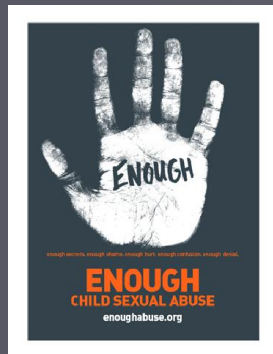


# The Enough Abuse Campaign



Presentation by:

**Jetta Bernier**

**MassKids**

**July 27, 2015**

# The Enough Abuse Campaign

*"Massachusetts is one of the first states in the nation to lead a trailblazing effort to prevent child sexual abuse by building a movement of concerned citizens, community by community."*

Rodney Hammond, PhD, Director  
Division of Violence Prevention  
U.S. Centers for Disease Control & Prevention  
2005

*"Currently, Massachusetts lacks a comprehensive, state-wide strategy to reduce sexual assaults against children and to address the critical lack of effective evaluation and treatment resources for both child victims and for child, youth and adult offenders."*

**State Call To Action**

April 2001

**2002**

- |                   |  |
|-------------------|--|
| <b>January:</b>   | Clergy sexual abuse scandal breaks in Massachusetts                                    |
| <b>August:</b>    | State-level stakeholders meet to respond to CDC Request for Proposal; form Partnership |
| <b>September:</b> | Massachusetts selected as one of 3 grantees with Georgia and Minnesota                 |

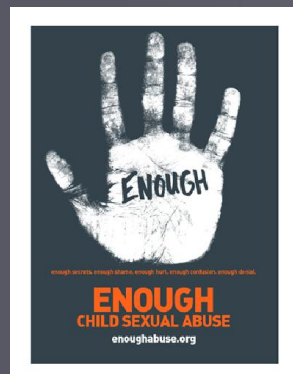
**The movement against  
child sexual abuse starts  
with a single word**

**ENOUGH**

enough secrets.  
enough shame.  
enough hurt.  
enough confusion.  
enough denial.

**enough child sexual abuse.**

## Massachusetts Enough Abuse Campaign Launched



**Enough Abuse  
Campaign:**

**A Model for  
Social Change**

## Key Elements of a Successful CSA Prevention Initiative

**Comprehensive  
Effective  
Sustainable**

## Key Elements of Successful CSA Prevention Initiatives

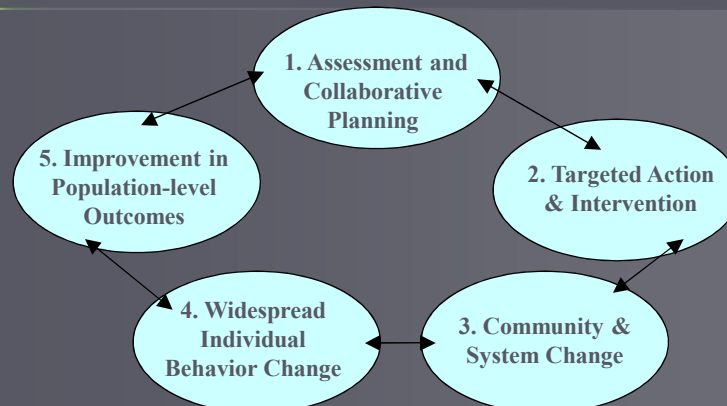
### **Comprehensiveness**

1. Comprehensive strategies must succeed in changing the **knowledge, attitudes and behaviors** of individuals and child-serving systems. Educational programs alone are insufficient to create lasting change.

# The Socio-Ecological Model



# Framework for Collaborative Public Health Action in Communities



Source: U.S. Centers for Disease Control and Prevention, 2002;  
Stephen Fawcett et al., University of Kansas, 2000;  
Institute of Medicine, National Academy of Sciences, 2003.

## Spectrum of Prevention Action Domains

1. Fostering Coalitions and Networks
2. Strengthening Individual Knowledge and Skills
3. Promoting Community Education
4. Educating Providers
5. Changing Organizational Practices
6. Influencing Policy and Legislation

The Prevention Institute

## Key Elements of Successful CSA Prevention Initiatives

2. **Adults and communities take primary responsibility** for preventing child sexual abuse. Efforts focused solely on educating children about safety and self-protection are insufficient to address this major public health problem.

