Empowering Voices: Implementing a Collaborative Prevention Education Program

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Disclosure Information for:

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•Learners must attend the entire one-hour session and complete an evaluation to receive contact hours. There will be a code to text confirming attendance. The code and phone number will be displayed at the end of the session.

The nurse planner from Children's Wisconsin Nursing Continuing Professional Development provider unit has reviewed the information and determined that:

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•There is no sponsorship/commercial support of this presentation/program. The content being presented strives to be fair, well-balanced and evidence-based.

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- Some images may be disturbing
- Some content may be disturbing
- Please take care of yourself

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Learning Objectives:

- Assess the multilevel framework of prevention efforts related to child maltreatment.
- Describe the benefits of implementing prevention-focused programs within your community.
- Analyze how implementing prevention-focused programs within your community can reduce shame of reporting and enhance protective skills.

About Us

Family Services
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- 503 S. Monroe Ave Green Bay
- 1 of 16 CACs in Wisconsin
- Serves all of Northeast Wisconsin
- Work with children who have experienced
  - Sexual Abuse
  - Physical Abuse
  - Neglect
  - Drug Endangerment
  - Witness to Violence

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7 Average age served most seen at Willow Tree in 2025

14,529 Individuals were educated on preventing child abuse in 2025

38% Of Children Served are due to allegations of sexual abuse

405 Forensic Interviews were provided in a safe and comfortable space to minimize trauma during an investigation in 2025

5,000+ Hotline calls of child abuse made in Brown County each year

137 Medical exams conducted on site, by Children's Wisconsin, to ensure kids that their bodies were healthy in 2025

83% of alleged abuse occurred between the child and someone in their family

Presenting Issues:

Sexual Abuse: 206

Physical Abuse: 141

Witness To Crime: 73

Neglect: 49

Drug Endangerment: 48

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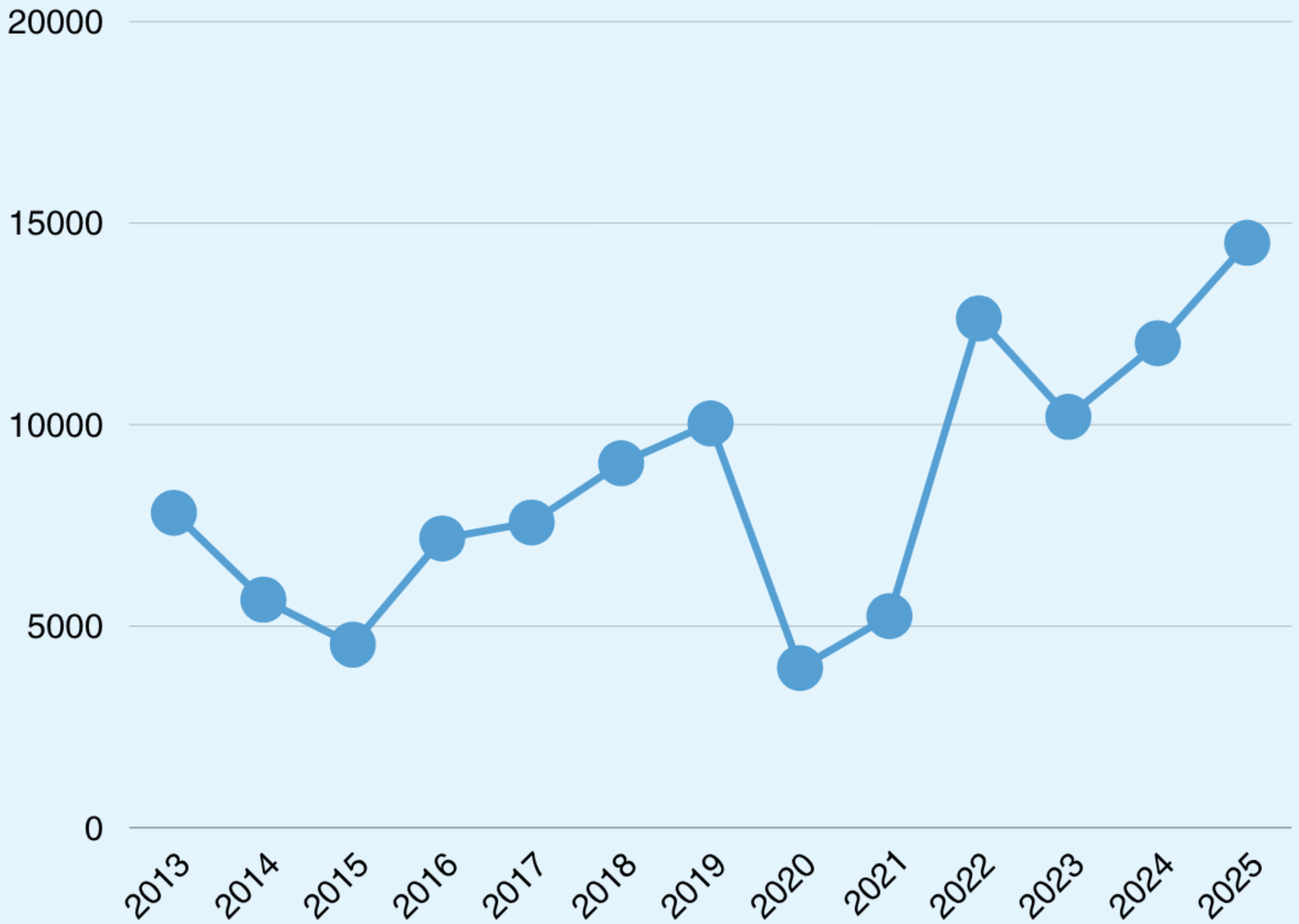
Willow Tree Prevention Total Reach



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Prevention Efforts In Northeastern Wisconsin

1899:
Family Services was founded as Associated Charities, the first human services agency in Green Bay

1974
Sexual Assault Center was founded, offering presentations by request.

1978
First Prevention Programs formed nationally within field.

1983
Wisconsin Child Abuse and Neglect Prevention Board was founded.

1986
Sexual Assault Center purchased their first prevention education curriculum from Catholic Diocese.

1990
Sexual Assault Center created Prevention Specialist position with grant money from WCASA.

2000
National Sexual Violence Resource Center established sharing awarenss tools

2011
Willow Tree was founded. Prevention Specialist role offered education and presentations by request.

2021
Green Bay Area Public Schools established Willow Tree Lessons as Core Curriculum for K-5G, followed by grades 6-8 the following year.

