



# Intro to Prevention, Detection, Reporting, and Mitigation

From:

Pamela J Pine, PhD, Director,  
Stop the Silence®



# FOCUS

PARTICIPANTS WILL BE ABLE TO DESCRIBE AND DISCUSS:

At least three levels on which change needs to occur

At least two ways to be agents for change

Three ways that we can educate ourselves

At least five types of service providers who need to be reached

At least two ways to reach out to educate the community

# A Quick Review of CSA – why is this so important to focus on?



Prevention & Mitigation of Child Sexual Abuse Training



# ACCEPTED DEFINITION

CSA occurs when a child is engaged in sexual activities with an adult, adolescent, or another (often older) child

Violates the law

Often takes place on an increasing continuum of abuse

CSA occurs when full consent of involved parties is not possible due to differences in size, power, age, developmental level, or authority

# PREVELANCE of CSA

U.S - More than 1 in 4 girls and 1 in 6 boys

EUROPE - 1 in 5 girls and 1 in 6 boys

NZ - 1 in 3 girls by the age of 15, estimated 1 in 6 boys

**Estimates of prevalence of CSA, or how often CSA occurs, range from 8-31% of girls and 3-17.6% of boys internationally**

# Review: Signs and Symptoms of CSA

Sudden change in behavior

Physical problems

Demonstrates age-inappropriate knowledge

Reluctance to be alone

Regressive behaviour

# SEXUAL ABUSE BEHAVIOURS

Voyeurism/peeping

Exhibitionism

Inappropriate physical contact & sexualized talking

Taking sexually explicit photos & commercial exploitation

Insertion of objects

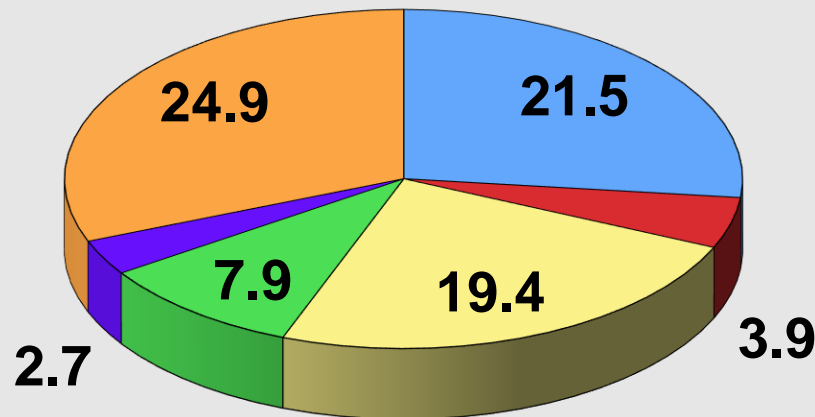
# Effects of CSA

- Low self-esteem
- Depression
- Anxiety
- Isolation
- Regressive behaviors
- Dissociation
- Nightmares
- Flashbacks
- Difficulty concentrating
- Feeling unsafe
- Runaways (43%)
- Promiscuity
- Teen pregnancy (60%)
- Prostitution (95% of prostitutes/ people in porn industry)
- Drug and alcohol abuse (60-80%)
- Self-harm behaviors (cutting, burning)
- Eating disorders
- Abstinence of sex
- Interpersonal difficulties (trouble at work or home...)
- Incarceration (In U.S.: 59% of females, about 1/3 of all those in prison for homicide)



# PERPETRATORS

Relationship to the victim (US)



- fathers only
- mothers only
- other relatives
- mothers acting with another person
- day care providers
- other

