

Nashville's Our Kids Launches #WhatIfIToldYou Campaign to Address Child Sexual Abuse Epidemic

NASHVILLE, TN - Our Kids, a Nashville-based nonprofit that provides medical evaluations and crisis counseling for child sexual abuse, launched a national campaign called "What If I Told You?" Having evaluated more than 26,000 children over its 31-year history, Our Kids wants to take a stand to end the stigma, shame and suffering of those affected by child sexual abuse.

The campaign is based on a question Our Kids supporters and staff often ask: **What if I told you 1 in 4 girls and 1 in 7 boys will experience some form of child sexual abuse by age 18?** What if I told you 95 percent of the time, the perpetrator will be known and trusted by the child or family? The facts are shocking, yet most people don't know them.

"The 'What If I Told You?' project evolved out of a desire to start the conversation about child sexual abuse," Our Kids Executive Director Sue Fort White said. "Secrecy and shame are the vehicles abusers use to betray and exploit children. And millions of adult survivors are carrying shame that doesn't belong to them."

The campaign is anchored by an honest and moving video and supplemented with content intended to be shared among parents, caregivers, educators, and professionals. **If everyone who visits the site shares 1 piece of information with 4 people, we will be able to reach the 1 in 4.** Resources for immediate assistance for children and caregivers will be easily accessible through the site, WhatIfIToldYou.com.

Past supporters of Our Kids include Brandt Snedeker, Jake Owen, and Wells Adams.

"Our Kids has always been dedicated to increasing community awareness, conducting research, and educating people about child sexual abuse," Fort White said. *"Now, it's time to inform the entire nation."*

For more information about "What If I Told You?" visit whatifitoldyou.com.

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