## Enough Abuse Strategy

Build a broad-based, statewide movement of concerned citizens to prevent child sexual abuse, community by community.

## Key Elements of Successful CSA Prevention Initiatives

### 3. Dual Goals

Efforts are focused on preventing adult perpetration *in the first place* **and** on the early identification and prevention of child-on-child sexual abuse.



## Enough Abuse Mission

Prevent people from sexually abusing children *now*.

Prevent children from developing sexually abusive behaviors *in the future*.

## Key Elements of Successful CSA Prevention Initiatives

- 4. Collaborative planning/assessment and the fostering of coalitions/networks** are fundamental first strategies in addressing complex public health issues, such as child sexual abuse.

## Key Elements of Successful CSA Prevention Initiatives

### 5. Multi-sector Engagement

The extent and seriousness of child sexual abuse requires initiatives that involve representatives from both the **public and private sectors**.

## Key Elements of Successful CSA Prevention Initiatives

### 6. Multiple disciplines are engaged

from public health, child protection, mental health, child abuse prevention and treatment, sexual assault prevention, juvenile and adult offender treatment/management, and youth development.

## **MA Child Sexual Abuse Prevention Partnership**

### **Public Agency Members:**

- Governor's Council to Address Sexual Assault and Domestic Violence
- Massachusetts Children's Trust
- Massachusetts Department of Early Education & Care
- Massachusetts Department of Mental Health
- Massachusetts Department of Public Health
- Massachusetts Department of Children and Families
- Massachusetts Department of Transitional Assistance
- Massachusetts Executive Office of Public Safety
- Massachusetts Office of Victim Assistance
- Massachusetts Sex Offender Registry Board

### **Private Agency Members:**

- Academy of Pediatrics - MA Chapter
- Jane Doe, Inc.
- Boston Area Rape Crisis Center
- MA Alliance of Children's Advocacy Centers
- MA Alliance of YMCAs
- MA Association for the Treatment of Sexual Abusers
- MA Child Abuse Prevention Program (CAPP)
- Massachusetts Dental Society
- Massachusetts Medical Society
- MA Society for the Prevention of Cruelty To Children
- NASW - MA Chapter
- Parents Helping Parents
- The Home for Little Wanderers
- Voice of the Faithful ~ Protecting Our Children Committee

## Key Elements of Successful CSA Prevention Initiatives

### Effectiveness

1. Effective initiatives provide **technical assistance** to local communities around strategic planning, policy development, legislative efforts, training, public awareness, media outreach, etc.

### Campaign Sites:

- ❑ North Quabbin
- ❑ Newton
- ❑ Gloucester/Cape Ann
- ❑ Cape Cod and Islands
- ❑ South Worcester County
- ❑ Hampshire and Franklin Counties
- ❑ Greater Lowell
- ❑ Greater Springfield

### In Development:

- ❑ Middlesex County  
Burlington, Woburn,  
Winchester, Lexington,  
Reading, Medford,  
Waltham, Cambridge
- ❑ Plymouth County  
Greater Quincy
- ❑ Berkshire County  
Great Barrington Area

## Key Elements of Successful CSA Prevention Initiatives

### Effectiveness

1. **Educational curricula/materials** address strategies to address adult-perpetrated sexual abuse **and** sexual behaviors of children that are inappropriate, coercive, or abusive.



# ENOUGH Abuse

## Understanding & Responding To the Sexual Behaviors of Children



Presentation by the  
Massachusetts Child Sexual Abuse Prevention Partnership (MCSAPP)

## She did WHAT? He said WHAT?

### How to Respond to the Sexual Behaviors of Children

*A Training for Early Education  
and Child Care Professionals*



The Enough Abuse Campaign

barcc   
BOSTON AREA RAPE CRISIS CENTER



**PREVENTING  
CHILD SEXUAL ABUSE:**  
A LEARNING AND DISCUSSION GUIDE  
*for viewers of*

**It's Not Just  
JENNA**

**A True Story of Child Sexual Abuse and Survival**

For schools, youth-serving programs,  
parent organizations, faith-based groups,  
and other family-serving agencies



