

Transforming Communities to Prevent Child Sexual Abuse and Exploitation

A Primary Prevention Approach

Facilitated by:
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September 2, 2010



Scope of the Problem

- ◆ One in four girls and one in seven boys is the victim of some type of sexual abuse/assault before age 18.
- ◆ 71% of assaults are committed by someone that knows the child and family, with 10% of perpetrators being in the family itself.
- ◆ Many perpetrators were once abused themselves...

The Current Perception of Child Sexual Abuse and Exploitation

Office of the Attorney General • Megan's Law
State of California • Department of Justice

◆ To Catch a Predator

- “Dateline's ongoing hidden camera investigation into computer sex predators--grown men, trolling the Web for sex with minors. This time, police are making arrests.”



The Current Perception of Child Sexual Abuse and Exploitation

- ◆ Gender Perspective
- ◆ Human rights Perspective
- ◆ Criminal Justice Perspective
- ◆ Public Health Perspective

**What can be done
to prevent the
problem from
occurring**

in the first place?

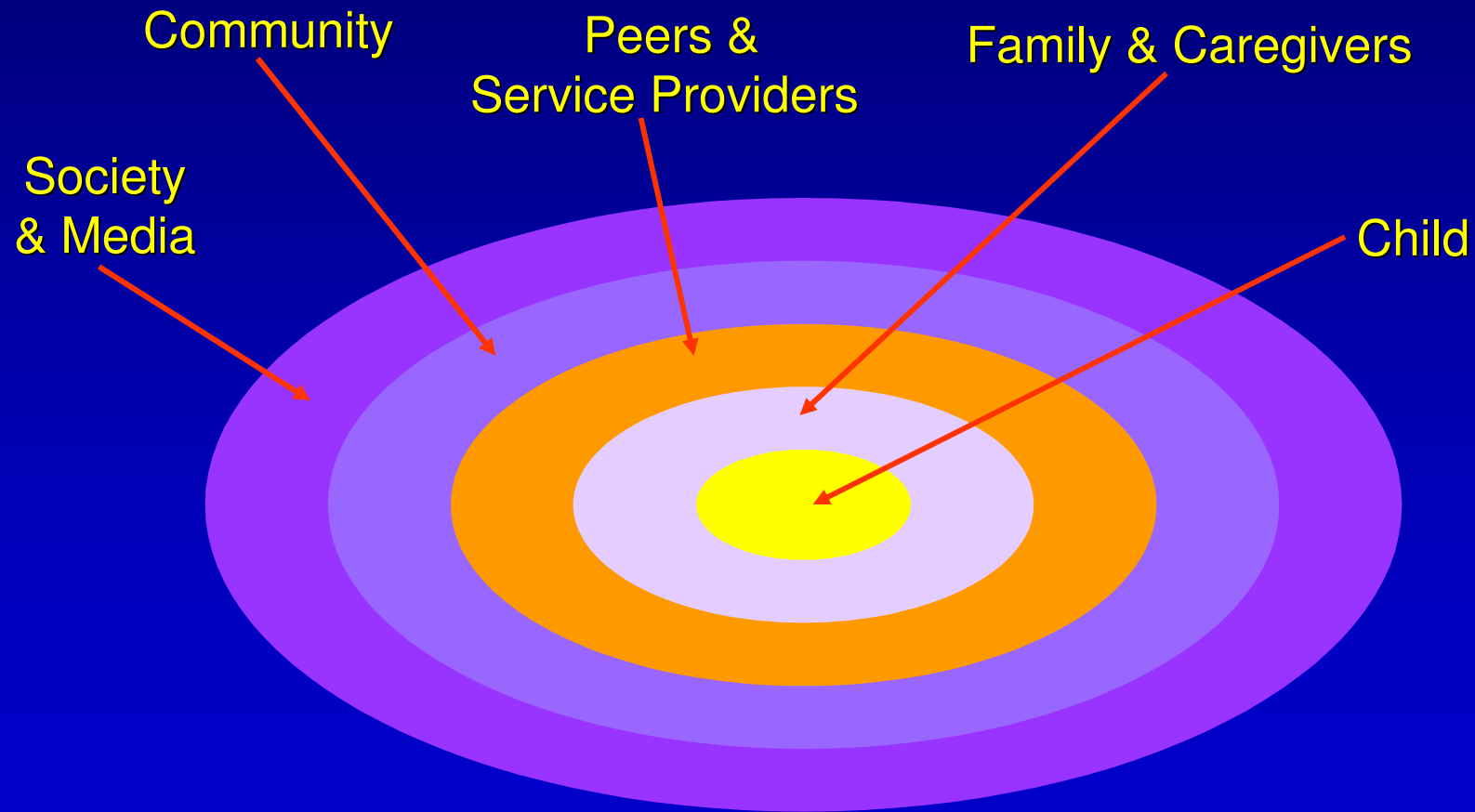
Transforming Communities to Prevent Child Sexual Abuse,

- ◆ Diverse group of local and national experts
- ◆ Developed and prioritized primary prevention strategies, analyzed environmental factors and norms, and outlined policies and practices for transforming communities

“There must be an increased awareness that child sexual abuse and exploitation does not occur in isolation, but instead, stems from deeply rooted social inequities and environmental influences.” **-Convening participant**



Domains of the Child



The Environment: Childhood in the New Millennium

- ◆ Increase amount and more sophisticated marketing towards children
- ◆ Pervasive access to and inclusion of technology
- ◆ Sexualized children, submissive women and dominant males
- ◆ Lack of resources and support for abused and abusers
- ◆ Increased concentrations of poverty

The Environment: Childhood in the New Millennium

Social Cohesion

- ◆ Nearly half of men would be too scared to help a child in need because they feared being branded a pedophile.
- ◆ 44% would be wary of coming to the aid of youngsters in case they were suspected of attempting to abduct them.

Clarck, L. 8/3/2010, *The Star*

“Sexting” Leads to Child Porn Charges for Teens

June 5, 2010

- ◆ **HARRISBURG, PENNSYLVANIA**— Eight high school students ages 13-17 years were accused last fall of using their cell phones to take, send, or receive nude photos of each other and in one case a short video of oral sex.
- ◆ Result: **a felony pornography** charge for each minor.



The Omnipresence of Media



HEALTH DISPARITIES:

**The same
injuries and
illnesses only
*more so***

Prevention

a systematic process that promotes healthy environments and behaviors and reduces the likelihood or frequency of an injury or traumatization.

