

# darkness to light

Confronting child sexual abuse with courage.



**Darkness to Light** is a primary prevention program aimed at reducing the incidence and consequence of child sexual abuse.

Issue No. 8

APRIL 2004

## Increasing National Support Expands Outreach

In 2003, Darkness to Light acquired the support of five new media giants in an effort to more effectively spread its message. **Landor Associates** came on board to assist the organization in creating a new corporate identity—one that would elicit feelings of hope and reflect the organization's spotlight on child sexual abuse. This work, coupled with the efforts of **Public Strategies**, has made Darkness to Light's message clearer and more effective than ever.

With the generous aid of **Time, Inc.**, Darkness to Light's *4 Girls* print ad ran in 19 magazine issues nationwide, reaching more than 105 million readers. In

addition, **Time, Inc.** has agreed to extend this print campaign in 2004 with a new ad featuring six boys.

Through the continued support of **Young & Rubicam**, two of Darkness to Light's original television commercials were re-cut to be aired on national television. **CNN** is currently running them in rotation on CNN Domestic, CNN Headline News, and CNN Airport. In addition, **Lifetime Networks** has joined the effort by



*(continued on page 4)*

## DARKNESS TO LIGHT LAUNCHES NEW CORPORATE IDENTITY

CHILD ABUSE PREVENTION MONTH is a time when people all across the nation come together to raise awareness in their communities about sexual and violent crimes

against children. Darkness to Light is taking this opportunity to unveil its new corporate identity—one that will more effectively communicate the hope and guidance that the organization provides for children, adults, and survivors of child sexual abuse.

At the close of 2003, Darkness to Light enlisted the help of **Landor Associates**, one of the leading brand consulting firms worldwide, to help reposition the organization as a symbol of hope and strength in the fight against child sexual abuse. One of the key components of this corporate identity is the new tag line "Confronting child sexual abuse with courage." This statement is meant to encourage adults to face the harsh reality of child sexual abuse head-on.

*(continued on page 4)*



**The Magnificent Seven:** The Landor creative team which developed our new corporate identity program, pro-bono.

### WEBSITE PEAK!

As a direct result of increased media exposure through **CNN**, the number of hits on the Darkness to Light website reached a *record daily high of 36,326* on February 16th. This truly extraordinary number will soon be surpassed as more networks pick up the organization's Public Service Announcements.

Please visit our website at [darkness2light.org](http://darkness2light.org).

## Letter from the President and CEO



**Learn the facts. Understand the risks.** This is the first step we teach to adults who want to learn how to protect their children, because it is only by understanding the prevalence and consequences of child sexual abuse that we can effectively take action to stop it. There are 39 million survivors of child sexual abuse in America today—and this is only one of many startling facts:

- In 2001, sexual assault cases involving children younger than 14 accounted for 28,000 visits to emergency rooms. <sup>(1)</sup>
- In one study, results showed that most children did not directly tell their parents. Instead, parents reported they noticed physical evidence, behavioral changes, or they asked about whether the child had been touched. <sup>(2)</sup>
- Another study showed that children who are younger at the time of abuse and who experience more frequent abuse take longer to disclose. <sup>(3)</sup>
- Elliot and colleagues interviewed offenders and found that 35% frequented places where children are likely to go, such as playgrounds, schools, amusement/theme parks, and fairs. 33% of offenders reported that they made themselves welcome in the child's home by gaining the trust of the entire family, and 48% created alone time with their victims through babysitting. <sup>(4)</sup>

This is the reality we as a society must face. But *preventing* child sexual abuse can also be a reality. Once we recognize that child sexual abuse is a significant and *preventable* problem, we can begin taking measures to stop it. For information on how you can prevent, recognize and react to child sexual abuse in

### GREAT NEWS!

The Mark Elliott Motley Foundation, founded by Ron Motley in honor of his son Mark, challenges Darkness to Light with **\$100,000** at a 1:1 match for the 2004 Annual Giving Campaign. To help match this challenge gift please call 843.965.5444 or go to our website: [darkness2light.org](http://darkness2light.org).

your community, get the *7 Steps to Protecting Our Children* at [darkness2light.org](http://darkness2light.org). Through understanding and education, we can truly make a difference in the lives of our children.

