

# TRIENNium IMPACT REPORT

2023-2025



Stop It **Now!**<sup>®</sup>

**WHATSOK**



**“Child sexual abuse is not inevitable,  
it is preventable.”**



STOPITNOW.ORG  
WHATSOK.ORG

@STOPITNOW  
@WHATSOKOFFICIAL

# ACKNOWLEDGEMENTS

For more than 40 years, Stop It Now! has carried a simple but powerful message: “Child sexual abuse is not inevitable, It is preventable.” This belief has guided our work from the beginning and continues to shape how we approach every conversation, program, and partnership. It reflects our commitment to hope and to a prevention model grounded in the belief that change is possible.

**The impact reflected throughout this report is the result of countless individuals and organizations who share our belief that child sexual abuse is preventable.**

We are deeply grateful to everyone who has contributed to this work over the past three years.

To the staff of Stop It Now!—thank you. From our administrative and communications staff, who keep our organization strong and help our message reach millions, to our Helpline consultants, who provide life-changing support while developing resources, leading trainings, and advancing prevention, our small but mighty team continually exceeds expectations. Your compassion, expertise, and dedication make this work possible every day.

We are grateful to our extraordinary consultants and partners, especially Josephine Lauren of Incest AWARE, whose work has dramatically expanded our digital reach, and Joan Tabachnick, whose mentorship, wisdom, and steadfast advocacy continue to strengthen both Stop It Now! and the prevention field.

We also thank the Center for Violence Prevention Research for ensuring our work remains grounded in evidence and strengthened through collaborative research.

Our heartfelt thanks go to our funders and partners, including the World Childhood Foundation, Focus for Health, The Children's Trust of Massachusetts, The Moore Center for the Prevention of Child Sexual Abuse, NCMEC, and the many organizations that continue to collaborate with us to advance prevention through innovation, research, and shared learning.

To our donors—from family foundations to monthly supporters and individual contributors—thank you for believing in prevention.

**Many of you give because this issue has touched your own lives, transforming personal experiences into hope and protection for future generations.**

Most importantly, we thank every person who has visited our websites, contacted our Helplines, attended a training, or had the courage to ask difficult questions.

**Every conversation is an act of prevention, and every step you take helps create safer futures for children.**

Finally, our deepest gratitude goes to Klingberg Family Centers, Inc. Their unwavering partnership, advocacy, and support provide the foundation that allows Stop It Now! to grow, innovate, and continue leading this vital work.

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**Together, we make prevention possible.**

# REFLECTIONS ON PREVENTION

Fifteen years ago, I was introduced to Stop It Now!, and it changed the course of my career—and the way I understood child sexual abuse prevention. Through professional experiences and disclosures from loved ones, I understood the profound harm child sexual abuse causes.

**Despite all that, no one had ever talked to me about preventing it before it happened, especially by supporting children, teens, and adults who may be at risk of causing harm before they do so.**

Discovering Stop It Now! was an awakening. Here was an organization built on the belief that prevention is possible—that through honest conversations, practical guidance, early intervention, and community responsibility, we can protect children before they are harmed. That message of hope has kept me here for the past 15 years and continues to inspire me as Director.

What makes Stop It Now! unique is our belief that everyone has a role in prevention. We create opportunities for people to ask difficult questions without fear or shame, recognize concerns early, seek help when they need it, and work together to build safe, healthy environments where children can thrive. I am especially proud that we approach every interaction with dignity and humanity. That philosophy has always set Stop It Now! apart.

**The past three years have been a period of remarkable growth and impact.**

We have reached more adults and youth than ever before through our Helplines, expanded our online resources and trainings, strengthened partnerships, and continued to build the evidence base for effective prevention. Behind every statistic is a person who chose courage over silence, prevention over crisis, and hope over fear.

**I remain humbled by the courage of those who reach out to us—often at incredibly vulnerable moments—to ask difficult questions, seek guidance, and take responsibility for creating safer futures.**

I am equally grateful for the extraordinary Stop It Now! team whose expertise, compassion, creativity, and unwavering commitment make this work possible every day. Together with our partners, researchers, donors, and supporters, we demonstrate that child sexual abuse is not inevitable—and that prevention is possible.

Thank you for being part of this journey. Every conversation started, every partnership formed, every person empowered, and every child better protected brings us one step closer to the safe and healthy future all children deserve.

**WITH  
GRATITUDE,**  
**Jenny Coleman,**  
MA, LMHC  
Director of  
Stop It Now!



# INSIGHTS & IMPACTS

At every stage, Stop It Now! has remained committed to sharing what we learn. Our goal is not only to improve our own programs, but to contribute to the broader field through transparency, publication, and dissemination of findings that advance prevention practice. This is just a small sample of what we have learned from our partners in their comprehensive evaluation of this work:

## PEOPLE NEED A SAFE PLACE TO CALL

In the last three years more than half (61%) of our contacts are people who are calling because of a concern about their thoughts or behaviors. THIS is why "Stop It Now!" was started and why we work diligently to sustain our vital mission.