**ENOUGH  
Abuse**

**Strategies  
For your School  
and Community**



**The Enough Abuse Campaign**



# ENOUGH Abuse

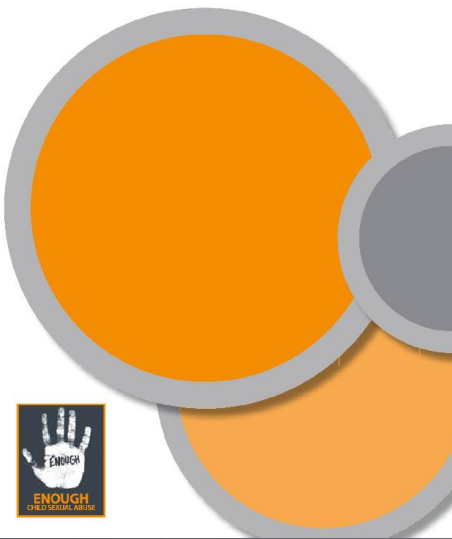
**Strategies**  
For Youth-Serving  
Organizations



The Enough Abuse Campaign

## **Straight Talk About Child Sexual Abuse:**

A Prevention Guide for Parents





## In Development

- **E-Learning Training Tool** for schools and youth-serving organizations
- **Video Library** for parents on how to speak to their kids about body safety, how to be sensitive to cues that might indicate sexual abuse, how to respond to sexual behaviors of children

## Key Elements of Successful CSA Prevention Initiatives

### Effectiveness

3. Educational curricula and materials reflect **accurate information** based on the **latest available research and data** from the field and are **routinely evaluated** for their content, and the usability of the information.

## Evaluation Feedback

- 95% - trainings helped them identify problem behaviors in adults
- 94% - learned to assess and respond to unhealthy sexual behaviors in children
- 95% - learned where to go and who to talk to if they suspect sexual abuse
- 98% - would recommend the trainings to others

## Key Elements of Successful CSA Prevention Initiatives

### Effectiveness

- 4. CSA Prevention trainers are recruited and properly vetted** by their state and local colleagues to ensure the selection of skilled and appropriately motivated individuals.

## Key Elements of Successful CSA Prevention Initiatives

### Effectiveness

- 5. Ongoing supervision, evaluation and oversight of trainers is provided locally to ensure consistently high quality and accountability.**

#### Middlesex County Child Sexual Abuse Prevention Partnership Enough Abuse Campaign Training of Trainers Evaluation

Date: January 29 and 30, 2015

Location: Burlington High School

18 participants were trained; 16 evaluations were received.

Scores are on a 0-5 rating with 5 being the highest, most favorable rating.

1. I now understand child sexual abuse as a public health problem.	4.94
2. I can identify conditions that support child sexual abuse.	4.94
3. I learned strategies to prevent child sexual abuse that I can teach to adults in my community.	4.94
4. The trainer was knowledgeable.	4.94
5. The quality of instruction was good.	4.87
6. The trainer's presentation kept me engaged.	4.50
7. The training was comprehensive and of high quality.	4.87
8. The training was presented in a clear way.	4.69
9. The Trainers Binder, audio-visuals, and other training aids were beneficial.	4.94
10. The training met my expectations.	4.50
11. I will be able to apply the knowledge learned.	4.87
12. I feel confident I can conduct high quality workshops in my community.	4.50
<b>Total Overall Score</b>	<b>4.79</b>

## **Key Elements of Successful CSA Prevention Initiatives**

### **Effectiveness**

**6. Promotional efforts** do not misrepresent or overstate the impact of training on the reduction of child sexual abuse.

### **Evaluation**

**Are these efforts preventing  
child sexual abuse?**

## Massachusetts

- 66% reduction in substantiated cases  
(1992-2007)
- 17<sup>th</sup> largest decline among states  
Finkelhor & Jones, 2007
- 24% increase (69% - 93%) believe adults rather than children should take prime responsibility to prevent child sexual abuse.

