


## Stop It Now!® Campaign

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### 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
- 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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Together We Can Prevent the Sexual Abuse of Children

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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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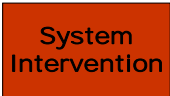
## Stop It Now! Helpline

- 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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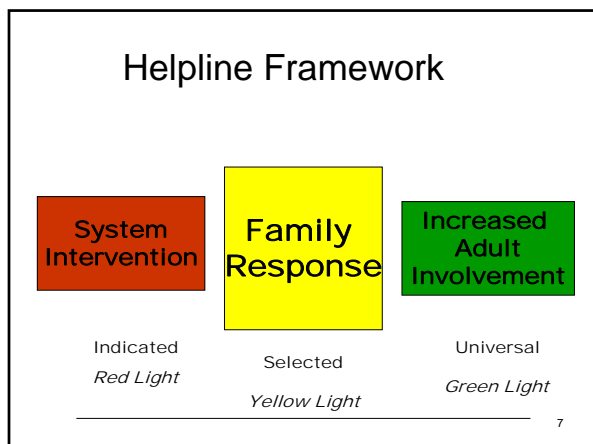
## Current Framework



Indicated Prevention

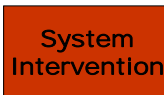

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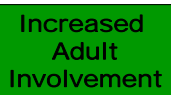

### Indicated Prevention Red Light

- System Response
  - Report
  - Ensure safety of the child and containment of adult/adolescent/child at risk to abuse
  - Specialized treatment (for victim and abuser)



### Universal Prevention Green Light

- Increased Adult Involvement
  - Educate, educate, educate
  - Initiate conversations with adults and children
  - Create a family safety plan
  - Stay involved

### Selected Prevention Yellow Light


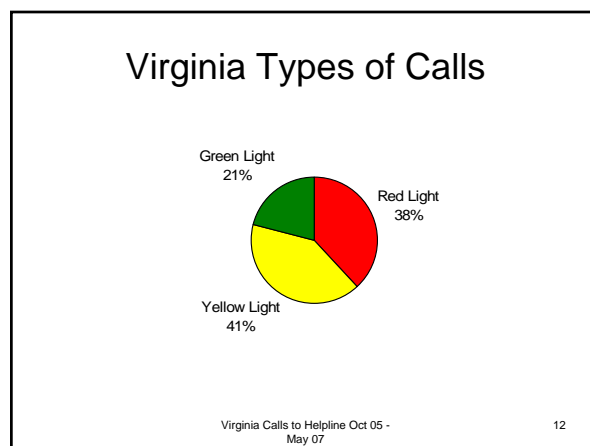
- Family Response
  - Identify risk factors
  - Access specialized assessment and possibly treatment
  - Add protective factors

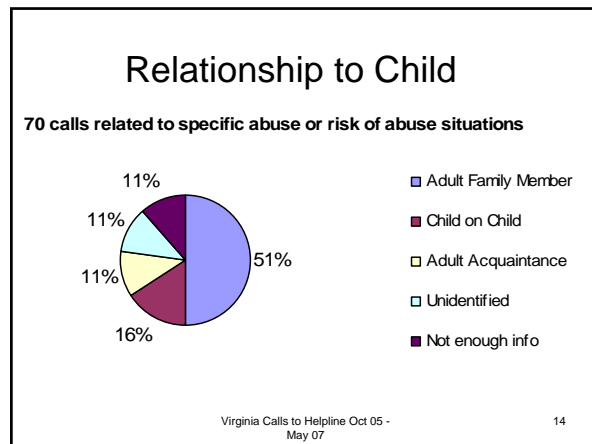
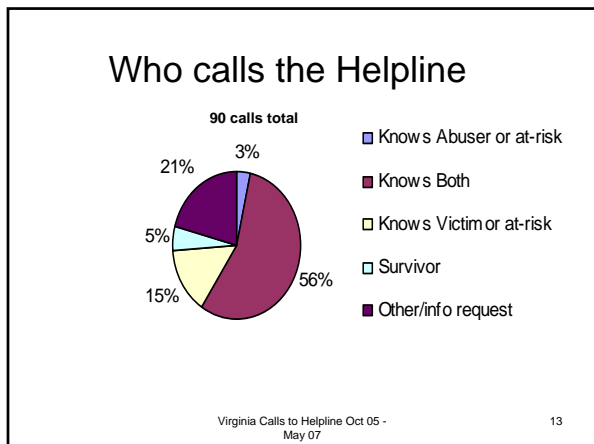



### Helpline Steps

- 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

*“My 9 year-old son has displayed an unusual interest in sex since the age of 3. He tries to play sex games with other children and I fear he will be kicked out of his school if this continues. We think he may have been sexually abused, but we can't think of who it could be. What can we do to help our son?”*



### 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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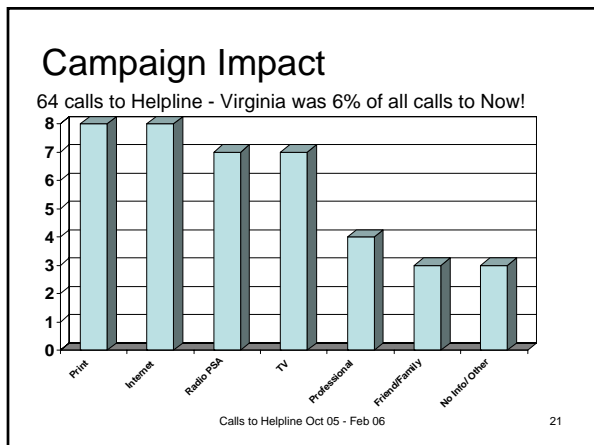




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### Campaign Impact

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](http://www.vahealth.org/civp/sexualviolence)

Free Stop It Now! materials