Primary Prevention

taking action before violence occurs.

The Prevention Continuum

PRIMARY

Approaches that take place **BEFORE** violence has occurred to prevent initial perpetration or victimization

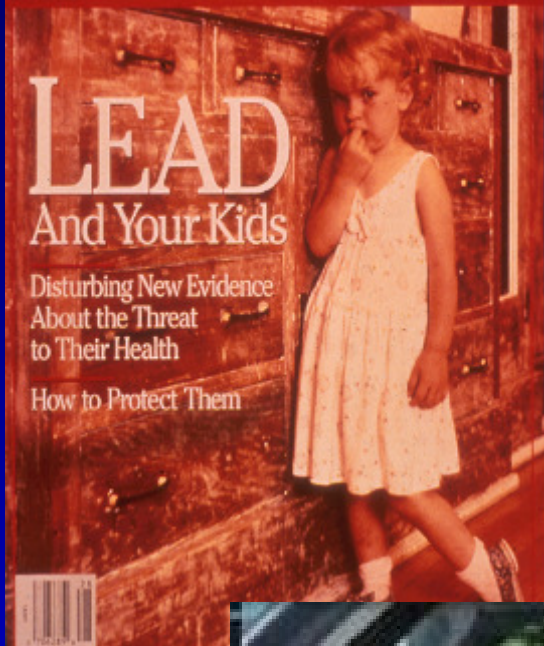
SECONDARY

Immediate responses **AFTER** violence has occurred to deal with the consequences in the short-term

TERTIARY

Long-term responses **AFTER** violence to deal with the lasting consequences and treatment interventions

