

**CREATING SENSITIVE AND EFFECTIVE  
OUTREACH TO AT-RISK AUDIENCES: TAKING  
SOCIAL AND CULTURAL TABOOS OUT OF  
COMMUNITY CHILD SEX ABUSE PREVENTION  
EDUCATION**



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About me



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The need is great



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**Our Task**

Effectively provide child sexual abuse prevention education to large underserved communities.



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**Two sets of unique challenges**



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**Challenges from Within**

- Culture
- Orthodoxy
- Language

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**Imposed Challenges**

- Socio-economic status
- Legal Status
  - 41% of Latin@s say the primary reason victims do not report is fear of deportation (No Más – 2015)
- Racism (real or perceived)
  - South Dakota vs. Latino

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**The Result**

- Law enforcement, therapists, advocates, and first responders are met with hostility, reticence, silence, fear, and denial
- “Experts” are irrelevant
- Victims are not getting help
  - No Más study – less than 16% report to police or family

**Therefore**

- Limited sex abuse prevention education
- Repeated cycles of abuse due to silence
- When the victims are silenced the crime moves to the shadows

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**Who is the audience and why are they at risk?**

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**U.S. Department of Justice**

- AI/AN children experience posttraumatic stress disorder at the same rate as veterans returning from Iraq and Afghanistan and triple the rate of the general population
- There is no accurate data on child sexual abuse in NA/AN communities and tribal communities are therefore left out of discussions on policy and resource allocation

(Source: Attorney General's Advisory Committee on American Indian/Alaska Native Children Exposed to Violence: Ending Violence so Children Can Thrive )

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**No Más Study - 2015**

- Sponsored by RAINN, AVON, Casa de Esperanza
- One in four Latin@s knows a victim of sexual assault
- 27% of Latin@s under 27 know a victim of sexual assault
- *An overwhelming majority of the Latin@ community believes that drug and alcohol abuse are the leading cause of domestic violence and sexual assault, followed by a lack of good parenting and education in the home*

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**The Audience is WILLING**

- Two-thirds of Latin@s are willing to get involved in sexual assault prevention education (No Más – 2015)
- Hawaii has passed civil legislation to give victims of sexual abuse, especially those in Native Hawaiian communities, more time to report and get accountability
- Alaska has created state-wide Native outreach programs to address child sexual abuse, prevention, and help survivors
- The Tribal Law and Policy Institute is working on education programs for NA tribes to combat the problem

*But this only addresses the tip of the iceberg.*

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What do effective outreach and childhood sexual abuse prevention education look like?



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- Providing accurate information in appropriate settings (work with schools, health care groups, nonprofits, maternal health educators, tribal leaders)
- Empower communities to take leadership
- Focus on continued partnership
- Come in open to learn and accept, not “teach”



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### What is a toolkit?

A “toolkit” is your magic box of answers when you don’t even know what the questions will be.

- Community allies (including elders, churches, law enforcement, leaders, nurses) to gain trust in reticent audiences
- Easy-to-read materials on victims’ rights
- Information on services, local resources, medical and abuse hotlines
- Educational resources written by members of that community
- Allies with stories—use your allies to reach your audience
- Small, interesting, relevant, digestible presentations
- Take-home/leave-behind pieces
- Hotline numbers in local languages

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## Final thoughts

- Throw away your ideas of time, deadlines, urgency
- Outreach must begin with an ally
- Partnership. Partnership. Partnership
- Use language and tools of empowerment
- Sensitivity
- Long-lasting conversations
- Provide tools/toolkits, options
- Empower, don't lecture
- Remember: You may be the person who saves a child's life

**Focus on child safety**

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## Links and Resources

### Studies

- SALAS Study: <https://www.ncjrs.gov/pdffiles1/nij/grants/230445.pdf>
- No Más: <http://nomore.org/nomas/>
- Attorney General's Advisory Committee on American Indian/Alaska Native Children Exposed to Violence: Ending Violence so Children Can Thrive: [http://www.washingtonpost.com/r/2010-2019/WashingtonPost/2014/11/17/National-Security/Graphics/Report\\_re5.pdf](http://www.washingtonpost.com/r/2010-2019/WashingtonPost/2014/11/17/National-Security/Graphics/Report_re5.pdf)
- <https://rainn.org/news-room/multimedia/new-outreach-materials-available>

### Articles

- <http://indiancountrytodaymedianetwork.com/2011/07/28/south-dakota-boarding-school-survivors-detail-sexual-abuse-42420>
- [http://www.bishop-accountability.org/news/2004\\_01\\_06/2004\\_03\\_16\\_Jolinda\\_FormerJesuit.htm](http://www.bishop-accountability.org/news/2004_01_06/2004_03_16_Jolinda_FormerJesuit.htm)
- <http://www.scp.ora/blogs/news/2012/05/10/6064/former-priest-ontario-parish-convicted-pedophile-2/>
- <http://www.theguardian.com/world/2015/jun/06/canada-dark-of-history-residential-schools>

### Resources

- <http://www.tribal-institute.org/>
- RAINN.org
- [www.casteix.com](http://www.casteix.com)

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