

Ending Child Sexual Abuse

web conference series



Ms. Foundation for Women
Building women's collective power to ignite change

Working with the Media to End Child Sexual Abuse

Session descriptions, recording, and materials can be found at

<http://preventconnect.org/2012/05/web-conference-ending-child-sexual-abuse-2/>

Chat

June 7, 2012

(Names have been deleted)

are there handouts to print for this presentation?

Go to the Prevent Connect Website and follow the link to the webinar and they have a PDF link at the bottom of the page.

<http://preventconnect.org/2012/05/web-conference-ending-child-sexual-abuse-2/>

tweeting with #endcsa.

<http://preventconnect.org/2012/05/web-conference-ending-child-sexual-abuse-2/>

You can watch a recording of the May 3 session just <http://preventconnect.org/2012/04/web-conference-ending-child-sexual-abuse-1/>

www.bmsg.org

http://www.bmsg.org/sites/default/files/bmsg_issue19.pdf

Breaking News on child sexual abuse:

http://www.bmsg.org/sites/default/files/bmsg_report_breaking_news_on_child_sexual_abuse.pdf

our project started the morning of Penn State's last game

The Sioux City Journal (Iowa) Editorial staff published an exceptional article (full front page) when a young man killed himself as a result of anti-gay bullying. They spoke to prevention at the community and institutional level.

They challenged the themselves and the community to engage. Here's a link: http://siouxcityjournal.com/front-page/pdf_ca520233-36a0-53ea-ae84-2030dbf5c47e.html

Did you examine why the Penn State articles were so limited? As a former journalist, I know that community stakeholders play a major role in what kind of coverage should be allowed

How can we utilize the media to help prevent the double standard in punishment for sexual abuse on children? For instance the sentencing being high for males vs females?

better focus on what system changes the movement supports, a critical look at our criminal justice response

What do you see as the implications of Pamela's presentation?

a office media intern

Keep the institutional focus, but get in there early and often

It has been so difficult in our area to get media attention around prevention. when i've approached our local newspaper, they make requests to see child forensic interviews, etc.

Prepare to flip the conversation from hand wringing and ander about this one case to what do we need to do to prevent future cases.

working with media requires ongoing, constant plan and outreach

Working on getting our organization more up to date with technology and following the news more.

What are some good ways to enlist helpers (ranging from agency volunteers, board members, and staff not typically in relationship with media) to respond/piggyback to media stories, such as writing constructive reactions in opinion space?

ATSA and NSVRC are co-sponsoring a campaign to submit letters to the editor attempting to turn the discussion generated by Sandusky towards prevention. We have several short samples that people can use as-is or adopt. If anyone wants a copy of the samples you can email me at kbaker@nsvrc.org

As a graduate student who is studying media coverage as it relates to sexual assault more broadly, I am really excited to speak more with Pamela and the BMSG

Constantly reframing the discussion about prevention up the chain outside of the exclusive focus on individual behaviors.

This presentation has brought light to how the media describes the abuser and makes the audience feel sympathetic to the abuser, and angry at the abused child for coming forth and ruining the image of an "icon". Sometimes people are not aware when their opinions are being framed by the media....its very unfortunate and I appreciate this forum

Highlighting and celebrating organizations/institutions that are doing prevention work can help other see that prevention is possible, not elusive

Enlisting the help of bloggers

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National organizations prepped for opening of Sandusky trial. That prep and resulting relations, content, lessons should help us be better prepared for proactive and responsive work with media

www.frameworksinstitute.org

I am interested in an analysis of the language used in media coverage and how it can blame the victim and justify the offender's behaviour. Some interesting outcomes of research out of the University of Victoria about 10 years ago - lighter sentences for offenders when language was couched in sexual terms vs violent terms

On the Tumblr community people will often "Tumblr bomb" which means sending in commentary about problematic things that are happening in the media or institutions. The nice thing about it is that it doesn't have to be only from people who are in the local region

We did a 2 sided full color ad "wrap" for our Sunday newspaper focusing on Child Abuse Prevention and Intervention.

I agree that use of language in media and public's interpretations/connotations of that is important as input into more message testing/research

I agree about the connotation of the use of language in the media

Wonderful comments about language - we looked at these issues in both our reports, though I couldn't chat about them too much today

empty fishbowl here

I'd urge folks to take a look at both reports or get in touch with me via email to discuss further. The Penn State case, in particular, really brought to light a lot of issues around language that merit testing and further exploration, I think I agree Pamela. What about a conf call to discuss these. Would love to interact with others to process, interpret report.

@ Pamela - are you continuing your research throughout the trial?