## PEOPLE CALL BEFORE ANY HARM

More than half (60%) reached out BEFORE any harm occurred. When individuals seek help for troubling sexual thoughts or behaviors, they protect children, relieve survivors of the burden of breaking the cycle of harm, and lift the weight of vigilance from families and communities.

## CALLING IS JUST THE FIRST STEP

89% of callers said they felt more prepared to take action. Seeking help empowers individuals to put new insights into practice—allowing them to shift harmful behaviors, support their families, and cultivate safer environments within their organizations.

## YOUTH ARE EAGER FOR INFORMATION

Now! was the first to create a program specifically for youth to talk about their own concerning sexual thoughts, feelings, and behaviors. Since its launch, millions of teens and young adults have contacted the WhatsOK Helpline. The program has proved so successful that its impact has scaled globally, inspiring replication across the world.

**Our programs are built on a fundamental truth: prevention is possible when we create safe, accessible ways for people to reach out for help. Rooted in accountability, our work honors the consistent feedback we receive—that individuals genuinely want clear, practical guidance on how to move forward.**

# OUR PROGRAMS

We know that creating safer environments for children requires more than information alone. It means helping people feel confident and prepared to ask difficult questions, start conversations, educate others, set healthy boundaries, and speak up when they have concerns. These everyday actions are among the strongest protective factors we can build to prevent child sexual abuse before harm occurs.

## PROGRAM OFFERINGS



**YOUTH & ADULT  
HELPLINES**



**VIRTUAL & LIVE  
TRAINING**



**WEBSITE &  
RESOURCES**



**EDUCATION &  
CONSULTING**

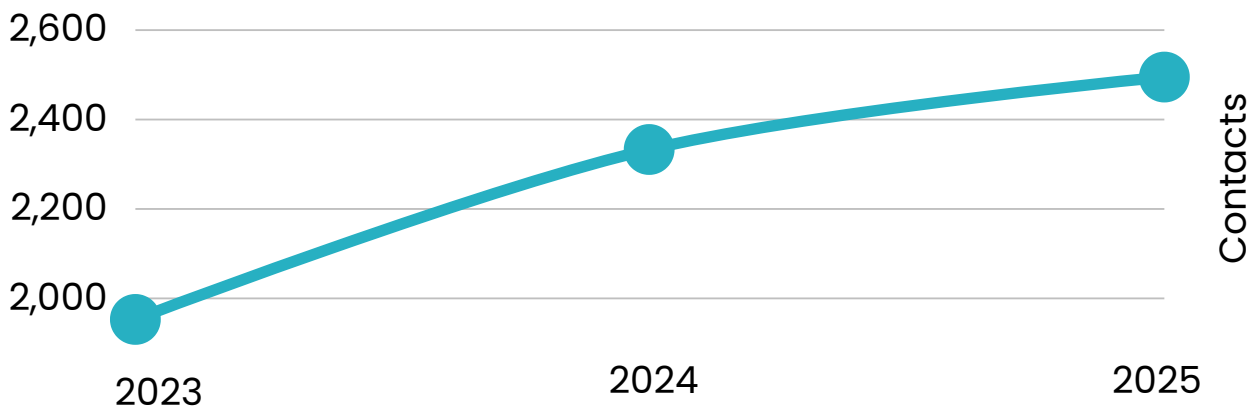
**All of our programs meet people where they are: often in moments of uncertainty, fear, isolation, or crisis.**

Since 1992, we have continued to create multiple ways to connect, reduce barriers to help-seeking, and reach individuals who may never access traditional systems of support. This work also provides a rare and important opportunity to hear directly from those most impacted—in real time and in their own words. Thousands of conversations with caregivers, youth, professionals, family members, and individuals concerned about their own thoughts or behaviors help inform research, strengthen prevention strategies, guide public education efforts, and most importantly, shape more responsive approaches to keeping children safe.

# SUCCESS OF OUR PROGRAMS

Behind every number is a person looking for guidance, support, or a path forward—and every interaction represents an opportunity to prevent harm, strengthen protective relationships, and create safer environments for children and youth. During this period, demand for our Helpline services continued to grow dramatically. In just the past three years, our programs achieved the following:

## HELPLINE HIGHLIGHTS



**6,781** INDIVIDUALS REACHED  
THROUGH BOTH HELPLINES

**+25%**  
**HELPLINE INQUIRES**

Increase in Helpline inquiries and connections across both Stop It Now! and WhatsOK.

