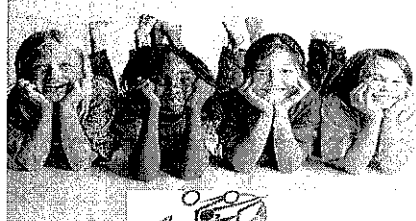



**The National Plan to Prevent Child Sexual Abuse and Exploitation**



Deborah Collins  
Cordelia Anderson



NATIONAL COALITION TO  
**Prevent**  
CHILD SEXUAL ABUSE AND EXPLOITATION

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The Original National Plan was released in 2008.



National Plan to Prevent the Sexual Abuse and Exploitation of Children



The National Plan was updated in 2012.

(National Coalition to Prevent Child Sexual Abuse and Exploitation, 2012)

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**National Coalition: History**

- Over 33 organizations
  - and individuals & growing....
  - Your organization/affiliates may already be part of it
  - (see list)
- Origins - 2005 prevention advisory committee for NCMEC
- 2006 changed to National Coalition Sponsored by NCMEC, led by Cordelia Anderson (NCMEC board member and National CSA/EP consultant/trainer)
- Model was two annual meetings



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### Current Coalition Status

- Meet face-to-face at NCAC National CSA/EP Conference other than conference calls
- Pros/cons of becoming 501c3
- National Children's Advocacy Center, fiscal sponsor
- President: Deborah Collins-NCAC
- VP: Maia Christopher-ATSA
- Past President: Cordelia Anderson-Sensibilities Prevention Services
- Launched the first National Plan 2012



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### Coalition Work Extends Beyond What an Individual Organization Can Do...

• The mission of the Coalition is *through a unified effort of national cross-disciplinary organizations and experts, promote the healthy development of children & youth, and prevent and end their sexual abuse and exploitation.*



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### Coalition: Vision

- To give prominence to the prevention of child sexual abuse and exploitation in such a powerful way that its normalization becomes socially, economically, politically, and spiritually unacceptable in our nation, and the world.



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CSA is a  
Public Health  
Issue

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- Collaborate with media, businesses, and policymakers to develop and implement prevention strategies;
- Challenge media messages that normalize and promote children as sexual objects



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### Recent Reports Addressing Prevention



"Prevention efforts should start early by promoting healthy, respectful relationships in families... and emotionally supportive environments. These relationships provide a strong foundation for children, help them to adopt positive interactions based on respect and trust, and foster effective and non-violent communication." (Black et al., 2011)

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### Significance of a National Plan



- More childhoods free from sexual abuse/exploitation
- Stronger/more fully engaged communities
- Focus attention on **PREVENTION** CSA/E
- Increased funding for prevention
- Promotion of better awareness to action
  - Stronger social movement for prevention
  - See CSA/E not only as Criminal Justice, but Public Health & Social Justice

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### SCOPE OF THE PROBLEM

#### National Survey of Children Exposed to Violence (2009)

- 1 in 16 (6.1%) victimized sexually in past year
  - Sexual contact or fondling
  - Sexual intercourse
  - Exposure
  - Flashing
  - Sexual harassment
  - Consensual sexual contact with an adult



- 7.4% girls reported sexual victimization in past year  
(Finkelhor, Turner, Ormrod, Hamby, & Kracke, 2009)

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### SCOPE OF THE PROBLEM

- Adverse Childhood Experiences (ACE) studies show 25% of females & 16% of males sexually abused as children (Centers for Disease Control and Prevention, 2012)
- Reports of CSA have declined (Finkelhor & Jones, 2006)
  - But there continues to be unacceptable numbers of CSE/E.
- CSA/E often happens with other types of abuse and violence (poly-victimization) (Turner, Finkelhor, & Ormrod, 2010)



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### Adverse Childhood Experiences (ACE) Study

- Retrospective study
- 17,337 participants Waves 1 & 2 (Centers for Disease Control and Prevention, 2012)
- Examined past history of abuse, family dysfunction
- Examined current health status (Felitti et al, 1998)



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**Still a Challenge to Keep Attention on the Reality that:**

- Most CSA & E is perpetrated by someone the victim knows, trusts & relies on
- Whether a juvenile or an adult (Douglas & Finkelhor, 2005)



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**EXAMPLES OF CHILD SEXUAL EXPLOITATION**

- Possession, Manufacture, Distribution of Child Pornography
- Prostitution of Children /Commercial Sexual Exploitation of Children/Domestic Minor Sex Trafficking/Child Sex Tourism
- Enticement of Children for Sexual Acts on/off line
- Sexual Objectification & Commoditization of Children in Mainstream Media & Pornography (Cooper, 2012)



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**SCOPE OF THE PROBLEM**

**Technology**

**Positives:**

- Communication
- Connection
- Education

**Negatives**

- Created unprecedented access to sexually exploitive materials
- Removed protective barriers
- Another tool & opportunity for some to commit harmful, abusive and exploitive acts



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## WHO?

- **Universal** – Everyone in the population or everyone in a particular group or area
- **Selected** – Those most at risk (to perpetrate or be victimized)
- **Indicated** – Those who have experienced abuse

Prevention Institute: Mobilization of Voices of Experience

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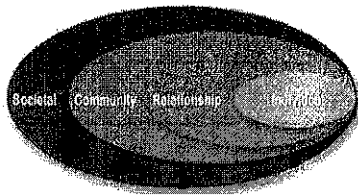
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## WHAT?