In fact Arthur Brisbane, the public editor for the NY Times, fairly recently wrote a column talking about the importance of language in talking about CSA. I very much hope there'll be an exploration of the implications of language.

I'd love to talk further!, we're not currently planning anything, though we'd love to build on our initial project.

Routine Activities: likely offender, suitable target, lack of capable guardians. Prevention focuses on how victims can protect self.

Can prevention focus on what a bystander can do to protect a victim?

Yes., Bystander Intervention can be crucial to prevention work.

I would love to learn more about that, how to best react as a bystander

that is immediate prevention. Pre-incident prevention would likely not focus on bystanders

I would like our group to model bystander roles and create public service announcements. That could be pre-incident.

Bystander intervention empowerment can focus on pre-incident prevention as it changes social norms of what the community responsibility is

Bystanders can help intervene if they witness pre-offending behaviors which would be pre-incident prevention

Pre-incident prevention can focus on protective actions adults can take to not place children in situations that can increase risk...no one to one, adult to child situations, as an example.

Understanding Children's Sexual Behaviors (might be a good source) www.tcavjohn.com

When you talk about community responsibility to CSA prevention, do individuals tend to think "Are they talking about me? I didn't do anything wrong?"

What are people's thoughts on Darkness 2 Light?

We are mobilizing our community using the D2L model, and finding it fruitful and deep

I think Darkness 2 light is very good and the way to go in prevention

I think it is a very strong framework and is used in our school district.

I'm interested in the ways this work on CSA also engages with multiple forms of oppression? For example, the role of race.

Thank you-that's really what I was asking! How effective have you found it?

What do you see as the implications of from Moira's presentation?

I find it hard to hear her

We fund a state project that uses D2L's curriculum Stewards of Children. It's an adequate curriculum, but has some issues with cultural competency and minority participants feeling connected to the visuals used.

We're not currently engaged in an outcome evaluation, but our process evaluation and "intended behavior"

measures are very promising-- organizations and individuals who have participated in the program rave about it

Darkness 2 Light has been very effective in starting the conversations needed in our community. A wonderful tool with amazing response from all levels in the community.

I am part of a collaborative in Centre County (State College) doing D2L's Stewards of Children. It seems solid but I haven't actually facilitated a group yet.

they also have some research about the Darkness 2 light web page

http://www.d2l.org/site/c.4dICIJOkGcISE/b.6143167/k.81F8/Evidence_and_Efficacy_of_Stewards_of_Children_Prvention_Training.htm

Thanks for raising the issue of being culturally informed

We have offered Stewards of Children many times, but have been unable to get participants to sign up. Any suggestions?

i really appreciated the point that "stranger danger" programs focus on community as possible threats instead of part of the solution. I can see having this lead discussions with getting people to take community ownership of comprehensive primary prevention programming

I use D2L and love it. Excellent responses, especially in college environment.

as a note: D2L does not include any info on child-to-child sexual abuse which accounts for a large number of overall abuse cases

But the cultural issues are valid ones.

Are there training opportunities designed for members of the media on this so they learn how to structure their stories?

Moira's presentation has some really strong implications for the ways that these issues are so structural and the ways that framing is such a crucial part of pre-incident prevention work

The Enough Abuse Campaign is a community collaborative primary prevention model ... www.enoughabuse.org ... we have the child on child prevention and response curricula

i'm really interested in that too, Deborah

Re: Moira's presentation: We've been focusing our attention on the positive, on healthy sexual development, and find this both challenging and exciting.

I like the comment about having ideas of sexual abusers as strangers can separate us from our community and instill this fear in connecting with others we don't know.

impt implication from both prez is that audience for work with media are opinion leaders/policy makers, i.e at comnty/society level vs. just change individual behavior

Our CAC has been providing the D2L training for about 8 months in our area. We have provided the training to groups ranging from counselors to foster parents. Overall, we have received very positive feedback. It also seems to be very motivating for participants.

The NSVRC is working with the Poynter Institute to develop an online training for journaists on reporting about CSA. Will be available in the fall.

you're welcome. Our grantee has relied more heavily on story-telling relevant to the culture who are in the workshops and less on the visuals.

I focused my D2L trainings in organizations such as Social Services, Easter Seals, etc. Any organizations with Foster Parents. Our board is required as well as staff and volunteers. Any organization that addresses child abuse, etc.

We also use D2L in our community.

For our agency; although there is the support to end CSA; the taboo is the majority of cases our agency deals with is intergenerational incest which is too difficult to discuss, where stranger or a community member perpetrates they are ready to stop that type of CSA

In regards to talking about toxic stress and the lasting implications of CSA, I would recommend the book "Ghosts from the Nursery: Tracing the Roots of Violence" by Robin Karr-Morse

We have been offering a presentation to college students studying journalism about how to report without revictimizing. We are hoping if we start those discussions early it can have lasting implications.