**+50%**  
**WEBSITE VISITS**

Increase in website users from the beginning of 2023 to the end of the 2025 year.

Perhaps most significantly, our Helplines are often the very first place people turn outside of their family when they need help. This reflects one of our core goals: reducing barriers to help-seeking before a crisis escalates or a child is harmed.

# WHO WE SERVE

While we regularly hear from caregivers, professionals, bystanders, and survivors, our primary audience has always been adults and adolescents concerned about their own thoughts, feelings, or behaviors that could place a child at risk.

Reaching those who fear they could harm a child is perpetration prevention in action. We are supporting people before they harm, before a child needs to report, and before a family and community are disrupted. Importantly, although our mission is rooted in primary prevention, the majority of those who have contacted our Helplines are seeking support at the secondary prevention stage—when there are early warning signs or serious concerns about harmful behaviors. In the past three years:

## 65% FIRST TIME HELP-SEEKING

Nearly two-thirds of those who contact us are reaching out for help for the very first time—demonstrating the critical role our services play as an entry point into the prevention system.

## 60% EARLY OUTREACH BEFORE HARM

The majority of contacts come from individuals seeking guidance before any abuse has occurred—showing that people are willing to act early when a safe, confidential resource exists, while placing the burden of prevention where it belongs.

## 61% SEEKING HELP FOR THEMSELVES

Most people reaching out are doing so about their own thoughts, feelings, or behaviors—a powerful indicator of personal accountability and the desire to change.

"Thank you for your service. Having someone to honestly vent to takes a load off of my soul, and makes me feel like I can actually get this thing under control. "

~ A USER SEEKING HELP TO STOP WATCHING CSAM

# HELPLINE CONCERNS

The questions people bring to our helpline reveal the themes at the heart of prevention work. Across hundreds of contacts, three areas emerge most frequently: concerns about pornography use, unwanted sexual thoughts or attractions involving children, and problematic online sexual behaviors. Below are voices from real helpline users.

## PORNOGRAPHY USE

Compulsive or early-onset pornography consumption, often beginning in adolescence, with users seeking help to regain control over their online behaviors.

## SEXUAL THOUGHTS INVOLVING CHILDREN

Individuals experiencing unwanted sexual thoughts or attractions toward minors, reaching out in distress and seeking guidance before any harm occurs.

## PROBLEMATIC ONLINE SEXUAL BEHAVIORS

Concerns about escalating online behaviors including viewing illegal material, with users asking how to stop and where to find specialized support.

## HELPLINE VOICES

- “ When I was 16 I stumbled across CSAM (Child Sexual Abuse Material). I just want to know if I’m broken and if this mistake will forever mean im a bad person?
- “ I have been watching porn for 3 years now. I can't live without it. I’m worried my sexual behaviors will end up getting me into serious problems.
- “ Please, help me. I've been struggling with a porn addiction since I was about 10 and it's recently grown into viewing CSAM. I am disgusted with myself.”
- “ I have been dealing with a lot of really bad sexual urges and thoughts. I can’t control them. I want to stop, but I just can’t.

# HELPLINE VOICES

Sam reached out to the helpline in deep distress, terrified of even an occasional sexual thought toward his teenage daughter. Overwhelmed with shame and fear, he told us that he had never talked about his own sexual abuse or about these thoughts and was desperate for help to make sure he never harmed her, “I would rather disappear or die than have my daughter go through what I did as teen.” Like many people who contact the helpline, these are complex situations. Sam struggled with intense self-hatred, confusion about why he was experiencing these fleeting thoughts, and fear that reaching out would mean being judged or seen only as a monster or less of a man if he told someone that he was sexually abused as a child.

The Helpline consultant responded with compassion and accountability, focusing immediately on safety planning and identifying any situation where Sam felt at risk, while keeping his daughter’s safety at the center of every interaction. Sam was connected with specialized therapeutic and survivor support information, as well as suicide prevention resources. The consultant helped Sam name the people in his life who he could talk with to help keep him and his daughter safe.

## POSTIVE OUTCOMES

### Professional Engagement

Sam attended external intensive counseling to address intrusive thoughts and unresolved trauma.

### Disclosed to Family

Sam opened honest communication with his therapist and, with support, disclosed his struggles to his wife.

### Strengthened Safeguards

Sam strengthened safeguards within the home to ensure his daughter’s ongoing safety.

