

# A WORLD WITHOUT ABUSE

## An Inclusive Child Sexual Abuse Primary Prevention Campaign

**People don't want to talk about it.** But to create meaningful change, we need multiple voices contributing to conversations about preventing abuse before it happens.

Child sexual abuse (CSA) is a truly "wicked problem," rooted in a complex interplay of factors: individual, familial, social, political, cultural and environmental. This movement is taking on the system that gives rise to CSA. Our change model is the public will campaign, which works like a machine made up of three interlocking gears – **individual behavior, social norms, and systems/laws**. When these move together, change can and will happen.

Aided by quantum leaps in technology and rapid-response communication, societal shifts happen so quickly now that we can actually observe the three gears catalyzing changes in the ways people think and act (think smoking in establishments, marriage equality). Our campaign aims to replicate these cultural shift successes by identifying community values, then using a combination of data and media to make child sexual abuse rare and non-recurring.

**Why now?** We're launching our campaign in a singular moment of eyes-wide-open clarity about the devastating human and economic consequences of child sexual abuse, backed by 20+ years of research and movements such as #MeToo disrupting old and creating new societal norms. We must capitalize on this momentum to include the most vulnerable among us.

**How?** By listening carefully to community attitudes, shared values, and behavior through statewide research, then using it to design and test a core messaging framework. By growing a network of supporters via a resilient, rapid-response plan across media and community sectors. By monitoring and iterating as we go, using survey data to evaluate impact and assimilate lessons learned into new iterations of the campaign. And finally, by designing open-source tools to be adapted by each community, saving time and resources. Databases, action plans, legal and policy expertise, and best practices for education, training, fundraising and deployment of local partners will identify and address needs, nurture thin spots and move stalled processes.

**With whom?** Detroit and Traverse City share as many foundational similarities as they do functional differences, but no community wants a group of outsiders expert-splaining the newest miracle toolkit. Nor does any community want to reinvent the wheel and go it alone. Local citizen activists are taking what they need from various offerings rather than lining up under any particular flagship. Our initiative will amplify and connect these activities, thereby increasing the quality, frequency and impact of efforts already underway.

To our knowledge, we are embarking on the first public will campaign directly addressing CSA. Connecting an alliance of local organizations, including Children's Advocacy Centers, our campaign is grassroots, grounded in compassion, and is already at work in communities across Michigan. Working together, we'll tap into our shared agreement that we all benefit when safe and healthy children are allowed reach their full potential, free of childhood trauma.

We're out to change the world, and we believe it's possible. We aim to change mindsets, building on core community values, and we need you to bring your experience, knowledge, ideas, questions, and optimism to the table. **Thank you for adding your strengths to ours.**



**A WORLD WITHOUT ABUSE** **PUBLIC WILL CAMPAIGN**

*presented by:*

**REGGIE NOTO**  
Michigan State University

**MARK VANDERKLIPP**  
Connect\_CX

**GINGER KADLEC**  
Traverse Bay CAC



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**REGGIE NOTO**

CONSULTANT  
OFFICE OF THE PROVOST  
MICHIGAN STATE UNIVERSITY



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**LEARNING OUTCOMES**

In this session you will:

1. Learn about TBCAC's Public Will Campaign and why NOW is the time to end child sexual abuse
1. Engage in a data gathering exercise to inform our Public Will Campaign
  - o Contribute YOUR knowledge and expertise to the foundational assumptions of the campaign

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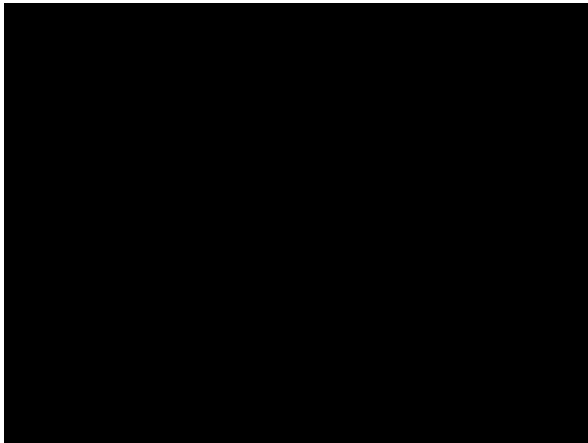
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## THE HARD REALITY IN HARD DOLLARS...



- The estimated lifetime cost **per-victim** of child maltreatment (**non-fatal**) increased from \$210,012 (2010 USD) to **\$830,928** (2015 USD).
- The estimated lifetime cost **per-victim** of child maltreatment (**fatal**) increased from \$1.3 to **\$16.6 million**.
- The estimated US population economic burden of child maltreatment based on 2015 **substantiated** incident cases is **\$428 billion**, representing lifetime costs incurred annually.
- The estimated US population economic burden of child maltreatment based on 2015 **investigated** incident cases is **\$2 trillion**, representing lifetime costs incurred annually.