2023
Family Services was awarded a 3 year prevention grant through the Medical College of Wisconsin

2024
Family Services launched Protect Your Children Training initiative

2025
Wisconsin Joint Finance Committee approved 600% increase in annual funding for CACs

2025
Willow Tree established No Hit Zones within Family Services

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Child Maltreatment Prevention Goals

- Empowering Caregivers & Community Members
- Reducing Shame & Misconceptions
- Teaching Proactive Skills
- Providing Safety Knowledge

Child Abuse Prevention

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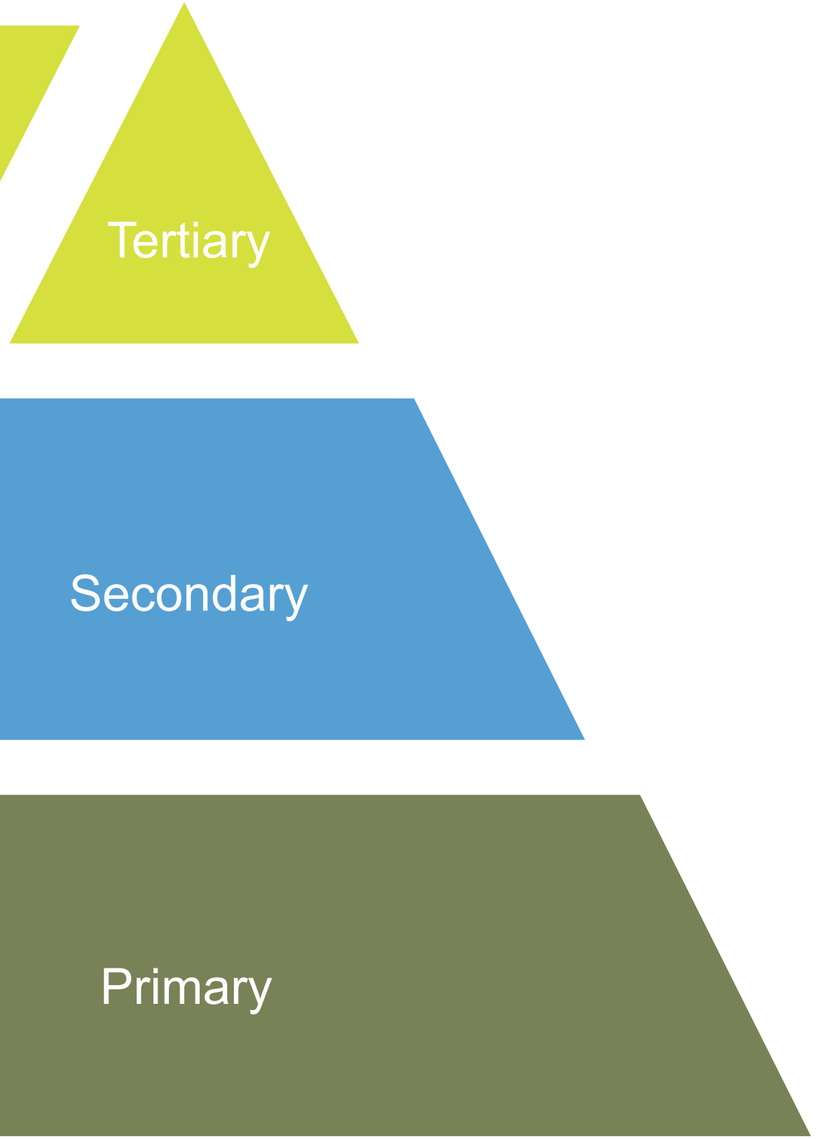
Protecting Those with Lived Experience of Abuse
Responding to Prevent Continued Abuse to Others
Providing Holistic Services Reducing Impact of Harm



Supporting At Risk Populations
Equipting Specific Communities in Recagnizing & Responding
Empowering Specific Organizations with Education

Wide Scale Efforts to Reduce Shame and Myths
Promoting Healthy Relationships, & Safe Spaces
Accessible Education and Resources for Everyone

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Child Maltreatment Prevention Goals

Empowering Caregivers & Community Members

Empowering Caregivers & Community Members

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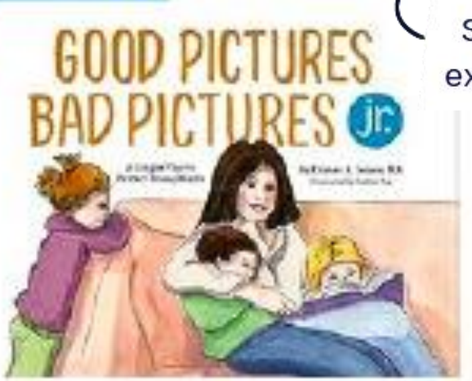
- Recommended Book List
- Resource Folders
- Quick Guide Articles by Topic
- Cautionary Sexual Behavior Support for Caregivers
- Internet Safety Resource Support
- Personal Safety Lessons



Scan to view the full book list and explore more prevention resources.

brain defense® DIGITAL SAFETY FROM Defend Young Minds®

ONLINE RESOURCES

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common sense media

Provides reviews and information about books, movies, TV shows, games, podcasts, apps, or YouTube channels. (based on age and content)

amaze

Resource hub of videos to communicate effectively and honestly about personal safety, healthy relationships, and sexual health. (based on their age.)

Defend Young Minds

Resource hub for best-selling books, curriculum, guides and newsletters to help children build pornography resistance and internet safety skills.

NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN

KiD Smartz

Offers a cyber tip line plus tool to remove and reduce spread of nudes online. (For youth or adults)
This leader in internet safety/trends also provides e-book downloads, interactive lessons, and videos to expand internet safety skills in children.

PROTECT young eyes

Resource hub for staying up to date on digital/social media trends, safer technology recommendations, & parental controls.

Empowering Caregivers & Community Members

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- School Collaborations regarding Sexual Behavior Problems
- Technical Assistance to MDT Members Responding to Maltreatment
- Professional Development and Onboarding Trainings
  - CPS Agencies
  - Law Enforcement Partners
  - District Attorney’s Offices
- No Hit Zone Inititatives

Empowering Caregivers
& Community Members

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Legislative Lanscape of Wisconsin in 2026