Newsweek

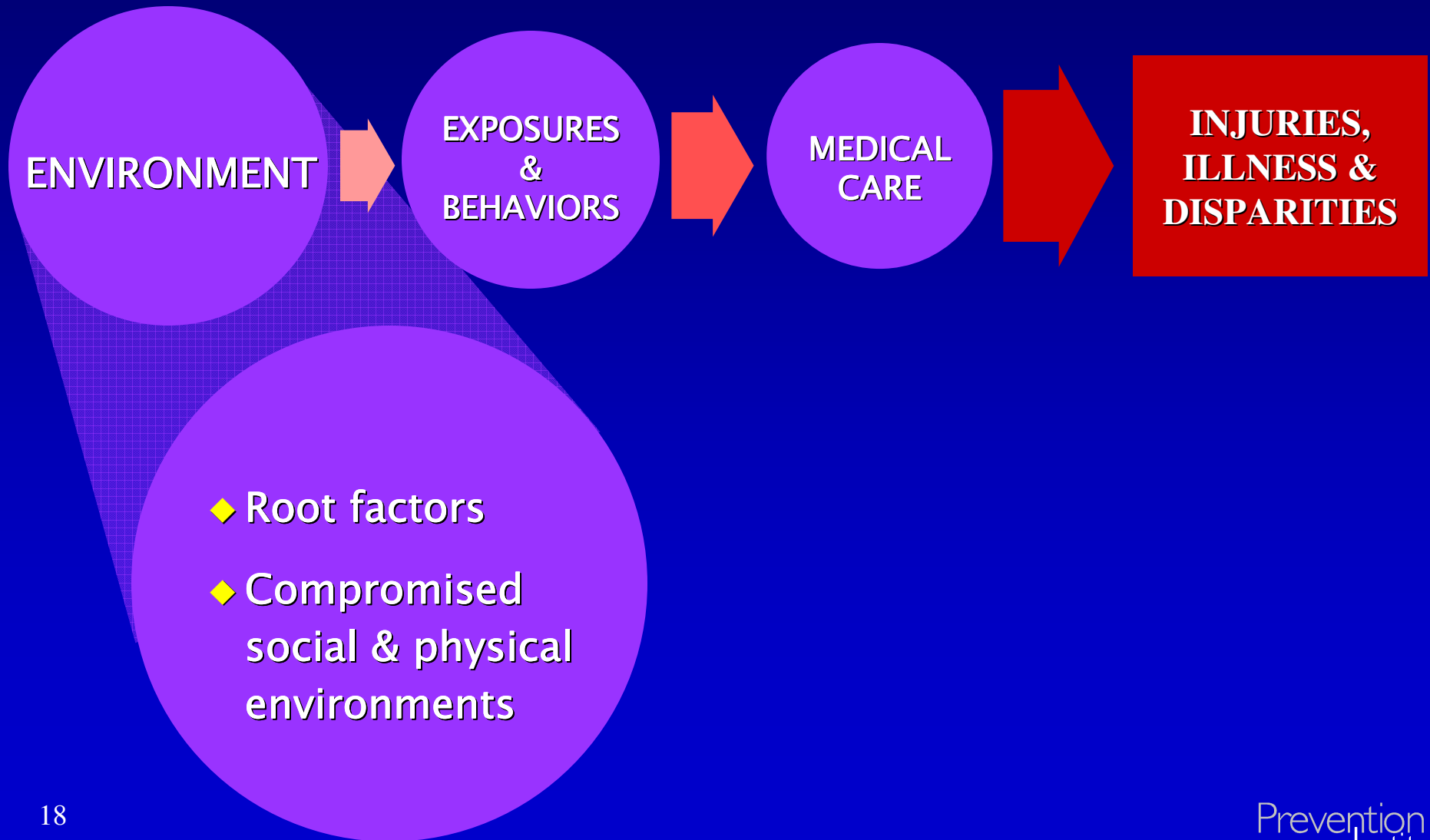


**““The ideas of
one generation
become the
instincts
of the next.””**

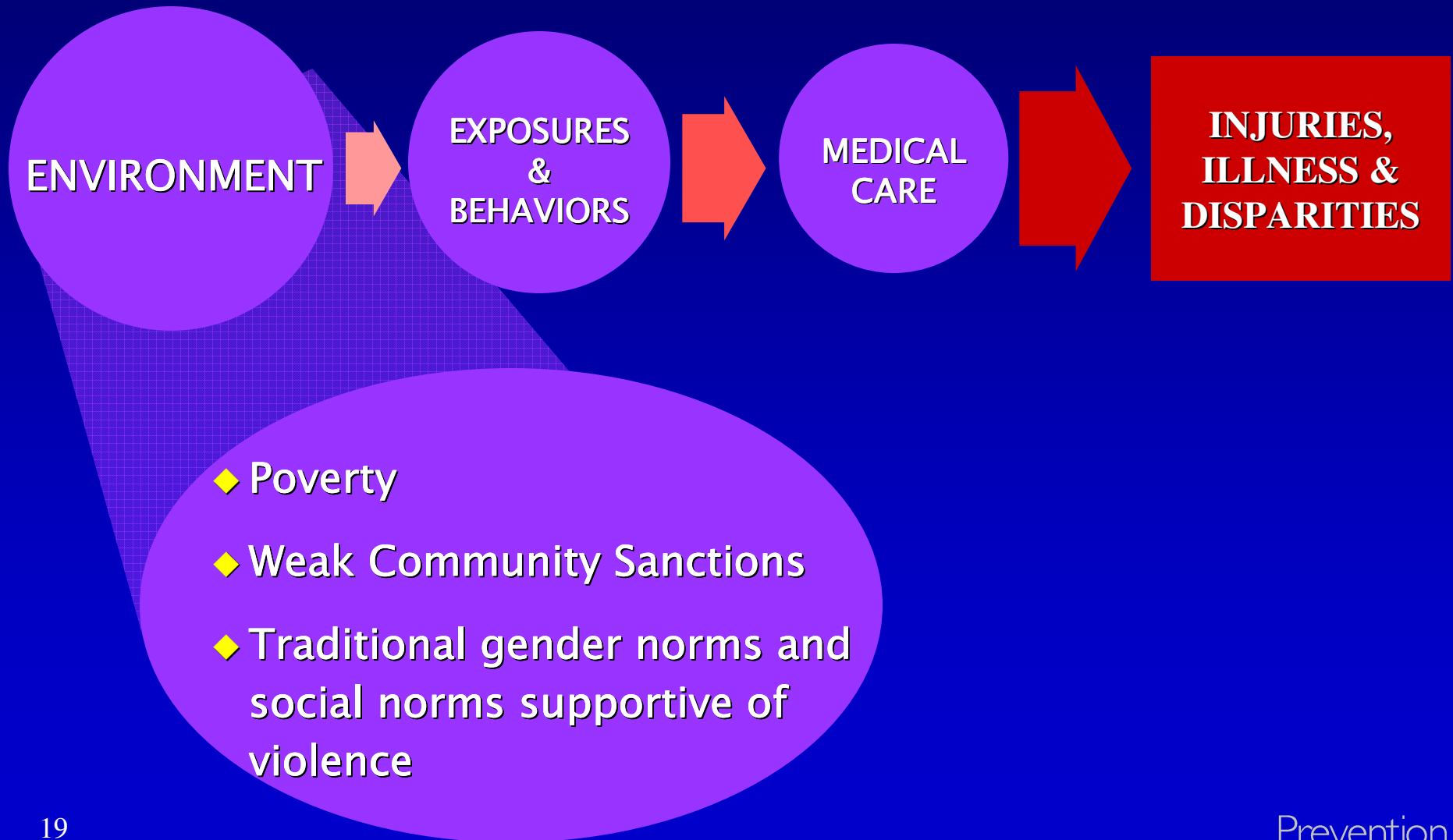
- D.H. Lawrence



Trajectory of Child Sexual Abuse and Exploitation



Trajectory of Child Sexual Abuse and Exploitation



Norms Are Behavior Shapers



A focus on norms

*can help prevent abuse
and exploitation.*

NORMS

more than a habit

based in
culture & tradition

sanction behavior

taken for granted

attitudes,
beliefs,
ways of being

behavior shapers

communicate regularity
in behavior

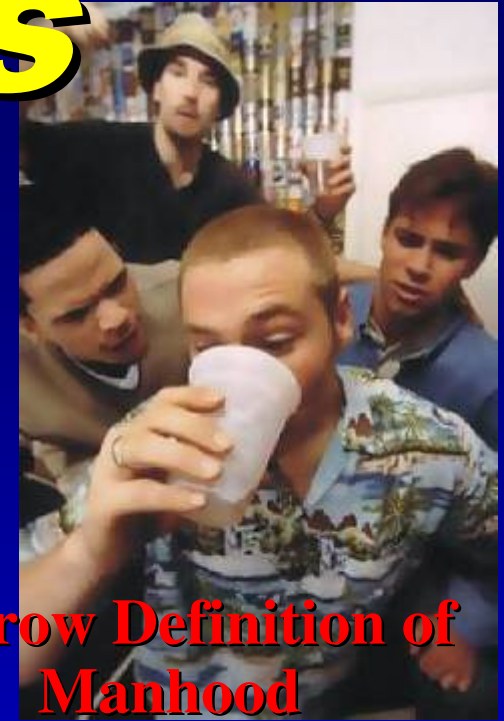
5 Key Norms



Limited Roles for Women



Power



Narrow Definition of Manhood



Privacy and Silence



Violence

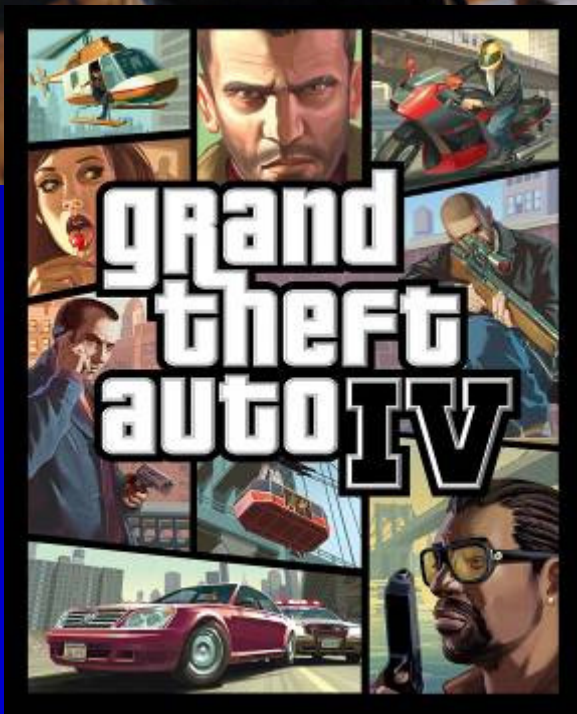
Violence



Narrow Definition of Manhood



Ideologies of male sexual entitlement



Limited Roles for Women

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Google

girls

Search

SafeSearch moderate ▼

About 233,000,000 results (0.08 seconds)

[Advanced search](#)

Related searches: [girls night out](#)

Everything

Videos

Images

Blogs

More

Any size

Large

Medium

Icon

Larger than...

