



2005 Advertising Campaign Community Commentary

“Sexual abuse of children is so common that by the time someone reaches young adulthood in Minnesota, one in five will have experienced forced or attempted forced sexual contact — often with devastating health effects. Like AIDS, cancer, and other public health problems that may have made us uncomfortable in the past, sexual violence is a problem that we need to bring into the open, in order to effectively prevent it. We need to stop being simply scared, and deal with the fact that some Minnesotans need help to keep them from sexually harming others. It’s our responsibility to help these people, for their own health and the health of our children.”

— **Carol Woolverton, Assistant Commissioner, Minnesota Department of Health**

“This ad campaign shows that the people who sexually abuse children are not just the ‘worst of the worst.’ They can be in your family and they can live next door. Too often the general public thinks that everyone who has sexually abused a child gets caught and is dealt with through the criminal justice system. But, as survivors, we know it usually doesn’t happen that way. This campaign will be hard for adult survivors but it is so important that we, as a community, break the silence about the sexual abuse of children and call on those who have sexually abused a child to come forward, take responsibility, and get help.”

— **Scott Trobec, Treasurer, Survivors Network Minnesota**

“As someone who has been working to prevent child sexual exploitation for nearly three decades I believe Stop It Now! Minnesota has developed a creative new campaign that speaks to potential perpetrators and attempts to cut through their denial and excuses. The campaign will also educate the general public and help all of us remember that preventing sexual exploitation of children involves much more than educating children to protect themselves.”

— **Cordelia Anderson (Prevention Trainer, Consultant, Advocate)**

“The Minnesota Coalition Against Sexual Assault supports the need for offenders to seek help before they harm a child. Child sexual abuse thrives in secrecy. Secrets are the tools offenders use to keep child victims quiet, hidden, in the dark. This media campaign will attempt to shed light on the issue of child sexual abuse so that those responsible for the abuse will take personal responsibility for their actions and seek help. We understand the potential of this campaign to raise strong feelings and emotions, but we believe that it is a start to what will hopefully be a larger community dialogue.”

— **Carla Ferrucci, Executive Director, Minnesota Coalition Against Sexual Assault**

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“There is confusion in our society about who sexually abuses children. It is easier to think that it is strangers and monsters rather than people who may live in our homes or our neighborhood, work in our schools, or are part of our faith community. While we may know someone very well, we may not know about their sexual activities toward children. With this campaign, Stop It Now! Minnesota is making it clear who may abuse a child and that we as a society can prevent the sexual abuse of children. Adults who may be having sexual thoughts or feelings toward children can change their behavior by getting the help and support they need.”

— **Connie Skillingstad, Executive Director, Prevent Child Abuse Minnesota**

“There is a lack of knowledge amongst the general public about the availability and success rate of treatment for sexual behavior problems. If we want to prevent children from being harmed, adults need to know that there is help available and that treatment can be beneficial. This ad campaign gives a clear message of ‘hope’ and ‘help’ to adults who are concerned about their own sexual behaviors towards children.”

— **Michael H. Miner, Ph.D., L.P., Associate Professor, University of Minnesota’s Program in Human Sexuality**

“Jacob Wetterling Foundation shares Stop It Now! Minnesota’s vision of a world safe for children — a world in which adults take responsibility for protecting children from sexual harm. This campaign is a vital first step in engaging and empowering individuals harming children or contemplating harm to step forward to receive help so that children are spared from victimization.”

— **Nancy Sabin, Executive Director, Jacob Wetterling Foundation**

“The Minnesota County Attorneys Association has been an active participant and a strong supporter of the Stop It Now! Minnesota campaign. Our County Attorneys look forward to the day when child sexual abuse is eliminated and view the Campaign as one tool to achieve that end.”

— **John Kingrey, Executive Director, Minnesota County Attorney’s Association**