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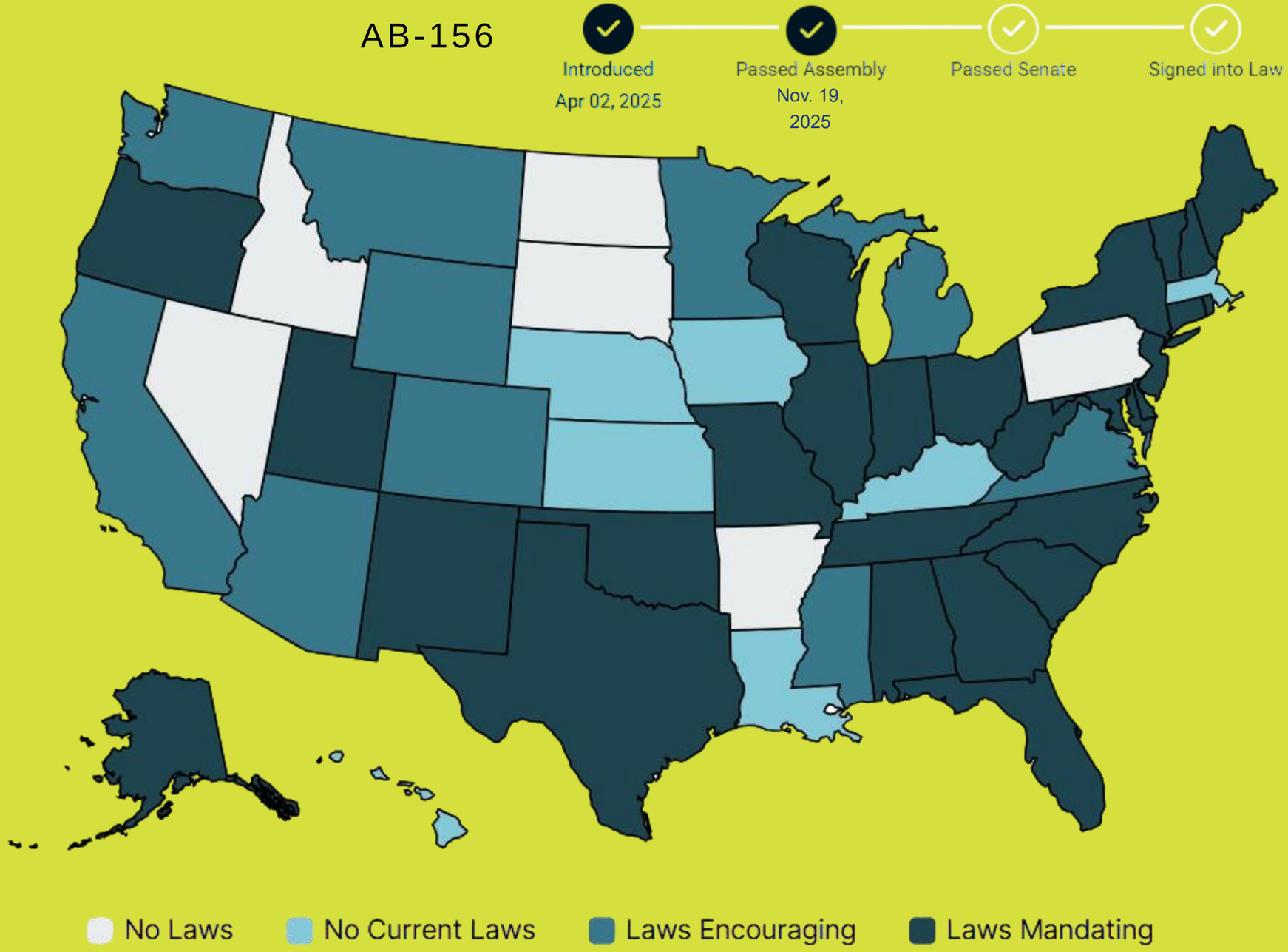
Mandated School Based Prevention Education Laws

AB-156



Wisconsin Statute § 118.01(2)(d)(8)

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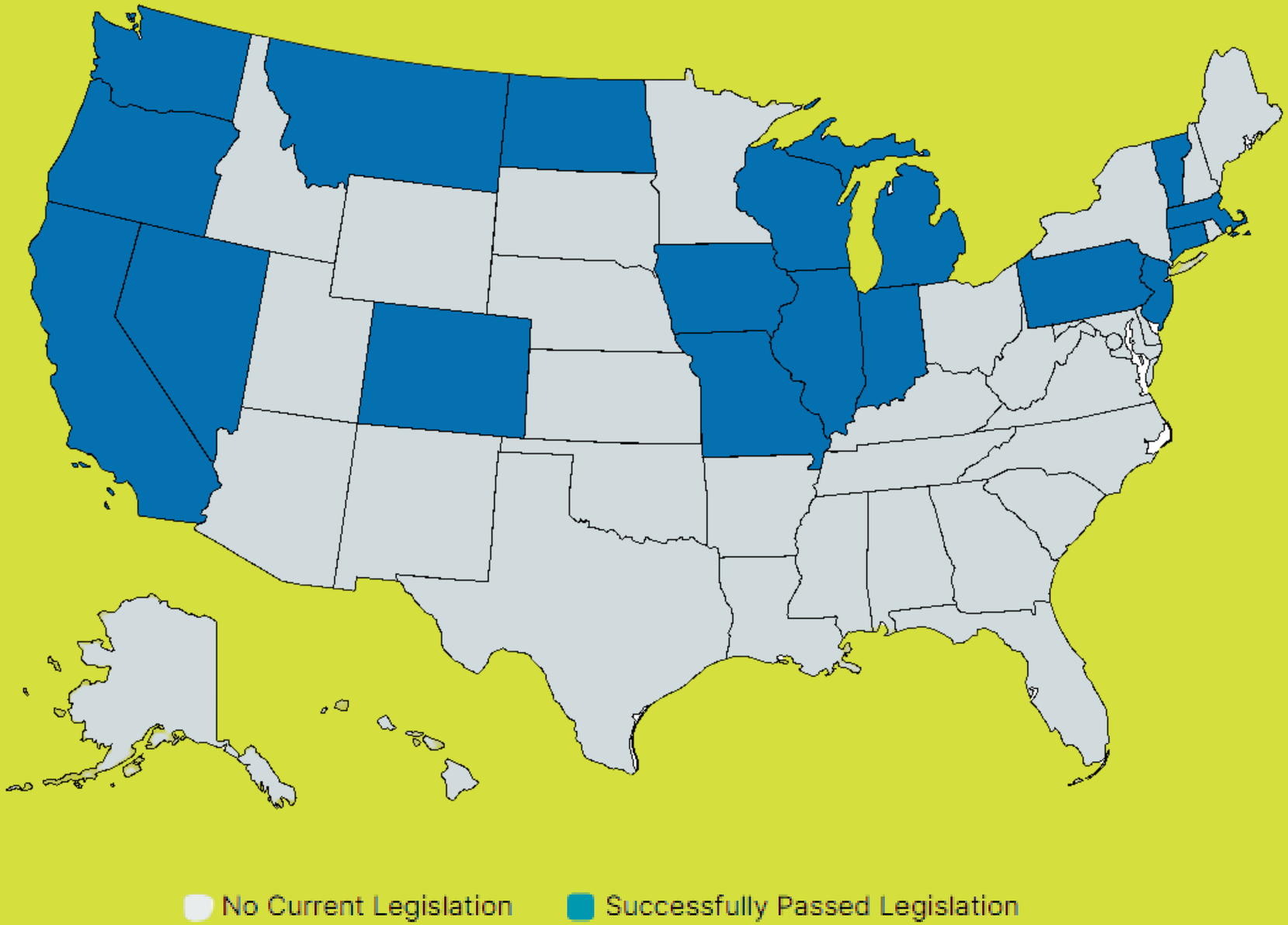
School Staff & Volunteer Screening Laws