It isn't CSA specific-talks about the lasting effect of exposure to violence on child brain development

@karen Great news about the Poynter Institute training for journalists. I'd love to see every story about child sexual abuse to have a prevention component.

One of my pet peeves has been the media's inclination to call those who sexually offend "monsters." I believe that this leads people to believe that they will know an abuser when they see one, instead of understanding that sexual offenders come from all walks of life and are around us all the time.

Scared Sick By Robin Karr-Morse is another great book about trauma and the effects on the developing brain and body

excellent point,

I agree the language is very misleading

Coverage of CSA and sexual violence in general prompts others to come forward for the first time. The National Sexual Assault Online Hotline saw over a 50% increase in usage during November - when the PSU scandal broke. It's important to always include how victims can get help in all media coverage.

Speaking of, something I struggle with is how to have a conversation about perpetrators

Press room at StopItNow.org has a link to a CSA focused education tool for journalists that Ms. Foundation funded. Stop It Now!'s helpline also saw a 130% increase in calls/e-mails after Penn State in November. People want to talk about and need a place to go

I was recruited to play football at Penn State by Jerry Sandusky. I am now part of a group at defendachild.org trying to interject a prevention message into the ongoing spotlight and dialog.

Has anyone found something that works for them?

Beyond the Headlines, a web resource developed by the Journalism Center for Children and Families,

first thing I saw was piggyback

but I only started learning (empty fish bowl) a few months ago

what is empty fish bowl?!

Thanks for your good work Bob - it's new voices like yours that will help get the message out.

I feel like we need to have some prevention work that might be a little bit more provocative

so that the news wants to cover it and then we get to include our prevention messages

well, i've heard about people doing "register your penis" events for example where, on college campuses, there are events for male students to learn more about their role in preventing rape and then signing certificates that they will never use their penis as a weapon

as an example

Depending on your community, having some kind of exhilarating "hook" could work; e.g., "Local advocates get mohawks to end rape"

a recent campaign centered around a library closure, turned the tables and promoted a "book burning", it was very provocative and created a lot of interest which they were then able to turn to the funding to keep the library open. I wonder if there would be a way to use that "reverse psychology" method?

a portion of a project we are working on on CSA prevention and response includes the development of a targeted public message such as a poster which would let offenders/would be offenders know that the community is aware of the issue (sort of a community watch idea) while encouraging those facing this challenge to seek out services to alter their behaviour. is anyone aware of anything like this already developed?

We've been most successful with media coverage when using the youth involved in our prevention clubs/programs.

Let the youth speak for your program (with some training)...media loves it.

I'm not sure that would work for CSA

right

i was speaking more generally

as an example of provocative prevention work
can you think of an example for csa?

i dont know of any and csa isn't my specialty but it's something i would like to think more about

I just think more men need to get involved.

i would love to hear if anyone else has ideas!

How do we get the media who don't want to be perceived as having an agenda to not identify prevention as a "liberal" agenda?

Stop It Now! campaigns that targeted people about their own behavior & Joan pioneered are archived here:

<http://www.stopitnow.org/community-based-program-archives>

thank you Jim

I am a little late with this info...someone commented earlier that D2L does not discuss the issue of children abusing other children. Stop It Now! has a fact sheet that we use as a supplement

http://www.stopitnow.org/files/Do_Children_Sexually_Abuse_Other_Children.pdf

On our community, the SV agency is really hip and has lots of college students as volunteers and interns (myself included). They're able to be really savvy and fun and do things like have live concerts, do bar outreach, give out buttons about consent, sv, etc. Their big event every year is Walk A Mile in Her Shoes, which they are able to make into a huge event. The community gets so excited about SV prevention and I don't know how to translate that over to CSA. One thing that would be good is having a nationwide event that everyone could piggy-back off of. Something like Walk A Mile or Race for the Cure, something that everyone recognizes. I just don't know how to do this!

This is Joan's great report ... <http://www.atsa.com/pdfs/ppReasonedApproach.pdf>

Re: "Liberal" agenda - you can emphasize the cost effectiveness of prevention

I'm interested in whether or not the presenters' work has engaged with intersectional oppression in csa media coverage

Pat Vance - Republican from Cumberland County PA is trying to make all teachers and coaches in PA take csa training, so I wouldn't say prevention is a liberal notion

D2L does an annual Prevent-a-Thon...might fit the bill 😊

One idea is to put a face to the crime. Have a CSA survivor discuss their experience and then lead into the message of prevention.