<sup>(1)</sup> Hammond, 2003 <sup>(2)</sup> Berliner and Conte, 1995  
<sup>(3)</sup> Goodman-Brown et al., 2003 <sup>(4)</sup> Elliott, et al., 1995

### DARKNESS TO LIGHT

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# ABC's Talkshow "The View" and Quilted Northern Award \$25,000 to Darkness to Light

On November 10, 2003, ABC's popular morning talk and entertainment program, *The View*, filmed its first ever live remote show at the College of Charleston due to the locally-based non-profit, Darkness to Light. This groundbreaking event was the climax of "The View From Your Hometown" contest sponsored by the Georgia Pacific owned company, Quilted Northern. Entrants in the competition were asked to send a videotape depicting their city and describing the charity closest to their heart. *The View* spent months reviewing numerous nominations from all over the country in an effort to find the most caring person, group and hometown in America.

In late October, ABC sent a camera crew to Charleston to film a live interview with Darkness to Light President and CEO, Anne Lee. Darkness to Light was selected as a finalist in the contest out of fifteen major contenders. In a special Halloween episode, the hosts of *The View* announced



Anne Lee, President and CEO of Darkness to Light (second from left), receives a check for \$25,000 from Quilted Northern during a live taping of "The View" in Charleston.

Darkness to Light as the grand prize winner. A short two weeks later, Northern Quilted and *The View* appeared in Charleston to present Lee with the check for \$25,000.

Although the money was an enormous help to the organization, the true gift was the extensive local and national media coverage that led thousands of people to the Darkness to Light website. Local television stations ran news stories about the organization

just days before the *The View* filmed in Charleston, and local station WCIV Channel 4 aired a special half hour preview show highlighting Darkness to Light's work around the community. Georgia Pacific sent members from their public relations firm **Weber Shandwick** to Charleston to film a personal interview with Lee that ran nationally on select stations. In the months of October and November alone, this media exposure increased the average number of website hits to 9,000 per day.

## DR. TRISHA BENNETT JOINS DARKNESS TO LIGHT STAFF

Trisha Bennett joined the staff of Darkness to Light in January 2004 after a thirteen year career as a faculty member in the Psychology Department at the College of Charleston. Dr. Bennett earned her bachelor and masters degrees in Psychology from Wake Forest University and her doctoral degree in Developmental Psychology from the University of North Carolina at Chapel Hill.

Dr. Bennett's research focus has been on the factors that contribute to children's cognitive and socioemotional development. She has published several articles and book chapters in the area, including a recent article in *Cognition*. Her particular interest is in the cognitive strategies that children use when they try to remember



information, to understand events in their social world, and to make decisions about whether certain behaviors are moral or immoral. In the past year, she has extended her emphasis on cognition in young

children to the investigation of adult knowledge and attitudes around child sexual abuse.

In addition to her teaching and research responsibilities, Dr. Bennett has held several administrative positions, including a 3 year term as Chair of the Faculty at the College of Charleston. She has also served for 6 years on the Research Advisory Board of the Low Country Children's Center, a child advocacy center in Charleston, SC. In that capacity, she has been part of an outside evaluation team that reviews research proposals for work to be conducted at the center.

With her vast amount of knowledge and experience, Dr. Bennett is an important addition to the Darkness to Light staff.

Please visit our website at [darkness2light.org](http://darkness2light.org).

## National Support *(continued from page 1)*

working with Anne Heche to film a 15-second Public Service Announcement (PSA). The PSA, which encourages viewers to get the *7 Steps to Protecting Our Children*, will be aired on Lifetime, Lifetime Movies, and Lifetime for Women.



Darkness to Light has also received support from two new advocacy partners: **National Call to Action** and

**Protect, Inc.** With the help of these organizations, a new online legislative capability was implemented. It enables website visitors to stay informed on current issues around child safety, and instructs them on how to e-mail their legislators to help affect policy change.

The **National Crime Victims and Treatment Center** joined forces with Darkness to Light last summer on a \$100,000 grant from the Center for Disease Control. The grant funds an evaluation to determine the effectiveness of the Darkness to Light program. In addition, Darkness to Light implemented an online survey to assess whether the *7 Steps* booklet affects behavior change. Increasing requests for the booklet led the organization to make both English and Spanish versions available to download for free on our website.

It is clear that this organization has come a long way since its humble beginnings. A heartfelt "Thank you" to all the new and continued supporters who have made Darkness to Light a success!

