


- ### Today's Training
- Child Sexual Abuse in Virginia
 - Primary Prevention: A Framework for Child Sexual Abuse Prevention
 - Information on Stop It Now!
 - Dialogue between Survivor, Recovering Offender, Family Member, and Treatment Provider
 - Q & A with Audience Members and Dialogue Participants

Sexual violence
is not inevitable,
it's preventable.




Statistics in Virginia



90% of child sexual abuse victims know their perpetrator

Statistics in Virginia

Almost half (43%) of the offenders are household members



Statistics in Virginia

Almost one-third of child sexual assaults are perpetrated by children




A Call for Prevention

19 out of 30 (63%) perpetrators reported wanting to stop the behavior but didn't know how

*- From Dr. Jane F. Gilgun, PhD, LICSW
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Moving Upstream




Primary Prevention is stopping sexual violence before it starts

A New Lens?


- Primary Prevention:
New Lens on Social Change
- Brief Outline of Sexual Assault Movement
 - Empowerment
 - Breaking the silence
 - Awareness and Education
 - Social Change

Primary Prevention seeks to activate programs on multiple levels to stop sexual violence before it starts

Traditional Approaches  Primary Prevention Approaches


- Traditional = Reactive
 - i.e. pulling victims out of the river
- Primary Prevention = Proactive
 - i.e. stop people from throwing victims over the bridge

Example #1
“Protect Your Body, Protect Yourself”

Traditional (Reactive)  Primary (Proactive)

- Victim Responsibility
 - i.e. “Protect Your Body, Protect Yourself”
 - Don’t dress too provocatively
 - Watch what you drink
 - Don’t walk alone at night
- Community Responsibility
 - Peer Education
 - Active Bystanders
 - Adult Accountability
 - i.e. Stop It Now! PSA’s

Example #2
“What Not to Hit”
New York Yankees

Traditional (Reactive)  Primary (Proactive)

- Preventing Victimization
 - “Johnny Gyro”
 - Self Defense
 - Risk Reduction
- Preventing Perpetration
 - “What Not to Hit”
 - Teaching children...
 - Nurturing behaviors
 - Healthy Sexuality
 - Empathy
 - i.e. Care For Kids

Example #3
JEM



Traditional (Reactive) ← Primary (Proactive) →

- Single Issue Focused
 - JEM / Stranger Danger
- Holistic Approach
 - Educating and building skills on a variety of topics ...
 - Gender Stereotypes
 - Healthy Relationships
 - Sexuality
 - Media Impact
 - Example - [CASA PSA](#)

Example #4
"To Catch A Predator"

Traditional (Reactive) ← Primary (Proactive) →

- Fear-Based
 - To Catch a Predator
 - Identifying and tracking offenders
- Health Focused
 - Consent
 - Healthy Sexuality
 - i.e. Care For Kids



Stop It Now!

Child Sexual Abuse is not inevitable, it's preventable.





Stop It Now!
Together We Can Prevent the Sexual Abuse of Children

"Adults Talking to Adults About Child Sexual Abuse"

Stop It Now!

- Helpline 1-888-PREVENT
- Social Marketing campaign
- Confronting Inappropriate Behaviors
- Broad-focus
- Message of HOPE

Spectrum of Prevention



Sexual Violence and the Spectrum of Prevention: Towards a Community Solution (Davis, Fujie Parks, & Cohen)

Spectrum of Prevention

A Tool for Comprehensive Action and Norms Change

LEVEL	DEFINITION
Strengthening Individual Knowledge & Skills	Enhancing an individual's capability of preventing violence and promoting safety
Promoting Community Education	Reaching groups of people with information and resources to prevent violence and promote safety
Educating Providers	Informing providers who will transmit skills and knowledge to others and model positive norms
Fostering Coalitions & Networks	Bringing together groups and individuals for broader goals and greater impact
Changing Organizational Practice	Adopting regulations and shaping norms to prevent violence and improve safety
Influencing Policy & Legislation	Enacting laws and policies that support healthy community norms and a violence-free society

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Spectrum of Prevention

Application of Primary Prevention - Stop It Now! in Prevention Spectrum

LEVEL	Stop It Now! ACTION
Strengthening Individual Knowledge & Skills	Helpline printed publications & resources website
Promoting Community Education	public service announcements billboards, posters, flyers opinion-editorials & other articles
Educating Providers	trainings for professionals
Fostering Coalitions & Networks	state-wide steering committee creation of state resource guide
Changing Organizational Practice	agencies increasing referrals/services for perpetrators & their families
Influencing Policy & Legislation	promoting sexual violence prevention curriculum within organizations

Strengthening Individual Knowledge & Skills

Strategy	Description
Helpline 1-888-PREVENT	Targets adult abusers, friends & family, parents of youth with sexual behavior problems
Printed Publications & Resources	Helpline brochure, <i>Let's Talk, Prevent Child Sexual Abuse</i> Fact sheets ParentTalk newsletter
Website	Publications, articles, op-eds "Stories of Hope" Community-Based Programs Online Resource Guide

Promoting Community Education

Strategy	Description
Public Service Announcements	Targets adult abusers, friends & family, parents of youth with sexual behavior problems
Billboards, Posters, Flyers	Reaches the community in a variety of formats to relay prevention messages and move contemplators to action
Opinion-Editorials & Articles	Dispels myths about child sexual abuse, opens conversations about the issues, and comments on current policies surrounding sexual abuse and perpetrators

Educating Providers

Strategy	Description
Trainings	Teach Stop It Now! philosophies to professionals/service providers who will then interact with others in the community, transmitting skills and knowledge while modeling positive norms
Mailings	Provide organizations with flyers, posters and information to raise awareness about the campaign

Fostering Coalitions & Networks

Strategy	Description
State-wide Steering Committee	Brings together stakeholders to create a united vision of the state's campaign
State Resource Guide	Development of a comprehensive guide to services available for both victims and perpetrators; identifies gaps and opportunities for improvement in services

Changing Organizational Practice

Strategy	Description
Increasing Referrals/Services	Encouraging and making it possible for agencies to increase referrals/services for perpetrators, their families, and people at-risk to perpetrate
Encouraging Organizations To Adopt New Policies/Practices	Organizations building & modeling healthy norms promoting respect, empathy and safety

Influencing Policy & Legislation

Strategy	Description
Lobbying for Legislation	Educating policy makers and mobilizing others to advocate for helpful legislation regarding sexual violence response and perpetration prevention
Advocating for Policy Change	Promoting violence prevention curriculum within organizations (i.e. school sexual education/family life policies, bullying prevention)