Mary Byron Foundation

Celebrating Solutions Award Nomination Form

Legal Name of Organization: Pennsylvania Coalition Against Rape
Address: 125 North Enola Drive
City/State/Zip: Enola, PA 17025
Contact Person: Jan Bailey
Title: Communications Director
Phone number 717-728-9740 Fax number 717-728-9781

Description of organization:
The mission of the Pennsylvania Coalition Against Rape (PCAR) is to work to eliminate all forms of sexual violence and to advocate for the rights and needs of victims of sexual assault. PCAR is a statewide nonprofit organization widely respected for its leadership and initiative in working to prevent sexual violence at the state and national levels. Since its inception in 1975, PCAR has been at the forefront of the anti- sexual violence movement, utilizing its voice to advance the rights of countless victims and to effect critical change through its active role in public policy, education, and prevention. At the core of PCAR’s success is its statewide network of sexual violence centers that work in concert with PCAR to administer quality services to survivors and their significant others.

Geographical area served: Pennsylvania.

Is organization tax-exempt under IRS 501 ( c ) (3) guidelines?  yes  no
If no, is your organization a public agency/unit of government? yes no

Signature of contact person

Date 1/11/03
1. Describe the mission of your organization in five sentences or less.
   The mission of the Pennsylvania Coalition Against Rape (PCAR) is to work to eliminate all forms of sexual violence and to advocate for the rights and needs of victims of sexual assault.

2. Describe the most innovative aspects of the program you are submitting for consideration.
   PCAR's Teen Sexual Violence Prevention Campaign (TSVPC) represents a watershed in youth sexual violence prevention efforts. It is innovative in several respects:
   > Our TSVPC provides sexual violence prevention educators and school personnel with cutting-edge, state-of-the-art, multimedia tools that resonate with youth. Our "Gonna Make It" music video was the first music video of its kind in the nation earning an Emmy Award; and
   > Our TSVPC actively engages youth in keeping our campaign fresh and relevant. Teens are an integral part of our campaign as they share insight and perspectives that help frame message and strategy development.

The following elements comprise our award-winning TSVPC:
   > "Xpose the Truth"—This music CD features quality original music from young Pennsylvania artists. Music varies from rap and hip-hop to R&B and heavy metal. Though directed towards teenagers, this music reaches all generations. Lyrics focus on healthy relationships, self-esteem, statutory rape/sexual violence awareness and prevention.
   > "Gonna Make It"—The first-of-its-kind, MTV-style anti-sexual assault music video featuring a song from PCAR's "Xpose" CD focuses on incest, drug facilitated sexual assault, and male involvement in the prevention of
sexual violence. Our next music video, “Survival Story,” deals with male sexual assault and will be released this fall.

- **ROAR (Rappers and Rockers Organized Against Rape):** ROAR is another component of the coalition’s highly acclaimed campaign. Described as innovative, dynamic, and entertaining, this 75-minute program blends a variety of techniques to include live performances by ROAR musicians, an MTV-style music video (“Gonna Make It”), breakout sessions and discussion delivering campaign messages through popular culture and young artists. ROAR performers provide youth with essential information to identify healthy relationships and to promote male responsibility for preventing sexual violence.

- **teenpcar.com:** This website features the latest interactive technology to capture teens’ attention (males and females) and provides opportunities for teens to voice opinions and provide feedback. Teenpcar.com also invites youth to join the “teenpcar club,” and PCAR alerts members to ways of actively engaging in our mission to end sexual violence.

- **TeenEsteem:** This magazine empowers teen girls with realistic advice and useful information on sexual violence prevention and statutory rape. Sample feature articles: “All the Rage: What You Need to Know About Club Drugs,” “The Truth About Guys,” and “Dos and Don’ts of Online Dating.”

- **PCAR Teen Advisory Board:** The success of the TSVPC is the direct result of enthusiastic Pennsylvania teens selected to provide us with cultural insight, feedback and vision in framing the future direction of our TSVPC. The board utilizes peer leadership and influence to help develop school and community-based responses to sexual violence prevention.

3. Describe your program’s implementation. What barriers did your organization have to overcome? How did you marshal the necessary resources for implementation?

In 2000, PCAR convened separate focus groups (urban, suburban, rural) consisting of adolescent boys and girls and their mothers to gain insight on their perceptions and knowledge of statutory rape/sexual violence, sexual activity, responsibility, respect, and effective ways to reach young people (and their parents).

