



**THE  
RESPECT  
INSTITUTE**  
I matter. You matter.

OUR MISSION IS TO MAKE RESPECT THE STATUS QUO.  
WE GIVE YOUTH AND THEIR INFLUENCERS TOOLS TO  
REDEFINE RESPECT AND BUILD SELF-RESPECT SO  
THEY CAN BREAK CYCLES OF DISRESPECT AND THRIVE.

## our toolkit and training

The Respect Institute's (Ri) trained partners integrate Respect 360 into their girl and vulnerable youth development frameworks.

### Handbook

**The Respect Basics** defined and explored.

### Activities & Journaling

**370** Self-respect building activities for youth (groups or individuals) and writing assignments focused on The Respect Basics, which are Common Core State Standard (CCSS) aligned for grades 6-12 – Writing.

### Coaching Model

**A simple coaching process** that develops youths' self-respect, resourcefulness, capacity for mutual respect, and goal-achievement abilities.

### Respect Circles

**Private** online circles enable youth to keep practicing The Respect Basics and keep their support network intact to better achieve post-high school goals.

### Self-Respect Scale

**New** Ri tool to measure youth attitudes, behaviors and shifts surrounding self-respect.

### Respect Rally

**Optional** interactive summit led by Ri to introduce The Respect Basics to a community of up to 500 youth and influencers.

### Influencer Training

**Webinars** to help you get started using the toolkit, complete influencer prep steps, and start using the coaching model. **Live training** to support you in facilitation best practices for Respect Circles.



**RE-SPECT  
MEANS...**

to look  
again

**SELF-RESPECT  
IS DEFINED  
AS:**

knowing  
you're a unique  
contributor  
to the greater  
whole

**PEOPLE WITH  
SELF-RESPECT  
BEHAVE  
LIKE...**

I matter.  
You matter.

## our collective impact model

Partners integrate Respect 360 into their delivery models to improve youths' academic and life outcomes.

### Integration

#### Partners

- Schools in low-income communities (Title 1)
- Juvenile justice
- Child welfare (foster youth and group homes)
- Programs serving at-risk girls and vulnerable youth
- Mentor programs
- Domestic violence shelters and services
- Teen pregnancy prevention programs
- Substance abuse recovery programs
- Job readiness programs
- Parent education programs
- Alternative high schools

#### Points

- Professional development
- Advisory program
- School culture outcomes
- Classroom management
- PBIS and school suspension reduction strategies
- Social-emotional group work
- Coaching and counseling sessions
- Peer counseling
- Wellness and leadership classes
- Common Core State Standards grades 6-12: Writing

#### Process

- 1. Identify Bright Spots**  
We determine where self-respect building is already strong within your youth development model and amplify those organic best practices as part of your Respect 360 framework.
- 2. Integrate Respect 360**  
We get clear on the outcomes you'll measure and select tools for integration.
- 3. Evaluate, Improve, and Sustain**  
We evaluate the effectiveness of integration, coach for improvement, measure results, and position your most successful integrators as peer trainers.

### Highlighted Partners

- National Respect Labs: Young Women's College Prep Public School of Rochester (Young Women's Leadership Network) & Thurgood Marshall Academy in Harlem, NY
- Santa Clara County Opportunity Youth Partnership (OYP)
- Planned Parenthood Mar Monte & Teen Success Inc.
- National Crittenton Foundation
- New York Department of Corrections and Community Supervision
- Clinton Global Initiative America – Reconnecting Youth Working Group

REACH

10k+  
youth

and  
influencers  
directly  
since 2010

40k  
copies

of RESPECT  
since 2005

21  
cities

7  
states

2  
countries

in 2012

2+  
million

through  
media  
education



## research

Respect 360 was developed based on a body of evidence-based research and successful models for youth development, including:

- **Self-respect development.** Ri research shows that self-respect is a critical youth development asset that strengthens youths' perseverance and resiliency when it comes to achieving academic and positive life outcomes.
- **Success framework.** Harvard University research shows that people who succeed have: Strong support circles, know their behavior matters, and manage stress and energy well.
- **Adolescent brain research.** National Institute of Mental Health research shows that teens need to be surrounded by caring parents, adults, and institutions that help them learn specific skills and appropriate adult behavior.
- **Trauma-informed care.** The Centers for Disease Control and Prevention and Kaiser Permanente's Adverse Childhood Experiences (ACE) Study shows the associations between childhood maltreatment and later-life health and well-being.
- **Restorative practices, self-determination theory, and non-violent communication models** also are incorporated in Respect 360's methodology.

## results

The outcomes of our tools and programs have been evaluated in studies of more than 3,000 youth nationwide. Ri is designing an evidence-based study of tools to begin in fall 2014.

After experiencing tools, youth reported the following outcomes:

### Redefining Respect

90% of youth said: My definition of RESPECT is now: *I matter. You matter.*

### Dealing with Disrespect

86% of youth said they now had the tools to deal with bullying, cliques or abuse, and felt safe about speaking about disrespect that affected them.

### Improving Self-respect

88% of youth agreed that The Respect Basics had given them new, better ways to practice respect for themselves and to help spread respect to others.

### Achieving Goals and Leading

72% pledged to follow their passions (up from 37%) and 65% definitely had a powerful vision of their future and how they want to change the world (up from 33%)

### Making Healthy Choices

82% felt equipped to make positive choices and act as role models (up from 42%) and 81% said they will definitely get help when they were disrespected (up from 42%)