WI ACT 130 Established



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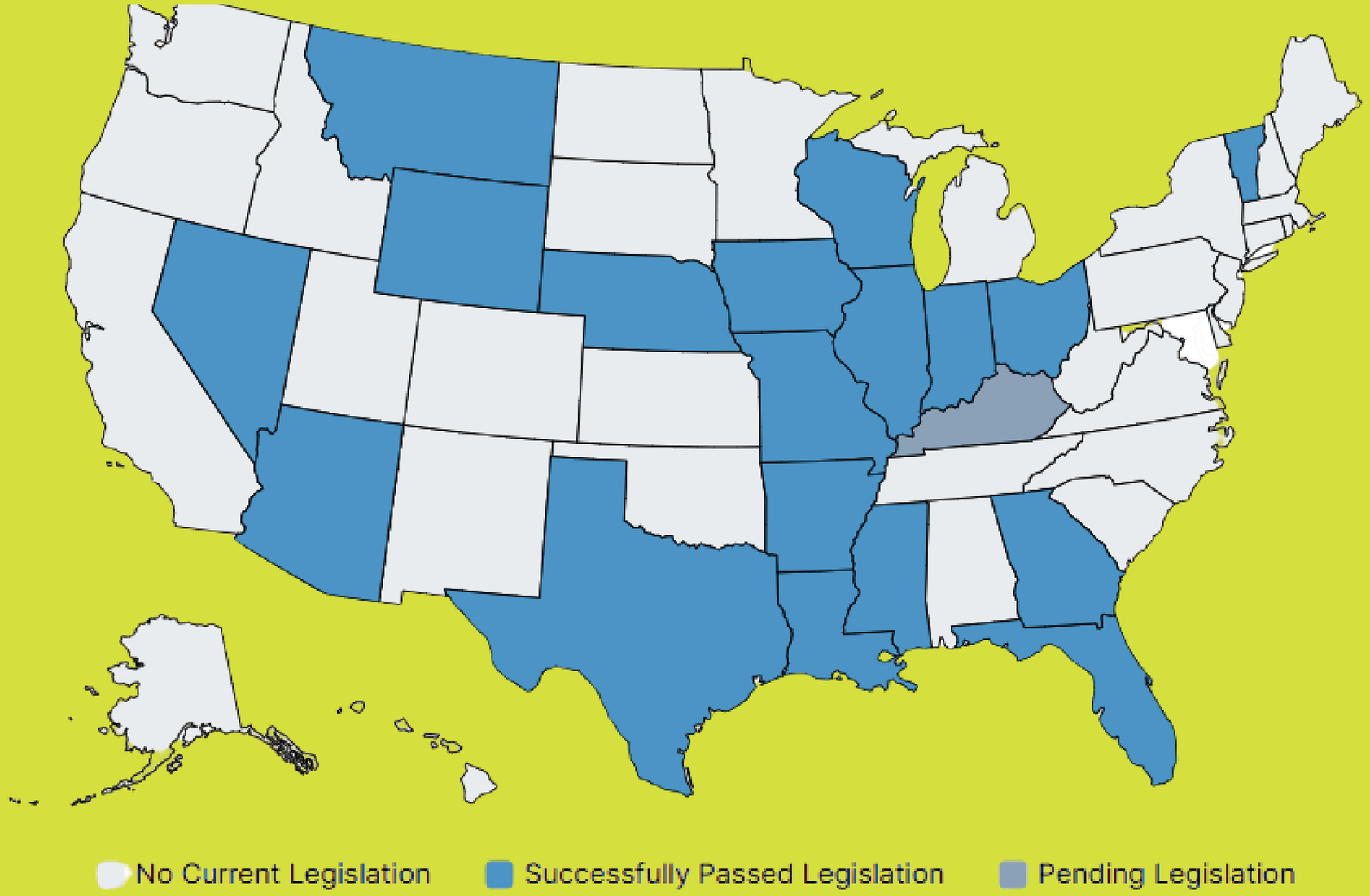
Grooming Recognized as Felony (by School Staff or Volunteer)

Amended Language Changed 2026 WI ACT 89

Introduced	Passed Assembly	Passed Senate	Signed into Law
Nov 19, 2025	Jan. 13, 2026	Feb. 11, 2026	March 6, 2026



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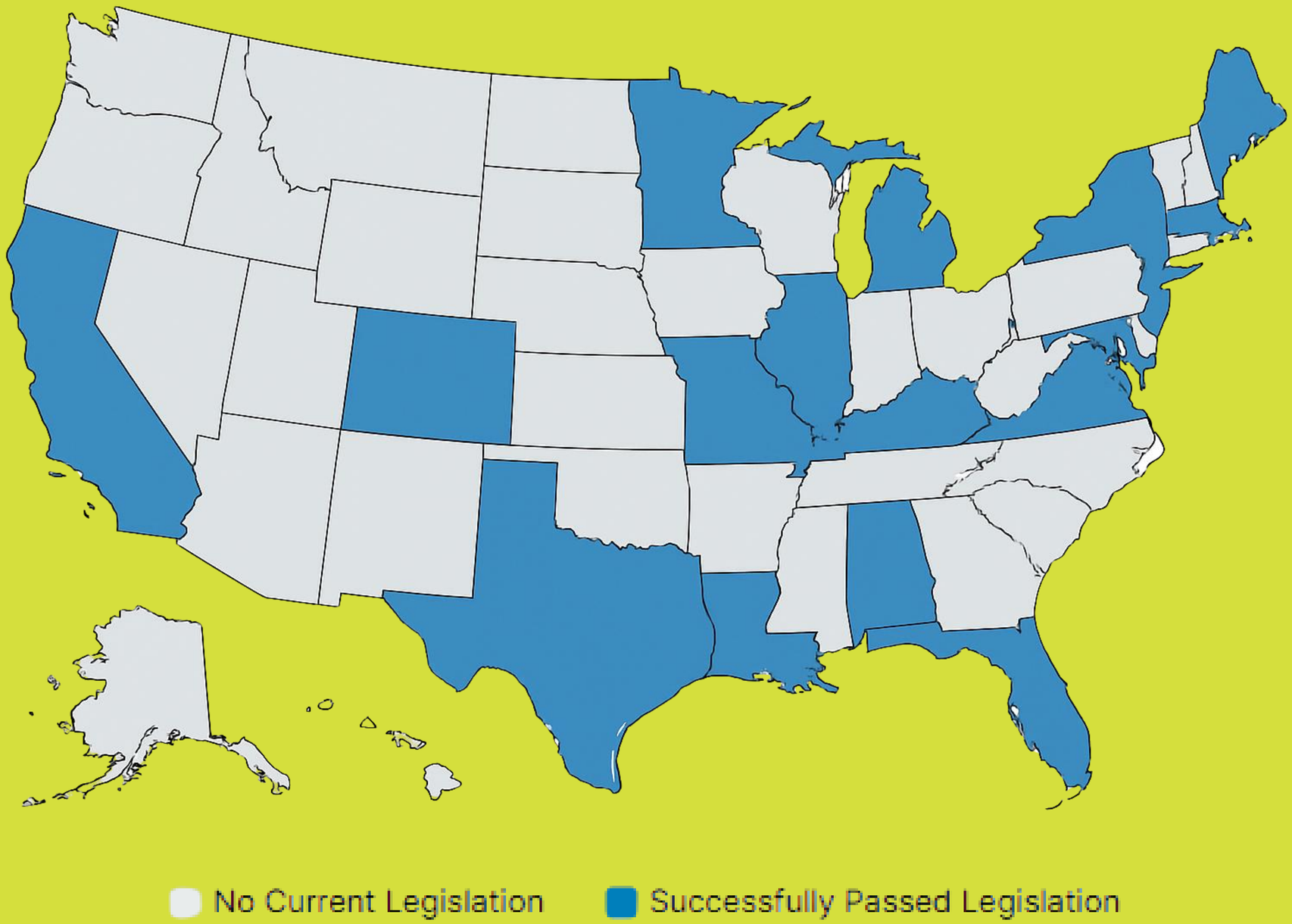
Mandated State Prevention Task Force Laws