Prevention & Mitigation of Child Sexual Abuse Training



# Perpetrators/Offenders (U.S.)

Most often someone known to the child

Children and Adults

Family members, neighbors

80% happens in the home

25-46% of the abuse happens by parents/step-parents

Teachers, coaches, tutors, priests, other professionals

Strangers

Internet Predators

5-12% of perpetrators are women



# Perpetrators/Offenders (U.S.) – a closer look

- From children reports (U.S.):
  - 3/4 of sexual predators are younger than 35 years old
    - 80% are of normal intelligence
  - Most (70%) incarcerated violent offenders serving time for violent crimes against children are white
  - Perpetrators are from all ethnic and socioeconomic backgrounds in our society
  - Approximately 90-94% of CSA occurs with someone a child has an established and trusting relationship with, whether known or not by the parent
  - Approximately 30-50% of that 90-94% are relatives (about 80%)

**Instead of looking for characteristics of perpetrator,  
look for high risk situations where abuse can take place.**





# Why is it so difficult to deal with CSA

Prevention & Mitigation of Child Sexual Abuse Training



# FACTORS THAT CONTRIBUTE TO CSA

Individualism/Privacy

Images from popular culture

Value of children and childhood

Children as property

Discomfort with subject



# SEXUALISATION





# PREVENTION-INTERVENTION: An interrelated continuum

Issues & responses

# Prevention

How can we stop CSA?

What can we do?





# Be aware of grooming behaviors

Importance of recognizing grooming behaviors

# Review: Grooming Behaviors

Gifts or money

Special attention

Threats

Physical and sometimes deniable acts



Family Meetings encourage  
a sense of belonging and  
safety

# Create Safe Spaces



# Talk to and Teach Children



Spending time with  
children

A vibrant, painterly landscape. The sky is a mix of deep reds and oranges, with a bright, glowing sun in the center. The foreground is a lush green field with some darker patches. There are several bare trees scattered across the scene, their branches silhouetted against the bright sky. The overall style is soft and artistic, resembling a watercolor or oil painting.

Set Stretch Goals: small challenges that will build our children's confidence

The background is a vibrant, abstract landscape painting. It features a dark silhouette of a tree on the right side, set against a background of swirling colors including purple, blue, green, yellow, and red. The overall style is expressive and colorful.

Encourage Brainstorming and  
Collaboration: encourage children to  
come up with multiple solutions to  
problems and issues



