

## MISSION

To work collaboratively, using a public health approach with a focus on the primary prevention of violence—specifically sexual, domestic, dating and peer-to-peer violence—through promoting changes in individual and institutional behaviors and fostering a culture of gender equity and community accountability.

## VISION

“To be a respected leader in education and prevention rooted in the community, working to eliminate sexual violence.”

### **Middlesex County Center for Empowerment:**

*Sexual Violence Counseling, Advocacy and  
Prevention Education*  
29 Oakwood Avenue  
Edison, NJ 08837  
24 hour Hotline: 1-877-665-7273  
Office: 732-321-1189  
TTY: 732-549-0669 (M-F 8:30 - 4)  
empowerment@co.middlesex.nj.us

### **Middlesex County Office of Health Services**

75 Bayard Street, Fifth Floor  
New Brunswick, NJ 08901  
Phone: 732-745-3100



### **The Middlesex County**

#### **Board of Chosen Freeholders**

Ronald G. Rios, *Freeholder Director*  
Carol Barrett Bellante, *Deputy Director*  
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Charles Kenny  
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## Preventing Sexual Violence...

### It Starts With You.



County of Middlesex  
Department of Public Safety and Health  
Office of Health Services

Lester Jones  
*Director-Health Officer*

H. James Polos  
*Freeholder*

*Chairperson, Public Safety and Health Committee*

*The Sexual Violence Prevention Coalition is an initiative of  
The Middlesex County Center for Empowerment*

## ABOUT US

The Sexual Violence Prevention Coalition of Middlesex County strives to increase community knowledge and raise awareness around the issue of sexual violence, so it can be stopped before it starts.

As a coalition, we recognize that prevention requires broad community involvement and response. We continuously welcome new individual members and agencies who are interested in working with us toward the elimination of sexual violence.

By shifting norms, changing attitudes and increasing community accountability, we can change the culture and prevent sexual violence.



## MEDIA LITERACY

**Studies have shown that one of the risk factors for the perpetration of sexual violence is the belief in rigid gender roles.**



Operating on that knowledge, the Media Literacy Program seeks to remove preconceived societal notions and biases regarding gender and gender roles. In a structured multi-session program, the Media Literacy Program encourages participants to become advocates for change in the community, while equipping them with the skills necessary to recognize and counter harmful media messages. It teaches participants to create their own, less biased messages and urges them to spread the messages and concepts of the program.

## COMMUNITY INITIATIVES

- ◆ Promoting April as Sexual Assault Awareness Month
- ◆ Recognizing Denim Day in April
- ◆ Implementing the “Gender, Race and Sexuality: How Media Shapes our Culture” curriculum (the Media Literacy Program)
- ◆ Ongoing outreach and education for schools, organizations and the general public

**Sexual Assault**  
Awareness Month

**For more information on how to join us, get involved, or to bring the Media Literacy Program, to you please contact:**

The Middlesex County  
Center for Empowerment  
1-877-665-7273  
or [SVPC@co.middlesex.nj.us](mailto:SVPC@co.middlesex.nj.us)