## Corporate Identity *(continued from page 1)*

Another element of the new identity is an improved logo. This logo reflects Darkness to Light's spotlight on the issue of child sexual abuse and its effort to point responsible adults in the right direction. A grey and blue color scheme is utilized to represent a shift from problem to resolution. The directional points symbolize the organization's three-part mission statement: shifting responsibility of prevention from children to adults, reducing the incidence of abuse through education and awareness, and providing information to prevent, recognize and react responsibly to child sexual abuse.

With this new identity, the organization will continue its national awareness campaign, touching the lives of millions of children across the country. Anne Lee, President and CEO, states, "It is our belief that this new corporate identity will allow us to more effectively move adults from awareness to action. We want to convey a message of hope—that by working together, we *can* prevent child sexual abuse in our nation—and even worldwide."

## BOOK REVIEW

### The Right Touch: A Read-Aloud Story to Help Prevent Child Sexual Abuse

By Sandy Kleven

It is not easy for parents to know how to talk to their children about their bodies, let alone child sexual abuse. Using a children's book to explain the sacredness of the body and the dangers of sexual abuse can help children stay interested, ease the difficulty of communication for the parent, and strengthen the bond between parent and child.

*The Right Touch*, by Sandy Kleven, received the Benjamin Franklin Award for best parenting book in 1999. This very useful model gives readers a delicate yet direct approach to what can be an unpleasant and awkward topic.

Sandy Kleven uses a realistic story of a mother and her son talking before bedtime to encourage children to be cautious and to trust their instincts. The mother and son discuss the significance of "warning feelings," the right and wrong times to be touched, the emotions involved, and most importantly the urgency of telling someone. Children are reassured that "touching problems" are not their fault and that it might be hard to say

"no" to someone older.

The presentation is appropriate for all ages because the words and pictures are child-friendly and gentle. Parents are left with the opportunity for further discussion of details in their own comfortable way. The colorful illustrations by Jody Bergsma guide the child with enthusiasm and the "note to parents and teachers" gives adults a focused knowledge of how to react to child sexual abuse responsibly.

This amazing book provides children with an understandable set of safety steps to remember and take with them. Kleven emphasizes the right that children have to say "no" by concluding with a cute rhyme, "Kisses and cuddles I like a lot, but when I say no, please touch me not."



# 7 Steps to Protecting Our Children

**Step 3: Talk about it**—Children often keep abuse a secret, but barriers can be broken down by talking openly about it.



**Q:** I know that talking to my children at a young age about sexual abuse can greatly reduce the risk of it ever occurring, but what exactly do I say?

**A:** You are right. Good communication may decrease your child's vulnerability to sexual abuse and increase the likelihood that he will tell you if he is sexually abused. Here are some tips regarding what to say:

It is important to start early and talk often with children about sexual abuse. By doing this you will help make your children feel comfortable talking with you about anything. Children should feel as if you are their safe haven but to do this you must establish an "open-door" policy with them. Where do you start? The conversation will be different depending on the age of the child, but no matter what the age, first tell your children how much they are loved. Teach them that good communication is important in all situations and that you will not be angry with them if they tell you the truth. Talk is one of the most important teaching tools, so emphasize to them that their concerns are important to you and that you will listen.

Sex education should not be something brought up and explored during one sit-down session. It should be talked about throughout childhood, as questions come up and as curiosity grows. With younger children around the preschool age, develop words that are comfortable when referring to private parts. They need



to know that every part of the body is sacred, especially those private parts. No one is allowed to touch them in any way that makes them feel uncomfortable, and this applies to everyone. Get your children involved in the discussion to see how engaged they are and

if they completely understand. Have them come up with different types of touches and what kind of emotions they produce. Have them think about what their reaction might be to someone touching them in an inappropriate way. Tell them it is imperative that they say "no" immediately and try to get away as soon as possible. Lastly, make sure they know to tell you right away.

A more detailed explanation of sexual abuse might be more appropriate for the grade-school age. Children of this age might want to know why someone would touch them in a harmful or sexual way. Explain to them that some adults do not know how to express their sexual feelings in a mature and natural manner with

another adult so they focus on children. Tell them to trust their instincts. If it feels wrong it most likely is. Stress to your children the importance of personal safety and awareness of their surroundings. Although we teach



children to respect adults, it doesn't mean they should do anything and everything they say. Don't tell your children to always obey their elders. Most importantly, tell your children that you will protect them in all circumstances.