Exactly...

Any type

Face

Photo

Clip art

Line drawing

Any color

Full color

Black and white



Standard view

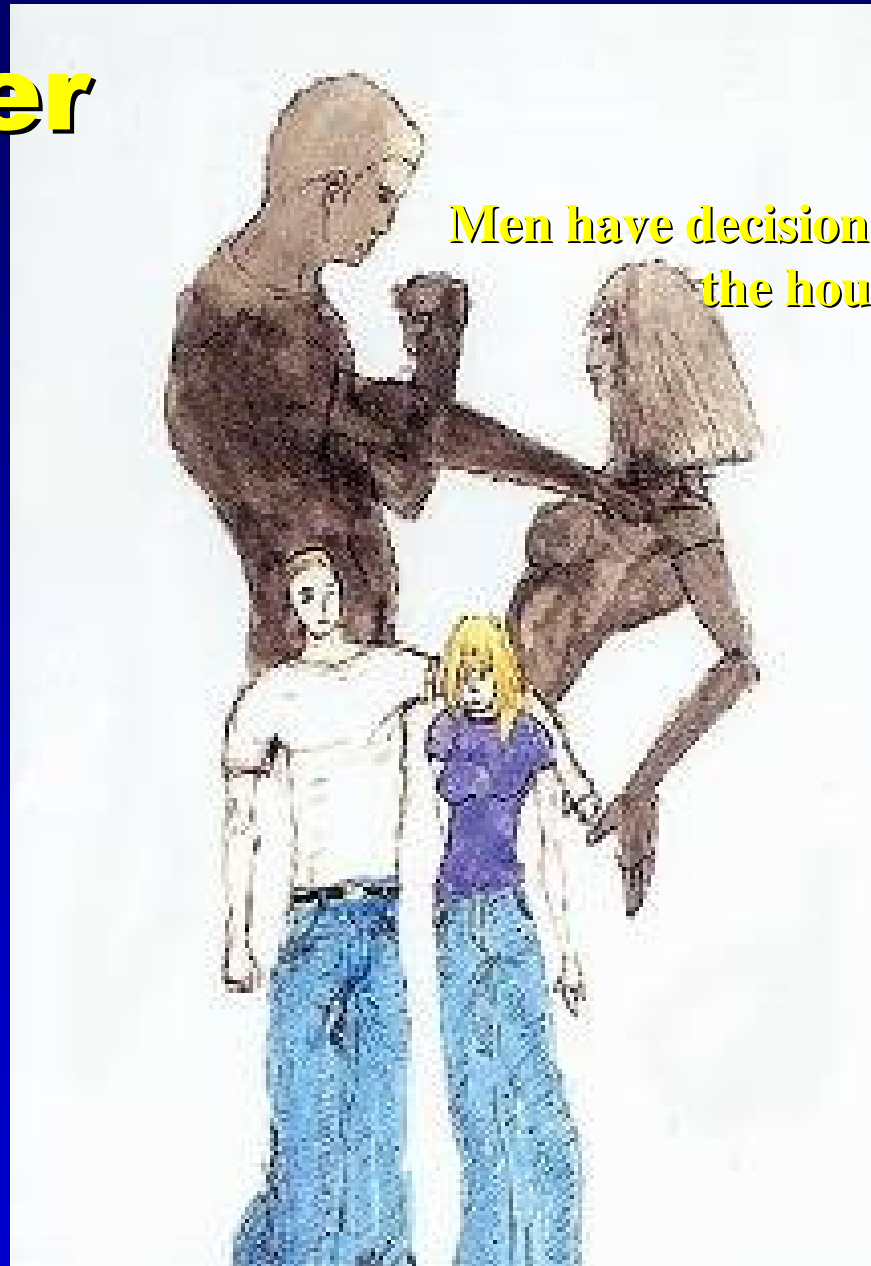


Sexualized Childhood



Power

Men have decision making power in the household



“It is unreasonable to expect that people will change their behavior *easily* when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine

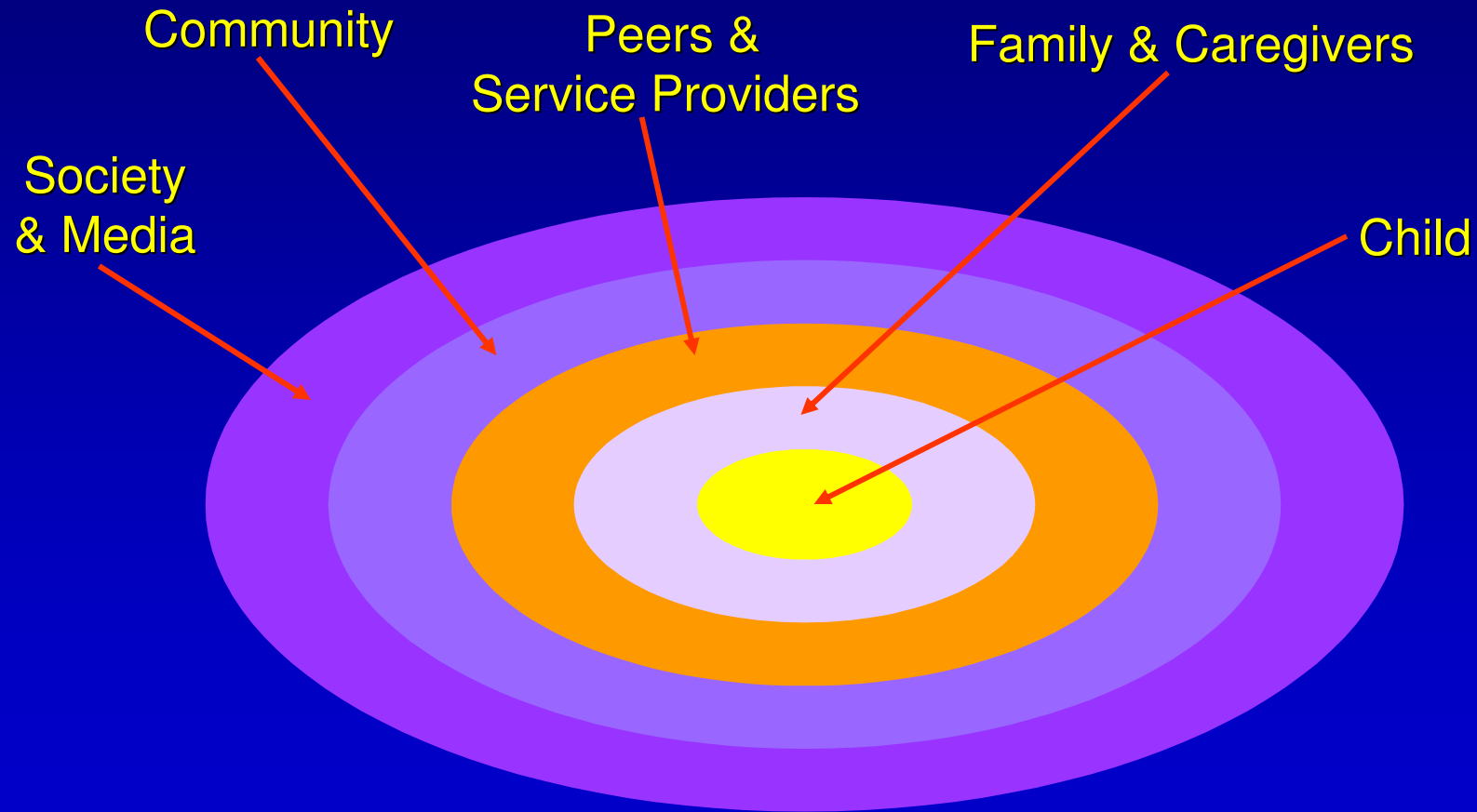


Weak legal sanctions



Privacy

Domains of the Child



Potential Goals

Change social and cultural gender norms through:

- ◆ ***Use of social norms theory*** sv
- ◆ ***Media awareness campaigns*** ipv
- ◆ ***Working with men and boys*** ipv

The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

The Spectrum of Prevention

Influencing Policy and Legislation

Changing Organizational Practices

Fostering Coalitions and Networks

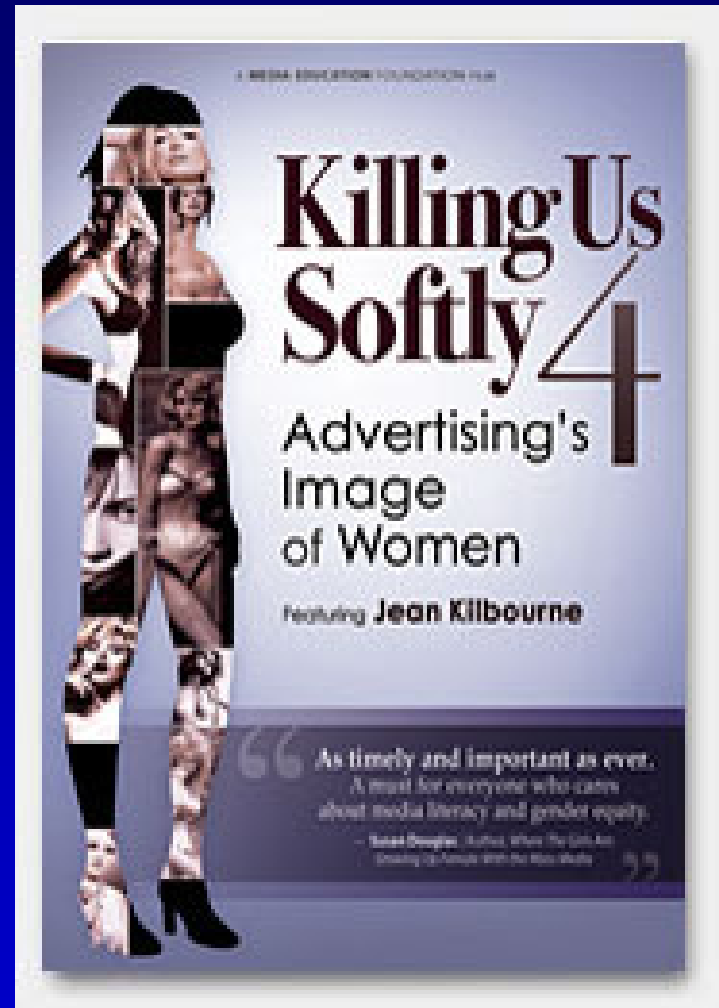
Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

Individual Knowledge and Skills

- ◆ Jean Kilbourne decodes an array of print and television advertisements to reveal a pattern of disturbing and destructive gender stereotypes.



media education foundation

documentary films. challenging media.

Convening: Prioritized Strategies



- ◆ Mentor and model appropriate online behavior for both young people and adults

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Community Education

NUESTRA FUERZA NO ES PARA LASTIMAR.




Cuando un hombre no respeta a una mujer, decimos

ESO NO ESTÁ BIEN.

Los hombres pueden prevenir la violencia. Muestra tu fuerza. Únete. Date a conocer.

MEN CAN
CREATING CULTURES FREE FROM VIOLENCE
STOP RAPE INC

MY STRENGTH IS NOT FOR HURTING.



So when she changed her mind, **I STOPPED.**

Men can stop rape.

TheStrengthCampaign.org

Show your strength. Stand up. Speak up.

MY STRENGTH IS NOT FOR HURTING.



So when she was drunk, **I BACKED OFF.**

Men can stop rape.