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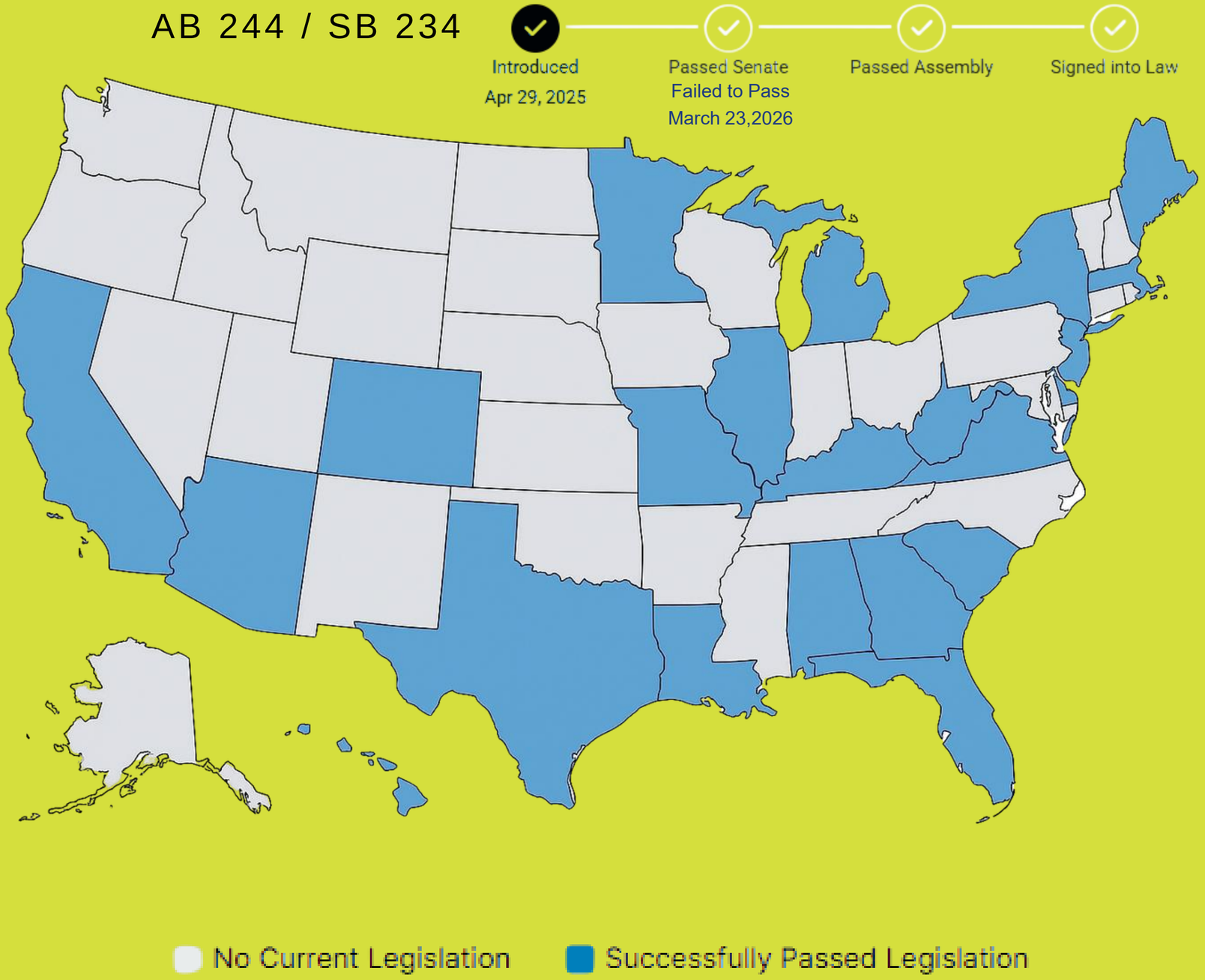
Mandated Student Safety Poster Laws



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Child Maltreatment Prevention Goals

Reducing Shame & Misconceptions

Reducing Shame & Misconceptions

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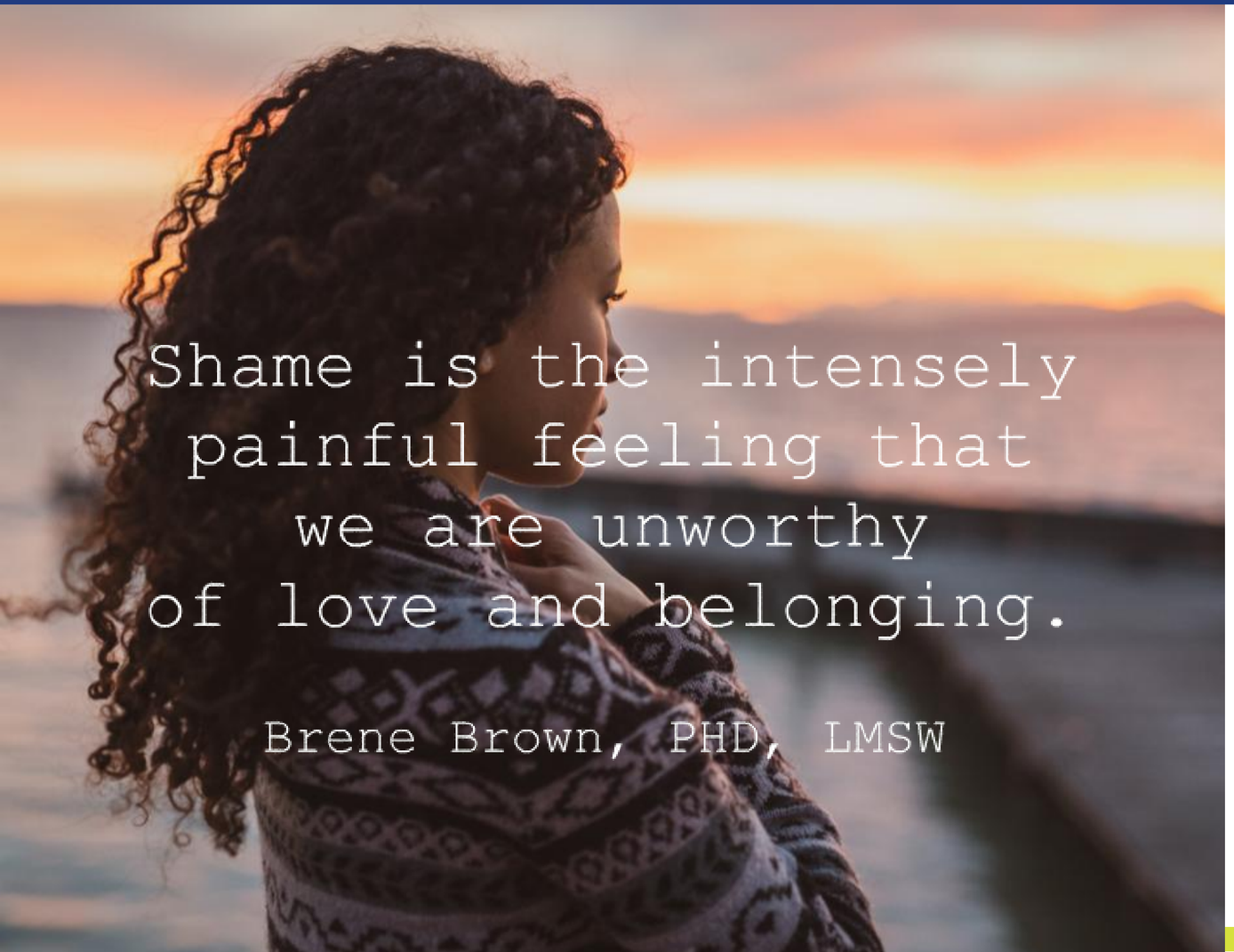