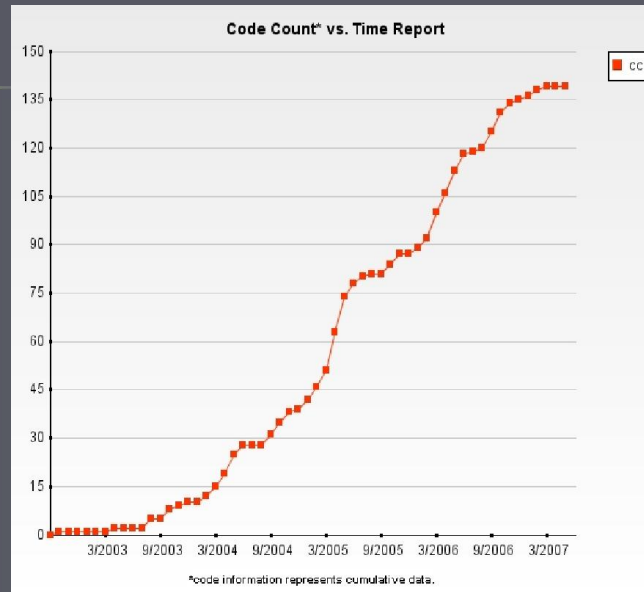
*Journal on Child Sexual Abuse*. July 2012

## Key Elements of Successful CSA Prevention Initiatives

### Effectiveness

- 7. Community and systems change** is a marker of effective child sexual abuse prevention efforts - defined by CDC as "any program, policy or practice that resulted in institutionalized changes in the community and its systems from those efforts."

**Fig. 1. Cumulative Number of Community/System Changes Enough Abuse Campaign (N=139 - 10/2002 to 6/2007)**

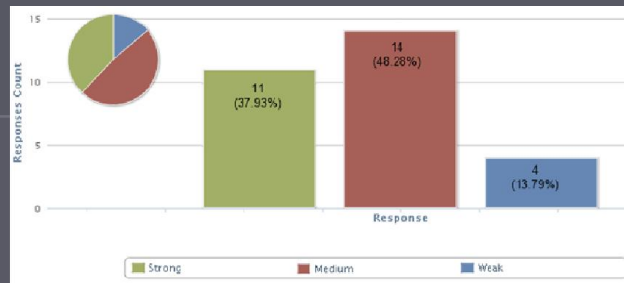


## **Key Elements of Successful CSA Prevention Initiatives**

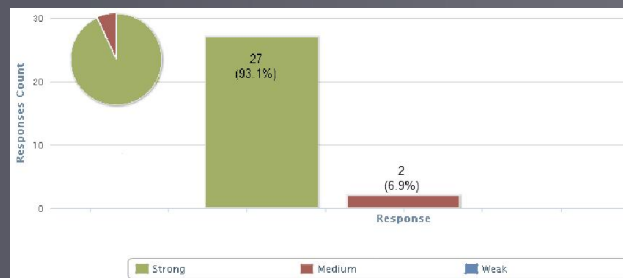
### **Effectiveness**

- 8. Individual behavior change** is a marker of effective prevention efforts. Effective programs document **changes in participant knowledge**, as well as **prevention actions** taken as a result of the new knowledge.

### ■ Pre-training Knowledge:



### ■ Post-training Knowledge



## Prevention Actions

- 70% - spoke to spouse/partner
- 56% - children
- 55% - friends
- 51% - work colleagues
- 12% - family members
- 6% - school staff
- 7% - medical provider
- 7% - others

## Key Elements of Successful CSA Prevention Initiatives

### Effectiveness

9. **Proposed policies and legislation** reflect a comprehensive approach, focus on adult and community responsibility, and are grounded in the latest knowledge and experiences of other states and jurisdictions.