# Intervention

Issues & responses

# In case of disclosure and treatment perspectives

I believe you

It was not your fault

Validate the information & the individual

Listen

If a minor – report the abuse

# Reporting

Police

Social Services

National Assault Hotlines

Missing and Exploited Children

Child Protective Services

Help Lines

# SYSTEMS & CHANGE



Exploring the different levels

# A Focus on Systems

Interconnected

Dynamic

Have a feedback loop

Provide ways to collaborate

# All System Response

Activating the whole community

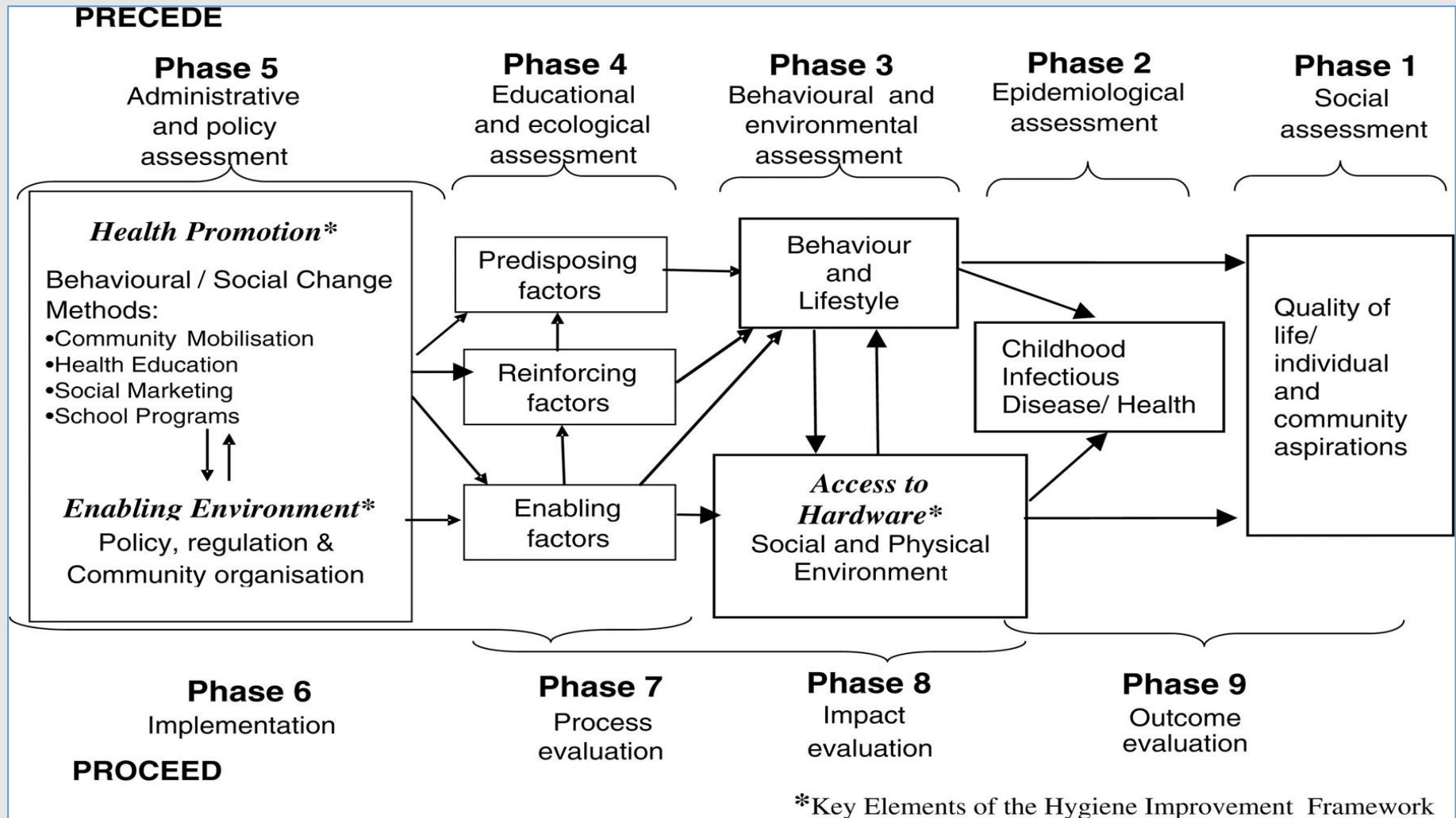
School, legal, court systems

Mental Health

Community based organizations

Call to action

# Example: Focus on Systems Process



# Example: Changes Needed to the Medical System (per Dr. Felitti)

Routinely seek a history of ACE

Acknowledge their reality

Develop systems to help with current problems

Develop systems for early prevention



# A CALL TO MEN



# TRUST MYRIVR AND THE MYRIVR APP

<https://www.trustmyrivr.org.nz/>

**Work to Understand the the  
Context/ YOUR Context**



# WE CAN HEAL CSA: Hit by Lightning

DOWNLOAD YOUR FREE  
UNCOVER THE HOPE  
5 STEP GUIDE

# UNCOVER THE HOPE

Learn to replace feelings of  
unworthiness with hope.  
Visit: [www.joannstvelos.com](http://www.joannstvelos.com)





COURAGE IS NOT THE  
ABSENCE OF FEAR,  
BUT THE ABILITY TO ACT IN  
SPITE OF IT

# THANK YOU FOR YOUR ATTENTION!



Prevention & Mitigation of Child Sexual Abuse Training



# Awareness Building & Action

From Stop the Silence®



# Stop the Silence® :- A Department of the Institute on Violence, Abuse and Trauma (IVAT)

Our Mission: To prevent, expose, and stop child sexual abuse and help survivors heal worldwide.

