stoltenberg has more than two decades of experience working professionally in publishing and graphic communications, having been managing editor of six national consumer magazines—including *Essence*, *Lear’s*, *Working Woman*, and currently *AARP The Magazine*—and serving as editorial and creative consultant to many other publications. He holds a master of divinity degree in theology and literature from Union Theological Seminary and an M.F.A. in theater arts from Columbia University School of the Arts.

## Sexual Violence Statistics

- According to the National Violence Against Women Survey, 1 in 6 women and 1 in 33 men in the United States has experienced an attempted or completed rape at some time in their lives.<sup>[1]</sup>
- Teens aged 16 to 19 are 3 ½ times more likely than the general population to be victims of rape, attempted rape, or sexual assault.<sup>[2]</sup>
- 77 percent of completed rapes are committed by someone who is known to the victim.<sup>[3]</sup>
- In the United States there is one forcible rape committed every 5.8 minutes.<sup>[4]</sup> There is one forcible rape every 54 minutes in the State of California.<sup>[5]</sup>
- The National Violence Against Women Survey found that rape is a crime committed primarily against youth. Of the women who reported being raped at some time in their lives, 54 percent were under 18 at the time of the first rape and 83 percent were under the age of 25.<sup>[6]</sup>
- In a study surveying more than 6,000 students at 32 colleges and universities in the United States, 84 percent knew their attacker, and 57 percent of the rapes happened on dates.<sup>[7]</sup>
- An analysis of rural crime data taken over a ten-year period (1987-1996) showed that while urban rates of forcible rape had gone down by 28.6 percent, rates of forcible rape had increased 11.8 percent in rural areas of California.<sup>[8]</sup>
- According to a study of 6,864 female students (9th through 12th grade), slightly less than 1 out of 5 sexually experienced adolescent females reported being intentionally hurt by a dating partner in the previous year. The study also found that girls who had experienced dating violence were less likely to use condoms and were at greater risk of contracting sexually transmitted diseases.<sup>[9]</sup>

---

<sup>[1]</sup> Tjaden, P., Thoennes, N. Prevalence, Incidence, and Consequences of Violence Against Women: Findings From the National Violence Against Women Survey. Washington D.C.: National Institute of Justice, 2000.

<sup>[2]</sup> National Crime Victimization Survey. Bureau of Justice Statistics, U.S. Department of Justice, 1996.

<sup>[3]</sup> Greenfeld, Lawrence A. Sex Offenses and Offenders: An Analysis of Data on Rape and Sexual Assault. Washington, D.C.: Bureau of Justice Statistics, Office of Justice Programs, U.S. Department of Justice, 1997.

<sup>[4]</sup> Federal Bureau of Investigations. (2004). Crime in the United States. Washington, D.C.: US Department of Justice, 2003.

<sup>[5]</sup> Federal Bureau of Investigations. Crime and Delinquency in California. Sacramento, CA, 2000.

<sup>[6]</sup> Tjaden, P., Thoennes, N. Prevalence, Incident, and Consequences of Violence Against Women: Findings from the National Violence Against Women Survey. Washington, D.C.: National Institute of Justice, 1998.

<sup>[7]</sup> Warshaw, R. I Never Called it Rape: The Ms. Report on Recognizing, Fighting, and Surviving Date and Acquaintance Rape. 1994.

<sup>[8]</sup> Nance, L., Collins, B. Crime in Urban and Rural California. Sacramento, CA: Criminal Justice Statistic Center, California Office of the Attorney General, 2002.

<sup>[9]</sup> Silverman, J.G., Raj, A, and Clements, K. 2004. "Dating Violence and Associated Sexual Risk and Pregnancy among Adolescent Girls in the United States". Pediatrics, Vol. 114, No 6, 630-646.

## California Coalition Against Sexual Assault Backgrounder

### The Issue

- Sexual violence is a significant and growing problem in California and throughout the country.
- The American Medical Association has called sexual assault “the silent violent epidemic” since approximately 75 percent of this abuse goes unreported.
- According to the California Attorney General Office, there were 9,598 reported forcible rapes in the state in 2004 alone.
- Sexual violence can be prevented.

### CALCASA’s Vision

The California Coalition Against Sexual Assault’s (CALCASA) ultimate vision is a world without sexual violence. Recognizing the growing problem of sexual violence among Californians and nationwide, CALCASA is dedicated to changing public perception of sexual violence, overcoming barriers to prevention education, and involving men and boys in prevention.

As a statewide coalition of rape crisis centers and prevention programs, the organization provides leadership and resources to rape crisis centers, individuals and other entities committed to ending sexual violence. CALCASA provides the unifying vision and voice to all Californians speaking out against sexual violence. The organization works closely with rape crisis centers, government agencies, campuses, lawmakers and other organizations to provide a central resource for improving society's response to sexual violence.

### Executive Team

- Ellen Yin-Wycoff, Interim Executive Director, CALCASA
- Alva Moreno, President, CALCASA Board of Directors
- Robert Coombs, Director of Public Affairs, CALCASA

### Number of Employees

Approximately 20 CALCASA Staff

### Headquarters

California Coalition Against Sexual Assault  
1215 K St., Suite 1100  
Esquire Plaza  
Sacramento, CA 95814  
[www.calcasa.org](http://www.calcasa.org)

## **CALCASA's History**

- Founded in 1980, CALCASA became the only statewide organization of rape crisis centers and rape prevention programs in California whose sole purpose is to promote public policy, advocacy, training and technical assistance on the issue of sexual assault.
- In 1997, CALCASA established the Rape Prevention Resource Center (RPRC) — the largest center of its kind in the nation. The Center strengthens California's rape crisis and prevention programs by providing leadership opportunities, statewide conferences, information, guidance and assistance. RPRC also sponsors self-defense instructor training for California rape crisis center staff and has developed one of the largest, most comprehensive libraries on violence against women in the United States.
- In 1999, CALCASA was selected to be Training and Technical Assistance Provider to the "Grants to Reduce Violent Crimes Against Women on Campus Program" provided through the Department of Justice, Office on Violence Against Women. Through this program, CALCASA provides more than 100 grantee campuses nationwide with conferences and monthly webinars (web seminars), as well as works with a national campus advisory board of leading experts to address domestic violence, sexual assault and stalking on campuses.
- In 2001, the Department of Justice, Office on Violence Against Women funded CALCASA to provide training and technical assistance to recipients of the "Grants to Reduce Violence Against Women with Disabilities." This National project helped provide technical assistance to 22 grantees, representing 19 different states on this issue, including e-newsletters, video-conferences, in-person site visits and national spotlight meetings.
- In 2004, the U.S. Center for Disease Control and Prevention funded CALCASA for a national project to advance primary prevention against violence against women. Prevention Connection conducts web conferences, moderates a listserv, leads online discussions and highlights efforts to stop violence against women before it starts. The project engages communities in preventing violence against women and builds upon the strengths of the violence against women movement, public health and other prevention efforts to create social change.
- In 2004, the U.S. Center for Disease Control and Prevention asked CALCASA to co-host the 2004 National Sexual Violence Prevention Conference. Over 1,100 sexual violence prevention professionals and practitioners throughout the United States and territories participated in this national event in Los Angeles.
- In 2005, CALCASA received funding from the California Department of Health Services to initiate the MyStrength Campaign in California.

### **Media Contact:**

Jennifer Jones  
PainePR  
213-996-3766 (work)  
310-918-4313 (mobile), [jjones@painepr.com](mailto:jjones@painepr.com)