



# Stop It Now!

Together We Can Prevent the Sexual Abuse of Children



September 2006

A busy Fall for prevention

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## New! Grandparents & Prevention



Based on trends and insights from our Helpline, Stop It Now! has developed a new resource for grandparents that highlights the unique role they can play in preventing child sexual abuse.

*The Unique Role of Grandparents in Preventing Child Sexual Abuse* outlines some important advantages grandparents have in

## Greetings!

Welcome to the September issue of [Stop It Now! NEWS](#). In keeping with the busy fall season, this edition brings to you a range of resources and news – including a new guide for grandparents, a policy update, and news from Stop It Now! programs across the country.

More than valuable information, we hope Now! NEWS provides you with inspiration and ideas for action.

**Please do what you can** to support our work to prevent child sexual abuse. If you are a Federal, Postal or Military employee, you can support us with a pledge to Stop It Now! (CFC#1990) through the 2006 [Combined Federal Campaign](#) (CFC).

We'd love to hear from you. **Let us know how we're doing.** Send us your comments, criticisms and questions.

Thank you.

the prevention of sexual abuse.

The guide has already led to collaboration with [Grandparents Take a Stand](#) - an organization that targets grandparents in sexual abuse prevention. This new resource is available with other resources for grandparents on [their website](#) – and at [stopitnow.org](#).

Please share this resource and send us your feedback!

[Read "The Unique Role of Grandparents..."](#)

## Quick Links...

- [Commonly Asked Questions](#)
- ["Sexual Violence and the Spectrum of Prevention"](#)
- [Listen to a radio ad](#)
- [How Can I Help?](#)
- [Make a donation](#)

**Join our mailing list!**

## Adam Walsh Act Passes



The [Adam Walsh Child Protection and Safety Act of 2006](#) was signed into law on July 27, 2006. The Act establishes a *comprehensive national system* for registering individuals convicted of sex crimes against children and those who have violently abused children. A Presidential-appointed will head the office overseeing the system. The Act also directs multi-year funding to four national organizations.

The Act offers some promising **opportunities to advance prevention** of child sexual abuse before a child is ever harmed. However, Stop It Now! has **concerns about the increased penalties and mandated inclusion of juveniles** (14 years old and above) on the National Sex Offender Registry (NSOR). We believe that increasing the barriers facing those who want and need help will have *unintended negative consequences* for families, communities and primary prevention efforts.

**Keep abreast of the Act and its implementation.** Subscribe to Policy Updates by clicking on the Update Profile link at the of this message. You can also contact our Public Policy staff at [policy@stopitnow.org](mailto:policy@stopitnow.org).

**Stay on top of the Act's implications for juveniles.** Subscribe to PARENT*talk* by clicking on the Update Profile link at the of this message. [PAR ENTtalk](#) is our newsletter by and for parents and caregivers of youth with sexual behavior

[Read our Policy Update about the Act](#)

**Stop It Now! Programs Expand Reach**



Stop It Now! programs are on the move – and in the news. In the past month several Stop It Now! programs began expanding their program reach through community meetings, advertising and research. It is particularly exciting that the sexual violence communities are actively supporting Stop It Now! expansion at the state level.

### **Minnesota ad campaign expands**

As part of their marketing campaign to reach those at-risk to abuse children, Stop It Now! Minnesota is rolling out billboard advertising in new areas statewide. At the end of September, outdoor advertising outside of the Twin Cities joins new radio ads airing on Twin Cities sports talk radio and on other stations statewide. In cooperation with local organizations, Stop It Now! Minnesota has been conducting a series of regional meetings to orient professionals to the campaign and the Stop It Now! prevention approach. Regional meetings were arranged in collaboration with Prevent Child Abuse Minnesota, Minnesota Coalition Against Sexual Assault and Survivors Network Minnesota.

*To find out more contact [Stop It Now! Minnesota](#) on the web or by email ([stopitnowmn@projectpathfinder.org](mailto:stopitnowmn@projectpathfinder.org))*

### **Helpline ads push farther into Virginia**

The Virginia Department of Health (VDH) has expanded its [Stop It Now! Helpline advertising](#) beyond the Richmond area to the southwest and the Shenandoah Valley. Billboard and radio advertising runs through October 2006.

To view TV news coverage, [click here](#).

## 1 in 4 adults report childhood abuse

Stop It Now! Philadelphia and the Joseph J. Peters Institute released survey results at the end of August showing that 1 in 4 adults in Philadelphia County report childhood sex abuse. The survey was funded by a grant for Stop It Now! Philadelphia from the Administration for Children, Youth and Families, Department of Housing and Human Services.

To view TV news coverage, [click here](#).

To receive regular updates about local Stop It Now! programs, click on **Update Profile link at the bottom** of this message and select the "Tell me how I can bring Stop It Now! to my community" option. You can also contact our Field Development staff at [field-devt@stopitnow.org](mailto:field-devt@stopitnow.org)

[Find out how our local programs work](#)

### A Decade of Marketing Prevention

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**Stop It Now!**

Together We Can Prevent the Sexual Abuse of Children

In a recent article in Behavioral Health, Stop It Now! Director of Public Education, Peter Pollard, outlines the origins, rationale and strategies of Stop It Now!'s approach to social marketing. For over ten years, Stop It Now! has been using research to design, test and measure marketing strategies that promote a new way of looking at child sex abuse prevention— preventing sexual abuse of a child before there's a victim to heal or an offender to punish.

[Read "Marketing Sexual Abuse Prevention"](#)

### Share our resources

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Please join our growing community of supporters who are speaking out about preventing child sexual abuse. Adults can and will take action to prevent sexual abuse before a child is ever harmed – if they can access resources and support.



You can help spread our message of prevention and our resources for action. Use the **Forward email link at the bottom of this message** introduce a friend or colleague to Stop It Now!. Contact us if you are interesting in linking to our homepage.

### Available resources

#### Invest in prevention

The support of private individuals and foundations has enabled Stop It Now! to develop and share a unique model of child sexual abuse prevention – and to remain a recognized innovator in the fields of public health and sexual violence prevention.



[Donate to Now! online](#) or [visit our donation page](#) for other giving options. **Federal, Postal or Military employees** can make a pledge to Stop It Now! (CFC#1990) through the 2006 Combined Federal Campaign (CFC).

Thank you.

Together we CAN prevent the sexual abuse of children.

### Make a donation

Email: [info@stopitnow.org](mailto:info@stopitnow.org)

Tel: 413-587-3500

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