Areas of involvement:

- Research/evaluation
- Direct services for victims and survivors
- **Advocacy / Awareness Raising**
- Training service providers
- Community education and outreach
- Policy change
- Other prevention/treatment



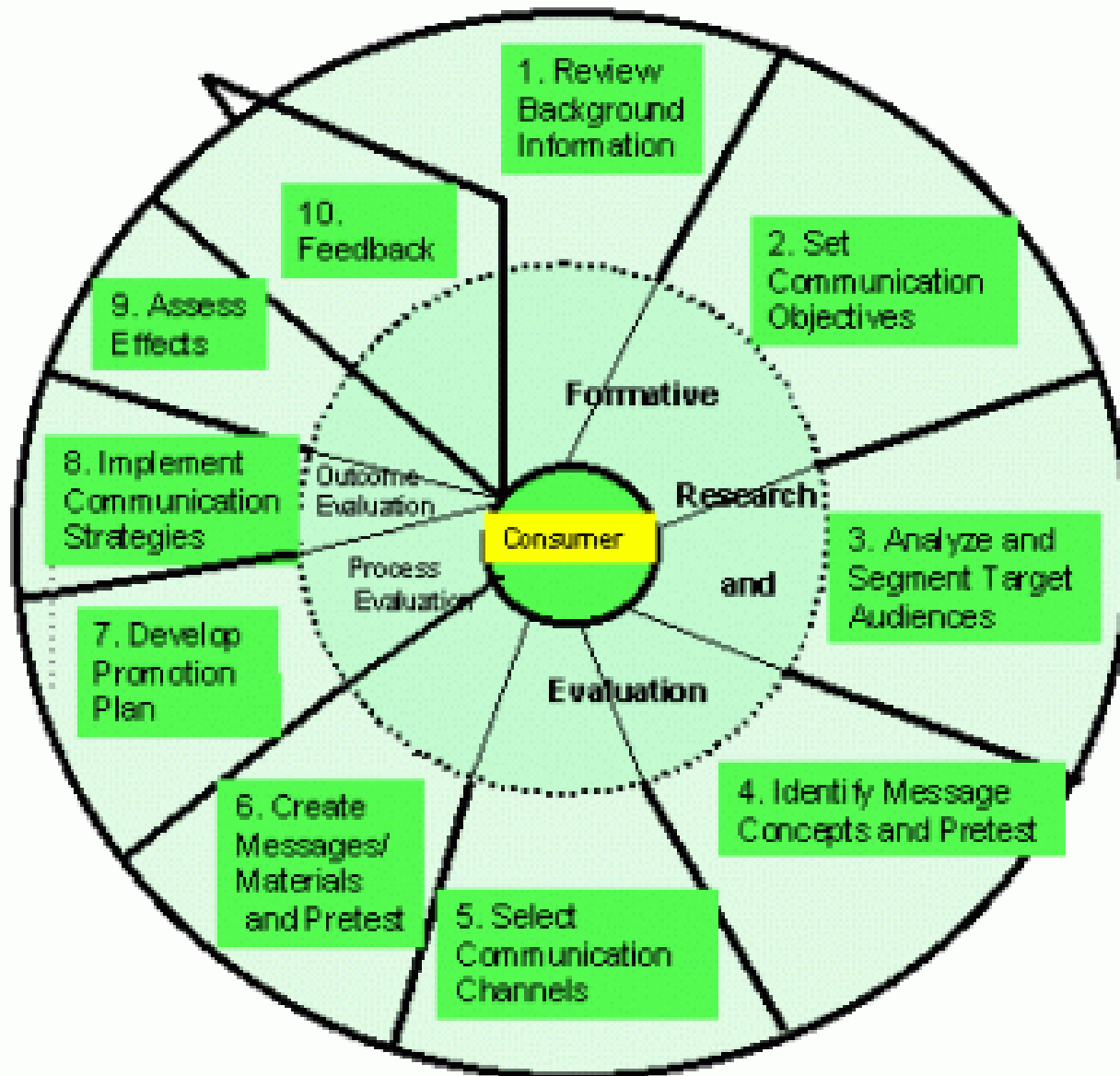
# Presentation Objectives

Participants will be able to:

- Define “campaign” – awareness, media, other
- Discuss the relevant use of media and other venues in awareness raising and education
- Discuss the benefits, facilitators, challenges, and barriers in the development and implementation of campaigns
- Discuss Campaign development steps
- Discuss some specific campaign and cause marketing outcomes



# A Fuller Picture: The Communication Wheel and Discussion



# Campaign Development

- Research
- Planning
- Implementation
- Evaluation

# Definition of “Campaign”

- Documented means of communication
- Reach and influence people widely
- Examples:
  - Newspapers/Magazines
  - Television / Radio
  - Events
  - Documentaries/Films/Plays
  - Web and social media (blogs, twitter, etc.)



# Benefits of Media and Other Outreach

- Reduce secrecy
- Survivors more comfortable, better able to report abuse
- Raised awareness of sexual violence and signs
  - Women and Parents
  - Community Groups
  - Service Providers
- Offenders urged to stop
- Actionable public



Taken From:  
<http://vasai.files.wordpress.com/2007/10/child-abuse.jpg>



## Benefits (cont'd)

- Influence attitudes of the public
  - Combat misconceptions (e.g., CSA/DV epidemic vs. rarity)
  - Advocacy for children and women
- Influence policy makers
  - Support services ready to handle reports, treat survivors
  - Track offenders, conduct background checks
  - Enact legislation to support children's/women's rights
    - Right to safety, right to speak out, right to testify

# Sexual and Other Violence Campaigns – Challenges and Barriers

- Public discomfort with the issue
- Communication barriers (e.g., media involvement and type of reporting – “stranger danger,” reporting on individual cases, impacting behavior change)
- Lack of agency coordination and outreach
- Inadequate funding



# CSA Media Campaign Examples

- Tacoma, WA, 1985, quickly increased reporting
- PBS Programs, “Child Sexual Abuse – What Your Children Should Know,” 1991 series.
- Stop it Now!, 1992-present, initial focus abusers.
- Project Safe Child: 2007-present, e.g., Ad Council, US DOJ, “Think Before you Post,” teen girls
- Child Abuse Prevention Month is in April
- Stop the Silence: Stop Child Sexual Abuse, Inc. ongoing Race and campaign (2004-2013)



# What Effective Communication & Education Programming Have in Common

- Research -- pertinent
- Planning – thoughtful, strategic approaches
- Implementation – common, consistent language
- Evaluation – quantitative and qualitative

# Communication Campaign Steps –

## 1. Research

- Use accepted theories and quantitative and qualitative data background and collection methods to develop and shape campaign (e.g., Situational Theory of Publics).
- Results as guide to development of a campaign
  - Objectives
  - Strategies
  - Tactics

## Step 2. Planning

- Determine the goals of the campaign/ program
- Identify publics to be targeted (various geographic, cultural, age, socio-economic)
- Articulate objectives for each target public
- Identify strategies and planning actions

## Step 3. Implementation

- Follow identified necessary steps
- Use a variety of poignant, relevant communication tactics – concrete ways in which the strategies are executed

## Step 4. Evaluation

- Informal: Media campaigns can yield extensive local, regional, and national radio play, TV coverage, and articles and ads reaching at least tens of thousands
- Other (formal): Additional research to be conducted
  - Conduct follow on survey research as possible before and after events and media campaigns
  - Track numbers of additional clients seen through partner service organizations, and on an on-going basis
  - Track progress of clients
  - Evaluate related activities, e.g., training conducted with service providers

# An example: Stop the Silence<sup>®</sup>

## Original Campaign Goals

1. Raise mass awareness about CSA/child abuse as a social issue
2. Generate funding for programming
3. Conduct comprehensive programming



