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Child Sexual Abuse Education and Prevention Campaign via Bilingual (English & Chinese) Children Storybook for Children Ages 5-8.

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Background/Significance

In San Francisco , 6.9% of child abuse cases were sexual abuse (6.3% statewide) and 14.6% of child abuse reported were Asian/Pacific Islander (3.9% statewide). Data indicated that 44% of the alleged offender to child victim was a relative or parent.[1] The number of unreported cases is far greater, due to fear of incident disclosure, difficulties associated with case validation, cultural shame, and stigma associated with the violence.[2]

Objective/Purpose

1) To raise awareness and prevent child sexual abuse; 2) Empowerment of children; 3) Facilitation and encouragement communication/education; 4) Provide culturally and linguistically competent material; and 5) Assessment the awareness and perception of child sexual abuse.

Methods

Utilizing a bilingual storybook on child sexual abuse prevention, the campaign conducted 4 focus groups among a convenient sample of 16 children and 30 adult participants from the target population. The campaign targets children ages 5-8, parent(s) and provider(s) of children ages 5-8, and Chinese monolingual community members.

Results

Children and adult participants were comfortable to discuss the subject on child sexual abuse. The perception of the topic was discussed. Gender differences were displayed, while male adult participants displayed sympathy toward the male perpetrator and female adult participants did not. Adult participants identified challenges/barriers such as cultural stigma, lack of in-language educational information and communication/education within/among the target population.

Discussion/Conclusions

The results of the focus group provided insight for the campaign in addressing this serious violence among the target population.

[1] The Child Adolescent Sexual Abuse Resource Center [CASARC] (2007)

[2] (Chan, Y., Chun, P. R., & Chung, K. 2008; Hicks, M. H. 2006; CDC, 2003)