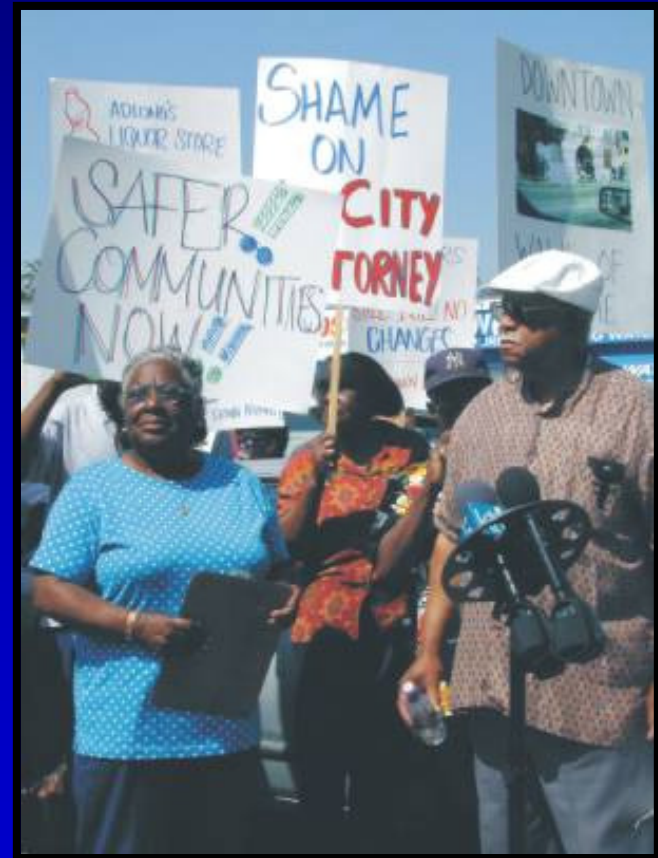
TheStrengthCampaign.org

Show your strength. Stand up. Speak up.

Convening: Prioritized Strategies

“Community engagement is key to any successful movement”

- ◆ Build on community assets
 - Prevention messages rooted in community needs and priorities
- ◆ Increase resilience
 - Support healthy norms and counter fear-based messages



The Spectrum of Prevention

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Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

Convening: Prioritized Strategies



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Changing Organizational Practices

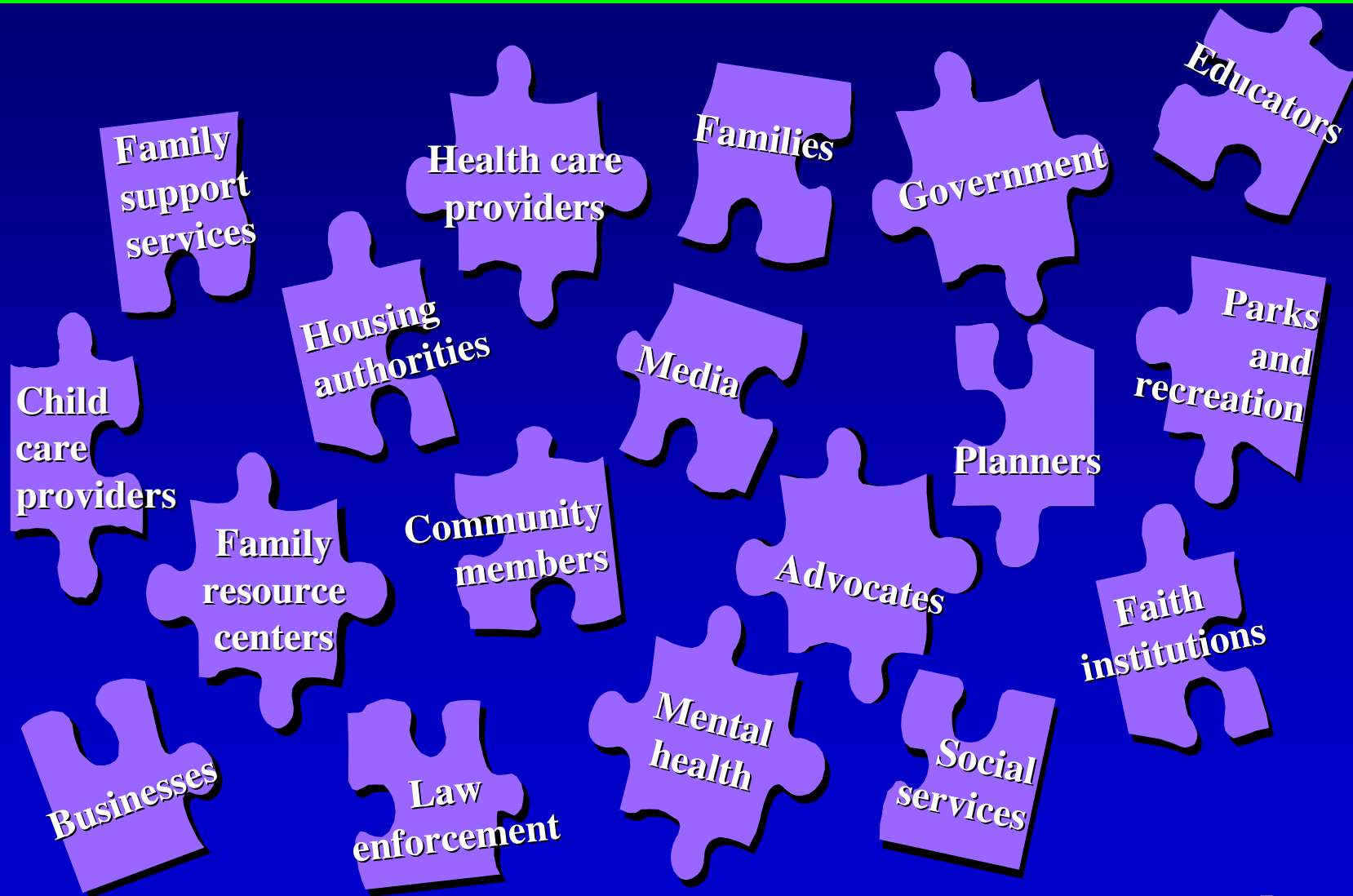
Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

Community Level Coalitions and Networks



Convening: Prioritized Strategies



◆ Community/State Level

- Organize child abuse prevention coalitions that include representatives from multiple disciplines

