



Media Contact: Laura Sonderup
Hispanidad
303.239.5235
lsonderup@heinrich.com

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CHILD SEXUAL ABUSE IS FOCUS OF NEW PUBLIC AWARENESS CAMPAIGN LAUNCHING TODAY IN DENVER

Community Outreach Program Offers Children and Families Resources to Get Help

DENVER – October 5, 2011 – A new public awareness campaign debuts today in the Denver area that educates the community on child sexual abuse and its prevention. This campaign is a partnership between INOBTR (“I Know Better”) and Denver Children’s Advocacy Center (DCAC). This campaign has been funded through a cooperative agreement from the U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention (OJJDP). DCAC serves children who have been sexually abused, neglected, or traumatized by witnessing violence and is one of 14 child advocacy centers in Colorado providing family-supportive services for abused children.

This Child Sexual Abuse Prevention campaign has been directed by INOBTR (“I Know Better”), a non-profit organization that educates about safety through public awareness in a proactive effort to keep kids safe. INOBTR has worked closely with local Hispanic advertising agency, Hispanidad, on the creative development of this bilingual campaign. The public awareness campaign (PSA) officially launches today in Denver and will run through the end of the year.

“INOBT is excited to launch this child sexual abuse campaign,” said INOBTR Communications Director Kelly McMahon. “Our goal was to deliver a simple and impactful message that demonstrates how pervasive child sexual abuse is in the community, how to prevent its occurrence and where to report suspected abuse. The Denver community is fortunate to have the Denver Children’s Advocacy Center for families and children to turn to as a resource. With this campaign, the message is clear that each of us is responsible for the safety of children in our homes, schools and community.”

This multilingual campaign is featured in English and Spanish. Out-of-home and broadcast media play an integral role in raising awareness amongst families in general, but specifically among those who may be facing trouble. Key PSA/ad elements include:

- Billboards
- Movie theater advertising
- Radio spots
- Community materials and resources (flyers, posters, etc.)

“The Office of Juvenile Justice and Delinquency Prevention is pleased to support such an important initiative that illustrates the impact of child sexual abuse on children and their families,” said Jeff Slowikowski, Acting Administrator, Office of Juvenile Justice and Delinquency Prevention, U.S. Department of Justice. “Our office strives every day to protect children and families through our programming and resources. This campaign is a great example of coordinated prevention and intervention services for children and their families.”



Denver Children's
Advocacy Center
Prevent Abuse • Strengthen Families • Restore Childhood



Child Advocacy Centers

A children's advocacy center (CAC) is a child-focused, facility-based program in which representatives from many disciplines, including law enforcement, child protection, prosecution, mental health, medical and victim advocacy, child advocacy, work together to conduct interviews and make team decisions about investigation, treatment, management and prosecution of child abuse cases. Currently there are more than 700 child advocacy centers in the United States. For more information about CACs, please go to the National Children's Alliance website at www.nationalchildrensalliance.org.

Campaign

The Denver campaign is one of six public awareness initiatives addressing child and youth safety issues. This project is a part of the Project Youth Safety initiative — a comprehensive multimedia, multicultural overarching youth safety awareness initiative. INOBTR is currently working on upcoming Project Youth Safety campaigns to create issue awareness with today's children and youth including topics such as child abuse, domestic violence, cell phone safety as well as teen dating violence. The child sexual abuse campaign is the third to launch of the six campaigns. Additional information on this project is available at www.projectyouthsafety.org.

Project Partners

The Office of Juvenile Justice and Delinquency Prevention (OJJDP) provides national leadership, coordination, and resources to prevent and respond to juvenile delinquency and victimization. OJJDP supports states and communities in their efforts to develop and implement effective and coordinated prevention and intervention programs and to improve the juvenile justice system so that it protects public safety, holds offenders accountable, and provides treatment and rehabilitative services tailored to the needs of juveniles and their families. Learn more about OJJDP's programs and resources at www.ojjdp.gov.

Denver Children's Advocacy Center provides a continuum of care for traumatized children and their families. DCAC serves children ages 1-17 who have been sexually abused, neglected, or traumatized by witnessing violence. DCAC has built a reputation for working successfully with at-risk families and treating complex cases of child trauma. The children referred to DCAC have typically endured terrible abuse and the Center's mission is to "restore childhood" for these young victims through careful assessment, in-depth treatment and intensive family support. Additional information on DCAC's services and programs can be found at <http://www.denvercac.org/>.

INOBTRO ("I Know Better") is a non-profit organization that educates broadly through public awareness in an effort to keep kids safe. The organization is best known for its training and community outreach programs on Internet Safety outreach. INOBTR is uniquely skilled in marketing, special events and communications. The organization's most recent campaign, entitled "Decisions," targeted potential online child predators and was part of the U.S. Department of Justice Office of Juvenile Justice and Delinquency Prevention's Project Safe Childhood national campaign in 2008. INOBTR can be found online at www.INOBTR.org.

For more information on Project Youth Safety and the Denver Child Sexual Abuse campaign, please contact Kelly McMahon at 314.721.9004 ext 335 or via email at kelly@INOBTROrg.

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