### Sexual Abuse Safe-Child Standards in Massachusetts

MassKids  
Prevent Child Abuse Massachusetts  
14 Beacon Street, Suite 706, Boston, MA 02108  
[www.masskids.org](http://www.masskids.org) - [www.enoughabuse.org](http://www.enoughabuse.org)



## Sexual Abuse Safe-Child Standards

Standard #1: Assess risk of harm and strengthen identified gaps

Standard #2: Provide regular opportunities for employees, volunteers, and parents to learn about child sexual abuse and its prevention

Standard #3: Develop codes of conduct for adults and children

Standard #4: Screen prospective employees and volunteers

Standard #5: Assess and modify physical spaces to reduce risks

Standard #6: Report and respond appropriately to suspected abuse



### On-Line Learning Community for Schools and Youth-Serving Organizations

- Resource Bank
- Teaching Videos
- Training
- Consultation

## State Policy

- Statute of Limitations reform
- **CSA Prevention Education** in Schools & YSOs S.319/H.379 (Lovely/Garballey)
- **Educator Sexual Misconduct & Abuse** S.247/H.1374 (Brownsberger/Heroux)
- **Age of Consent** – (Lovely/Gordon)  
S.868/H1348 - Civil; S.869/H.1347 - Crim.

## Federal Policy

- Title II - Elementary and Secondary Education Act (ESEA) Reauthorization 2015
- **Feinstein** amendment allows funds under Title II to be used *"to provide training to school personnel to prevent and recognize child sexual abuse."*
- **Toomey** amendment - Title II-funded schools *"shall not assist a school employee in obtaining a new job if it knows, or recklessly disregards credible information indicating, that such school employee engaged in sexual misconduct with a minor."*

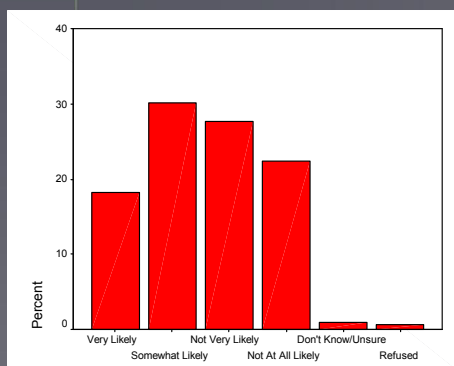
## Key Elements of Successful CSA Prevention Initiatives

### Effectiveness

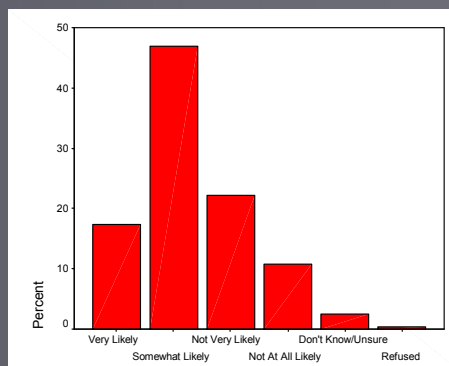
10. Child sexual abuse prevention programs seek to measure **changes in public opinion** as an additional way to measure program impact and effectiveness.

### Likelihood to participate in training program offered in the community to recognize, respond to and prevent child sexual abuse

2003

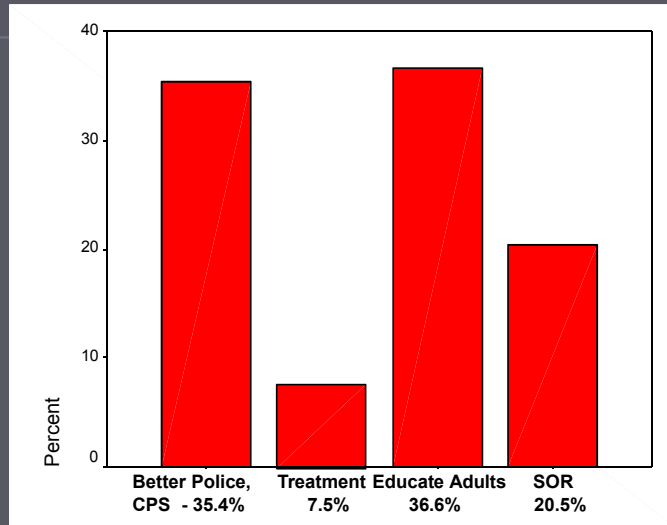


2007



48% willing to participate in local trainings increased to 66%

### Areas in which state funds to deal with child sexual abuse could best be spent



### Key Elements of a Successful CSA Prevention Initiative Sustainability

1. To achieve social change to prevent child sexual abuse, comprehensive and effective prevention initiatives require the **collective support** of federal and state agencies, national and local foundations, and citizens.