# Stop the Silence<sup>®</sup> Campaign Target Publics

- Advocates in D.C. and elsewhere (as relevant)
- Adult survivors of CSA
- Local, registered voting public
- Stakeholders (working through collaboration)
- Policymakers





# Original Stop the Silence<sup>®</sup>: Campaign Objectives

- Increase information outreach, report calls to help lines, speak out to others (advocates and survivors)
- Increase awareness and knowledge (voting public)
- Increase relevant action(s) (stakeholders)
- Raise at least \$300,000 in federal appropriations



# Stop the Silence® Campaign Strategies

- Generate mass media attention
- Leverage relationships with CBOs, local and national and international advocates, researchers, and organizations
- Conduct community outreach and education in coordination with CBOs and other local organizations



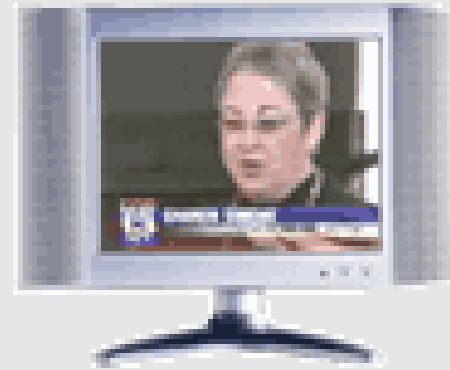
# Tactics for Strategy 1: Getting Mass Media Attention

- Get “a look and feel”
- Generate attention of policymakers, advocates, survivors, and voting public
- Use celebrity/public spokespersons
- Use respected and well-known organizations to write articles about the race and the cause
- Develop PSA and Web banner to be distributed and used nationally



# Stop the Silence<sup>®</sup> examples of PSAs, Web banners, TV, radio, video

- CNN story nationally using Sharon Simone, CSA prevention advocate



# First Race to Stop the Silence® Startup (2004, continued through 2013)



# Stop the Silence® Campaign Outcomes

- Race to Stop the Silence® – 10 years in all
- Regular media attention through local, national TV (Ch. 4, 7, 8, 76, Comcast, Discovery, CNN, MD public TV), radio outreach (ClearChannel now iHeart Radio, DC-101, WC/WR), NPR, newspapers (Washington Post, local Gazette), TV and movies house Public Service Announcements (PSAs)
- Scores of local, regional, and national organizations, groups, and policy makers “signed on” in support of Race related programming
- Further important networks established



# Stop the Silence<sup>®</sup> Campaign Outcomes (cont'd)

- Initial \$300,000 in Fed. appropriations for comprehensive programming in Maryland, \$100K from Ford Foundation for NCBB, \$424,676 from DOJ, then Pepsi, Calvert Group., etc.
- Campaign name recognition locally, nationally, internationally
- Generated further programming, e.g.:
  - Girls'/boys' programs
  - Freeze to Stop the Silence<sup>®</sup>
  - DSS and many other trainings
  - Film and theater



# Films as Education

Examples: The Tale, Lost Sparrow



Prevention & Mitigation of Child Sexual Abuse Training





# Another Example: The work of PAVE – Survivor Justice Campaign: “Call It Rape”



# Outcomes of Survivor Justice Campaign's "Call it Rape"

- Local media strategy in Nebraska
- National: 3 business days, over 40 cities participated
- Thousands of people
- Local television news, print and radio
- Blogs and social media
- CNN, Today Show, TIME, People





Speak out  
your power is a powerful thing

“ I had been raped and never uttered a word... It has taken me years to say that aloud. And even now, I can't say it very loudly. But because of you, women like me can begin to whisper. And from those whispers, come life. Thank you. ”

**pave**  
promoting awareness / victim empowerment

**Stop the Silence**<sup>®</sup>  
A Department of the Institute  
on Violence, Abuse and Trauma



## POLICY & LEGISLATIVE

Austin King, former Madison, WI City Council President and author of the Justice for Patty resolution