Levels of Influence and Points for Intervention



**SOCIAL ECOLOGICAL FRAMEWORK**  
(Centers for Disease Control and Prevention, 2009)

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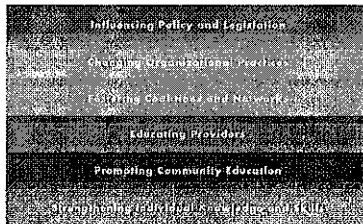
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## Prevention Institute

THE SPECTRUM OF PREVENTION



(Prevention Institute, 1999)

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**"Case by Case: News coverage of child sexual abuse"**

- **Prevention virtually invisible:**
  - Less than 1/3 mentioned solutions
  - Majority of solutions were interventions after abuse (82%) at individual level vs. measures to prevent (18%)
  - Most often mentioned "before abuse" prevention solution was prevention education for children and parents (again an individual level solution)
- **Very few articles mentioned barriers to prevention** (social stigma, lack of resources, misperceptions about child sexual abuse)
- **Spokespersons:**
  - Criminal justice professionals (38%)
  - Victims and their families (17%)
  - Advocates (12%) – even most advocates did not discuss solutions and focused on horrors of victimization (Dorfman, Mejia, Cheyne, & Gonzalez, 2011)

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**Breaking News on Child Sexual Abuse: Early Coverage of Penn State**

- A new set of reporters -- sports writers -- discussing child sexual abuse
- Sports and general news reporters suggest an institutional story about child sexual abuse
- Found more specificity around the language used to describe child sexual abuse
  - Almost 80% of the news on Penn State used words like "rape" or "assault" that highlighted the criminal component of the behavior
- Ten percent did not use explicit or categorical terms for sexual abuse
  - avoided direct description of the alleged abuse, using terms that minimized the allegations, like "horseplay", "inappropriate conduct", and "the alleged incident"
  - The Big Ten athletic conference referred to the "Penn State matter", and Penn State University mentioned the "troubling charges" facing Sandusky

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**Breaking News on Child Sexual Abuse: Early Coverage of Penn State**

- Discussions of how to prevent child sexual abuse were virtually absent from news coverage (during the early days of coverage)
- Most frequently named solutions focused on individuals after the fact, such as reporting abuse
  - Some discussion, though minimal, about broader societal prevention strategies such as changing cultural norms so we can talk about child sexual abuse and make it unacceptable
- Initial Sandusky news coverage rarely quoted child advocates or their organizational statements. (Dorfman, Mejia, Gonzalez, & Cheyne, 2012)

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**RESEARCH: Promote use of research to guide prevention practice and serve as catalyst for social change**

- Utilize research and case trends to better understand:
  - Motivations for perpetration
  - Linkages between types of abuse and exploitation
  - Factors sustaining the demand for sexual exploitation
- Advocate for more research on effective prevention practices
- Translate and disseminate research into effective prevention tools



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**PUBLIC AWARENESS: Increase public awareness of child sexual abuse/exploitation and effective prevention strategies**

- Frame prevention messages to increase understanding of effective prevention strategies
- Motivate more effective actions for the social changes needed to support prevention
- Disseminate these well-developed and tested messages through mass and social media
- Increase effective educational efforts (e.g., social justice, healthy relationships and sexuality)



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**END THE DEMAND: Identify and reduce the factors that fuel the demand for CSA/E & the conditions that create an environment where so many individuals are willing and able to cause or profit from the sexual harm of children**

- Educate the general public and professionals in the field about DEMAND & its role in prevention
- Support efforts to redefine children who are prostituted as "victims of commercial sexual exploitation" and hold those who buy and sell them criminally accountable
- Identify and speak up against the hyper-sexualized treatment of children and other sexual harm committed against them



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### After Penn State....



- Different type of attention to CSA in the media  
Males & high level sports;  
Note history of YSO and abuses in youth sports
- **National Collaborative:** Stepping up for national leadership & creative collaborations for funding
- [www.nationalcollaborative.org](http://www.nationalcollaborative.org)

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### Building a Movement for Ending CSA/E

- Voices of Experience  
– (Faces to the facts)
- Expanding the National Coalition
- Linkages between collaborative efforts
- Engaging the other champions



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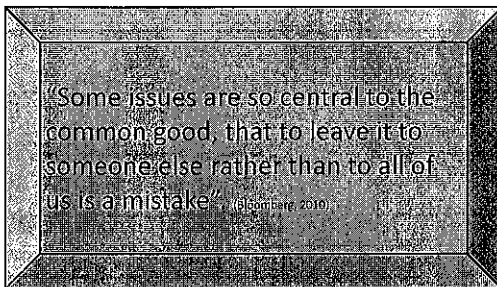
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### Concluding Slides



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## Thanks to

For work on this PowerPoint:

- Maia Christopher
  - Sandra Alexander
  - Keith Kaufman
  - ✓ Deborah Callins
  - ✓ Cordelia Anderson
- The Research Librarians of NCAC

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## Contact Information

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