



Enough Abuse Campaign Site: Request for Proposal April 2017

Prevent Child Abuse NY is pleased to announce that we are accepting applications from local coalitions to mobilize community-wide efforts in the prevention of child sexual abuse in New York.

Child sexual abuse is a widespread public health problem affecting children, parents, families, and neighborhoods throughout the state. Child welfare statistics in the state of New York show 2300 cases of child sexual abuse in 2012. However, we know that the incidence of child sexual abuse is difficult to determine because it often goes unreported, leading experts to agree that the incidence is far greater than what is actually disclosed.

Child sexual abuse has devastating and long-term consequences for victims, families and communities as a whole. Victims are far more likely to experience anxiety and depression, among countless other serious health problems later in life due to the trauma they experienced as a child. Child sexual abuse affects children of every race, gender, religion, and socio-economic status, not to mention a majority of the time, the abuse is committed by someone the child knows. Many people believe that child sexual abuse will not affect their family, but statistics prove that these situations occur far too close to home. The good news is we can all prevent child sexual abuse!

Prevent Child Abuse New York reached out to state leaders in 2012 to create a statewide campaign to develop new strategies and efforts in New York focused on preventing child sexual abuse **before it ever happens**. In 2013, the first three pilot communities in NYS were chosen to join the movement and bring the Enough Abuse Campaign to their communities.

The Enough Abuse Campaign's approach is based on a model that has been successfully implemented and evaluated in Massachusetts with support from the U.S. Centers for Disease Control and Prevention (CDC). The Enough Abuse Campaign focuses on **adult and community**

responsibility to prevent child sexual abuse. Grounded in the social-ecological model and spectrum of prevention domains, its key strategies are to:

- Mobilize communities, establish formal infrastructures and partnerships, to plan, implement, and evaluate local prevention programs and strategies
- Educate parents, professionals and other adults about child sexual abuse and how to prevent it
- Strengthen the capacity of youth-serving organizations to prevent sexual abuse of the children in their care

The campaign's training is directed towards the adults in children's lives who can take direct steps to prevent child sexual abuse. These could include parents, educators, family members, youth workers, teachers, faith-based and business leaders. By educating New Yorkers about child sexual abuse and prevention methods we are able to strengthen communities to become safer for children.

The primary training module, *Enough Abuse: Strategies for Your Family and Community*, consists of training material that can be adapted to the audience, level of expertise, and length of time needed. Curricula overviews are available at enoughabuse.org.

And now your community can join this effort! Under this project, Prevent Child Abuse NY will select three to five local coalitions to join the five current sites (Broome County, Cayuga County, Nassau County, Rensselaer County and Tompkins County) in New York State. We are looking for communities that demonstrate that they have the leadership, commitment and determination to mobilize a broad movement to prevent child sexual abuse county wide. Each of the selected communities will receive an array of free training and technical assistance to guide their work in educating parents, community organizations, health care providers, schools and businesses.

During the 2016 Enough Abuse Campaign, sites in New York held 120 trainings across the state, educating over 2,150 community members. Feedback from these trainings reported consistently high levels of satisfaction with the trainers, content of the training materials, and the usability of the knowledge.

Selected communities will be supported through guidance and technical assistance to:

1. Work towards the development of a permanent infrastructure to address the prevention of child sexual abuse in the community.
2. To increase capacity to mobilize effective community responses to child sexual abuse crises.
3. Work towards improving the knowledge and skills of all community members to identify and respond to signs of child sexual abuse.
4. Work towards creating a community environment (e.g. homes, schools, faith communities, etc.) that fosters the development of healthy sexuality and eliminates the conditions that allow child sexual abuse to occur.

Assistance provided by Prevent Child Abuse NY

1. Selected communities will receive a free, two-day training for community trainers, training materials and access to a network of trainers in New York.
2. Site specific, ongoing technical support from PCANY project staff on project start up and development.
3. Technical assistance in assessing local child sexual abuse prevalence and individual as well as community risk factors.
4. Technical assistance in developing an action plan based on the data and identifying priorities for training and action.
5. Technical assistance in developing evaluation tools and implementing the evaluation.
6. Peer support and networking with partnership members and other experts from around the country.
7. Child sexual abuse prevention materials including brochures and pamphlets.
8. Assistance in organizing community conferences and meetings to educate adults about child sexual abuse prevention.

Application Deadline: May 8, 2017

How to submit the application:

The Enough Abuse Campaign Local Site Selection Application is a Word Document. Please type in your responses to the questions and email the application to Prevent Child Abuse NY by email to **benekes@preventchildabuseny.org**.

The site selection committee will review all applications submitted and conduct interviews with the finalists.

Questions

If you have questions regarding the application or the Enough Abuse Campaign please contact **Brittany Enekes at 518-445-1273 or benekes@preventchildabuseny.org**.