



Stop It Now!

The Campaign to Prevent Child Sexual Abuse

Introduction

The 1-888-PREVENT helpline is available for anyone concerned about sexually inappropriate behaviors in another adult, adolescent or child, or in themselves. Professional staff provide an opportunity for a concerned caller to gather information confidentially and explore options for taking action. In 2000, the Virginia Department of Health (VDH) began work to bring the Stop It Now! helpline to Virginia. VDH worked with the Stop It Now! Steering Committee to develop protocols and a resource directory to support implementation of the helpline in the state. In 2005, VDH contracted with the American Institutes for Research (AIR) to develop a media campaign targeted to adult bystanders who have suspicions of sexual assault being committed against pre-pubescent victims. In addition, AIR conducted a randomized telephone survey to 500 Virginians. This document reports the findings of the evaluation of the campaign.

Statistics According to a 2003 Report Released by VDH: Child 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
Less than 10% of victims reported the assault



About Stop It Now!

Stop It Now! offers adults the tools they need to prevent sexual abuse before a child is harmed. We provide support, information and resources that enable individuals and families to keep children safe and create healthier communities. In collaboration with our network of community-based programs, we reach out to adults who are concerned about their own or other's sexualized behavior toward children. Contact our confidential, national toll-free HELPLINE (1.888.PREVENT) for support, resources and referrals.

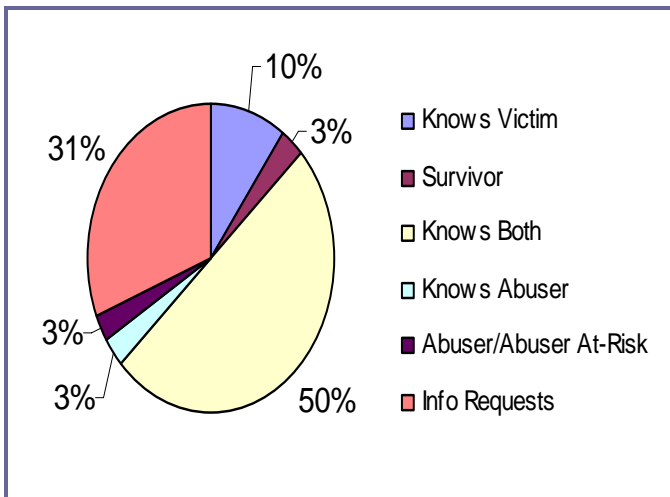
Campaign Objectives:

- 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.

Evaluation:

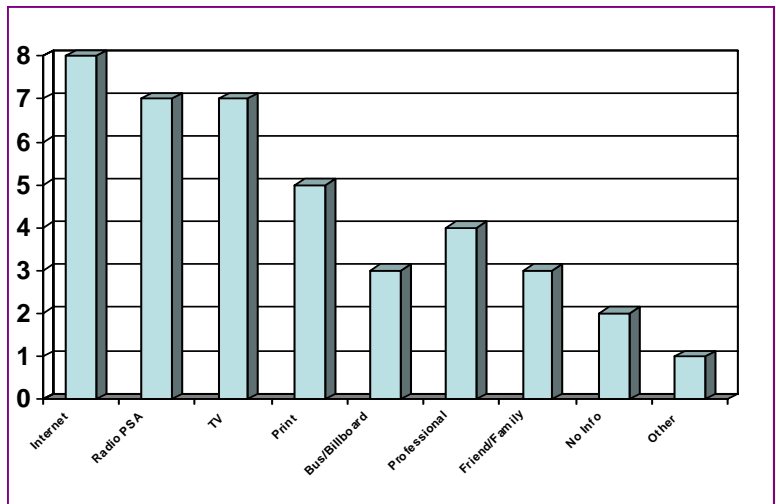
The campaign received good attention from the media. An article was run in the Richmond Times-Dispatch. VDH was interviewed for two TV stations and provided 3 radio interviews, one half hour show was broadcast more than once. Between October and February there were 40 calls to the helpline. Most of those callers found out about the helpline from the internet, TV and radio. Next were those who saw the print materials. Most of the callers concerning a possible abuse situation were parents, step parents or extended family. Half of the callers knew both the victim and the abuser. Half of the callers knew both the victim and the abuser.

Who Called the Helpline?



Campaign Impact

40 calls to Helpline - Virginia was 10% of all calls to Now!



Results from the Telephone 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.

References: For more information on the Virginia Stop It Now! Campaign, visit www.vahealth.org/civp/sexualviolence. At that sight you may listen to the radio ads, download the Child Sexual Assault Victimization Report, or the AIR Evaluation Report.