Teenagers are probably the most difficult to communicate with because they are on the verge of making their own decisions about sexual activity. This is the time to discuss some of the negative outcomes. Discuss sexually transmitted diseases and accidental pregnancy. Make sure they know exactly what rape is. They shouldn't feel pressured or forced into any kind of sexual behavior. It might feel good at the time but they will probably regret it and feel ashamed afterward. Let them know that going too far with sex is a betrayal of trust and it should not be tolerated. Most of all, explain to them that if anything like this happens it is not their fault.

In the unfortunate event that abuse does occur and a child comes to you for help, listen quietly and carefully. Believe the child and be open and understanding to what he/she has to say. Explain what you will do to help. Clarify that the child is not guilty and is not responsible for the actions of the abuser. For further information on how to react responsibly it may be best to consult a professional to better assess the situation.

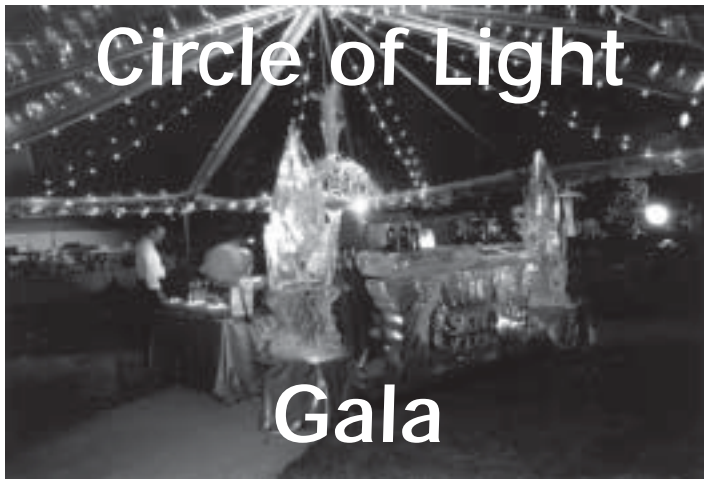
*Adapted from:*

Kids Health. "Talking to Your Child about Sexual Abuse." Reviewed by Paul Robins PhD, October 2000. [http://www.kidshealth.org/parent/positive/talk/sexual\\_abuse.html](http://www.kidshealth.org/parent/positive/talk/sexual_abuse.html).

Kids Health. "Questions and Answers about Sex." Reviewed by Pam Bushnell LCSW and Lee Lucas LCSW, July 2001. <http://www.kidshealth.org/parent/postive/talk/sex.html>.

Please visit our website at [darkness2light.org](http://darkness2light.org).

# Circle of Light



## Gala

Once again, the Circle of Light Gala was Charleston's WOW event of the year. Held in a grand tent on Marion Square, the event showed Charleston at its finest, graciously hosting a spectacular party in support of a wonderful cause.

The evening began with the now famous martini bar sponsored by SKYY Vodka. The magic was palpable as guests were

The popular Martini Bar which greets gala guests at the Circle of Light Benefit; an ice sculpture cascades with flavored vodka martinis.

swept into the lavishly decorated tent. Presentations, including the Voice of Courage awards, were followed by dinner prepared by eleven of Charleston's finest chefs and a fabulous live auction.

Actress Anne Heche accepted her Voice of Courage Award by video as she was filming a movie for the Lifetime network, "Gracie's Choice," which deals with the topic of child abuse. Through her work with Lifetime, Ms. Heche helped establish Darkness to Light as one of Lifetime's partners in preventing abuse; she also filmed a new Public Service Announcement for Darkness to Light.

Corporate Voice of Courage awards were

Southeast Sales Manager for Fortune, accepted for Time, Inc. Additionally, Pam Geisick, Katana Truluck and Judith

Cooper were honored for their outstanding courage as participants in Darkness to Light's award-winning "Faces" commercial.

The efforts of these individuals and corporations have made a huge impact as we strive to eliminate the trauma and tragedy of child sexual abuse.

The next Circle of Light Gala will be held on November 18, 2004. For more information about tickets, or if you would like to participate, call Cindy Johnson or Keri Gunter at (843) 965-5444.

given to Young & Rubicam and Time, Inc. in recognition of the work they've done for Darkness to Light. Both companies have helped refine Darkness to Light's awareness campaign and reach out to millions of adults across the nation. Kim Bealle, Managing Partner of Young & Rubicam, accepted the award for her agency, and Jane Weddington,



Anne Lee, center, with Voice of Courage Award winners Kim Bealle (left) and Jane Weddington.



Mayor Joe Riley is pictured with Melissa Rice (left) and Frances Ehny. Right: Actress Ann Heche, Voice of Courage Award recipient and spokesman for the cause.