◆ National Level

- Develop a rapid response media network to spread prevention messages

The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

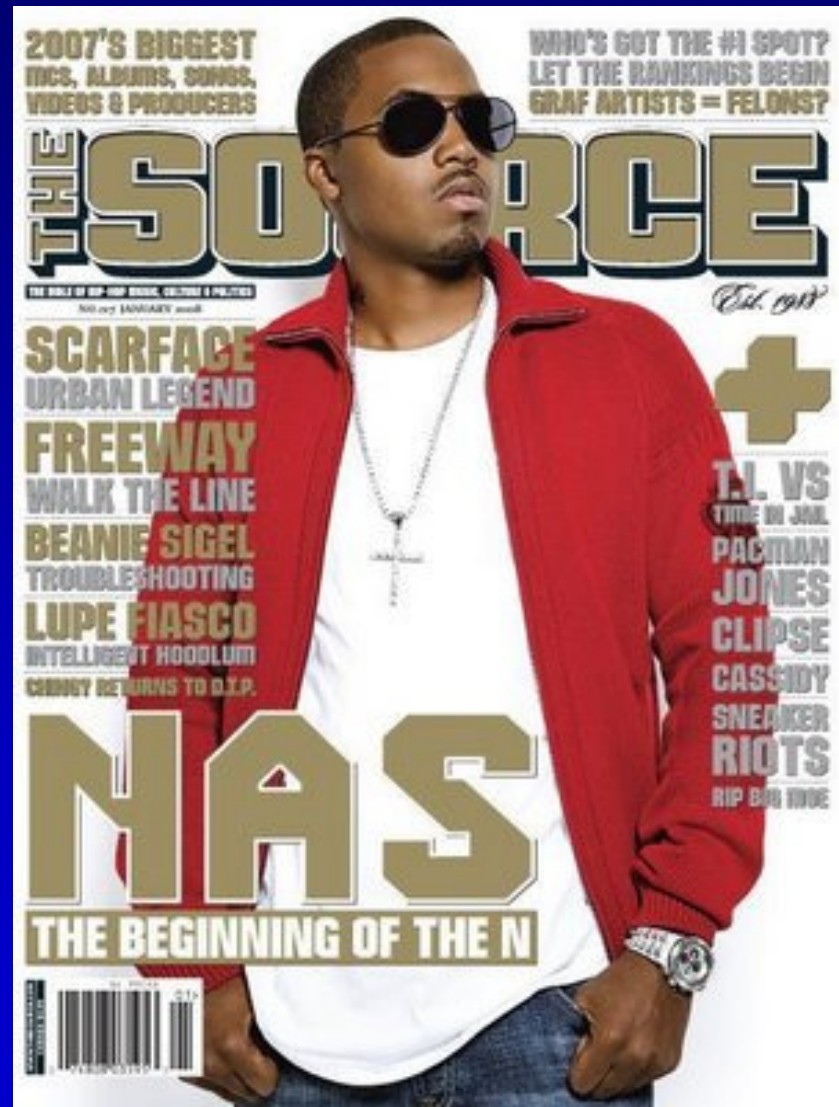
Fostering Coalitions & Networks

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Organizational Practices



Convening: Prioritized Strategies

◆ All Organizations

- Enact workplace policies that support the family unit

◆ Youth Serving Organizations

- Implement organization-wide youth development curricula that is comprehensive and positive



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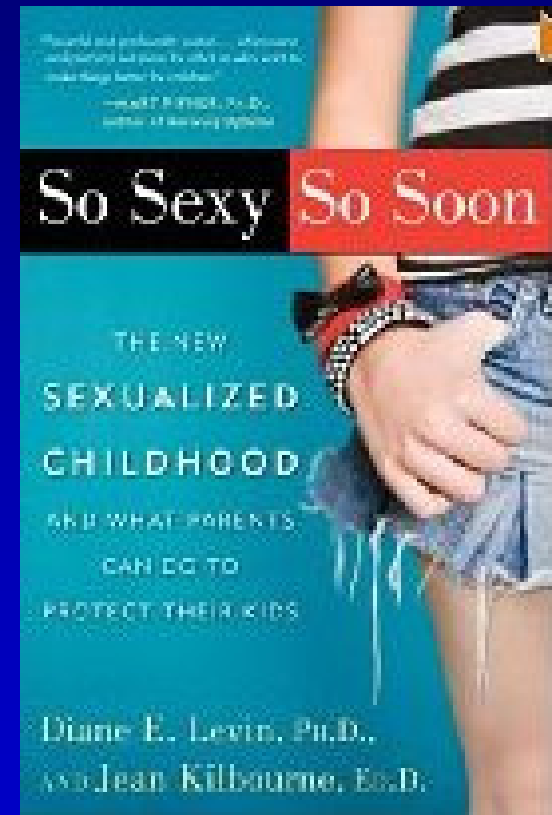
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Convening: Prioritized Strategies

- ◆ Incorporate Quality Prevention Strategies in Current Policy
- ◆ Hold Industry Accountable
- ◆ Adopt Mandates for Prevention Efforts



Policy and Legislation



DOJ releases national strategy for child exploitation prevention August 2010.

projectsafechildhood.gov

H.R. 4925 Healthy Media for Youth Act

“Authorizes grants to promote media literacy & youth empowerment programs, to authorize research on the role & impact of depictions of girls and women in the media and other purposes” March 2010

The Synergy of The Levels on the Spectrum of Prevention



Additional Tools



**Transforming Communities to
Prevent Child Sexual Abuse and
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A Primary Prevention Approach