In addition to focus group results, external research reinforced the need for teen-focused sexual violence prevention and awareness efforts:

- 55% of students who have had sex education say they need more information about what to do in cases of rape or sexual assault (#1 ranked citing) (Kaiser Family Foundation 2000).
- Teens 16 to 19 years of age are 3 ½ times more likely to be victims of sexual assault (National Crime Victimization Survey 2001).

Other studies demonstrated disturbing attitudes towards sexual violence. A significant number of adolescents (male and female) answer affirmatively to the following statements:

- A man has the right to sexual intercourse against his date’s consent if he spent a lot of money on the date.
If a girl says yes to sex and then changes her mind and the guy has sex with her anyway, it is not sexual assault.

If a girl and/or guy has been drinking and are a little drunk, then it is not sexual assault if he forces or coerces her to have sex.

Yet another study reported that only a slim majority of parents have discussed sexual abuse prevention with their children. Parental statements most frequently involved warning the child about stranger danger, when most sexual violence (90%) involves a non-stranger.

Program funding from our state Department of Public Welfare mandated a focus on teen pregnancy prevention and its relationship to statutory rape and the effects of sexual violence. Based on this mandate as well as on our mission to promote sexual violence awareness, education and prevention, we were able to begin developing a campaign/program which would address the Department of Public Welfare’s agenda as well as findings from our focus group and external research studies.

With funds in hand, we felt the most significant barrier was effectively communicating with teens and instilling in them an awareness of their age group’s vulnerability to sexual assault. Armed with teen feedback and utilizing the musical talents of one of our male employees, we engaged this young man to write a hip-hop/rap song called “Gonna Make It” which was featured on our new “Xpose the Truth” CD. The Pennsylvania Commission for Women collaborated with us to produce an MTV-style music video of the song. This music video went on to win a Mid-Atlantic Emmy Award in 2002.

Rape prevention educators faced an additional barrier in the resistance of school administrators to allowing access to students during school hours -- due in part to time constraints and a conservative culture. Once we were able to present our TSVPC in a few school venues, the overwhelmingly positive feedback of both staff and students helped us to gain access to more sites. The TSVPC has since become the most successful and widely demanded resource in our organization’s 25-year history - not only in Pennsylvania but across the country.

Plans for our TSVPC include continued development, expansion, and regionalization of the statewide teen advisory board; a new music CD; release of a new MTV-style video (“Survival Story”); televised public service announcements; and enhancements to our teen website (www.teenpeace.com).

4. How do you know your program works? Please site two examples.

The best evidence that our program works is the feedback we receive from across the country:

“My name is Christina... I wanted to tell you this story because I think it might save someone else. It talks about trusting your intuition.... You are wonderful people who have encouraged me to tell my story. Thank you for believing me,
even though you don't know me.” – from a rape survivor received via teenpcar.com

“I have family who have been raped by another close family member...your performance touched me and I'm glad to know that there is help in coping...being a teen, I'm glad to know that [I'm not alone]... You inspire me and a lot of people.” – Lydia

“I am a survivor of sexual abuse... Track 8 is me, all me... I'm preparing for 2 workshops where I'll speak to 500 inmates and 50 staff members... I'm seeking permission to share the lyrics for participants.” – a 38-year-old female inmate from California

“A trusted friend and neighbor raped 13-year-old ‘Heather’ on a hike... Eventually, the family came in for counseling. The mother blamed herself and the father did not know how to support his wife or daughter – all were in crisis. During her counseling, ‘Heather’ was given a TeenEsteem magazine and an ‘Xpose’ CD to support her in her healing. ‘Heather’ credits ‘Xpose’ and the song, ‘Be Strong,’ with giving her strength, validation and hope. In fact, she stated, ‘It saved my life!’” – a rape crisis center counselor

“A 15-year-old male survivor of sexual assault indicates he has listened to ‘Survival Story’ [on the ‘Xpose’ CD] repeatedly. It has inspired him and helped him move to a new point in his therapy.” – related by a rape crisis center counselor

Student evaluations of ROAR presentations indicate that the campaign had a significant impact on student knowledge, awareness, and attitudes regarding sexual violence and victimization. Items most frequently mentioned as information learned as a result of the TSVPC include the following:

- Name, location, and existence of the local rape crisis center.
- Middle and high school aged girls are most vulnerable to sexual assault.
- Sexual assault can happen to anyone.
- Victims should tell someone about the assault. “You’re not alone.”
- Alcohol is the number one date rape drug.
- The definition of statutory rape and statutory rape laws.
- Clearer understanding of what constitutes sexual assault (e.g., not just male/female rape).