Darkness to Light board member Rusty Bennett, far right, enjoys the festivities with a group of friends. The Gala raised nearly \$200,000 for the organization through donations and an auction.

### Saks Fifth Avenue salutes Darkness to Light for Child Abuse Month

Thursday, April 22, 2004  
10 AM until 6 PM

10% of all sales will benefit Darkness to Light  
*Celebrity "Sales Consultants" will be available to offer assistance and advice*

*Join us for a wonderful day of shopping to benefit children everywhere—and to show you care!*

Saks Fifth Avenue • 211 King Street  
Charleston, S.C.

TELEPHONE: 843.853.9888

# April 2004 April is Child Abuse Prevention month!

In anticipation of April we have created a calendar with daily activities centered on becoming educated about child sexual abuse prevention and organizing healthy family get-togethers. During this month we encourage everyone to wear a blue ribbon.

Sun.	Mon	Tues.	Wed.	Thurs.	Fri.	Sat.
				<b>1</b> Compliment a child. Encourage a child. It helps build self-esteem.	<b>2</b> Volunteer at a local child abuse prevention/ crisis center.	<b>3</b> Get the facts. Visit the Darkness to Light website at <b>darkness2light.org</b> .
<b>4</b> Make a plan. Learn where to go, who to call, and how to react to child sexual abuse.	<b>5</b> Get to know your child's friends and visit their homes.	<b>6</b> Read Darkness to Light's <b>7 Steps to Protecting Our Children</b> .	<b>7</b> Talk to your child about sexual abuse and how he/ she can stay safe.	<b>8</b> Take a parenting or child-development class.	<b>9</b> Wear a Blue Ribbon (the symbol to prevent child abuse).	<b>10</b> Learn the legal requirements for reporting abuse.
<b>11</b> Listen to your child's stories. Tell them they are loved and can always talk to you.	<b>12</b> <b>DO SOMETHING</b> when you see suspected child abuse in public.	<b>13</b> Attend your child's sports practice, music lesson, or other extracurricular activity.	<b>14</b> Become a voice of courage. Go to <b>darkness2light.org</b> .	<b>15</b> Share your knowledge. Pass along the <b>7 Steps</b> booklet to another parent.	<b>16</b> Research the statistics on child sexual abuse at <b>darkness2light.org</b> .	<b>17</b> Ask questions about counselor screening when signing your child up for summer camp.
<b>18</b> Write a Letter to the Editor of your local newspaper regarding child sexual abuse.	<b>19</b> Make a donation to a child abuse prevention center in your area.	<b>20</b> Monitor your child's Internet use. Look for suspicious websites and chatrooms.	<b>21</b> Read an article about child sexual abuse found at <b>darkness2light.org</b> .	<b>22</b> Find out the policies of your faith community regarding adult/child interactions.	<b>23</b> Talk to other parents about how they can protect children from sexual abuse.	<b>24</b> Take the whole family on an outing, encouraging input from all members.
<b>25</b> Read to your child. Find children's books on prevention at <b>darkness2light.org</b> .	<b>26</b> Screen babysitters through local law enforcement agencies.	<b>27</b> Find out if your child's school does screening and background checks on all employees.	<b>28</b> Look for any subtle signs of child sexual abuse in your child and other children.	<b>29</b> Drop in unannounced on your child's after-school activity.	<b>30</b> Get to know your child's doctor. Make sure 2 adults are present during checkups.	

Adapted from: National Exchange Club Foundation & Prevent Child Abuse America

Please visit our website at [darkness2light.org](http://darkness2light.org).

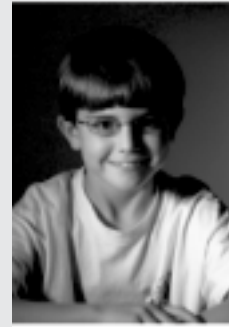
# Child Sexual Abuse...

*It doesn't have to happen.*



**It happens more than you think. A lot more.** One in four girls and one in six boys will be sexually abused before their eighteenth birthdays.

**And you may never know.**  
Most child victims never tell.



**It's not just teenage sex.** The median age for sexual abuse is just nine years of age.



**Pedophiles are usually not strangers.** 59% are friends and acquaintances of the child and his family. Another 34% are family members.

**Child sexual abuse wrecks lives.** Psychological problems, drug and alcohol abuse, and relationship problems often last into adulthood.



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## Darkness to Light

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