

Child Sexual Abuse Education and Prevention Campaign via Bilingual Children Storybook for Children Ages 5-8

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Chinese and English

Also adapted into:

Korean and English



Tagalog and English

Vietnamese and English

Background/Significance

According to CDC, in San Francisco:

- 6.9% of child abuse cases were sexual abuse (6.3% statewide)
- 14.6% of child abuse reported were Asian/Pacific Islander (3.9% statewide)
- The Child Adolescent Sexual Abuse Resource Center (CASARC) (2007) data indicated that of the alleged offender to child victim was 35% a known person, 24% a relatives and 19% a parent.
- The two age groups having the most reported incidences of substantiated abuse are ages 11 - 15 (29%) and 6 - 10 (27.2%), and ages 6 - 10 (26.4%) and 11 - 15 (24%) for California
- 53.4% of substantiated cases were female, and 46.6% male (51.7% female and 48.2% male statewide)

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

Objectives/Purposes

To raise awareness and prevent child sexual abuse by:

- 1) Empowering children;
- 2) Facilitating and encouraging communication/education;
- 3) Providing culturally and linguistically competent educational material; and
- 4) Assessing 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 San Francisco local Chinese-American community. The campaign targeted children ages 5-8, parent(s) and provider(s) of children ages 5-8, and Chinese monolingual community members.

Results

- Reactions of focus group participants were positive.
- Children and adult participants were comfortable to discuss the subject on child sexual abuse.
- 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.



Domestic Violence Awareness
Press Conference 2008

Results Cont'd

Children's Groups:

Demographics: n=16, ages 5-8

- When the Brave Little Panda storybook was presented together with other children storybooks, the children participants were attracted to and chose to read the Brave Little Panda over others.
- The various colors and animal theme really captured the children's attention.
- Various comments from the children demonstrated an understanding of what is a bad vs. a good touch.
- This children's book tapped into existing knowledge of personal safety and stranger danger.
- The length of the book (32 pages) did not appear to affect the children's attention span.

Overall, it was noted the children did not shy away from hearing the full story, nor did they stop verbal participation during the discussion segment.

Parents' Group:

Demographics: n=16

"Definite need for this kind of story book."

"It is especially helpful since it is written in Chinese and in English."

"Often times, we want to educate our children, but it is hard to bring up such a sensitive subject with them."

"This story book can be used with children as young as 3 y/o and as old as 10y/o."

"The storyline is easy to follow and is captivating, even for us as adults."

"If more prevention stories such as the Brave Little Panda were available to children and their families, this will foster a deeper understanding and a more supportive attitude towards child sexual abuse prevention."

Monolingual Community Members' Group:

Demographics: n=8 [Female n=5; Male n=3].
Focus group conducted in Cantonese

Perception: Child Sexual Abuse

- Is an ongoing issue
- Exists in every culture/community, including the Chinese culture/community
- Affects child victims even into adulthood
- Education is needed on this issue
- Communication is important between parents/grandparents, child(ren), teacher, health educator and community

Chinese Culture

- Chinese (in China and in USA) are very conservative, less open, less confrontational
- Such incidents are associated with family disgrace and personal embarrassment
- Will not report such incidents due to disgrace, embarrassment, and unwanted consequences

100% of participants agreed with the storybook's positive educational approach.

75% of participants felt that parents should teach sex education at home.

Providers' Group

Providers' Group comprised of teachers and mental health professionals.

Demographics: n=6

- The content of the storybook covers the details of a child's reaction to abuse, including extinguishing good touch from bad touch, judgement and psychological struggles, and taking action to report the incident.
- The length of the book seems most appropriate for children who are second grade or older.

"I feel the book is a wonderful tool and as someone who has tried to find cultural appropriate materials for Chinese speaking children with little success."

"I want to thank you for your efforts to create a tool to present this topic to this community, I have felt that this issue is often overlooked and hidden in certain communities."

Discussion/Conclusions

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

The Brave Little Panda was well received by children, parents, community members and providers.

In order to prevent occurrence and re-occurrence of incidents and to encourage incident reporting, the communication between parents/grandparents, child(ren), provider and community must be strengthened.

Acknowledgements

Project Director: Angela Sun, PhD, MPH

Developed by:
Asian Alliance Against Domestic Violence (AAADV)
Chinese Community Health Resource Center (CCHRC)

Storybook printing made possible by:
Chinese Community Health Care Association (CCHCA)
Chinese Community Health Plan (CCHP)
Chinese Community Health Resource Center (CCHRC)
Chinese Hospital
Portsmouth Plaza Parking Corporation
San Francisco Lodge Chinese American Citizens Alliance

Illustrator: Rekha B.

Special thanks to:
San Francisco Child Abuse Prevention Center
E.R. Taylor Elementary School, San Francisco