

Selected Accomplishments

- Established Campaign sites in Essex, Warren/Sussex, Mercer, Middlesex and Gloucester Counties; provided ongoing training and technical assistance to local Partnerships;
- Held a press conference at the State Capitol to announce the first three sites to replicate the Campaign in New Jersey;
- Trained over 115 professionals as Enough Abuse trainers and close to 1,700 community members with the Enough Abuse curriculum;
- Developed a set of "Child-Safe Standards", which youth-serving organizations are encouraged to follow to protect against child sexual abuse. The Standards have been built into the contracting process by the NJ Department of Children and Families for 2015;



- Initiated a project, in partnership with the CARES Institute and NJ-AAP, to strengthen the involvement of pediatricians on child sexual abuse prevention. The goal is to develop a set of "anticipatory guidance" for pediatricians focused on issues of "personal space and privacy". The NJ-AAP have completed a survey of NJ pediatricians to assess their knowledge and attitudes about the topic, which is being expanded to as many as 25 other states;
- Project Self Sufficiency published an on-going full page advertisement in the New Jersey Herald, displaying the community groups that have signed on to support their efforts in Warren and Sussex Counties;
- PEI Kids held a conference in November 2012 in Mercer County solely focused the prevention of child sexual abuse;
- Selected by US Department of Health and Human Services, Office on Child Abuse and Neglect (OCAN) as one of 12 strategic projects in the country working to end child maltreatment;
- Co-authored with CDC evaluators, an article on the Enough Abuse Campaign published in the July/August 2012 issue of the *Journal on Child Sexual Abuse—Special Issue on Preventing Child Sexual Abuse: A Range of Strategies*;

New Jersey Enough Abuse Campaign

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New Jersey Partnership to Prevent Child Sexual Abuse

Lead Agency

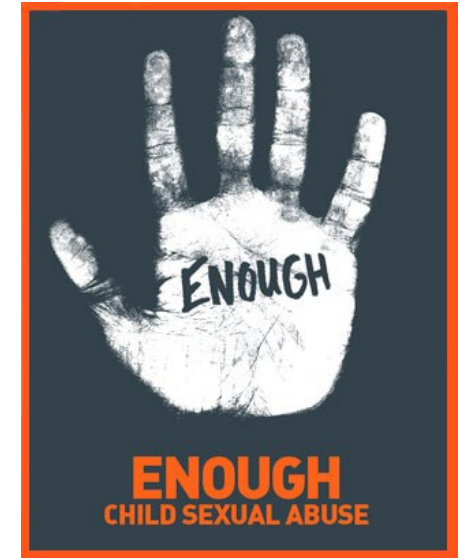
Prevent Child Abuse New Jersey

Enough Abuse Campaign Sites

Project Self Sufficiency, Warren and Sussex Counties
PEI Kids, Mercer County
Wynona's House, Essex County
Committee on Missing & Abused Children—Gloucester Co. DHS, Gloucester County
The B.R.I.D.G.E Center—Rutgers University Behavioral Health, Middlesex County

Member Agencies

Shiloh Baptist Church
CARES Institute
Advocates for Children New Jersey
American Academy of Pediatrics New Jersey
NJ Juvenile Justice Commission
Metro Regional Diagnostic and Treatment Center
Office of Child Health Services
NJ Office on the Prevention of Violence Against Women
St. Peter's University Hospital Outpatient Pediatric Facility Group
New Jersey Child Assault Program
New Jersey Department of Children and Families
New Jersey Association for the Treatment of Sexual Abusers
Saint Barnabas Health Care System
The Leadership Group
Deirdre's House
Parents Anonymous
Rutgers Center on Violence Against Women and Children
The Dorothy B. Hersh Child Protection Center
New Jersey Coalition Against Sexual Assault
Project S.A.R.A.H
HiTOPS



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

ENOUGH

The New Jersey Enough Abuse Campaign

*"... a trailblazing effort to prevent child sexual abuse by
building a movement of concerned citizens,
community by community."
- US Centers for Disease Control and Prevention (CDC)*

Child sexual abuse is a silent, violent epidemic. It's so widespread that each of us probably knows someone who has been victimized or who has abused.

The Enough Abuse Campaign

A grassroots movement is gaining momentum across the United States — providing adults and communities with the knowledge and skills to put an end to the silence ... and eventually, the child sexual abuse epidemic.

- The movement against child sexual abuse starts with a single word — ENOUGH
- Its symbol ... a hand raised outward indicating our unwillingness to let the problem go unchallenged any longer
- Its hope ... that by being united we can end the secrets, shame, hurt, confusion, and denial that for too long have allowed child sexual abuse to operate, and even thrive, in our homes and communities
- Its commitment ... to bring together parents, professionals, adult survivors, concerned citizens, elected leaders, policy makers, and funders to engage them in this historic movement.

The New Jersey Partnership

The Enough Abuse Campaign was originally developed in Massachusetts in 2001 with support from the U.S. CDC. With support from the Ms. Foundation for Women, Prevent Child Abuse New Jersey was chosen to join the Campaign in 2011.

