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New Outdoor Awareness Campaign Appeals to “Mommy” To See & Report Child Sexual Abuse

Miami, FL: End1in4, Inc., a new Miami-based non-profit organization, has launched a new outdoor public awareness campaign with messaging that aims to compel mothers and the community at large to see and report child sexual abuse that largely happens in the home and in the family.

The campaign is now appearing on digital billboards on Miami Metrorail platforms and will appear on digital billboards on expressways and major roadways throughout Miami-Dade, Broward, and Palm Beach counties starting June 6. The campaign will also be shared extensively on social media.

“Mothers can be the heroes,” said Kathy Andersen, Founder and CEO of End1in4. “Often mothers are the first ones to see the signs of child sexual abuse that largely happens in the home and in the family, the power dynamics of which often keeps the abuse in silence—but there’s support and we can come together on this.”

The campaign includes an easy recall number, **(240) END-1IN4**, which directs calls to the Childhelp 24/7 National Child Abuse Hotline. The hotline enables confidential reporting of child sexual abuse as well as support for victims and adult survivors.

Three initial billboard headlines will be featured in the launch, **“Mommy, Daddy Touches Me,” “Mommy, It’s In The Family,”** and **“Mommy, You Can Tell.”** The headlines aim to reflect the unthinkable tragedy of child sexual abuse, both in its immediate impact on victims and ongoing impact on families and adult survivors.

1. Ninety percent of child sexual abuse is perpetrated by a family member, friend, or someone known to the family.
2. Sixty percent of child sexual abuse is perpetrated by a parent or step-parent and takes place in the family house.
3. Adults with a history of child sexual abuse are 30 percent more likely to suffer a serious medical condition including cancer, diabetes, heart problems and hypertension.

END1IN4 is teaming up with media partner, Outfront Media, to provide high-visibility digital billboard placement in high-traffic areas, initially throughout Miami-Dade, Broward, and Palm Beach counties. “OUTFRONT is delighted to collaborate on this important public awareness campaign to help end child sexual abuse through breakthrough, high-impact messaging placement on out-of-home media,” said Gustavo de Quesada, Sales Director.

The campaign will expand locally and nationally by securing funding from individuals, corporate sponsorships, and foundations.

ABOUT END1IN4, Inc.

End1in4, Inc. launched in 2022 to help end the impact and magnitude of child sexual abuse through breakthrough and innovative public awareness and engagement campaigns, education, and advocacy. End1in4 collaborates with partner organizations to maximize the collective impact of community-driven initiatives locally and nationally. Founder & CEO, Kathy Andersen, experienced sexual abuse by her adoptive father throughout her childhood, and for over 20 years has led organizations and initiatives to create positive change. For more information, call Kathy and/or visit WWW.END1IN4.ORG.

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