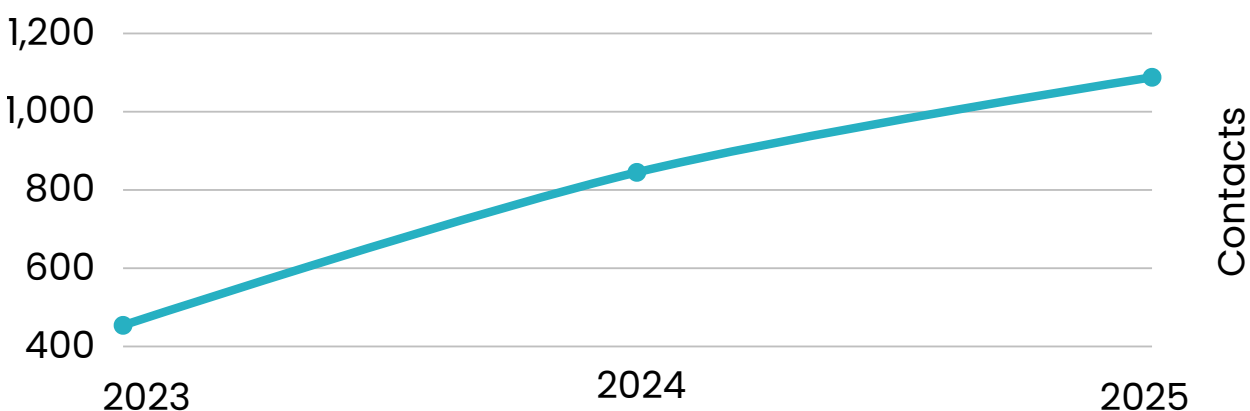
### Sustained Effort

Sam committed to lifelong treatment and accountability, recognizing both are essential to protecting his family.

# INNOVATION: WHATSOK

Stop It Now! created the first youth-focused sexual abuse perpetration prevention Helpline in the world. WhatsOK was developed in direct response to the increasing number of calls from teens and young adults looking for a safe space to ask about sexual thoughts, feelings, and behaviors. The Helpline meets young people where they are—with honesty, empathy, and accurate information—helping reduce confusion, shame, and risk before harm occurs.

## 214% INCREASE IN CONTACTS



**2,387**  
**INDIVIDUALS**  
**REACHED**

This strong increase in people reaching out over the past three years shows that our new approach to youth is working. By far, the largest group reaching out for help are young people asking—mostly asking cyber-related questions—about themselves.

## WHATSOK FUNDING PARTNERS

Stop It Now! could not have created this innovative program without critical funding partners. With backing from the World Childhood Foundation and additional support from Focus for Health and The Children's Trust of Massachusetts, Stop It Now! launched and sustains WhatsOK. In just the last three years, WhatsOK has expanded and been duplicated by a growing number of countries from the UK to Australia.

# INNOVATION: WHATSOK

## 2025 Top Youth Questions The WhatsOK Helpline

- “ I looked at CSAM when I was younger, does that make me a pedophile?
- “ I feel sexually attracted to a younger child, am I a bad person?
- “ I started watching porn at a young age and now I feel addicted, how can I control my behaviors online?
- “ Is it okay for me to have a sexual fetish?
- “ I know it's wrong for me to look at CSAM, but I feel like I can't stop. What can I do?
- “ I masturbate a couple of times a day, is that too much?
- “ I had a sexual thought about someone a few years younger than me, does that mean I'm a pedophile?
- “ I did something with my younger sibling when we were kids. Do I deserve to be arrested?
- “ I watch hentai/lolicon, but I don't think I'm attracted to kids. Is that okay?

# INNOVATION: WHATSOK

## 2025 Top Visited Blogs The WhatsOK Website

- “ Is it considered incest that my brother and I used to touch each other when we were younger?
- “ Is it okay to masturbate while my roommate is sleeping?
- “ Am I gay because I was sexually abused?
- “ I can't stop watching CSAM (child sexual abuse material)! What is wrong with me?
- “ I can't stop feeling guilty about something I did with my brother when we were little.
- “ I just found out there's a sex offender living next door — is that allowed?
- “ How will I know when my boundaries are crossed?
- “ Am I a monster?
- “ What are the warning signs that my sexual behavior may be harmful?

# TRAINING & EDUCATION

Preventing child sexual abuse requires more than educating individuals—it requires a shift in the child's environment that makes it safer by equipping organizations and communities with the knowledge, skills, and confidence to create safer environments and respond to unsafe situations with care.

**Stop It Now!'s training efforts translated more than 30 years of prevention expertise into practical, evidence-informed strategies that adults could apply in everyday settings.**

Over the past three years, Stop It Now!'s signature Circles of Safety program trained professionals from more than 50 youth-serving organizations, including community-based parenting programs, Children's Advocacy Centers, youth athletics, early childhood education, and community mental health agencies, as well as participants outside the United States seeking to strengthen prevention in their own communities.