5. Who are your key partners? What are their roles?

Our key partners in our TSVPC are our Teen Advisory Board, local rape crisis centers, youth organizations, community groups, schools, and the Pennsylvania Department of Public Welfare.

The Pennsylvania Department of Public Welfare is the direct funder of the TSVPC. The Teen Advisory Board consists of teens from across Pennsylvania. Teens are a
powerful and influential stakeholder possessing contagious enthusiasm and relentless perseverance in enlisting and engaging their peers, schools, and the larger community. Moreover, teens are a highly creative, resourceful, and technologically advanced group. When provided with a platform, mission, and vision, they ignite a passion and synergy that is capable of creating impressive momentum and change.

PCAR contracts with local rape crisis centers in every Pennsylvania county. Their role is to help disseminate the materials from our TSVPC and bring the ROAR program and sexual violence prevention materials to schools, youth organizations, and community groups who provide the venues and vehicles for accessing youth. Trained sexual assault counselors from the local centers are always present at ROAR performances to handle crisis intervention and disclosures of sexual assault.

6. Could/should your program be replicated in other areas of the country? Why?

Other organizations serving teen (and non-teen) populations may easily replicate any and all components of the Teen Sexual Violence Prevention Campaign. The multiple facets of the TSVPC provide for full or partial adaptation, depending upon available resources. The most easily replicable component of this program is the development of a teen advisory board which, in essence, generates all other potential outcomes. These may include the creative development of messages for posters; the creation of music, theatre, and spoken word performances included for a school assembly; and the conceptual development (and ongoing enhancement) of a website. Variations and possibilities are unlimited.

While the more costly components of the program include the development of a music CD, music videos, and magazine, such projects are within reach for other non-profit organizations and programs. While materials were developed through grant funding obtained from our state departments of health and welfare, we have learned that programs of this magnitude generate a level of enthusiasm that engenders significant community support and the donation of in-kind professional services (studio production, graphic design, etc.).

Since the launch of our innovative campaign, many organizations across the nation have since reported launching similar media-oriented campaigns as evidenced below:

"[W]e are getting a very positive response to your music video. I first presented it at a school wellness day. The teachers loved it and the kids thought it was awesome. It seems that when they get a message through music, they understand what it is we're trying to say. I showed the video to our pre-adolescent support group and they followed it up by writing their very own rap song about surviving sexual abuse - it was great!" - from a community educator in Menasha, Wisconsin
4. Responses for:
   a. Approximate number of individuals served annually by the applicant or nominee
   Through its network of statewide sexual violence centers, the Pennsylvania Coalition
   Against Rape (PCAR) provided over 237,593 hours of direct service to 37,811 adults and
   children during fiscal year 02-03. Direct services consisted of handling crisis hotline
   calls, providing individual and group counseling, and accompanying victims of sexual
   violence to medical, police and criminal proceedings.
   
   During this same period, rape crisis center prevention educators reached 567,331 students
   through 25,286 programs at public and private schools across the state. Out of this
   number, over 285,500 students were representative of our Teen Sexual Violence
   Prevention Campaign's target population (i.e., teens between the ages of 12-17).
   
   b. Are there past awards, accolades, and grants furnished upon the applicant or
   nominee that would further exemplify its success in combating domestic violence?
   As the recipient of numerous prestigious international, national, and regional advertising
   awards, PCAR enjoys the reputation for being a pacesetter in producing cutting-edge
   public awareness campaigns focusing on sexual violence prevention. Following is a list
   of awards and accolades that pertain to PCAR's Teen Sexual Violence Prevention
   Campaign:

   ➤ **Overall Teen Sexual Violence Prevention Communication Campaign:**
     Gold Award: International Association of Business Communicators
     Awards

   ➤ **Gonna Make It: The Video:**
     Emmy Award winner for Outstanding Community Outreach Program:
     Mid-Atlantic Emmy Awards, also nominated for Outstanding
     Programming Feature/Information

