

August 20, 2013

**Dear Interested Stakeholder:**

The NJ Partnership to Prevent Child Sexual Abuse is pleased to announce that we are accepting applications from local coalitions to add one new site to our Enough Abuse Campaign, to mobilize a new community-wide effort to prevent child sexual abuse in New Jersey.

Child sexual abuse is a pervasive public health problem affecting children, parents, other family members, and neighborhoods throughout your community. In 2009, there were as many as 5,000 incidents of child sexual abuse in New Jersey, or more than 13 cases every day of the year.

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, suffer serious eating disorders, marry an alcoholic or commit suicide. The treatment costs related to law enforcement, substance abuse, mental health, health care and other social services costs state taxpayers up to \$100 million each and every year.

The good news is there is more we can all do to prevent child sexual abuse. In 2011, Prevent Child Abuse New Jersey received a grant from the Ms. Foundation to create a new statewide effort – the NJ Partnership to Prevent Child Sexual Abuse – to develop new strategies and efforts in New Jersey focused on preventing child sexual abuse *before it ever happens*.

During the first phase of our work, we selected three communities to mobilize efforts in their areas to educate thousands of adults about ways to prevent child sexual abuse and to lead policy efforts in their communities focused on prevention. The three existing sites (and lead agencies) are Mercer County, (PEI Kids), Warren/Sussex Counties (Project Self-Sufficiency) and Newark (Wynona's House).

**With new funding from the Community Foundation of New Jersey, we are pleased to be able to add one new site to our statewide effort.**

**Your community can join!** Under this project, the Partnership will select one additional local coalition (community or countywide) in New Jersey which demonstrates they have the leadership, commitment and determination to mobilize a broad effort to prevent child sexual abuse. The selected community will receive a grant of \$4,000, along with an array of free training and technical assistance to guide your work in educating parents, community organizations, health care providers, schools and businesses. The Campaign's approach is based on a model, successfully implemented and evaluated in Massachusetts, the Enough Abuse Campaign. ([www.enoughabuse.org](http://www.enoughabuse.org);)

The training primarily targets educating adults – parents, educators, family members, youth workers, faith-based and business leaders – about the true facts about child sexual abuse and steps every person and organization can take to prevent it. The primary training module, *Enough Abuse: Strategies for Your*

*Family and Community*, consists of 115 slides used by certified Campaign trainers, which are adapted to the audience, level of expertise, and length of time needed.

**What would be expected from your coalition, if you are chosen and what assistance will you receive from the Partnership?**

1. Assistance in fully developing your local coalition to ensure you have the leadership and representation to be effective;
2. Assistance in gathering and analyzing data from your community about child sexual abuse to identify risks, protective factors, and the implications for additional prevention efforts;
3. Assistance in developing an action plan based on the data, in recruiting volunteer trainers and identifying priorities for training and action;
4. The Partnership, through the Enough Abuse Campaign, will conduct a free, two-day training to the selected trainers from your community; they become a key tool for you to spread information and education to organizations throughout your area;
5. Assistance in developing evaluation tools and implementing the evaluation.

**What you need to do to apply:**

Please send a letter of interest (less than 3 pages) **no later than September 30, 2013**, to Prevent Child Abuse New Jersey, The Partnership to Prevent Child Sexual Abuse, 103 Church Street, Suite 210, New Brunswick, NJ 08901. Applications can also be sent via e-mail to: [Mpathirana@preventchildabusej.org](mailto:Mpathirana@preventchildabusej.org)

The letter should describe:

1. The lead agency and why it was chosen to lead your coalition;
2. The members of your coalition and its reach in connecting to important sectors throughout your community or county area;
3. How you plan to manage the initiative;
4. Why you believe this project to be important and why you believe you will be successful.

The criteria to be used by the Partnership to select the chosen communities are:

1. Presence of an organized, culturally diverse collaborative already working on child abuse/sexual abuse, domestic violence, sexual assault or related area;
2. Commitment to ensuring management and oversight of the Campaign and to collaborating with the state-level Partnership and other selected Enough Abuse Campaign sites in the state.
3. A public/private collaboration that includes ***or would be able to expand to include*** and mobilize the following local stakeholders: parents, adult survivors of child sexual abuse, school administrators/teachers/school board members, public health educators/researchers, health care providers, early education and child care providers, local rape crisis professionals, sex offender treatment/management professionals, faith-based institutions, local law enforcement, and others;

4. Community/area/county interest in implementing efforts that are primarily focused on reducing the perpetration of child sexual abuse by focusing on adult and community responsibility for perpetration prevention;

5. Commitment to participating in the evaluation of the prevention and intervention strategies to be implemented;

There is so much more that can be done to prevent child sexual abuse; it's critical that we act now. As the Enough Abuse Campaign emphasizes:

**Enough secrets**  
**Enough shame**  
**Enough hurt**  
**Enough confusion**  
**Enough denial**  
**Enough abuse**

If you have questions about the application process or the NJ State Partnership, please contact Mihiri Pathirana at [mpathirana@preventchildabusej.org](mailto:mpathirana@preventchildabusej.org) or (732) 246-8060, ext. 108. Thank you and we look forward to hearing from you.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rush L. Russell".

Rush L. Russell  
Executive Director  
Prevent Child Abuse – New Jersey