



MOONWOOD®

SEE • BELIEVE • TELL

The **MOONWOOD MOVEMENT** is dedicated to raising awareness and a system of support for victims of child sex abuse. Every day, Moonwood's co-owners Alecia and Bernadette fight for education on childhood indicators of abuse, raising awareness on courses of action within the justice system, and resources for abuse survivors and their families. Moonwood Movement's purpose is to help survivors find their voice, to give their hands the tools needed to move forward independently, and to motivate change in the way our community currently approaches child sex abuse. For years, co-owner Alecia's daughter has used the imagery of the woods as a safe space when feeling overwhelmed by memories of sexual abuse during her childhood. Co-owners Bernadette and Alecia are focused on making Moonwood an environment where abuse survivors can work and gain skills they can take wherever they go next on their journey of healing.

We believe with love, and support, survivors will be able to find hope for a better future.

MOONWOOD MOVEMENT'S STORY

Moonwood Coffee Co. co-owner Alecia Draper first noticed that something had changed with her daughter when she began to fall behind her third-grade classmates. She began to have hearing loss and vision problems (ie. dyslexia). Alecia did not realize, that these are only a couple of the myriad of symptoms of childhood molestation and severe emotional and sexual abuse. During recovery from a suicide attempt at 17, her daughter revealed the truth. For ten years, her biological father, and Alecia's ex-husband, had consistently dropped her off to be watched by an adult male friend whenever she was within his custody. This man abused, threatened, and manipulated her for years. Alecia's daughter has developed Dissociative Identity Disorder (DID) as a response to her trauma. Moonwood Movement is a unique program for those who share similar stories with her daughter. Alecia and her daughter know that there is hope for a future, and seek to share that with other survivors. Moonwood Movement is here to help survivors learn the vocational skills needed to have full cups, full ovens, and full futures.

#MoonwoodMovement

THE SPECIAL MEANING OF THE NAME:

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WHY THE DENIM APRONS & HATS?

Everything at Moonwood has a deeper meaning and symbolism. Wear denim as a subtle continuous symbol of protest against erroneous and destructive attitudes about sexual harassment, abuse, assault, and rape. For more information about denim, go to denimdayinfo.org/why-denim.

WHY BAKING?

Baking and coffee brewing has long been used as a cathartic release for those who need a soothing reminder of a bit of good in the world. Within the world of commercial food production, craftsmanship is key. You learn as you go, and start whenever you are ready. There is no need for long-drawn-out educational requirements. The journey starts as soon as you step foot into the kitchen.

HOW BIG IS THE PROBLEM?

According to the CDC Violence Prevention, Child sexual abuse is a significant but preventable public health problem. Many children wait to report or never report child sexual abuse. Although estimates vary across studies, the data shows:

- About 1 in 4 girls and 1 in 13 boys experience child sexual abuse at some point in childhood.
- 91% of child sexual abuse is perpetrated by someone the child or child's family knows
- The total lifetime economic burden of child sexual abuse in the United States in 2015 was estimated to be at least \$9.3 billion. Although this is likely an underestimate of the true impact of the problem since child sexual abuse is underreported.

WHAT ARE THE CONSEQUENCES?

Experiencing child sexual abuse is an adverse childhood experience (ACE) that can affect how a person thinks, acts, and feels over a lifetime, resulting in short- and long-term physical and mental/emotional health consequences.



SEE the things happening around you.

BELIEVE molestation and sexual assaults are happening by someone close.

TELL someone.



FOR MORE INFORMATION, GO TO:

MOONWOODCOFFEE.COM/MOONWOOD-MOVEMENT