Dan Rather's recent memoir suggests that some journalists have become scared to state an opinion or advocate for a perspective. They think they are not being objective if the facts they collect support a particular position.

CAN'T HEAR MUCH OF THE DISCUSSION, ESP. QUESTIONERS

I spoke to a counselor here who has ideas to do that

thank you! I wasn't aware.

that the children could also learn from the fact that adults don't always know what to do

With our Tri-County area- Prevention has NO value...because it is not happening here i.e., rural, frontier area. Its a rare occasion incident not an ongoing problem. Difficult to get media to help promote prevention because of this type of belief system.

Darkness to Light, who created STewards of Children child sexual abuse prevention training, has a component called "Prevent Now" which is based on having meetings (formal, or informal at people's homes, or at faith based org's etc...) to promote training. They use good stats that talk about the economic toll of CSA on the community. another motivator for community leaders and/or those afraid of "liberal agenda."

The Media likes personal, individual stories--they are compelling. If we want to shift the focus in the media, do we make "institutions" seem more accessible or readable, if that is where we want to focus attention?

I worked with sex offenders for 5 years and they spoke over & over again about how they wish someone had addressed norms with them as young men/boys. I think that the need & want is there if we do it.

In addition, what specifically do we want institutions to do to promote prevention?

Shannon, that is a crucially important story, and one that doesn't get addressed by a lot of prevention programs I agree that CSA prevention is not a politically liberal idea. My comment was more about community perception that silences journalists or shifts them to a place of false objectivity so they are not identified as advocates for a particular position or policy.

I second question about institutions

you make another excellent point. That is something that could be addressed as a prevention model

I'm sorry so many are having trouble hearing me. I am trying to speak directly in the phone and loudly!

i think when trying to get people to think about csa prevention, there is a hesitation to make children/parents/families feel as if they are living in fear or needing to see everyone around them as a potential perpetrator

Re: what should institutions do: Institutions should provide evidence based prevention training such as Stewards of Children training AND do a policy review to be sure they have comprehensive, enforced child protection policy in place.

More focus groups should happen with convicted sexual abusers and find out what led to them being a perpetrator
Institutions can do better screening, training, supervising, reporting, making it clear that they promote safety in all kinds of ways.

Any comments on Child Advocacy 360 and storytelling to get message out?

Question: Since a lot of CSA occurs within families how do we acknowledge this complexity in prevention? Is this an institutional or individual approach?

Ref audience of individuals, survey research suggests that in terms of knowledge about CSA, adults knowledge is not captured by the "stranger danger myth" - even though media framing in this vein IS an imp t issue.

male role models would be helpful to address norms

Sometimes media is interested in talking with adults who were sexually abused as children. They can testify to the importance of effective prevention (and intervention)

Agreed, We need more men in the movement. I've been saying that for 15 years.

but in certain communities those male role models are not always available

I love the women at Centre County Woman's Resource Center - heros, really, but if a boy is victimized here, this is the only place they can go.

I don't think we've touched on the responsibility of media with regards to sexualizing young children...

so in that case how do we address what the abusers are identifying as understanding sexual norms that Shannon talks about?

organizations like ATSA understand the motivations for offending. Maybe ATSA could do more prevention messaging?

Check out 1in6.org--male victim resources

What is ONE action you can suggest for others to prevent child sexual abuse?

Wanted to add, building on an earlier comment, that adult survivors can be powerful advocates who can give a voice to the experience of victims without the associated privacy/legal problems reporters face in talking to juvenile victims.

TALK ABOUT IT

Agree with webcast points on youth offender as possible space to change framing. And this is linked to the "new" piece of info for public... the signif % of CSA between children/teens. T

MY pet peeve is local reporters use the word 'molested' for every type of sexual violence...which does not invoke reaction.

@David: take a good CSA prevention class. Enough Abuse is great. D2L works too. Protecting God's Children is a good one too.

@Shannon -- ATSA has a Prevention Committee that is co-chaired by Joan Tabachnick and Sally Thigpen from CDC. They just released sample letters to editor on prevention vis a vis Jerry Sandusky's trial. Working on a number of initiatives for primary prevention.

I think that our society demonizes preteen and teen girls. The age from where we see girls from being "children" and fully innocent and to being responsible for her victimization, is getting younger and younger
my audio

Start to talk about what it means and that it exists. Describe that there isn't a certain person that fits the picture of what an abuser might look like. Opening this dialogue with parents and children can open the dialogue between them. Bring more community awareness to the topic.

Great news,!