     Gold Award in External Communications: Media Communications
     Association - International, presented at the 34th Annual Festival of
     Awards in Media Excellence

   ➤ **Xpose the Truth CD:**
     Silver Addy: American Advertising Federation, for development, design
     and production of Xpose music CD

   ➤ **TEENesteem Magazine**
     Gold Award: International Association of Business Communicators
     Awards

     Best of Show: International Association of Business Communicators
     Awards

   Pennsylvania Coalition Against Rape – Teen Sexual Violence Prevention Campaign
c. How will the agency use the Celebrating Solutions Award funding?
PCAR will use the award funding to further develop and strengthen our Teen Sexual Violence Campaign by enhancing and expanding the role of our regional Teen Advisory Boards in providing feedback and generating fresh ideas.

More specifically, PCAR will use $6,000 of the foundation award as seed money to establish regional Teen Advisory Boards. The regional boards would use the funds to produce a newsletter, offset transportation costs, communication costs, provide meals during meetings, and/or send delegates to the statewide Teen Advisory Board meetings. $4,000 of the foundation award will sustain the meetings and activities of the statewide Teen Advisory Board (i.e., offer a small stipend to state Teen Advisory Board representatives to offset lodging and transportation costs, as well as cover meeting facility costs).
Semi-Finalist Questions: Pennsylvania Coalition Against Rape

1. Please give citations for statistics used.

"55% of students who had sex education say they need more information about what to do in cases of rape or sexual assault (#1 ranked citing) (Kaiser Family Foundation 2000)."


"Teens 16 to 19 years of age are 3 1/2 times more likely to be victims of sexual assault (National Crime Victimization Survey 2001)."


"A man has the right to sexual intercourse against his date's consent if he spent a lot of money on the date.

If a girl says yes to sex and then changes her mind and the guy has sex with her anyway, it is not sexual assault.

If a girl and/or guy has been drinking and are a little drunk, then it is not sexual assault if he forces or coerces her to have sex."

48% of surveyed teens believed that if a girl says yes to sex and then changes her mind and the guy has sex with her anyway, it is not sexual assault.

42% of surveyed teens believed that if a girl or guy have been drinking and are a little drunk, then it is not sexual assault if he forces or coerces her to have sex.


"Yet another study reported that only a slim majority of parents have discussed sexual abuse prevention with their children. Parental statements most frequently involved warning the child about stranger danger, when most sexual violence (90%) involves a non-stranger."

"Have your parents ever talked to you about sexual abuse prevention? Yes, No or I Don't Know? In 1998, 50% of Boys and 63% of Girls responded Yes to this question. This question was answered by 1535 youngsters (grades 6 - 9), in 9 schools in 4 school districts. Approximately 50% of the boys and 63% of the girls reported that their parents had spoken with them at least once about sexual abuse prevention. Parental statements most frequently involved warning the child about stranger danger."


"In 90% of the rapes of children younger than 12, the child knew the offender."

Greenfield, Lawrence, A., 1997 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.
2. What strategies were used to “bring these parties to the table”? Were there any specific issues for traditionally underserved populations?

The greatest challenge in delivering a tough message to a hard-to-reach audience was in creating a communications vehicle that would resonate with teen interests and culture. A variety of methods were utilized to bring teens to the table including:

**Focus Groups and Direct Teen Involvement:** From the beginning, we assembled focus groups representing a cross-section of teens (including representatives of traditionally underserved populations) to help us develop and evaluate each aspect of the campaign. Focus groups were comprised of rural, suburban, and urban (inner city) teens. Each focus group was further divided into the following subgroups of girls between the ages of 12-14, boys between the ages of 11-12 and 13-14; and mothers of the boys 12-14* (*secondary research indicated that mothers were more influential with this age group than fathers).

In 2003, we created the Teen Advisory Board (TAB) consisting of a cross-section of teens between the ages of 13-18 from across the state. The board, whose membership currently consists of 48 teens from across the state, represents different genders, races, ethnicities, abilities, urban/suburban/rural communities, faiths, and school attendance (private, parochial and public). Members of the TAB advise PCAR on prevention strategies and messages, receive training (youth organizing and advocacy), evaluate campaign vehicles, as well as share knowledge, beliefs, and attitudes. In turn, these teens take their expanding knowledge back into their communities and schools in order to promote anti-sexual violence messages and programs. As a result of the popularity of the TAB, PCAR plans to regionalize the TAB in 2004. This regionalization process will enable teens to be more directly involved in their communities and to develop and utilize community resources in developing and sustaining their worth efforts.

