

Stop It Now!® Campaign

Rebecca K. Odor, MSW
 Director of Sexual & Domestic Violence Prevention
 Division of Injury and Violence Prevention
 Virginia Department of Health
 804-864-7740
Becky.Odor@vdh.virginia.gov
www.vahealth.org/civp/sexualviolence



Stop It Now!®

Together We Can Prevent the Sexual Abuse of Children



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Child sexual abuse is a problem in Virginia

- 1 in 4 women and 1 in 5 men have been a victim of child sexual assault
- Over half of women experienced sexual assault before the age of 13, as did 39% of men
- 71% of assaults against children were perpetrated by adults
- 89% of the assaults were perpetrated by males
- Almost half of the perpetrators were identified as family members
- Only 10% of perpetrators were strangers

Child Sexual Assault Victimization in Virginia, 2004

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Development of Initiative

- In response to an objective in the Virginia Sexual Violence State Plan, VDH contracted with Now! for helpline services
- Steering Committee developed guidelines for answering VA calls and a resource directory
- Steering Committee worked with VDH marketing firm to develop campaign message for Virginia
- Focus group research and testing was done by other states implementing the Stop It Now! Campaign

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Stop It Now! Helpline

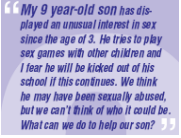
- Confidential
- For adults who have questions or concerns about child sexual abuse
- Options, resources, next steps, *not* counseling
- Only one of its kind in the country
- National, toll-free, available 9-6, M-F, Eastern Standard



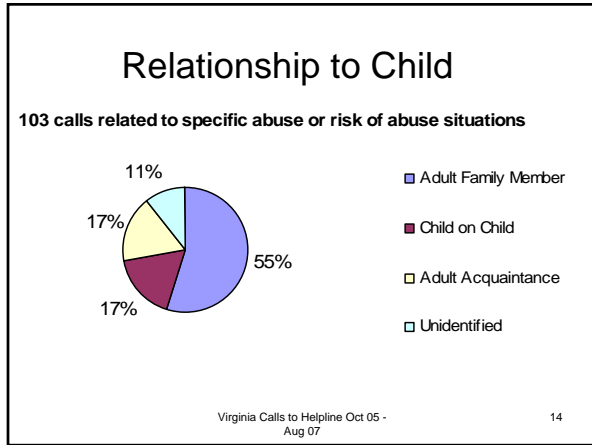
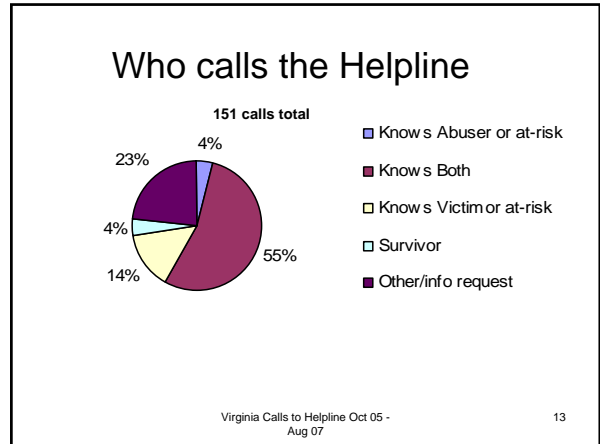
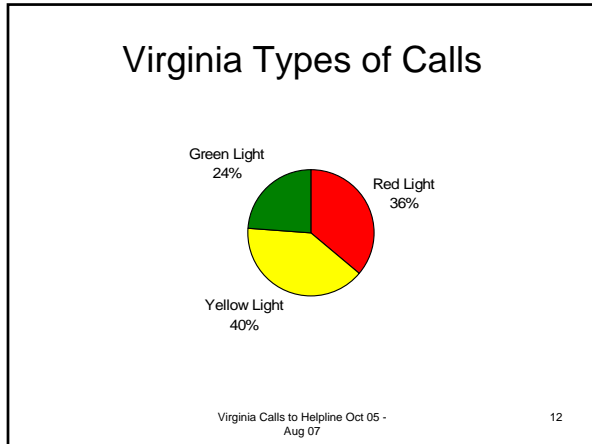
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Helpline Steps

- Notice of confidentiality
- Acknowledge difficulty of situation
- Listen, clarify, and confirm
- Explore available options
- Identify action plan
- Resources, materials, organizations
- Encourage caller to call back



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VA Campaign Target Audience

- Contemplator adult bystanders who have suspicions of sexual abuse being committed against pre-pubescent victims

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Campaign Objectives

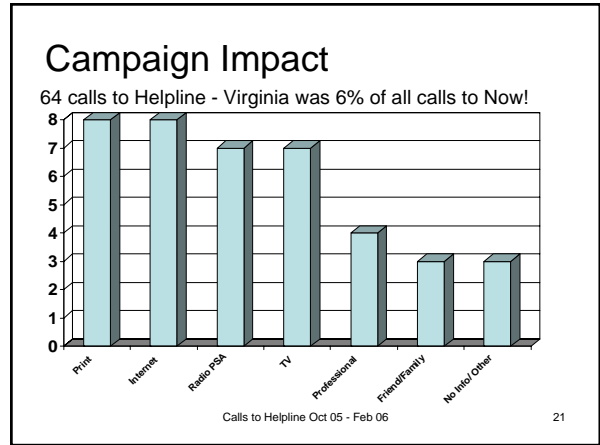
- To persuade the audience to call the helpline and visit the Web site (to move contemplators to the action stage).
- To raise awareness that child sexual abuse is preventable.
- To convince the audience that they play a critical role in identifying and preventing child sexual abuse.

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Campaign Methods

- Billboards, posters and radio ads
- Pre-survey conducted in August 05
- Post-survey conducted in November 05
- Pilot site was the Richmond area for the in Oct 2005
- October 2006 in Shenandoah Valley and Southwest Virginia
- Posters distributed statewide through mailing to human service providers

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Campaign Impact

Results from the pre and post survey

- Those who heard the radio ads were 3 times more likely to believe that child sexual abuse is preventable.
- Those who saw the print materials were 10 times more likely to believe that they can prevent child sexual abuse.
- There was a 6% increase in respondents who thought that CSA is a serious problem in their community.
- There was a 14% increase in respondents who stated that they were familiar with the Stop It Now! organization.

Evaluation of the VDH's Stop It Now! Media Campaign, 2006

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www.vahealth.org/civp/sexualviolence

Free Stop It Now! materials