



Stop It Now! Wisconsin



Stop It Now!'s toll-free national helpline is a confidential referral source that provides information, guidance, and support for friends and family of children who are at risk or have been sexually abused.

**Call 1-888-PREVENT
(1-888-773-8368)**

For information about Stop It Now! Wisconsin, email stopitnowwi@cssw.org or contact:

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Who We Are

Mission

Stop It Now! Wisconsin's mission is to prevent child sexual abuse by helping adults and communities take action to protect their children.

Background

Stop It Now! Wisconsin is the result of Governor Jim Doyle's Summit to Prevent Child Abuse and Neglect: A State Call to Action. The Wisconsin Children's Trust Fund and the Child Abuse Prevention Fund of Children's Hospital and Health System sponsored the April 2004 summit and the workgroups whose recommendations make up *Wisconsin's State Plan to Prevent Child Maltreatment*. The Child Sexual Abuse Prevention Workgroup recommended the Stop It Now! model because of its focus on primary prevention – to intervene before a child is harmed.

Action plan

The goal of Stop It Now! Wisconsin is to empower adults to take action. The program will:

- Raise awareness of adult and community responsibility for child sexual abuse prevention.
- Educate adults and communities about high-risk situations and warning signs of potential abusers.
- Build skills and resources to respond appropriately when abuse is suspected.
- Increase the knowledge and understanding of healthy sexual development in children.
- Challenge those who are inappropriate or abusive, and families and friends who influence them, to seek help, stop the abuse, and face accountability.

Program components

- Stop It Now! Wisconsin is a public health campaign co-sponsored by the Children's Trust Fund and Children's Hospital and Health System's Child Abuse Prevention Fund in collaboration with Children's Service Society of Wisconsin.
- A statewide steering committee meets quarterly to oversee Stop It Now! Wisconsin.
- Pilot sites in Milwaukee and Marathon counties are implementing community-based educational programs and testing the Stop It Now! social marketing campaign.

Facts about child sexual abuse

- About 500,000 children are sexually abused each year; 88 percent of child sexual abuse goes unreported.
- More than half (51 percent) of Wisconsin's substantiated child maltreatment cases in 2003 were found to be child sexual abuse.
- Ninety percent of children who are sexually abused are abused by someone they know – a family member or trusted acquaintance. In 2003 in Wisconsin, only 2 percent of the child sexual abusers were strangers to their victims.
- About half of the child sexual abuse incidents are committed by children against other less powerful children.
- With treatment, a person who accepts full accountability for sexually abusing a child may learn to control his or her behavior. Without treatment, 17 percent of those convicted of sexual offenses will offend again; with treatment, only 12 percent will be repeat offenders.

Together We Can Prevent the Sexual Abuse of Children

Co-sponsored by Wisconsin Children's Trust Fund and Children's Hospital and Health System's Child Abuse Prevention Fund
in collaboration with Children's Service Society of Wisconsin

Stop It Now! Wisconsin is a member of the **Stop It Now!** network, www.stopitnow.org