As a result, hundreds of foster parents, young and/or single parents, educators, staff, volunteers, and, other community professionals were equipped with tools to embed prevention into daily practice. Across settings, prevention best practices were increasingly integrated into safety planning, organizational culture, and service delivery.

**Our Train-the-Trainer model extended our impact by preparing participants to bring these foundational prevention skills back into their own organizations and communities.**

Stop It Now! also shared its expertise widely through professional conferences and convenings, most often reaching practitioners and leaders across the field. Presentations included the National Center on Sexual Behavior of Youth Annual Conference in Oklahoma, the Boy Scouts of America Youth Protection Summit, and the National Children's Advocacy Center Symposium in Alabama.

**"I would very much like to find the right kind of professional support, ideally something that could also help my wife and me navigate this together. I want to approach this responsibly, honestly, and with the well-being and safety of everyone involved as the absolute priority. Thank you again for treating me with such humanity and for giving me some perspective and concrete possibilities for what I can do next. I am very grateful."**

**~ FROM A PERSON ATTRACTED TO CHILDREN**

# TRAINING & EDUCATION

Our training and education opportunities are critical for disseminating insights from our Helpline, evaluation activities, and partnerships—ensuring that real-world learning informs broader practice and strengthens prevention approaches nationally and internationally.

## ADVANCING THOUGHT LEADERSHIP

Stop It Now! has helped shape many of the ideas that are now foundational to the prevention field—recognizing perpetration prevention as an essential strategy, promoting prevention as the responsibility of adults and communities, and leading every conversation with hope rather than fear or blame.

## SCALING ONLINE TRAINING LIBRARY

In parallel, Stop It Now! continued to expand access to education through the development of an online training library, which will provide self-paced courses and resources to make prevention education more widely available to individuals and organizations wherever they are located.

## GROWING PREVENTION NETWORK

Together, these efforts reflected a growing network of informed adults and organizations committed to preventing child sexual abuse before it occurs by advocating for a significant shift that expands traditional victimization prevention to also include stopping perpetration of sexual violence before any child is harmed.

## PARTICIPANT TAKEAWAYS

- “ Make sure I am watching cues from children, listening closely to what they are saying, and speak up for them because they can’t always do that for themselves.
- “ Never be embarrassed to ask or talk to an adult you trust. It’s never too late to say something is not right.
- “ Determine how to teach the younger kids about consent.
- “ Make sure there are safety boundaries.
- “ Be a good listener.

# OUR PROGRESS IS SHARED

Our partnerships expand our reach, challenge our thinking, and ensure that Stop It Now! remains at the forefront of child sexual abuse prevention. The groundbreaking work over the last 30 years would not have been possible without the support and opportunities offered through our partners. Here's a quick view of what we accomplished together:

**DIRECTOR RECEIVED  
A DISTINGUISHED  
SERVICE AWARD**

**WHATSOK CHOSEN AS  
A PROMISING GLOBAL  
PREVENTION PROGRAM**

**NOW! GARNERED  
\$1M IN FEDERAL  
EARMARK FUNDING**

**TOGETHER, WE ARE BUILDING A STRONGER,  
MORE CONNECTED PREVENTION MOVEMENT:  
ONE THAT RECOGNIZES PREVENTING  
CHILD SEXUAL ABUSE IS NOT INEVITABLE.**



At Stop It Now!, we know that lasting change happens through collaboration. As a small organization with a national and international reach, our ability to influence policy, practice, research, and public awareness is strengthened through meaningful partnerships with organizations that share our commitment to preventing child sexual abuse before it occurs.

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# PARTNERSHIPS

## LEADERSHIP ROLES

### **NATIONAL COALITION TO PREVENT CHILD SEXUAL ABUSE**

Founding member

### **NATIONAL HOTLINE CONSORTIUM**

Collaborative leadership for crisis service providers

### **ASSOCIATION FOR THE TREATMENT AND PREVENTION OF SEXUAL ABUSE (ATSA)**

Active organizational member contributing to national standards and practice guidelines

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## FORMAL COLLABORATIONS

### **CENTER FOR VIOLENCE PREVENTION RESEARCH**

Multi-year CDC-funded partner

### **MOORE CENTER FOR THE PREVENTION OF CHILD SEXUAL ABUSE**

Global perpetration prevention research collaboration

### **NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN (NCMEC)**

Coordinated service and referral partnership

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## INTERNATIONAL NETWORK CONNECTIONS

### **GLOBAL STOP IT NOW! PROGRAMS**

Sister organizations in the UK, Netherlands, and other countries sharing prevention models and resources

### **CHILD HELPLINE INTERNATIONAL**

Worldwide network connecting helpline services across borders

# RESEARCH & EVALUATION

Research and evaluation is essential to our mission—keeping children safe by preventing the perpetration of child sexual abuse.