## **Key Elements of a Successful CSA Prevention Initiative**

### **Sustainability**

Child sexual abuse – “a silent, violent epidemic”

*American Medical Association*

“Ending child sexual abuse is one of the most  
urgent issues of our times...”

*Ms. Foundation for Women*

### **Sustainability**

**“...the chronic under-resourcing  
of and resistance to the issue.”**

## Sustainability

### Federal

- \$ 3.3 million investment made by **CDC** in three, 5-year grants to MA, GA and MN. **Only MA sustained and expanded the effort.** No funding to support sexual abuse prevention since 2007.
- **OCAN** - no funding for child sexual abuse prevention; no leadership on the issue.
- **Department of Justice** funds post-abuse responses w/focus on sex trafficking; data show that 90%+ of these victims were *first* victims of child sexual abuse.

## Sustainability

### Foundations

- National and local foundation support lagging – “not in our guidelines”

Ms. Foundation grants:

- \$390,000 (2007-2015) to MA Campaign – average annual grant \$40,000
- \$200,000 (2011-2012) to MA Campaign, PCA America, NJ, MD – annual grant \$25,000

Just Beginnings Collaborative – Rockefeller  
Philanthropy Advisors and Novo Foundation

## Sustainability

### State

- **Minnesota** (2014) - \$300,000 to Dept. of Health and MNCASA to prevent sexual assault throughout the lifespan.
- **Massachusetts** – (2015) \$150,000 to Dept. of Elementary and Secondary Education to support child sexual abuse prevention education and policies in schools.
- **Colorado** - \$72,000, **North Carolina** - \$50,000 and **South Dakota** - \$21,000 to support Task Forces on Child Sexual Abuse Prevention

## Sustainability

### Communities

- **In-kind support** from state and local Partnership members
- **Contribution of volunteer trainers** who have educated thousands of parents, citizens, youth, and professionals.
- Small grants to EAC communities from **local businesses, social groups**, etc.

## Maryland Partnership to Prevent Child Sexual Abuse



Baltimore City  
Worcester County  
Talbot County

## Baltimore City





## New Jersey Partnership to Prevent Child Sexual Abuse



Mercer County  
Warren and Sussex Counties  
South Brunswick/Middlesex County  
Gloucester County  
Essex County

## South Brunswick/Gloucester County



## **New York Partnership for Child Sexual Abuse Prevention**

**Broome County - Binghamton**



## **New York Partnership for Child Sexual Abuse Prevention**

**Tompkins County – Ithaca Area**



## **New York Partnership for Child Sexual Abuse Prevention**

### **Suffolk County – Long Island**



**Rensselaer (Albany), Nassau (Long Island) and  
Cayuga County**

## **California Greater Bay Region**



Alameda  
Contra Costa  
Marin

Monterey  
Napa  
San Francisco  
San Mateo

Santa Clara  
Solano  
Sonoma

**2015**

**California**

**Sacramento / Sierra Region**

Prevent Child Abuse California/  
The Child Abuse Prevention Center  
15 Counties

**Nevada Child Sexual Abuse  
Prevention Partnership**



## Enough Abuse Campaign

*"...an effort that breaks the mold on child sexual abuse in many ways. It goes beyond a limited set of trainings to foster the building of real and lasting relationships among diverse stakeholders. Its emphasis on community collaboration truly sets it apart from previous efforts."*

Ms. Foundation for Women, 2010



## Enough Abuse Campaign

[www.enoughabuse.org](http://www.enoughabuse.org)

Subscribe to our free

**"GateKeepers for Kids"**

Online Learning Community  
for Schools and Youth Organizations

Access our

**"Resource Bank"**

Download our

**"Sexual Abuse Safe Child Standards"**





## **The Enough Abuse Campaign**

**[enoughabuse.org](http://enoughabuse.org)**