- Builds empathy
- Reconnecting with others
- Increasing self awareness
- Strengthens hope

Reducing Shame & Misconceptions

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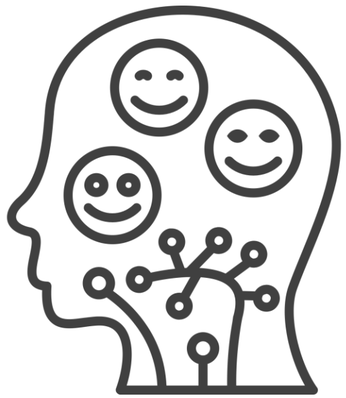

Normative Sexual Development

- Self Exploratory
- Curious of other bodies
- Spontaneous/Periodic
- Among similar aged children
- Between children of similar developmental ability
- Easily redirected

Common Sexual Behaviors

- Preschool under 4 years old - touching or rubbing private parts against objects or with hands, showing private parts, trying to touch mom's breasts, removing clothes
- Young children 4-6 years old - touching private parts on purpose, trying to see people naked, copying adult behavior (kissing), exploring with children same age
- School Age 7-12 years old - masturbating in private, playing games with children same age (truth or dare, family), viewing sexual content in media, beginning sexual attraction with peer

Source: 2022 National Center of Sexual Behavior of Youth

Reducing Shame & Misconceptions

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Cautionary Sexual Behavior

- Not suitable for location
- Normative behavior, but more frequent for child's age
- Not currently harmful or distressing to self or others
- Occurs despite adult intervention
- Technology involved

Problematic (Illegal) Sexual Behavior

- Planned/Coerced
- Preoccupying over other areas of child's basic daily tasks
- Seeking others not developmentally similar to their own abilities or age
- Harmful to self and/or others

Source: 2022, National Center of Sexual Behavior of Youth

Source: 2022 National Center on the Sexual Behavior of Youth

MYTH

Children exhibit problematic sexual behaviors as a result of a sexual abuse victimization they've experienced.

FACT

Possibly, but many youth with problematic sexual behavior have NOT been sexually abused. It is more common for youth with PSB to have experienced other forms of maltreatment. Trauma is just one of many factors that can influence a child's behavior.

Source: 2025, National Children's Alliance

MYTH

Children with problematic sexual behaviors will become sexual offenders in adulthood.

FACT

Current research shows that MOST youth with PSB do NOT go on to be adult sex offenders.
In fact, recidivism (demonstrating additional sexual offenses), is quite low in this population. With evidence-based treatment (like PSB-CBT and MST-PSB), there is only a 3-14% chance that youth go on to engage in future problematic sexual behavior.

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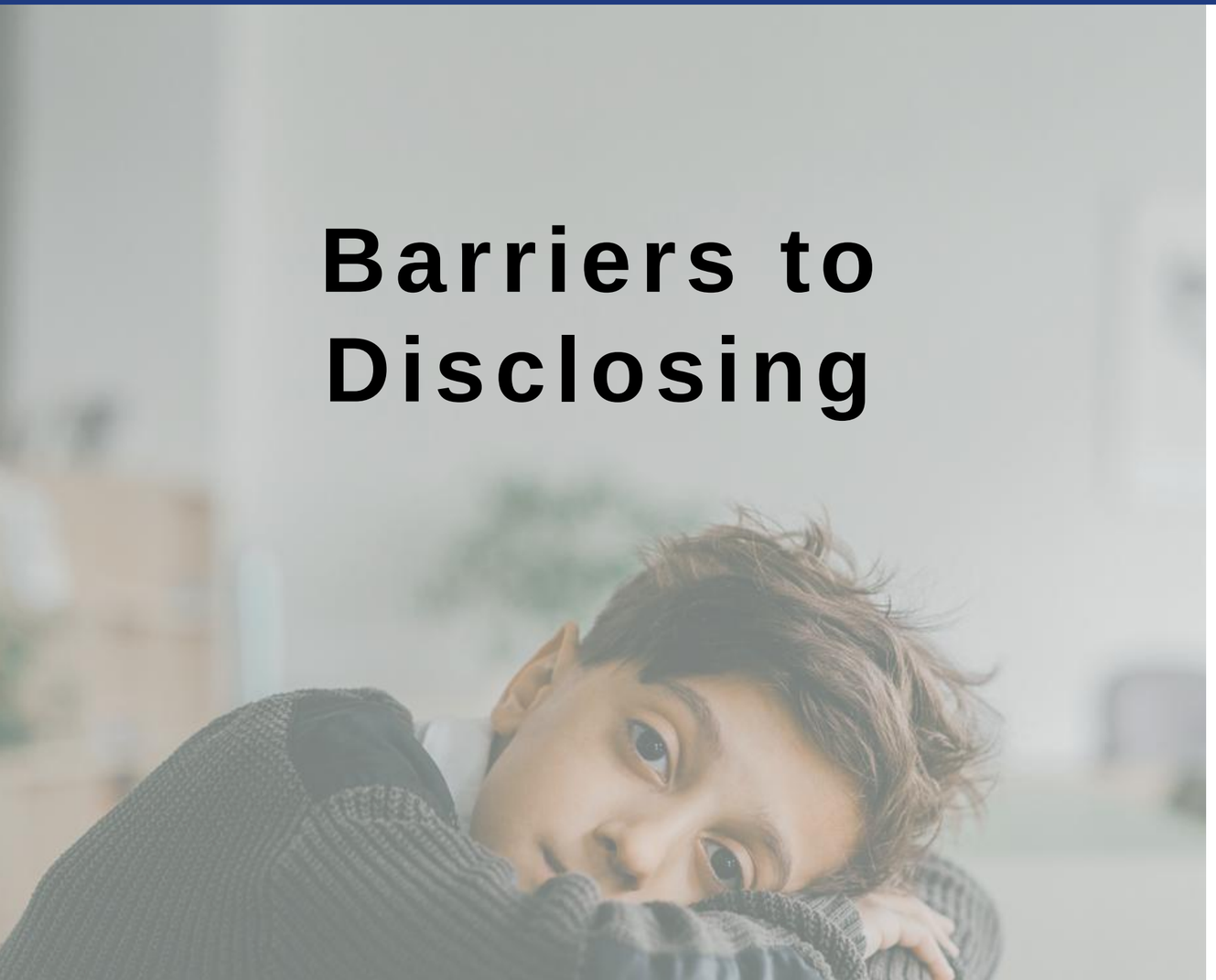
Barriers to Disclosing



