



Press Release

For Immediate Release

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First Lady Katie O'Malley & The Family Tree Announce Three Sites For Innovative Program To Prevent Child Sexual Abuse

BALTIMORE, MD, January 26, 2012 – First Lady Katie O'Malley, the spokesperson for the Maryland Partnership to Prevent Child Sexual Abuse, (an effort led by The Family Tree/Prevent Child Abuse Maryland) will announce at a press conference on **Monday, January 30 at 6:00pm in the Governor's Reception Room (State House)** the selection of three communities to take part in a groundbreaking effort to end child sexual abuse.

Enough Abuse Baltimore Coalition/Baltimore Child Abuse Center (Baltimore City), Talbot County Children's Advocacy Center (Talbot County) and Worcester County SART Team/Worcester County Child Advocacy Center (Worcester County) were chosen as the first organizations in Maryland to replicate the Enough Abuse Campaign throughout their communities. This effort was originally pioneered by the Massachusetts Child Sexual Abuse Prevention Partnership.

The initiative's goal is to educate every adult in the community about the true nature and scope of the epidemic and give them the tools and knowledge they need to better protect children. Studies continue to show that many parents believe the major risk of child sexual abuse involves "stranger danger", when in reality, up to 90% of all cases are committed by someone known and trusted by the victim and family.

The Family Tree will provide free training on the campaign's curriculum, which will enable these local organizations to mobilize their own hyper-local initiatives in a way that can be adapted for their respective community's needs.

"I am pleased to join The Family Tree to help educate our communities and end child abuse in our State," said First Lady Judge Katie O'Malley. "Preventing child abuse protects our children from the problems that abuse causes - problems that can last long after the abuse ends. Together, we can build strong children, and play our part in protecting the next generation of Marylanders."

With funding support from the Ms. Foundation for Women and Prevent Child Abuse America, The Family Tree has established the Maryland Child Sexual Abuse Prevention Partnership. The Partnership brings together experts from every sector and region of the State who share a commitment to preventing child sexual abuse before it ever happens.

The Family Tree is Maryland's leading 501 (c)(3) nonprofit working to improve our community by providing families with proven solutions to prevent child abuse and neglect. Through family-focused education, and outreach services, including its 24-hour Family StressLine, it reaches 15,000 of Maryland's parents, caregivers and children in need of support. For more information, call 410-889-2300 or visit www.familytreemd.org.

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