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Prevent Child Abuse-New Jersey Announces Three Sites For Innovative Program to Prevent Child Sexual Abuse

NEW BRUNSWICK, NJ – Prevent Child Abuse-New Jersey (PCA-NJ) and the NJ Partnership to Prevent Child Sexual Abuse today announced the selection of three communities to take part in a groundbreaking effort to end child sexual abuse in partnership with Prevent Child Abuse America and the Enough Abuse Campaign, originally pioneered by the Massachusetts Child Sexual Abuse Prevention Partnership.

Project Self-Sufficiency (Warren and Sussex Counties), PEI Kids (Mercer County) and Wynona's House (Newark) were chosen as the first organizations in New Jersey to replicate the Enough Abuse Campaign throughout their communities.

The initiative's goal is to educate every adult in the community about the true nature and scope of the epidemic and give them the tools and knowledge they need to better protect children. Studies continue to show that many parents believe the major risk of child sexual abuse involves "stranger danger", when in reality, up to 90% of all cases are committed by someone known and trusted by the victim and family.

PCA-NJ will provide free training on the campaign's curriculum, which will enable these local organizations to mobilize their own hyper-local initiatives in a way that can be adapted for their respective community's needs.

"Child sexual abuse is a serious public health problem in New Jersey and causes devastating harm to victims. We congratulate these three communities for their courage and commitment to taking action now to prevent any child from being sexually abused and we look forward to expanding the network of committed communities statewide," said Rush Russell, Executive Director of PCA-NJ.

This August, PCA-NJ released "Strengthening Efforts to Prevent Child Sexual Abuse in New Jersey", a thirteen-page policy paper that analyzes current efforts underway in New Jersey and provides a set of recommendations about opportunities to advance prevention efforts throughout the State.

With funding support from the Ms. Foundation for Women and Prevent Child Abuse America, PCA-NJ has established the NJ Partnership to Prevent Child Sexual Abuse. The Partnership brings together experts from every sector and region of the State who share a commitment to preventing child sexual abuse before it ever happens. The Partnership is currently working on a new strategic plan for the State to strengthen efforts to prevent child sexual abuse and will also help oversee the local community projects as they begin their work.



ABOUT PREVENT CHILD ABUSE-NEW JERSEY

Prevent Child Abuse-New Jersey, incorporated in 1979 as the state chapter of Prevent Child Abuse America, works in all twenty-one counties of the state to eliminate child abuse and neglect in all of its forms for all of New Jersey's children. All of the organization's work is research-based and built around nationally-recognized models. The nonprofit coordinates a full spectrum of family support programs including home visitation services, parent education groups, initiatives that promote parental involvement in a child's education, and programs for highly vulnerable families. To learn more or to make a donation toward eliminating child abuse, visit us online at www.preventchildabusenj.org or call 1-800-CHILDREN.

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