- Age or Developmental Ability
- Gender specific
- Cultural specific
- Relationship with offender
- Fear of Consequences or Retaliation
- Normalized experiences or Desensitization
- Shame or Embarassment
- Reactions from others

Reducing Shame & Misconceptions

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Facilitators to Disclosing

- Not wanting abuse to happen with others (siblings especially)
- Prevention Education Lesson
- Abuser Leaves Home
- Someone Simply Asking Them
- Wanting Relief from Weight of Secret

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Process of Disclosing Maltreatment

- Child learns and labels their lived experience(s) as abuse
- Child realizes they are allowed to tell
- Child learns about how they can tell someone
- Child identifies who they can tell
- Child understands or selects time when facilitators outweigh the barriers

REACTIONS MATTER

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DO MAKE SURE

To thank them for sharing with you and validate their courage and honesty. They might have tried to tell you multiple times before this current conversation.

DO MAKE SURE

To reduce trauma and reduce asking questions to protect the integrity of their disclosure and the investigation. Consider basic needs in the moment to create safe space for healing (moving away from others for privacy, comfort items, hug, emotional safety planning)

DO MAKE SURE

To let them know that you believe them and are here to support them in the next steps of this process. They are not in trouble

PLEASE DON'T

Overreact with strong facial expressions/ strong language that shows anger and deep sadness.

PLEASE DON'T

Make promises about their future or the future of the person who caused them harm. Refocus onto things that they and you can control.

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Child Maltreatment Prevention Goals

Teaching Proactive Skills

Providing Safety Knowledge

Teaching Proactive Skills & Safety Knowledge

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Established Partnerships:

Bellin College

St. Norbert College
De Pere, Wisconsin

Green Bay Area Public School District

Ashwaubenon School District

University of Wisconsin Green Bay

Howard-Suamico School District

Head Start

encompass
leaders in early education and care

SH

Oneida

Teaching Proactive Skills & Safety Knowledge

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THEN	VS	NOW
“No one <u>should</u>... or <u>Don’t</u> Let anyone...” “You <u>Should</u> tell... or You <u>Should</u> Say No and Go”		“Nobody needs to be looking or touching our private parts.” “You CAN tell someone. You’re ALLOWED to say No” “You have the right to xyz.”
“Don’t let them trick you.” “We see kids who xyz or didn’t think about xyz”		“Even if we fall for a trick or make a mistake, can’t or don’t say No...” “When we talk about these uncomfortable topics, we are safer”
“Stranger Danger” “Good Touch, Bad Touch”		“We might see red flags with other children/teens/adults...” “Over 90% of the time abuse happens from someone we knew/trusted” “Safe Touch, Unsafe Touch, and Confusing Touch”

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PreK-2nd Grade Lesson Goals

- Clean & Healthy Safety Rule
- Safe vs Unsafe Touches
- Good vs Bad Secrets
- Practice using their voice and hand stop signs
- Permission to say No to adults, even those you know well.
- Permission to say No to unwanted touches, even with those they know well.
- Identifying unsafe tricks or secrets
- Tattling vs Telling
- Identifying who to tell
- What to do if not believed
- Not their fault, Not too late to tell someone

30 Minute Lessons

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Grades 3-5 Lesson Goals

45 Minute Lessons

- Spotting Red Flags (words or actions)
- Permission to be assertive, move to get away, make up excuse (in person/online) fighting only if needed
- How we know we can trust safe adults with our safety
- Identifying their safe adults
- Snitching vs Telling/Reporting
- Being a safe friend
- Labeling Abuse (4 Types)
- Labeling the full spectrum of innapropriate content as abuse (showing, sharing, or creating)
- Debunk myth about stranger abuse
- Exploring Tricks, Secrets, Force, Threats
- Not their fault, even if they couldn't or didn't say no/go. Even if they fell for trick or kept an unsafe secret, not too late.

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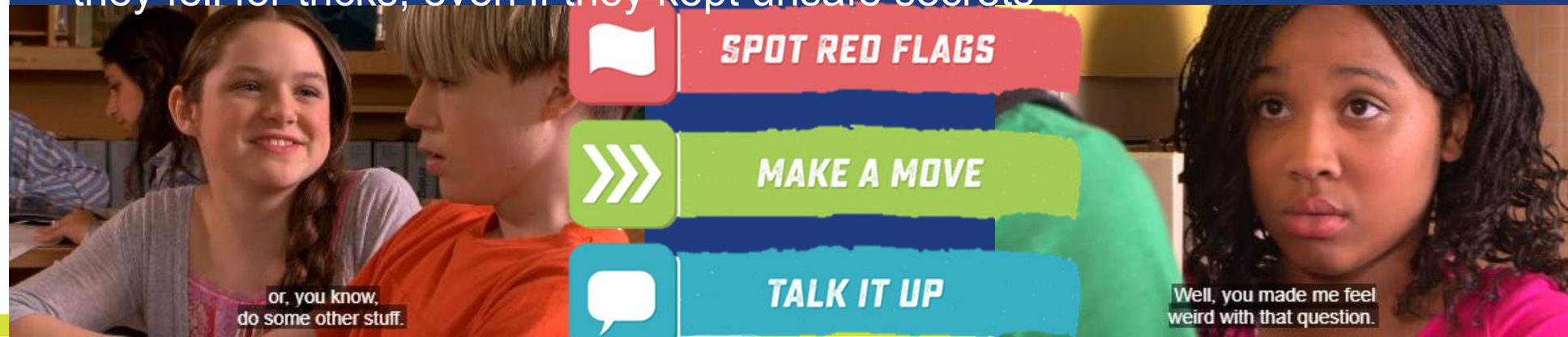
Grades 6-8 Lesson Goals