With limited resources, Stop It Now! has intentionally invested in rigorous study and continuous learning, while our partners have helped ensure we maintain the highest caliber of program quality and accountability.

This investment helps us learn what is working and be able to share these insights to extend our capacity across the USA and around the world.

The Center for Violence Prevention Research (The Center) has been an essential partner in all of our evaluation efforts. The Center has also played a unique and essential role in helping to secure additional federal funding.

WhatsOK has continued under CDC support as evaluation has expanded. The Center's leadership has administered rigorous analysis of program outcomes and supported the translation of findings into actionable insights for the field. The studies listed below published between 2023–2025.

## HELPLINE EVALUATION STUDY

Early Findings of Helpline Inquiries From Youth and Young Adults  
With Concerns About Their Sexual Thoughts, Behaviors, and Experiences

## SOCIAL MEDIA IMPACT STUDY

Reaching Youth Who Have Questions About Their Sexual Behaviors Through a Social  
Media Marketing Campaign: A Case Study and Cost-Outcome Evaluation

## COMMUNITY PREVENTION RESEARCH

Development and Implementation of a Preventive Intervention for Youth with  
Concerns About Their Sexual Thoughts and Behaviors: A Practitioner Narrative

## ONLINE RECRUITMENT STUDY

Online Recruitment of Young People for Research  
on Problematic Sexual Behavior

# INVESTMENTS IN PREVENTION

As a small national nonprofit, Stop It Now! has always done a remarkable amount with limited resources. For many people, talking about preventing child sexual abuse is incredibly difficult. This work is often even more difficult to fund. However, we continue to see the importance in the hundreds of thousands of people each year who reach out to us through our Helpline, websites, training programs, and prevention initiatives.

**The hard reality is that our impact is only possible through the support of our funders, donors, and partners.**

We are deeply grateful for the steadfast support of our parent organization, Klingberg Family Centers. Beyond grant administration and operational support, Klingberg has consistently invested in our mission and provided critical organizational backing that strengthens our ability to serve individuals, families, and communities across the country. We also thank the World Childhood Foundation, Focus for Health, The Children's Trust of Massachusetts, as well as numerous family foundations and individual donors whose investments have sustained and expanded our prevention efforts.

Despite ongoing challenges in the prevention funding landscape, we remain committed to directing the majority of our resources toward programs and services that help prevent child sexual abuse before any child is harmed. Additionally, we have continued to ensure that our programs are making a difference to families and communities through research partnerships and CDC-supported evaluation efforts.

**We are proud that over 90% of our expenditures are allocated toward direct service delivery and prevention activities.**

This includes operating our Helpline, maintaining and expanding our website and online resources, as well as promoting prevention strategies and tools that help individuals and communities keep children safer.

Revenue generated through our Circles of Safety trainings has grown significantly over the past three years, building a strong and sustainable training portfolio that both expands the reach of prevention education and provides additional support for our mission.

**Every dollar invested in Stop It Now! helps extend the reach of prevention. Every member of our small team contributes to our global legacy. We are grateful to the supporters who make this work possible.**