The New Jersey Partnership to Prevent Child Sexual Abuse, a collaboration of over 20 organizations, was created to lead the Enough Abuse Campaign in NJ. The Partnership includes experts in public health, child abuse prevention, sexual violence prevention, sex offender treatment, and management, child protection, victim advocacy and services, and research and evaluation. Its mission is to prevent people from sexually abusing children now, and to prevent children from developing sexually abusive behaviors in the future.

Massachusetts Citizens for Children, formed in 1959, is the lead agency for the Enough Abuse Campaign, nationally. MCC is the nation's oldest statewide child advocacy organization and has a solid history of effective coalition-building, community-organizing and advocacy on behalf of the state's most vulnerable children.

Prevent Child Abuse New Jersey has led state efforts to prevent all forms of child abuse since 1979. PCANJ's commitment to ending child abuse begins by ensuring that families have the knowledge, support and skills needed to raise their children. This is done by developing, training and coordinating prevention programs with families, health care providers, educators and other child advocates who interact with families in the very places where children grow, learn and play.

"The Enough Abuse Campaign is 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

Complex Challenges

Comprehensive Solutions

The Partnership believes that complex public health problems, such as child sexual abuse, require *comprehensive solutions* that go beyond basic educational programs. The design and implementation of the Partnership and its program, therefore, are grounded in two recognized frameworks for community and societal change. These frameworks support the effectiveness and strength of our approach and its promise as a model for other communities and states.

"The Enough Abuse Campaign emerged as the most comprehensive and compelling program available."
- Oregon Leaders

The Spectrum of Prevention

The *Spectrum of Prevention* framework includes a set of strategies designed for broad scale changes not only of individuals but also of systems and norms. The Campaign successfully implements activities in each of the Spectrum's six levels of intervention:

- 1 Fostering Coalitions and Networks
- 2 Strengthening Individual Knowledge and Skills
- 3 Promoting Community Education
- 4 Educating Providers
- 5 Changing Organizational Practices
- 6 Influencing Policies and Laws

The synergy of these activities contributes to changes in norms since activities are focused on both the individual and on their environments. These societal changes are critical to preventing sexual abuse in our homes, communities and culture.

Collaborative Public Health Action

Under the Framework for *Collaborative Public Health Action in Communities* developed by the National Academy of Sciences, the Partnership has:

- 1 Achieved *Assessment and Collaborative Planning* by establishing collaborations at the state and community levels; conducting four Random Digit Dial surveys to assess public knowledge and attitudes about sexual abuse and prevention; and helping community leaders assess local sexual violence data and community risk and protective factors;
- 2 Implemented *Targeted Action and Interventions* by developing high quality prevention training curricula; conducting intensive "Training of Trainers" sessions and certifying community members to carry out the curricula; and educating parents, professionals and other adults;
- 3 Achieved *Community and Systems Change* by implementing and documenting a range of prevention programs, policies and practices that were successfully institutionalized in the community;
- 4 Documented *Behavior Change and Risk Reduction*, i.e. more people taking action to address child sexual abuse before it occurs by teaching children about healthy body boundaries, being vigilant about adult behaviors that pose a risk to children, identifying child victims, and taking actions to change unacceptable community norms. Effectively carried out, these various strategies support and lead to:
- 5 *Improvements in Population-level Outcomes*, i.e. a reduction in the occurrence of child sexual abuse, which is the Campaign's goal.

Recommendations

The following recommendations, which were made in PCANJ's analysis of efforts in New Jersey to prevent child sexual abuse serve as the foundation for our current efforts. Successful implementation of these recommendations will raise public awareness about the risk of child sexual abuse, and strengthen prevention practices and policies to better protect children from the risk of child sexual abuse.

1. Efforts to strengthen prevention should include a range of approaches that are guided by research and best-practice.
2. Adults and parents in New Jersey need to be better educated about the facts surrounding child sexual abuse and learn steps that they can take to protect their children.
3. Youth-serving organizations should play a major role in preventing child sexual abuse. They should be encouraged to participate in prevention trainings and to adopt policies and practices shown to be effective in protecting children.
4. Steps need to be taken to improve the availability and analysis of data to better understand the true incidence of child sexual abuse in New Jersey and the implications for prevention efforts.
5. We need to build on current efforts to educate children about ways to protect themselves from sexual abuse by strengthening and intensifying the "dose" over time and developing a broader curriculum that addresses risk and protective factors, such as empathy and healthy behavior.
6. Counseling and treatment should be mandatory for first-time juvenile offenders to prevent recidivism.
7. Law enforcement policies related to child sexual abuse should allow flexibility, recognizing there are different levels of risks associated with different types of offenders, especially involving juvenile first-time offenders.
8. Parents should monitor their children's access to the internet to better protect them from exposure to pornography.

View full paper by visiting www.preventchildabusenj.org/resources/articles

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Ms. Foundation
for Women