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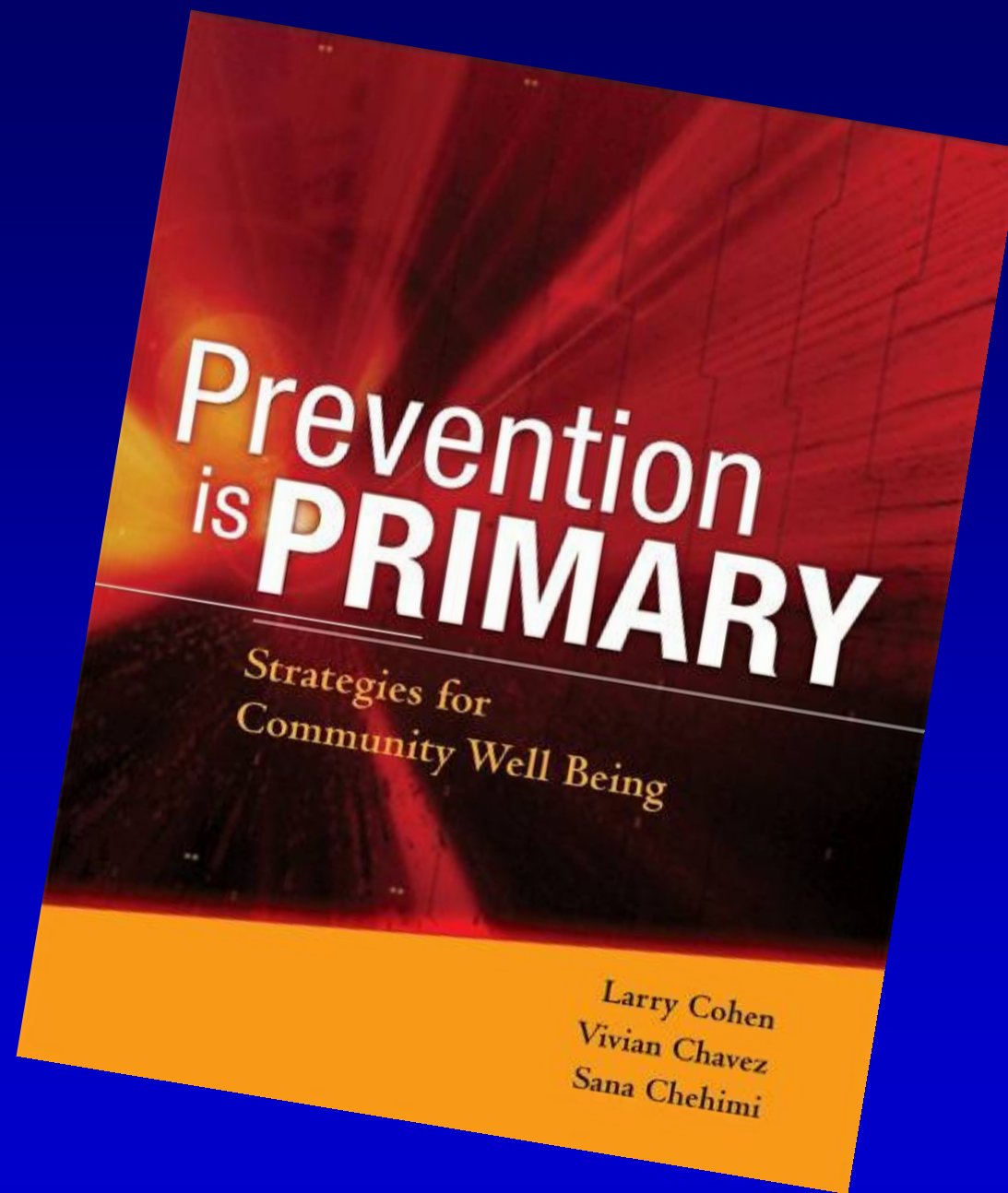
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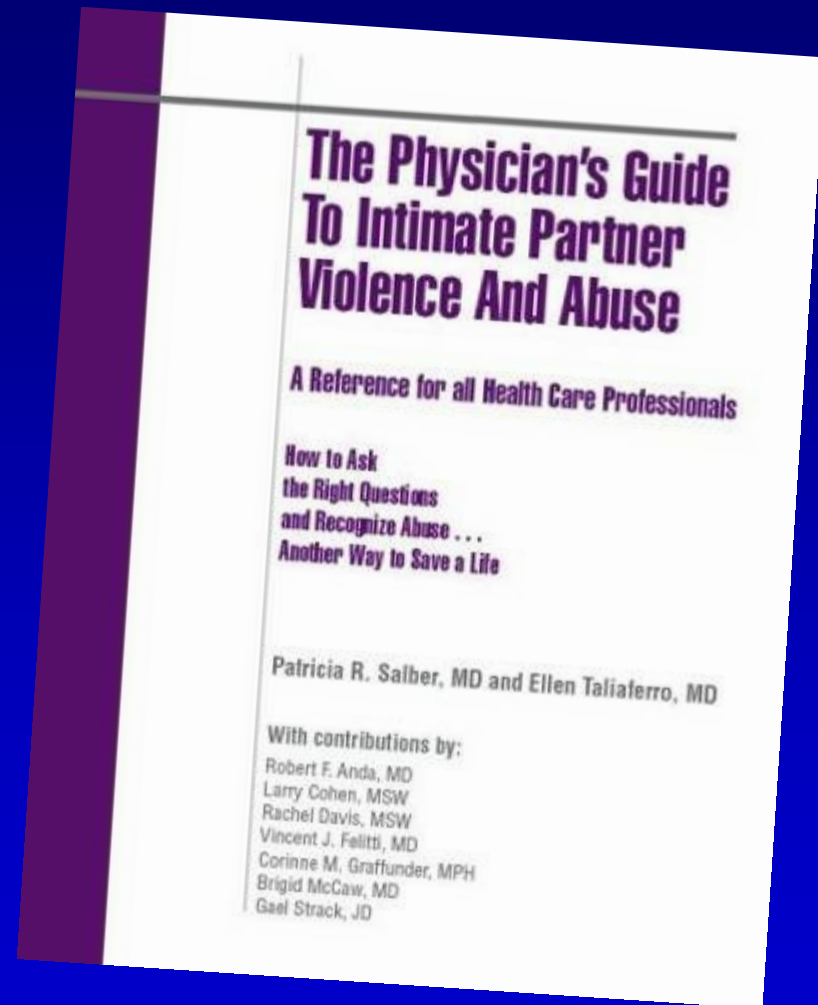
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community well-being

**Transforming
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Sexual Abuse and
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Primary Prevention
Approach**



The Physician's Guide

CHAPTER 10: *Before It Occurs: Primary Prevention of Intimate Partner Violence and Abuse*





Sexual Violence

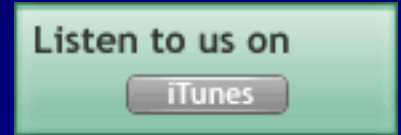
and the Spectrum of Prevention

Towards a
Community
Solution



A Project of

CALCASA



www.PreventConnect.org

- Online Community
- Web Conferences, Reading Clubs
- Wiki, Podcasts, eLearning
- Twitter @preventconnect
- Blog <http://calcasa.org>
- Facebook
- Prevent-Connect Email Group (listserv)

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Activity: The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

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Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

Population/Environments

(This is to be recorded on the worksheet under STEP 1)

- ◆ **Media:** Decrease media portrayals of violence and power over others, especially violence or power over children
- ◆ **Early Childcare:** Promote healthy and responsible family behavior as an integral component of childcare-based organizations
- ◆ **Schools:** Foster educational environments free from harassment and exploitation in which youth can learn healthy and responsible behavior
- ◆ **Workplace:** Work with workplace environments to challenge norms about traditional masculinity and promote gender equity, responsible behavior, and proactive bystander behavior as the norm