What is your policy for children's safety and does it keep the environment safe for children so they are not put in a position of "he said, she said".

so true

no audio

We've held focus groups with survivors and their support persons about what changes and support they need and their ideas about prevention.

I can't hear you

Shift from Stranger Danger to what we know works. Changing the focus from relationship to behavior

The average person has a hard time accepting that we have a problem of this magnitude. Rather than having victims share their stories publicly, it would be powerful to have ex-offenders share theirs. Moira, not Maura

you will be able to hear the presentation as an archive

ATSA and NSVRC also just released a joint statement about prevention. On both organizations' websites.

www.atsa.com and www.nsvrc.org.

Thanks!

talk to kids about it

Enough Abuse Campaign has this piece of curriculum: "Understanding & Responding to Sexual Behaviors of Children" "Understanding & Responding to the Sexual Behaviors of Children" is an interactive workshop designed for parents, early education and care professionals and others who have contact with children and/or their families.

Attendees will increase their knowledge and skills to:

- Identify "developmentally expected" sexual behaviors of children and youth;
- Distinguish developmentally expected behaviors from those that might be inappropriate, coercive, abusive or illegal;
- Respond to all sexual behaviors in ways that promote healthy development of children and that support bystanders who may be affected.

Several scenarios are presented describing sexual behaviors of children that participants might witness in their homes, in day care settings, schools and other youth-serving organizations. Small group discussions give participants an opportunity to apply their new knowledge about how to assess and respond to these behaviors in ways that model good communication, empathy and accountability. These responses can help build protective factors in children so that their risks to be victimized or to perpetrate sexual abuse can be reduced.

talk about it openly with no shame or discomfort

de Nile is a river in Egypt

first thing I learned was 'stranger danger' was inaccurate

Stop sexualizing children, right from the blue/pink gender role dichotomy

protest beauty pageants

Moira's point is critical. Also barrier is that people can make a difference and things they can do in daily life... bystander, indiv prevention actions, etc.

YES!

we need to tell adults how to speak up when they see something inappropriate

shame is an integral part of sexual assault because of the way we do view it as a society. We all have to start having these conversations so that more people will feel more comfortable coming forward and speaking out.

I think we have to learn what is in a perpetrator's mind so we can educate children!

we reach out to women working in strip clubs ... the childhood abuse link is strong and rarely reported as a stranger whispered hopes.org

In the D2L classes I facilitate, the general response is that adults just don't know how to begin the conversation with children about CSA. The media needs to highlight this prevention tool. www.scanva.org has some fact sheets to help with this.

Wanted to let everyone know that the National Child Sexual Abuse and Exploitation Prevention Conference will be in New Orleans on Aug. 28 - 31, 2012. This topic is one of many to be covered during this prevention gathering.

Victim blame is such a huge issue that many victims don't want to risk exposure.

We also need to focus on reducing pathology with incidents of sexual abuse. Once a child has been sexually abused we as agencies and advocates need to have those children involved in sexual abuse classes to help them see that this was wrong and that it has occurred to other children

there are plenty of groups for children who have been abused and the abusers so that is also a prevention method most abusers have been abused... KEY IN PREVENTION

Very difficult to discuss "healthy sexuality" in the Asian community

I heard that isn't true for CSA

we have some good models in India

lata

most abusers were abused

there isn't causation, but there is a strong correlation

would be interested in dialogue about how BMSG, Frameworks research and our/any other survey data (http://www.stopitnow.org/latest_news_survey_report_available) and people's experiences all fit together (or not) or points to needed research to serve the movement.

As a Licensed Clinical social worker the majority of the clients I have treated were abused and are now abusers.... that is key in prevention rather it is only 20% of cases or 80% of cases it is still a factor that needs to be addressed will be in contact

thanks

But people often confuse victim become perpetrators, I seem to still be correcting folks on this what I heard is that statistics are garnered from prisoners who have a reason to blame their action on past abuse our website is tulir.org

Thank you for a great dialogue.

Thank You!

THANK YOU. Impt dialogue to start and continue...

Thank you!

Thank you!

thanks you all. your work is appreciated. [facebook.com/defendachild](https://www.facebook.com/defendachild)

once a child has been abused, my recommnedation is to get them help immediately as a prevention model and support for the child and family. Some families blame their children and they too need support

Awesome call! Thank you so much for putting this together!

thank you so much

you are correct, there is not as strong a correlation as they once thought there was

An important thing to say also is that most abused do not abuse. that gets confused sometimes.

Agreed

Thanks very much!

thank you for a great talk

Thank you all!

Excellent webinar...thanks!

Victims sometimes worry that they might be predestined to repeat the behavior.