# Barrier Economic Issues

- Marketing Budgets Slashed
- Small Businesses Closing their Doors
- Nonprofit Funding Cut
- Need for “Out of the Box” Thinking
- Innovation and Strategic Partnerships



# What is Cause Marketing?

Forging a mutually beneficial relationship  
with a for-profit business and the  
nonprofit arena



A "Win" - "Win" for Your  
Business and our Community



# Overall Benefits of Cause Marketing

- Enhanced Positive Public Relations
- Media Opportunities
- Brand Awareness
- Customer Loyalty
- Increased Employee Morale
- Greater Sales
- Expanded Market Share



# History of Cause Marketing

- Term "cause-related marketing" or "cause marketing" is attributed to American Express
- Coined to describe efforts to support locally based charitable causes in a way that also promoted business
- Term was then used to describe the marketing campaign led by American Express in 1983 for the Statue of Liberty Restoration project
- A penny for each use of the American Express card, and a dollar for each new card issued was given to the Statue of Liberty renovation program





# Statue of Liberty Cause Marketing Results

## Charity:

- \$2 million was raised for Lady Liberty in 4 months (1983)

## Business:

- Transaction activity jumped nearly 30%

## Win-Win Relationship:

- The concept was created that doing good, was good for business



# Cause Marketing is Effective!

- According an earlier study, the Cone Millennial Cause Study in 2006, 89% of Americans (aged 13 to 25) would switch from one brand to another brand of a comparable product if the latter brand was associated with "good cause".



# Multi-tiered Cause Marketing

- Outreach to Public
- Strategic Partnerships
- Collateral Materials
- Advertising
- Media Relations
- Online Strategy - Web 2.0
- Product Endorsement - ex. Figurehead
- Event Planning



# PAVE + April Rose



- Model and TV Host
- Maxim Magazine
- Local BMW Event
- Comcast PSA
- Sports Morning Shows
- WNBA Game - PAVE Day



# Other Materials to Raise Awareness



DR. PAMELA J. PINE

FEATURING: DR. STANLEY BECK BANDA, JOELLE CASTEIX,  
KIM LAKIN CREGER, BETH DONAHUE, LAQUISHA HALL,  
TAMBRY HARRIS, CHRISTY HEISKALA, HEIDI HENYON, LIANNE HOFER,  
ANNE HOYER, FATMA IBRAHIM, DONNA JENSON, ANNIE KENNY,  
MARTHA LAZO-MUÑOZ, STRONG OAK LEFEBVRE,  
ALICIA LIMTIACO, SYLVIE MANTI, AKEREI MARESALA-THOMSON,  
VALERIE MEOLA, MARY JO ROSS, LAURA SHARON, CHRISTY YOUNG

# Alert!



Get your  
<https://www.a>



# Other Materials to Raise Awareness



*Support the mission,  
Get your T-shirt!*

I'm a **THRIVER**



SinclairStrattonArt/MyShopify.com  
IVATCenters.org/Stop-the-Silence

The Dragonfly symbolizes change, transformation,  
adaptability, and self-realization.



I'm a **THRIVER**



SinclairStrattonArt/MyShopify.com  
IVATCenters.org/Stop-the-Silence



# International Efforts



What is to be lost if we choose to do nothing or little?!

This cannot be an option.  
You can do it!





# Collaboration and a Challenge

- How can you join the work while putting your stamp on the issue and your organizations' name out to your local, your region, the nation??
- A campaign yet to be implanted – can you?
  - Collaborate with a physician, other organizations, and your local paper(s),
  - Hold an event,
  - Attract interest about ACEs including CSA by publishing local versions of the ACE questionnaire in newspapers asking for anonymous data, then publish the pooled data,
  - Write letters to editors before (to raise interest and involvement) and after with the results.