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- Nationally accredited child advocacy center
- 6 county reach + Grand Traverse Band of Ottawa & Chippewa Indians
- Amazing Board of Directors with expertise, passion and a desire for change!



**ENTER TBCAC**



TRaverse BAY  
**Children's  
Advocacy  
Center**  
A World Without Abuse  
Expanding the Circle

- 5% of adult population trained in D2L, but not enough to change the paradigm
- Partnership with MSU expertise
- Weekly meetings in Fall 2017

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## MARK VANDERKLIPP

DESIGN CONSULTANT, NORTHSKY NONPROFIT NETWORK  
FOUNDING PARTNER, CONNECT\_CX

Building communication models that connect people.




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| RESEARCH & DISCOVERY                             |   |  |                                     |   | SYSTEM MAPPING                       |   |                                  |                                      |  |
|--|---|--|-------------------------------------|---|--------------------------------------|---|----------------------------------|--------------------------------------|--|
| ACTIVITIES                                       |   |  | OUTCOMES                            |   | ACTIVITIES                           |   |                                  | OUTCOMES                             |  |
| One-on-One Interviews / Lead Development         | Focus Groups / Lead Development                 | Bright Spot / Local Newsstate          | Report Findings                     | Community Resource Map                    | Common Group                         | Multi-Strategies / Different Experiences & Points of View |                                  |                                      |  |
| Lit and Social Media Review                      | Demographics / Health Inclusion (DHI) Framework | Benchmark Survey                       | Best Practices H & D                | Inform Message Development, Campaign Plan | Audience Identification              | Framing, Leading Star, Near Star                          | Frame Focus                      |                                      |  |
| Art & Pop Culture Review                         | Spatial Needs Populations                       | Government Group "Share Your Story"    |                                     | Common Language                           |                                      | Values and Values Mapping                                 | Content, System, Elements        | Leverage & Pilot Points              |  |
| Funding and Events                               | Resilience Framework                            | Report Results                         | Narrating                           | Apply Models, Lessons Learned             |                                      | Socialize   | Build Perspective & Capacity     |                                      |  |
| RESOURCES  |   |  | LOGISTICS                           |   | RESOURCES                            |   |                                  | LOGISTICS                            |  |
| MIC Facilitator Guides                           | Michigan 2-1-1 Dataset                          | World Without Abuse Act (MSU TC)       | Michigan 2-1-1 API                  | OSR (MSU Office of Survey Research)       | *Resilient Rapid Response Technology | Access System VBA, Process                                | Know, Shared Environment         | *Resilient Rapid Response Technology |  |
| Literature Review                                | Cultural Shift Case Studies                     | May 22-24 2018 Local Listening Session | Prospectus Matrix                   | Notes, Session Follow-Up                  |                                      | MSU Able Change Materials                                 | Meeting Cadence                  |                                      |  |
| Stella Cash                                      | CLA Stories in Art and Literature               |  | Resilient Rapid Response Technology | Schedule Group Participants, Venues, Food |                                      | MSU Hub   | Group Expectations + Communicate |                                      |  |
| Michigan Governor's Task Force on CSA Prevention |   |  |                                     |   |                                      |   |                                  |                                      |  |

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| CAMPAIGN PLANNING                  |                                |                      |                                      |  | CAMPAIGN LAUNCH                 |  |  |  |                             |
|------------------------------------|--------------------------------|----------------------|--------------------------------------|--|---------------------------------|--|--|--|-----------------------------|
| ACTIVITIES                         |                                |                      | OUTCOMES                             |  | ACTIVITIES                      |  |  | OUTCOMES                                     |                             |
| Messaging Draft / Survey Narrative | Brand Development, Tagline     | Image Archive        | Test, Verify with Audiences          | Anchor Message, Create Hub for Materials | Print, Distribution, A&P, T&I   | Digital Integration, Website, Social Media | Twitter FB Instagram - Health Peer Testing | Message Delivery across Media                | Word Spreading & Adoption   |
| Community System Mapping           | Extended Relationship Research | OSR Resource Mapping | Community Leadership & Action Group  |  | Surveys, Informal & Follow-Up   | System Training for Communities            | Lobby City & State Government              | Stronger Child Protection, Laws and Policies |                             |
|                                    | Audience Identification        | OSR Training System  | Community Action Plan                |  | Adaptive Analysis and Messaging | System Training for Communities            | Art (in Delivery Method*)                  |  |                             |
|                                    |                                |                      |                                      |  | Initiations to Engage*          | Facilitating and Events*                   | Cross-Community Training                   | Awareness and Education                      | Enable, Empower Communities |
| RESOURCES                          |                                |                      | LOGISTICS                            |  | RESOURCES                       |  |  | LOGISTICS                                    |                             |
| Year Zero Brand, Lessons           |                                |                      | *Resilient Rapid Response Technology |  |                                 |  | *Resilient Rapid Response Technology       | Media Buy                                    |                             |
| OTL TPR ACCL                       |                                |                      | Production Support                   | Carrizolam Development                   |                                 |  | Production Support                         | Carrizolam Development                       |                             |
| Annalia & Sue Training Materials   |                                |                      | Contracts                            |  |                                 |  | Google Grants Feedback Campaign            | Survey Monkey                                |                             |
|                                    |                                |                      | Research Analysis                    |  |                                 |  | OSR Research Analysis                      | OSR (MSU Office of Survey Research)          |                             |

