



Our Accomplishments | July 2018 to June 2019

In the last fiscal year, we've expanded our programs to better serve families and professionals. Here are just a few of the accomplishments you and our community made possible.

Helpline callers receive support and take action

We responded to 1,933 Helpline inquiries through our phone line, emails, chat function and social media. Every person who reaches out receives compassionate, hopeful support and practical action steps and resources to keep children safe from sexual abuse.

We undertook a major project to analyze and report on our Help Service. Working with Grant Consulting, Joan Tabachnick and Smith College School for Social Work, we reviewed over five years of confidential and anonymous data from Helpline calls, resulting in a report, "Stop It Now! Helpline: 23,000 Hopeful Conversations About Sexual Abuse Prevention," due out October 2019.

1,933
people helped

1,435
safety actions

80%
satisfaction rate



Also in October, a research article about our Helpline will be published by *Journal of Interpersonal Violence* in a special edition on cutting-edge child sexual abuse prevention tactics. Titled "I Didn't Know Where to Go: An Examination of Stop It Now!'s Sexual Abuse Prevention Helpline," the article offers insights into the needs of individuals who are at-risk to sexually abuse, those who have abused, as well as offenders and potential offenders' friends and family members seeking support. By disseminating our learnings from our Helpline over time, we inform the larger prevention community about trends and needs in addressing child sexual abuse.

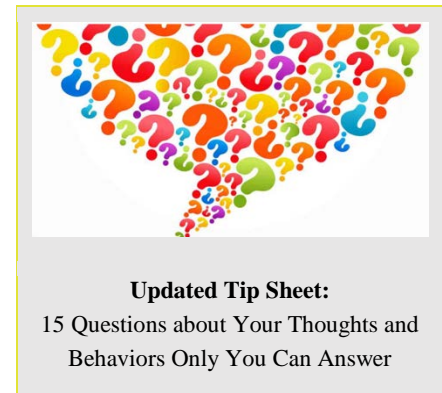
If you or someone you know needs help, contact our Helpline: 1.888.PREVENT

Online resources reach nearly 1 million

Each year, nearly 1 million people visit our website to access our free resources, have their tough questions answered and learn to protect and help children. But we know more people need us than are currently finding our resources. Throughout the year, we optimized our website and mobile user friendliness, and we leveraged free Google Ads campaigns to make our website more accessible and spread awareness of our vital, free resources.

We continually update our tip sheets, columns and other tools with the latest research and insights from our Helpline. In particular, this year we revised a popular tip sheet, [*Fifteen Questions About Your Thoughts and Behaviors that Only You Can Answer*](#), for adults concerned about themselves, as well as several of our [FAQs](#).

We provided a landing page, resources and readied our Helpline for a pilot project with Thorn ([Thorn.org](#)) to engage youth before they find harmful images on the internet. The pilot resulted in 21,000 visits to their online resources, including 560 visits to our website.



Growing trainings for professionals

Our [Circles of Safety](#) training equips adults in youth-serving organizations, coalitions, and community-based programs with strategies, policies and practices for preventing child sexual abuse. In the last year, we presented to therapists, early childhood professionals, substitute care providers and many others to increase understanding of children's sexual safety needs. The feedback is positive, and early evaluations show positive outcomes.


- We hosted our own training for the first time in Connecticut, including a train-the-trainer session for professionals. We had excellent results, drawing in national youth-serving programs and preparing trainers to deliver workshops in their communities.
- A past train-the-trainer participant launched their own workshop series with our Circles of Safety materials. Based in Indianapolis, this community mental health agency is now leading workshops for foster programs and parents.
- Director Jenny Coleman was invited to be the keynote speaker at Justice and Hope Conference in Washington state. She also presented at the Connecting for Children's Justice Conference, hosted by the Children's Advocacy Centers of Tennessee. Her presentations showed professionals how to mobilize communities to protect children.

