

Slide 1



Slide 2

Stop It Now!

Mission: Prevent the sexual abuse of children by mobilizing adults, families and communities to take actions that protect children before they are harmed.

- Emphasis on modeling social change
- Primary prevention – **before** abuse
- Shift prevention from **children** to **adults**

Our Program Areas

Prevention Education
Help Services stopitnow.org whatsok.org 1.888.PREVENT
Training & Technical Assistance
Prevention Advocacy

Slide 3


Meeting a Need

- Majority of child sexual abuse offenses known to authorities are committed by other juveniles (Gewirtz-Meydan & Finkelhor, 2019)
- Nearly 1 in 10 youth report some type of self-involved sexual perpetration (Ybarra & Mitchell, 2013)
- Adolescents and young adults are often engaged in identity quests, including their sexual identity.
- Limited existing resources
- Filling a gap – 14-18

Slide 4

WhatsOK Goals


1. **Provide relevant, engaging support and resources** to youth and young adults with concerns about their own sexual thoughts, feelings and behaviors.
2. **Increase awareness, accessibility and use** of these resources, encouraging help-seeking behaviors.
3. **Share our innovative prevention model** with professionals who access this population, ensuring widespread use of tools developed.



Slide 5


Objectives

- **Enhance Now!'s Helpline service** to be better prepared to respond to youth regarding their own sexual harmful behaviors.
 - Pilot texting as a new communication vehicle
- **Adapt and develop Now! resources for youth audiences**
- **Launch a digital marketing campaign**
 - Increase youth awareness resources
 - Increase youth use of the Helpline
- **Share resources widely** through dissemination and partnerships



Slide 6

World Childhood Foundation Project


<p>YEAR 1</p> <ul style="list-style-type: none"> • Phase 1: Conversations and research <ul style="list-style-type: none"> • Youth service providers/clinicians • Experts/researchers • Youth Advisory Council • Phase 2: System Enhancements <ul style="list-style-type: none"> • Design marketing campaign, microsite and web content with expert review • Add texting capability • Staff training on context, texting • Phase 3: Implement pilot and evaluate 	<p>YEAR 2</p> <ul style="list-style-type: none"> • Dissemination <ul style="list-style-type: none"> • Audience expansion • Professional/provider outreach • Conferences • Sustainability <ul style="list-style-type: none"> • Qualitative evaluation • Awareness-raising • Funding and investment
--	--

Slide 7

Youth-focused Microsite

Microsite used to ensure info was trusted by and authentic to our audience. This meant:

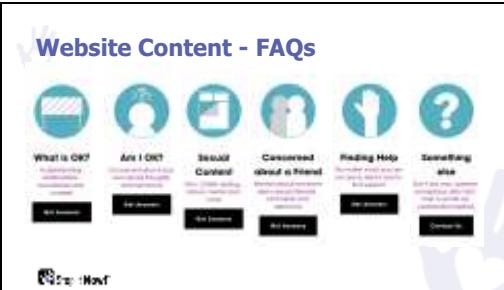
- Site and content built for mobile use
- Content entirely focused on target audience
- Bright, youthful, engaging colors
- Diverse faces, genders and relationships



The screenshot shows a mobile interface with a purple header 'What's OK?' and a photo of a young woman with her hands over her mouth. Text on the screen reads 'I have questions about what I'm attracted to.' The bottom of the screen shows a social media-style interface with a profile picture and the name 'LUMENAL-ORG'.

Slide 8


Website Content - FAQs



The screenshot displays a website layout with six FAQ categories, each with an icon and a 'Get Answers' button: 'What is OK?' (bed icon), 'Am I OK?' (person icon), 'Should I come out?' (document icon), 'Concerned about a friend?' (two people icon), 'Finding Help' (hand icon), and 'Something else' (question mark icon). The 'Am I OK?' and 'Should I come out?' buttons are highlighted in black.

Slide 9

Website Content - Blogs




The screenshot shows a website layout with three blog posts. The first post has a photo of a person and the text 'I feel disgusting after watching porn images of children being sex'. The second post has a drawing of a hand and the text 'Am I ready?'. The third post has a photo of a person and the text 'I feel like I've abused younger children in my family'. The 'Am I ready?' button is highlighted in black.

Slide 10

Youth Advisory Council

How do you refer to:

- A sexual interest in another person?
- Having sex with another person?
- Overstepping boundaries?
- Using protection?





Slide 11

Building Awareness

Social ads are an easy, inexpensive way to privately reach our target audience. Whether in relationships or via CSAM, young people engage in concerning behaviors online. And they use their phones to assess their behavior.

We chose apps that youth said they engaged with **multiple times a day**.





Slide 12

Audience Targeting

Ads target 14-21-year-olds, largely living in the Eastern time zone

Boston area (MA, NH, VT)	Georgia	Texas	Florida
-----------------------------	---------	-------	---------




Slide 13




Slide 14

Outcome: Helpline

- Total of 164 inquiries
- Majority of inquiries (127) were before a sexual offense had been committed
- 36% - self help




Logo:  HowT

Slide 15

Outcomes

164 INQUIRIES	METHODS	AD RESULTS	WEB TRAFFIC
33 survivors	94 emails	Impressions 2M	Visitors 14,000
57 self-help	49 chats	Reach 494,000	Views 17,000
48 HSD	20 texts	Clicks 20,000	Time 1:40
15 bystander	1 call	CTR 1.00%	
11 other		Shares 1,100	
		Spend \$6,500	

Logo:  HowT


Slide 19

“ is it ok to tell my friends about what happened to me(rape) because i feel like they dont even care when i tell them. Since at school they keep touching me not in a bad way but they just dont know boundaries.

weve been dating for a short amount of time, a mutual friend of ours told me in conversation about how my SO is into consent non consent. I do realize that that's just roleplay, but it felt weird to be told that from another party instead of her, and as a rape victim myself learning this made me very uncomfortable. I don't think I should bring it up with her until we get to the stage we're talking about being intimate, but still I don't really know how to tackle this or if I'm just giving the more thought than necessary

I was lying in bed with someone and then he started touching me first from behind then in the front. We did talk about consent or anything but he's 17 and I was 16. I was wondering if anything was illegal? I wouldnt do anything about it in just wondering

Survivor Inquiries




”

Slide 20

What Have We Learned


- If you build it, they will come
- Age and development differences require different content
- Texting not necessary
- Confusion regarding anime, i.e. lolicon, hentai
- Youth will reach out anytime
- Youth are more informed than we think
- Youth are reflective



Slide 21

Barriers and Challenges

Technology/Availability	Content
• Adding text in existing CMS	• Large demographic (14-21)
• Determining phone number	• Language
• Helpline hours/capacity	• Cultural Humility



Slide 22

“

Hello, this is A from the exchange at the start of the year. You may remember me from my situation where I recklessly showed my cousin how to touch himself. I've just turned 18, and with the help of your counsel and my family's support, I've made even more progress and have now made it to a month without using pornographic material. Thank you for being able to give me a more positive perspective despite the things that have happened.

”

Slide 23

Thank you!

jcoleman@stopitnow.org
stopitnow.org
[Whatsok.org](https://www.whatsok.org)