The focus groups and the TAB have contributed to the success of our Teen Sexual Violence Prevention Campaign at all levels by providing feedback and fresh ideas. For example, we involved young people (12-17 years old) to help determine how receptive a young audience would be to the music under consideration for the CD. Girls in our focus groups liked the idea of a “teen’zine” and the idea of two girls – Caucasian and African American – on the cover promoting cross racial friendship. We also consulted other young teen women (daughters, friends and neighbors — many African American) throughout the process. These young women selected the name **TEEnasteem** and were also involved in selecting the typestyle and colors used on the magazine cover. They read and helped edit magazine stories to ensure we were not using “dorky” language.

The TAB was an important contributor in creating the concepts behind our popular teensear.com web site and board members continue to be active in shaping its future development. Based on feedback from the TAB, we are unveiling our updated site (targeted for April 2004) featuring more interactive components such as “Spotlight,” “Ask Me,” and “My opinion.”

The “secondary audience” of the Teen Sexual Violence Prevention Campaign includes those adults with primary influence over teens: parents, teachers, guidance counselors, rape crisis counselors and advocates, scout leaders and other adults, as well as other organizations dealing directly with our target audience. We have also invited these individuals to our discussions concerning the impact and future development of the Teen Sexual Violence Prevention Campaign.
3. The project relied on strong, open, consistent communication – with very diverse communities. What were some of these specific strategies?

At the core of the success of the Teen Sexual Violence Prevention Campaign was the enlistment of many partners who, by nature of their expertise, enthusiasm, investment and positions as leaders and community/youth organizers, were eager to become part of the solution. Of course, the heart and soul of our successful campaign has always been derived from the teens and young adults who were connected and invested in the campaign at its inception and continue to be during its ongoing evolution.

Open, consistent communication with our target audience was and continues to be the strength behind our campaign. We engaged in ongoing dialogue via direct conversations, emails, feedback forms, meetings, and brainstorming sessions during each stage of development for the products described above. It is safe to say that PCAR’s campaign has become “their campaign.” The opinions, attitudes, beliefs and, above all the cultural knowledge of these young people continue to enhance our organization’s credibility and further contribute to the innovation and success of this ever-evolving campaign.
4. How has the community responded to the media campaign? Is there data to support increased awareness?

- Over 5,000 Gonna Make It videos have been distributed in Pennsylvania and across the nation;
- Over 122,500 TEENeer: magazines have distributed in Pennsylvania and across the nation; and
- Over 105,329 Xpose the Truth CDs have been distributed in Pennsylvania and across the nation.

In addition, ROAR has been presented in schools and communities throughout Pennsylvania and the nation. To date, our Teen Sexual Violence Prevention Campaign has reached over 285,500 students in Pennsylvania through interaction with local rape crisis center prevention educators. A sampling of performances in addition to those held in the many middle and high schools across Pennsylvania, include:

- **National Young Women’s Health Summit** (Washington, D.C.): ROAR musicians were invited by the U.S. Department of Health and Human Services to perform a concert for 300 young women and their mentors at the annual Musicians from the XPose CD (J-Saint, Kelly B, Julie Schreiber Band, Ashleigh Tolliver, Life, and newcomer Alison Kron) provided a 90-minute concert which “brought the house down” and was deemed by Health and Human Service officials as a resounding success.

- **“Believe” Concert, Whitaker Center**, (Harrisburg, Pennsylvania): Featured acts from the Xpose CD will included segment by J-Saint, J.B., the Julie Schreiber Band, and Halestorm, a popular alternative band and spoken readings from students of the Uptown Poetry Cartel and other venues.

- **Advocacy and Action Conference** (Albuquerque, NM): Sponsored by the New Mexico Coalition of Sexual Assault Programs ROAR performer addressed an audience of over 600 participants, March 2003.

- **Taking A Stand! Youth Organizing to End Adolescent Sexual Assault and Dating Violence** (Massachusetts): Sponsored by Jane Doe, Inc., the Massachusetts Coalition Against Sexual Assault and Domestic Violence.