45 Minute Lessons

- Flirting vs sexual harassment
- Examples and full spectrum of abuse
- Appropriate boundaries with others and influence of age/power
- Responsibility of respect and navigating intentional or unintentional harm
- Spotting red flags: inappropriate content, grooming, coercion, exploitation, sextortion, sex trafficking, & relationship abuse.
- Leaving red flag situations, even if you know person
- Public vs permanent content online
- Spectrum of consent in relationships
- Ways to report/get support for others or self
- Not their fault even if they didn't/couldn't say no/go, even if they fell for tricks, even if they kept unsafe secrets



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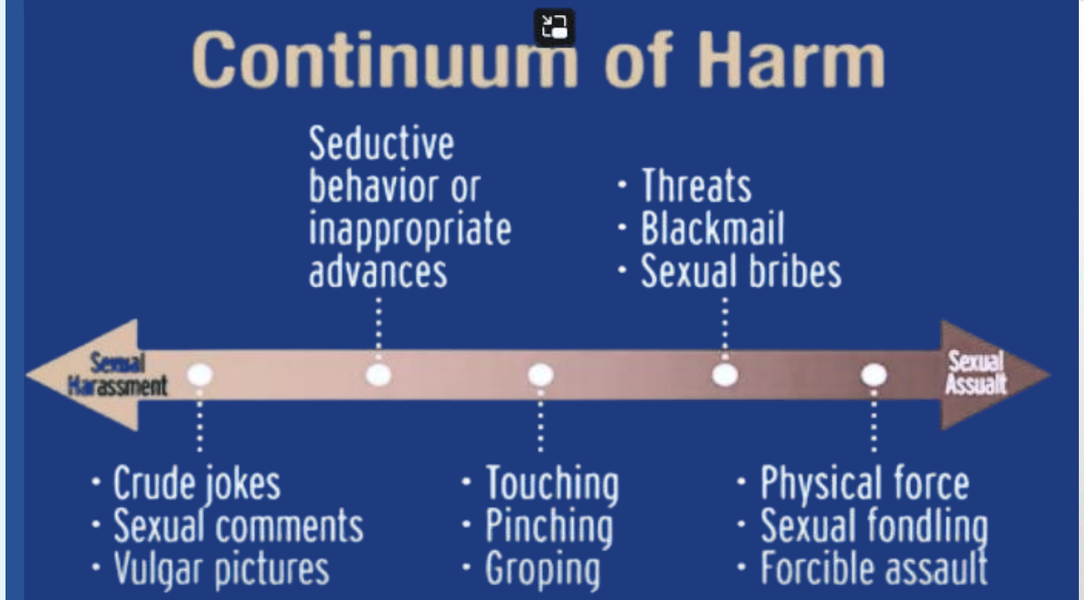
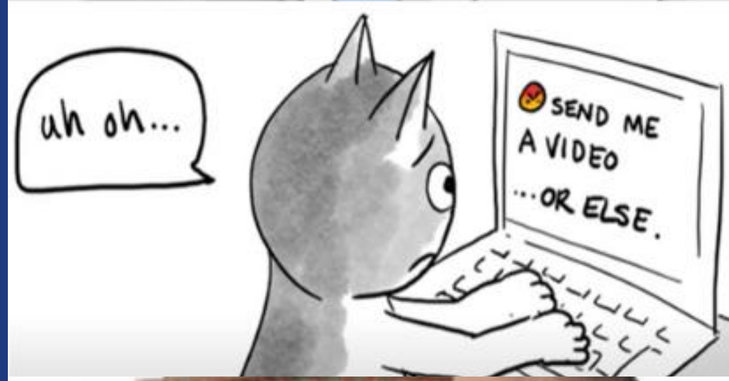
Grades 9-12 Lesson Topics

- Sexual Harassment
- Sexual Violence Spectrum
- Sexting & Porn Laws Overview
- Legal Consent Laws
- Sexual Exploitation
- Sex Trafficking 101
- Internet Safety
- Access to Confidential Support





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General Public & Professional Development Trainings

- Stewards of Children® (2.5 hours)
  - Trauma Informed, Evidence-Informed
  - Interviews of people with lived CSA experience, experts, and treatment providers.
  - 6 short videos with Discussions after each
  - Certificates & CEUs Offered upon completion

- Sexual Violence 101
- Parenting with a Prevention Lens
- Understanding Consent and the Laws
- Prevention Education: How to talk to your kids about Safety
- Mandated Reporting-Responding to Suspected Abuse

1 in 10 children are sexually abused before their 18th birthday

More than 70% of children who are sexually abused are abused by a peer

90% of abuse cases are committed by someone the family knows and trusts

Less than 5% of child sexual abuse claims are false or fabricated

WE TEACH CHILDREN THAT THEIR VOICES MATTER

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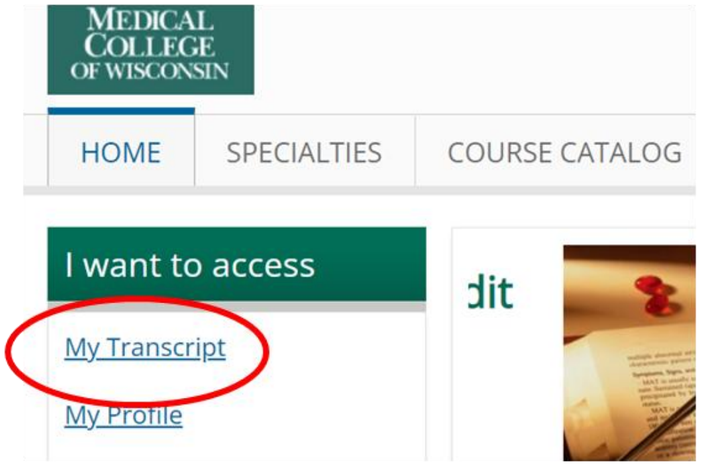
wichildabusenetwork.org

HOW TO CLAIM CREDIT

To claim credit, complete an evaluation:
https://www.surveymonkey.com/r/JuneWICAN2026

You will then receive a code to text to **414-206-1776**. This will mark you as attended.

To print a certificate, log into your account at ocpe.mcw.edu and click “My Transcript.”



Step-by-step instructions on claiming credit: wichildabusenetwork.org/webinars.

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References:

- Wisconsin Coalition Against Sexual Violence https://www.wcasa.org/
- (2025) A Call to Action for Policymakers and Advocates: Child Sexual Abuse Prevention Legislation in the States
- Enoughabuse.org
- National Center of Sexual Behavior of Youth https://www.ncsby.org/
- Darkness to Light https://www.d2l.org/
- Play it Safe https://playitsafe.org
- Daisy Tells a Secret, Haven Inc.
- Human Relations Media http://hrmvideo.com
- Monique Burr Foundation https://mbfpreventioneducation.org/
- Thorn https://www.thorn.org/
- National Center for Missing & Exploited Children https://www.missingkids.org/education
- https://www.nationalchildrensalliance.org
- https://brenebrown.com/articles/2013/01/15/shame-v-guilt/

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Thank you.