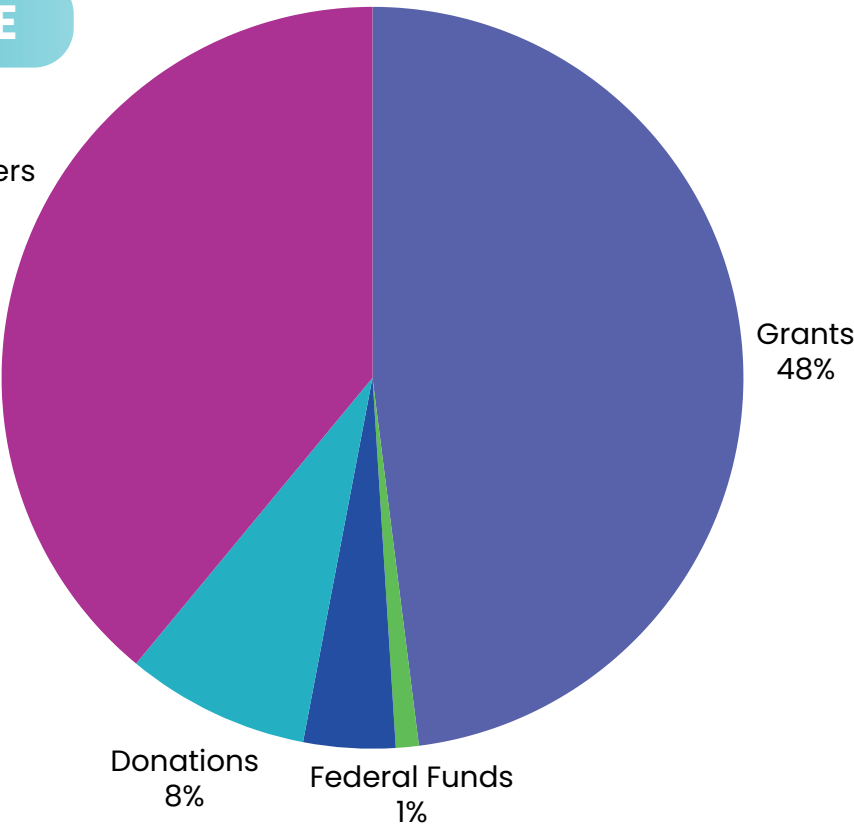
# OUR FINANCIALS

- Grants
- Federal Funds
- Training & Revenue
- Donations
- Klingberg Family Centers

## OUR REVENUE

### 2025 GRAPH

Klingberg Family Centers  
39%



2023

Grants

\$102,100

Federal Funds

\$36,275

Training & Revenue

\$8,562

Donations

\$88,154

Klingberg Family Centers

\$229,142

**TOTAL REVENUE**

**\$464,233**

2024

Grants

\$148,294

Federal Funds

\$9,888

Training & Revenue

\$23,378

Donations

\$87,165

Klingberg Family Centers

\$336,638

**TOTAL REVENUE**

**\$605,363**

2025

Grants

\$309,067

Federal Funds

\$2,500

Training & Revenue

\$25,914

Donations

\$54,141

Klingberg Family Centers

\$248,112

**TOTAL REVENUE**

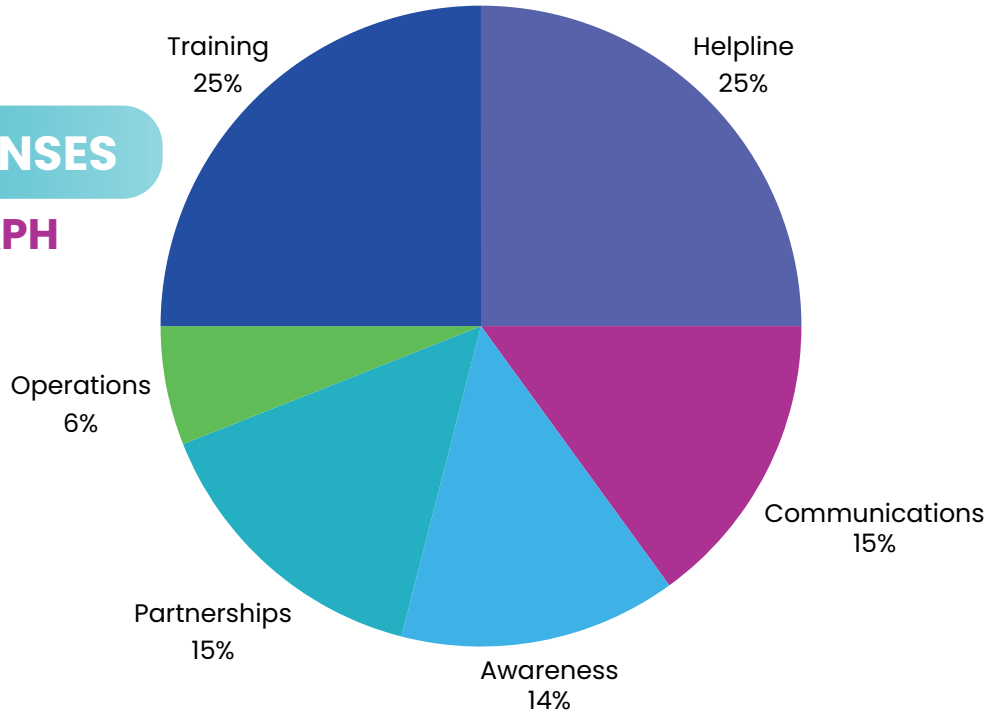
**\$639,734**

# OUR FINANCIALS

● Helpline ● Communications ● Awareness ● Partnerships  
● Operations ● Training

## OUR EXPENSES

### 2025 GRAPH



#### 2023

Helplines  
\$120,701

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Marketing & Comms  
\$83,562

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Public Awareness  
\$74,277

---

Advocacy & Partnerships  
\$64,993

---

Operations  
\$27,854

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Training  
\$92,847

#### TOTAL EXPENSES

**\$464,234**

#### 2024

Helplines  
\$151,423

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Marketing & Comms  
\$109,025