- **State Adolescent Health Coordinators for Louisiana Conference** (New Orleans Super Dome): Joel Miranda and Ashleigh Tolliver performed.

- **Quanada Sexual Assault Awareness Month** (Quincy, IL): major youth event.
5. What has been the response from victims/survivors to the media productions?

The response to our Teen Sexual Violence Prevention Campaign has been overwhelmingly positive as evidenced by an ongoing demand for products, the growing number of teens who want to serve on our Teen Advisory Board, and unsolicited testimonials.

Following are samples of unsolicited testimonials in addition to those included in our original application (edited for length):

Dear Teenpcar, I really like your website and I recommended it to my 17-year-old cousin. She was raped within the past year and really liked the cd [Xpose the Truth] I gave her. Thank you for providing this valuable resource for teenagers and adults. I was a victim of attempted rape when I was 24 - ten years ago - and I wish I had internet access and this website then. - Shirley C. (website response)

I must tell you that I listened to that "Xpose the Truth" cd... WOW!!! What a powerful tool to get the message out. I have over an hour drive back home every night and I had the cd playing the entire time driving home. I didn't realize it, but I was so entrenched in the words and the excellent professional sound quality of the music that I allowed the cd to play over and over again. By the time I got home I was actually singing some of the tunes. - Terry Clark, Director Division of Policy, Planning & Evaluation Office of Children Youth & Families, Harrisburg, PA

I first saw your video at the SafeUSA conference in Atlanta and I have never been more impressed with anything! I commend all of those involve for creating this remarkable video. - Dr. Mary Car, Omaha, NE

I was blown away by the educational value of this video. You give voice to an issue that has remained silent... And hope to all who see it. Bravo! - Katy Barbini, Director, the Healing Year (a nationally acclaimed documentary on surviving incest and child sexual abuse)

A phenomenal - and desperately needed - educational tool. - BJ Horn, Executive Director, Pittsburgh Action Against Rape.

Hey Joel [performer on Gonna Make It]- ... Because your song is really inspiring to me and her friends of mine. It really touched me, because I've been in a situation like one of the songs in your song... - Valerie, ROAR performance

I really like your [web] site - it's direct, gritty, and aggressive like it SHOULD be, not more flowery backgrounds, angel clipart, bad rap poetry and other usual stuff. I appreciate the direction you are taking. - Matt, Oklahoma City, OK

I saw your performance and I went to the workshop u (sic) held on your song and the other songs that were on the cd that I got has helped some of my friends that have gone thru some hard times. I want to thank u and u inspired one of my good friends to sing positive music. - Audelia, Odessa, TX
6. How could your “lessons learned” facilitate another community to use or replicate just the basics of your innovative work, without being overwhelmed?

Any community organization or group of organizations possesses the ability to engage teens and provide them with a forum to make a difference. The unique aspect of our campaign is that it offers something for everyone – each of our campaign vehicles (music CD, teen magazine, video, teen advisory board, ROAR, web site) can be replicated to reflect the various needs and budgets of any community. Many teens have already been inspired by our Teen Sexual Violence Prevention Campaign to write songs, perform poems, publish stories, and create art work – all on their own. Computer, video and music technology is more accessible than ever. Creativity will find a way.

The bottom line is that there are many teens interested in and motivated to prevent sexual violence. They possess the interest, passion and talent to provide creative solutions to problems that directly impact them, loved ones and friends. All it takes is someone to empower them and to help them find their voice.
February 24, 2004

Mary Byron Foundation
Celebrating Solutions Award

Dear Selection Committee:

It is my pleasure to write this letter of support on behalf of the Pennsylvania Coalition Against Rape (PCAR) and their Teen Sexual Violence Prevention Campaign (TSVPC). I am excited that PCAR has been chosen as a semi-finalist for the Mary Byron Foundation Celebrating Solutions Award. The prospect of a $10,000 award to continue this important work is exhilarating.

As the President of the PCAR Board of Directors, I have seen this prevention campaign mature from an idea to an extremely innovative approach to reaching teens with an anti-sexual violence message. Not only has the campaign served to raise awareness among teens, it has begun the process of insuring the continuation of PCAR's mission to end sexual violence by creating, through the Teen Advisory Board, the next generation of victims advocates.

