

Stop It Now! Campaign

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Stop It Now!



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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Stop It Now!

The Campaign to Prevent Child Sexual Abuse

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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 Time

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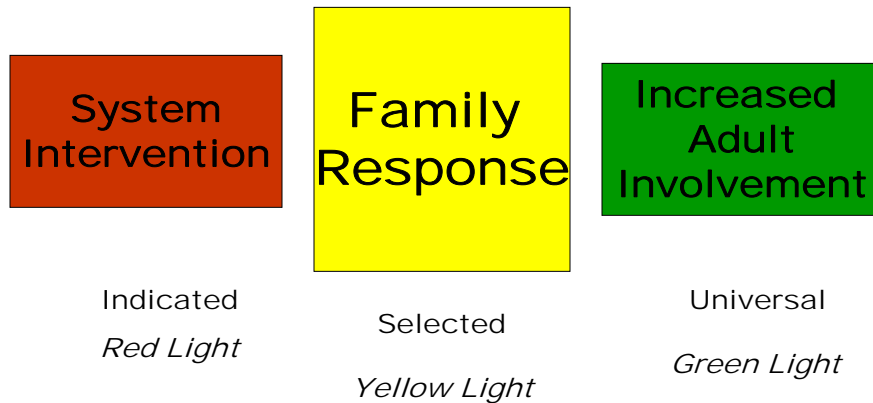
Current Framework

**System
Intervention**

Indicated
Prevention

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Helpline Framework



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)

**System
Intervention**



Stop It Now!

Universal Prevention Green Light

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

Increased
Adult
Involvement



Stop It Now!

Selected Prevention Yellow Light

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

Family
Response



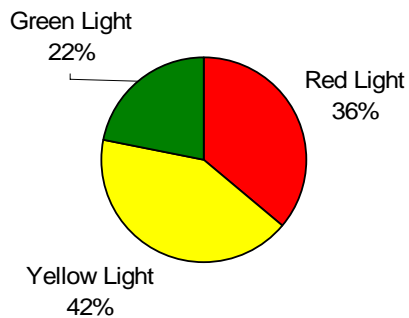
Stop It Now!

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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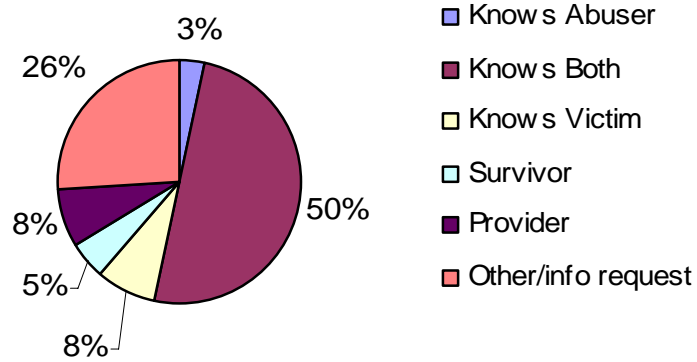
Virginia Types of Calls



Virginia Calls to Helpline Oct 05 -
Aug 06

12

Who calls the Helpline

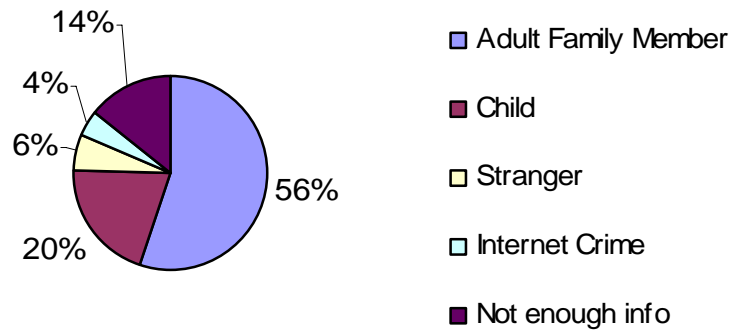


Virginia Calls to Helpline Oct 05 -
Aug 06

13

Relationship to Child

49 calls related to abuse or risk of abuse situations



Virginia Calls to Helpline Oct 05 -
Aug 06

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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, bus displays, posters and radio ads
- Pre-survey conducted in August
- Post-survey conducted in November
- 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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If your gut feeling is telling you that someone you know may want to touch a child in an inappropriate way you can stop it before it starts. Visit www.stopitnow.org to learn about the warning signs or call 1-888-PREVENT between 9AM-6PM Monday-Friday to speak confidentially to a professional. Child sexual abuse isn't inevitable. It's preventable. And you can  Stop It Now!

“ It doesn't feel right when I see them together. ”

CALL 1.888.PREVENT CHILD SEXUAL ABUSE 



“ It doesn't feel right when I see them together. ”

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www.stopitnow.org

YDAP **Stop It Now!**

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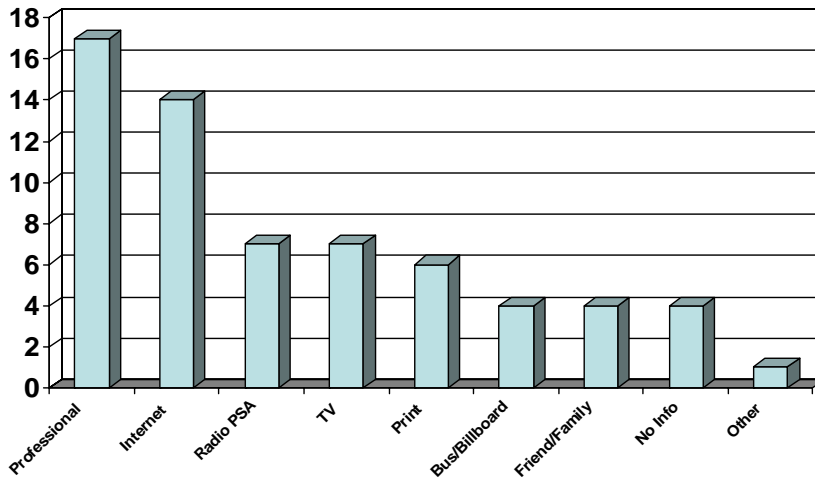
YDAP **Stop It Now!**

LAMAR

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Campaign Impact

64 calls to Helpline - Virginia was 6% of all calls to Now!



Calls to Helpline Oct 05 - Aug 06

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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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VDH VIRGINIA DEPARTMENT OF HEALTH
Protecting You and Your Environment

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Sexual Violence Prevention

Stop It Now! Campaign

Child Sexual Abuse in Virginia

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About the Virginia Stop It Now! Campaign

In response to an objective of Sexual Violence State Plan for Virginia, a steering committee worked with VDH to decide how to implement a helpline service in Virginia. The committee then worked with a marketing firm to develop a campaign message to promote the helpline in Virginia.

Stop It Now! Billboard
Billboard's are posted in the Richmond area. [Click here](#) to see the billboard larger.

Stop It Now! Posters
[Click here](#) to see the poster larger.

Stop It Now! Radio Spots
Public Service Announcements will be aired on radio stations in the Richmond area.

www.vahealth.org/civp/sexualviolence

Free Stop It Now! materials