



DARKNESS TO LIGHT

COMMUNITY BASED PREVENTION

The statistics may startle you. Studies indicate that 1 in 10 children will be sexually abused before their 18th birthday. You may think this can't happen in your community, but in reality, it's highly likely you know someone who has experienced child sexual abuse.

One of the most pragmatic approaches to diminishing child sexual abuse is the education of responsible adults. Imagine a community where adults are actively working together to change the cultural norm from one where child sexual abuse is shrouded in fear and denial to one where every child is better protected and able to have a healthy, happy childhood. Community initiatives can make this dream a reality.



STARTING A COMMUNITY INITIATIVE

Darkness to Light's *Prevent Now!* Workshop teaches individuals and organizations how to implement child sexual abuse prevention initiatives in their communities. The workshop provides tools and best practices to increase awareness, training, and financial support for a sustainable community initiative.

KEY SUCCESS FACTORS

A successful initiative creates increased awareness, sustainable funding, and ongoing education. Although initiatives vary greatly from community to community, success typically includes:

- A lead organization spearheading the prevention initiative.
- A full-time, paid prevention specialist at the lead organization, dedicated to the success of the effort.
- A community coalition of professionals and other committed individuals to “make it happen.”
- Darkness to Light's *Stewards of Children*® training program, combined with a network of facilitators to carry out the training.
- An exciting and inspiring goal that can engage and motivate the community.
- Funding necessary to carry out and sustain the initiative.
- Public awareness programs including media and other special events.

SETTING A GOAL

A goal provides a clear picture of what is to be accomplished; it shows that you are serious and committed



to the initiative and will help engage, motivate, and energize the community. We suggest an initial goal of training 5% of the adult population in a community. This represents a “tipping point,” or the point at which momentum is unstoppable and a cultural shift can occur.

WHO SHOULD BE TRAINED

For the broadest impact, all geographical areas, demographic groups, and community organizations should be given the opportunity to participate in prevention training. General focus will be on 4 core groups:

- Schools (K-12, higher education, public, private)
- Youth serving organizations
- Youth sports organizations
- Faith centers

AVAILABLE TOOLS

Stewards of Children: An evidence-based 2-hour training program for adults, and the primary program used in a community initiative. It can be taken online or in a session led by an authorized facilitator.

Prevent Now! Community Awareness Meeting: A 1.5-hour meeting used to bring community members together to hear about the issue of child sexual abuse and its effects on individuals, communities, and economies. This meeting includes a showing of *Childhood Stories*, a powerful documentary produced by Darkness to Light.

Media: An important component in generating community awareness, media can include paid ads or donated air time for public service announcements. Additional press and social media (Facebook, Twitter, etc.) can also help engage a community towards prevention efforts.

Partner in Prevention: A distinction awarded to organizations that meet standards of protection including policy implementation and child sexual abuse prevention training for all staff and volunteers.

Prevention Month: A month-long community-based effort that uses media, special events, and publicized community training sessions to increase awareness and community participation. For reference, April is both national Sexual Assault Awareness month and National Child Abuse Prevention Month.

COST OF A COMMUNITY INITIATIVE

Costs depend on the community’s defined goal. A sustainable funding strategy draws from multiple sources including individual donors, grants, corporate sponsors, foundation gifts, etc. The *Prevent Now!* Workshop covers strategies on budgeting for your initiative and gaining financial support from the community.

Join the movement to end child sexual abuse! Visit www.D2L.org/Join for more information.