As the Executive Director of one of the service providers funded by PCAR, I have seen first hand the effect of the materials and activities developed through the campaign. The music CDs and video have provided us with valuable tools for reaching teen. The Teen Esteem magazine is our most requested prevention material. From teen victims who have read it as part of their counseling experience to a minister who requested copies for her youth group, the response has always been the same - finally, material that really speaks to teens.
Finally, as the mother of two teens, I have shared the resources developed as part of the TSVPC with my own children. They have read the magazine, listened to the CDs and visited teenpcar.com. In fact, it is one of the only sites I allow them to visit on the Internet.

I encourage you to select the PCAR TSVPC as the winner of the Mary Byron Foundation Celebrating Solutions Award. Not just because it is an innovative campaign that has helped raise the awareness of many, many teens, but also because the award will enable PCAR to expand the Teen Advisory Board involving more teens in our mission to end sexual violence.

Sincerely,

Lou Ann Williams
PASSAGES, Inc. Executive Director
President, PCAR Board of Directors
February 25, 2004

Ms. Marcia Roth, Executive Director
Mary Byron Foundation
10401 Linn Station Road, Ste. 200
Louisville, KY 40223

Dear Ms. Roth:

It is with great pleasure that I write to you in support of the Pennsylvania Coalition Against Rape (PCAR) and their quest to earn the Mary Byron Foundation’s Celebrating Solutions Award.

As the publicly elected State Representative of the 11th Legislative District of Lancaster County and the former Executive Director of the Pennsylvania Commission on Women (PCW), I recommend PCAR’s Teen Sexual Violence Prevention Campaign (TSVPC) with the highest confidence that it will be an innovative asset supporting the Mary Byron Foundation goal of dissemination of cutting edge programs and best practices.

I had the distinct privilege of working with PCAR during my tenure with PCW. We collaborated on a fresh and unconventional approach to raising awareness of sexual assault through a rap music video, “Gonna Make It,” which went on to win a Mid-Atlantic Emmy Award in 2002. This was a unique experience and the product we developed has extended into schools, homes, crisis centers, and youth organizations within and outside of Pennsylvania.

On a statewide level, PCAR and its rape crisis centers provide a service for my constituents in Lancaster County and the residents of Pennsylvania that is beyond compare. Not only is the staff of these centers a support to victims of sexual violence, but they strive to prevent such future acts by educating youth and adults in the communities where they are located. Through efforts such as TSVPC, young people are changing their attitudes about sexual violence and finding the motivation to stand up for themselves and get involved.
I applaud the numerous endeavors of TSVPC – “Xpose the Truth,” “Gonna Make It,” ROAR, teenpcar.com, TeenEsteem and the Teen Advisory Board. It is obvious that this is an ongoing campaign for PCAR and one that will continue to evolve as our youth voice their need for the truth about sexual violence.

Thank you in advance for your time and consideration of PCAR’s Teen Sexual Violence Prevention Campaign for the Mary Byron Foundation’s Celebrating Solutions Award. Please feel free to contact me if I can be of any further assistance.

Best regards,

Katie True
State Representative
41st Legislative District

KT/irs
Marcia Roth, Executive Director
Mary Byron Foundation
10401 Linn Station Road, Suite 200
Louisville, Kentucky 40223

February 23, 2004

I am writing in support of granting the Teen Sexual Violence Prevention Campaign of the Pennsylvania Coalition Against Rape with the Celebrating Solutions Award from the Mary Byron Foundation. As the facilitator of PCAR’s Teen Advisory Board and organizer of TeenPCAR regional activism groups, I am a partner in the campaign and can attest firsthand to the effectiveness of the TSVPC strategies and the valuable interactive model it demonstrates.

By connecting art, technology, and communications, the TSVPC is very reflective of the environment today’s youth navigate and understand. Instead of the usual prevention agenda administered by adults to youth as potential victims and perpetrators, PCAR’s TSVPC and collaborators create points of entry for youth—males and females—to join the campaign as partners sharing responsibility for ending interpersonal violence. As one of PCAR’s Teen Advisory Board members put it, “There are a lot of voices that need to be heard, I’m just one of the lucky ones.”