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Public Awareness  
\$90,854

---

Advocacy & Partnerships  
\$72,683

---

Operations  
\$36,342

---

Training  
\$145,366

#### TOTAL EXPENSES

**\$605,693**

#### 2025

Helplines  
\$159,934

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Marketing & Comms  
\$95,960

---

Public Awareness  
\$89,563

---

Advocacy & Partnerships  
\$95,960

---

Operations  
\$38,384

---

Training  
\$159,934

#### TOTAL EXPENSES

**\$639,735**

# OUR FUTURE VISION

**Our future is rooted in connection, accountability, learning, and hope—in the belief that every conversation can make a difference.**

Looking ahead, one of the most significant opportunities in our history is a nearly \$1 million federal earmark supporting child sexual abuse prevention in Massachusetts, secured through the leadership of Congressman Jim McGovern.

For the first time, we have the resources to focus on a particular region of rural Western Massachusetts and introduce and test an innovative model of implementation. Because we are located in this region, we will bring new resources and build upon existing community relationships, as well as trusted networks to explore a deeper and more comprehensive initiative of prevention.

**Grounded in the belief that prevention is most effective when delivered through trusted relationships, the project will begin by mapping current resources, identifying service gaps, and understanding how families currently access prevention information.**

It will then support and train community-based partners and parent mentors already embedded in local networks.

The final phase will evaluate reach, engagement, and resource use, as well as generate recommendations to inform future statewide prevention planning and investment.

**We also look to the future with a strong commitment to deepening collaboration across the global Stop It Now! network.**

Strengthening relationships with our sister programs in the UK, Netherlands, Belgium, Australia, and beyond will allow us to share what we learn more effectively, align our messaging, and amplify our collective impact. We know that our voices are stronger together, and that global collaboration is essential to advancing prevention worldwide.

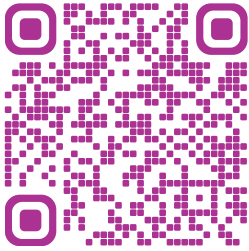
**At the same time, we remain committed to sustaining and expanding access to our Helpline services, so that both youth and adults continue to have a place to turn when they need support most.**

We will seek sustainable pathways to ensure these services remain available for the long term and continue to learn from the changing questions people ask about themselves, their families, and their communities.

Above all, our mission remains constant: to support individuals, families and communities with their passion to keeping children safe. We help them as they are navigating difficult thoughts, behaviors, or concerns in real time, and to help organizations strengthen their systems to keep children safe.

# WE SUPPORT EACH OTHER

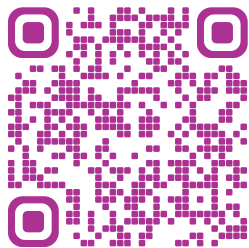
**DONATE NOW!**



Every dollar invested in Stop It Now! helps extend the reach of prevention. Our small but dedicated team has had an influence around the world and we are grateful to supporters like you who make this work possible.

**LEARN NOW!**

Circles of Safety (CoS) is Stop It Now!'s signature training series. Using our research-backed method, these trainings teach adults how to

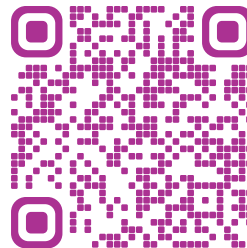


prevent child sexual abuse anywhere youth live, learn, work, and play.

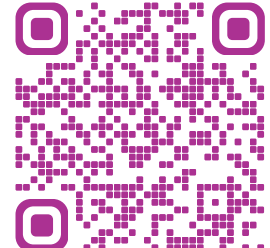
**GET HELP NOW!**

Our Helplines provide free, confidential support to individuals with questions or concerns about child sex abuse.

**ADULTS**



**YOUTH 14-22**



"Thank you for responding. I texted a counselor after sending this email. To hear that (others) were able to change and live normal lives too gave me something I never thought I felt: hope. Hope that I can finally change rather than sink deeper into the awful things I used to do."

**~ 19 YEAR-OLD, WHATSOK**

## STOP IT NOW!

### Website

[www.stopitnow.org](http://www.stopitnow.org)

### Helpline Email

[FILL OUT THIS FORM](#)

### Helpline Chat

[CLICK HERE TO ENTER](#)

### Helpline Phone

1.888.PREVENT

## WHATSOK

### Website

[www.whatsok.org](http://www.whatsok.org)

### Helpline Email

[FILL OUT THIS FORM](#)

### Helpline Chat

[CLICK HERE TO ENTER](#)

### Helpline Text

WHATSOK to 1.888.532.0550

### Helpline Phone

1.844.WHATSOK



Stop It Now!®

WHATSOK



**“We will continue to meet people where they are,  
with the belief that prevention is always possible.”**



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