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% 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. (Chen, Y., Chun, P. R., & Chung, K. P.; 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 storytelling book 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 perpetrators 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 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 indicents and to encourage incident reporting, the communication between parents/grandparents, children), provider and community must be strengthened.

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