Another teen wrote anticipating the first TeenPCAR meeting in her region, “I also feel, as a sexual assault survivor myself, that it is my duty and privilege to make sure that others are aware of the suffering of sexual assault victims and what they might be able to do themselves in order to raise awareness and hopefully put an end to the suffering I, and many others like me, feel every day.”

Youth response has consistently indicated the appeal of this new paradigm founded on the understanding that organizations and communities can greatly benefit from empowering youth as agents of change. Bestowing the Celebrating Solutions Award to the TSVP partners to continue the achievements of this campaign would wisely advance the forward-thinking collaboration of PCAR’s institutionalized leadership and access with the youth partners’ fresh and relevant ideas and energy.

TSVPC’s dynamic, multisensory media have equipped collaborators like me, as a prevention educator and coordinator of STOP Abuse high school peer education, with tools that cut across divisions of gender, age, culture, and geography. Using materials like the Gonna Make It educational music video and TeenEsteem Magazine has generated involvement and discussion amongst adult community gatekeepers, as well as students, rather than presenting static rules youth should follow to prevent sexual
violence. In the words of a high school principal after watching Gonna Make It, "This helped me understand…that victims don’t provoke assault. I understood it intellectually, but now I get it on another level…that my high school girls don’t dress for school thinking, “Oh, I hope I get sexually harassed today”.

Using the campaign’s multimedia approach and supportive materials, STOP Abuse, a component of our local PCAR rape crisis center, was able to produce Relationship Violence: Expressions in Art 2003, a cultural event challenging local youth to create art on the theme. Hosted by the peer educators themselves, the weekend also showcased a guest performance by a ROAR performer. Dance, performance poetry, visual art, and music inspired spontaneous breakout discussions about violence and rights in relationships facilitated by prevention education staff, counselors, and ROAR personnel. Monroe County is anxiously awaiting this year’s event, and other PCAR partner centers are initiating similar venues for teen sexual violence prevention in 2004.

By inviting youth to the table now, rather than when they reach a certain age that is supposed to bestow a greater capacity for understanding these issues, the Teen Sexual Violence Prevention Campaign validates youth now, as victims, survivors, allies, and activists. Who better to reach teens than their peers? With PCAR’s proven experience at coalition building and expertise in the field, and the sincerity of the message brought by the youth, the Celebrating Solutions Award would be investing in a cutting-edge model sure to be welcomed by prevention educators nationwide.

I’ll close with comments from a Teen Advisory Board member, “…I want to take part in speaking out against sexual violence and developing programs that people need to help them move on with their lives. I would like the opportunity to help educate others in an attempt to prevent this type of abuse. The Teen voice is a powerful tool to reach young and old. Please consider selecting my voice as one to be heard…”

Thank you for your dedication to ending the violence.

Sincerely,

Mitru Ciarlante

Mitru Ciarlante, ACT for Change
Mary Byron Foundation’s
Celebrating Solutions Award
Semi Finalist Questions:

Pennsylvania Coalition Against Rape
Teen Sexual Violence Prevention Campaign

1. Three letters of support: Attached
   a. Partnering or collaborative organization or agency:
      Mitru Ciarlante, A.C.T. for Change / Teen Advisory Board
   b. Victims’ organization:
      Lou Ann Williams, PASSAGES, Presidents of PCAR’s Board of Directors
      (representing PCAR’s 52 contracted rape crisis centers)
   c. Elected official or funding source:
      Representative Katie True

2. Proof of 501(c)(3) status.
   A copy of the IRS letter confirming Pennsylvania Coalition Against Rape’s 501(c)(3) status is attached.

3. Last year’s budget for the program to be served by the award.

<table>
<thead>
<tr>
<th>State Teen Advisory Board</th>
<th>$12,400</th>
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<tbody>
<tr>
<td>Teen stipends</td>
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<tr>
<td>Prevention Educator compensation</td>
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<td>Facilitator compensation</td>
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<td>Meeting expenses</td>
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<td>Lunch</td>
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<tr>
<td><strong>TOTAL</strong></td>
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| Regional Teen Advisory Boards                         | $0      |
|=======================================================|---------|
| Not funded FY 02/03                                   |         |
| (Currently being organized in 6 regions with          |         |
| **Target start date of 7/1/04**                       | **$0**  |
| **TOTAL**                                             | **$0**  |

**TOTAL TEEN ADVISORY BOARD BUDGET:** $12,400