Facilitating tough, vital conversations

Through our years of Helpline operations, Stop It Now! has unique expertise in helping individuals have tough conversations in private situations. We guide caring adults to discuss prevention and to intervene when adults may be at-risk to harm children. This year, we strengthened our commitment to providing support and boosting confidence, while increasing awareness and knowledge with free and low-cost videos, all easily accessible on our website:

- We hosted three live [webinars](#) to expand on real Helpline questions, providing in-depth resources and framing questions in the larger context of children’s sexual safety. Topics this year included responding to a child saying their teacher is “creepy,” and responding to youth who sexually abuse younger children. Our viewing audience primarily includes family and community mental health directors, social workers, education coordinators and other professionals.
- We published videos of our staff role-playing tough conversations about boundaries, safety plans and addressing concerning behaviors in adults we love. In just a few months, these videos have been viewed more than 500 times.
- We launched [on-demand videos](#) of our most popular trainings. The first equips caregivers to foster healthy sexuality development as a way to prevent abuse. The second training shows professionals how to understand and respond to warning signs of child sexual abuse in children’s behaviors, including sexually problematic behaviors.

These resources are the newest way we’re shifting conversations forward and making available the resources our callers, trainees and other supporters most frequently request.



The image displays three video thumbnails arranged horizontally. Each thumbnail shows a video player interface with a title, a video frame, and a duration. The first thumbnail on the left is titled 'Having conversations about safety - Role Play' and shows a man in a red shirt pointing at a screen with a green speech bubble containing text. The second thumbnail in the middle is titled 'Having conversations about safety - Role Play 2' and shows two women in a video call. The third thumbnail on the right is titled 'Having conversations about safety - Role Play 3' and shows two women in a video call. The durations for the three videos are 4:29, 4:48, and 4:05 respectively.

Having conversations about safety - Role Play

Having conversations about safety - Role Play 2

Having conversations about safety - Role Play 3

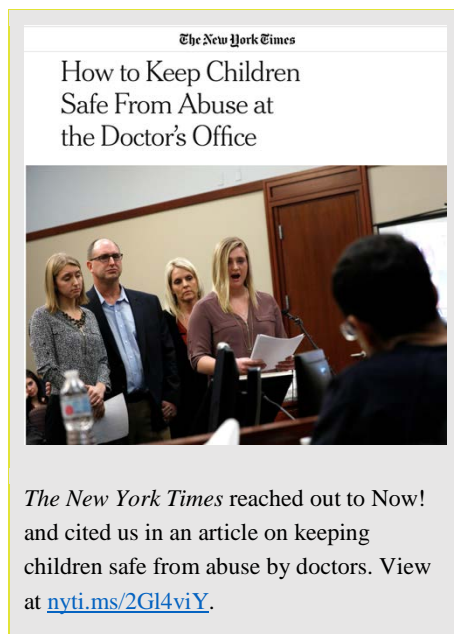
As part of Child Abuse Prevention Month in April, we published videos of staff role-playing tough conversations about children’s sexual safety. In the coming months, we expect to publish even more videos – an in-demand resource from our supporters. View them at facebook.com/stopitnow/videos.

Reaching new supporters, funders

We continually seek new funding opportunities to stabilize and expand our services. In the last year, we've diversified our efforts to reach individuals, foundations and partners.

We developed a [Fundraising Kit](#) to equip individual supporters with the information and tools to run successful fundraisers on social media and in their communities. The comprehensive packet includes information our vital programs, quotes from our Helpline users, how-tos for developing Facebook campaigns and much more.

Pushing the national conversation forward



The New York Times reached out to Now! and cited us in an article on keeping children safe from abuse by doctors. View at nyti.ms/2Gl4viY.

With national coverage of abuse in USA Gymnastics and the Catholic Church, the last year has provided multiple opportunities to frame discussions on child sexual abuse in reality: that abusers are most often known and trusted, that children are not responsible for keeping themselves safe, and that healing is possible. National outlets asked us for comment, including *The New York Times*, NBC, *Sports Illustrated*, Canadian Broadcasting Corporation, and *The Boston Herald*. We also released a [commentary on church-related sexual abuse](#).

Our [quarterly enews](#) continues to bring hopeful and informed perspectives and resources to a growing audience that includes a 10,000 mailing list online and 10,000 social media followers.

We welcomed new national experts to our Advisory Council of child welfare professionals, researchers and other experts who help shape our programs and vision for the future. And as a member of the National Coalition to Prevent Sexual Abuse, Stop It Now! led the Perpetration Prevention section of the [Six Pillars of Prevention](#) social media campaign.