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**THE SURVEY**

- Value diversity, equity and inclusion
- To-date:
  - 13 listening sessions
  - 12, 1-on-1 interviews
- Literature and popular culture review
- Multimodal survey in collaboration with MSU OSR

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**COMMON THEMES:  
OUR RESEARCH**

- The problem is overwhelming and uncomfortable to “think about” — even when people recognize the problem, they often want to avoid talking about it and want to “get away from” it.
- People don’t know HOW to talk about it.
- The topic spawns feelings of fear — “How can you trust anyone?”
- People don’t want to “get into other people’s business”
- Mixed messages to kids—be polite; adults are in control; we give people we don’t know access to our kids
- People don’t understand sexual predator characteristics and behaviors
- The problem is multigenerational
- Kids are not “believed” — victim shaming common
- System dysfunction creates greater trauma for victims
- Professionals view CSA issue as a complex, tangled “web”

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**PARTICIPANT STATEMENTS:  
OUR RESEARCH**

**From listening sessions with the general public:**

- “Sexual abuse is not taboo, but talking about it is.”
- “By not speaking about it we continue it...a value not stated is a value not held.”
- “Unless you get people to go back to prayer in schools, believe in God and have morals, no campaign against CSA is going to work. When prayer was taken out of the schools everything went downhill.”
- “The contributions a person could make to society could be amazing but they are lost because the trauma holds them back from fulfilling their destiny.”
- “Keep family business in the family.”
- “It’s the way it has always been.”

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## PARTICIPANT STATEMENTS: OUR RESEARCH



**From professionals:**

- "Number one cause is family isolation. It is hard to penetrate the family unit."
- "Sometimes a child is removed from school the minute a report is made – so it feels like it could be worse to report."
- "People don't report because they don't want to ruin a reputation – that's more important than the safety of a child."
- "People think CSA is rare. But I could easily spend all my time on CSA cases."

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## ROSS CHOWLES

Professor of Practice in the  
Department of Advertising +  
Public Relations

-Go Teal  
-A World Without Abuse senior  
student project



MICHIGAN  
UNIVERSITY

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Are you sure you  
are comfortable?

Yeah, I am.  
Thanks for  
asking though.

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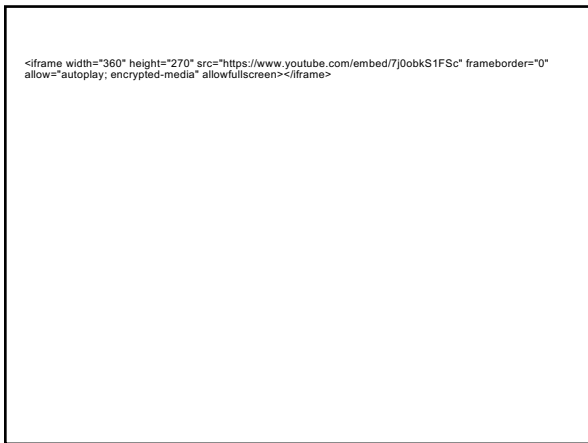
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<http://www.nationalchildrensalliance.org>  
<http://content.time.com/time/specials/packages/completelist/0,29569,1860289,00.html>

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## PART I:

As a society, are there things we think or do, perhaps unintentionally, that create an atmosphere in which child sexual abuse is **MORE** likely to occur?

Think about individual behaviors, social norms, systems and laws in your answer.

\*Focus on PRIMARY PREVENTION—it gets easy to drift into intervention.

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**PART II:**

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As a society, are there things we think or do, perhaps unintentionally, that create an atmosphere in which child sexual abuse is **LESS** likely to occur?

Think about individual behaviors, social norms, systems and laws in your answer.

\*Focus on PRIMARY PREVENTION—it gets easy to drift into intervention.

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**PART III:**

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As a group, come to consensus on **two (2) people** in the general public who would be **trusted messengers** to carry the message of the primary prevention campaign **to make CSA rare and non-recurring.**

Think about "UNUSUAL SUSPECTS"!

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**A WORLD WITHOUT ABUSE**



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"The best of us are trying to help people imagine a world they haven't seen before. We're always trying to tell stories that nobody has ever lived through. Health care, education where everybody can read and write — we have never lived through that. That storytelling is actually hard work. We need to create entrances and onramps for people. Part of creating the entrance is not being so morally self-righteous that I think my entrance is everybody's entrance. Imagine a world we haven't seen before."

*Deray McKesson*  
Civil Rights Activist

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A WORLD WITHOUT ABUSE PUBLIC WILL CAMPAIGN

*Thank you!*



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