

SCOPING STUDY

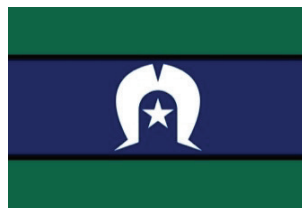
**Rapid review of approaches  
to community awareness and  
education for primary prevention  
of child sexual abuse and children's  
harmful sexual behaviour**



## ACKNOWLEDGEMENTS

The National Centre acknowledges Country and the Traditional Owners of the lands on which we live and work and pay respect to Elders past and present. We recognise and accept that sovereignty has never been ceded.

We honour the lived and living expertise of all victims and survivors of child sexual abuse, harnessing all ages, cultures, abilities and backgrounds, and commit to substantially addressing the harm of child sexual abuse, now and well into the future. We recognise that there are children and young people today who are experiencing sexual abuse and dedicate ourselves to doing all we can to promote their effective protection and care.



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## EXECUTIVE SUMMARY

### Purpose

The National Centre for Action on Child Sexual Abuse (National Centre) commissioned a review of best practice approaches to community awareness and education for prevention of child sexual abuse and children's harmful sexual behaviour. The objectives of the review were:

- to scope best practice approaches to community awareness and education
- to scope existing community awareness and education materials, their outcomes and impact.

### Delivery requirements

The project included the following activities:

1. Rapid literature review of academic and grey literature of public health models of primary prevention and child sexual abuse community education and awareness programs/campaigns and their impact. The review also included a web-based scoping of existing national and international community awareness and community education materials that relate to child sexual abuse, their audience, focus and impact.
2. Rapid literature review of academic and grey literature of harmful sexual behaviour community education and awareness programs and campaigns and their impact. The review also included a web-based scoping of existing national and international community awareness and community education materials that relate to harmful sexual behaviour, their audience, focus and impact.

### Community awareness and education

Community awareness and education is a process used to create awareness of a problem, enhance public knowledge about a problem, promote understanding of the ways the problem can be addressed, change harmful attitudes, social norms and practices that give rise to the problem and encourage more responsible behaviour. Commonly known as "campaigns" but also known as mass media and multi-media interventions, community capacity building, public health campaigns, social marketing campaigns and behavioural change communications (Bose et al., 2022), these initiatives help to address physical, behavioural and social barriers to preventing a problem before it occurs. They also play a crucial role in establishing knowledge of, and pathways to, service provision. In doing so, these initiatives can contribute to reducing stigma and creating enabling environments.

In this project report, we use the terms *campaigns*, *initiatives*, *materials* and *resources* to refer to community awareness and education interventions for communicating with adults about prevention of child sexual abuse and children's harmful sexual behaviour. Campaigns included in this review incorporate public involvement, adult education, professional education and training, community development and communications or social marketing. We excluded prevention initiatives, materials and resources targeting children; for example, school-based child sexual abuse prevention programs, child sexual exploitation prevention programs, respectful relationships education and bullying prevention programs.

### Methods

We conducted rapid reviews of the academic and grey literature (Ganann et al., 2010) and searched for research on community awareness and education campaigns for primary prevention of child sexual abuse and children's harmful sexual behaviour.

We also searched the internet for existing national and international community awareness and education campaigns for primary prevention of child sexual abuse and children's harmful sexual behaviour.

We searched nine academic databases, Google Scholar and seven grey literature sources and documented these in the appendix to this report. We searched the Internet for existing campaigns and identified their common elements. We screened each paper and website against a defined set of inclusion criteria.



Our searches yielded 1,074 academic database records and 70 grey literature sources. After applying inclusion criteria, we identified 16 reviews (14 for child sexual abuse, two for harmful sexual behaviour) and 18 evaluation studies (15 for child sexual abuse, three for harmful sexual behaviour) of most relevance to this review. We also captured information from 25 campaigns (25 on child sexual abuse, none for harmful sexual behaviour) via desktop searches of websites.

From the research papers, we extracted four key categories of information: paper identification details, study features, study outcomes and campaign details. From the websites we extracted three categories of information: campaign features, campaign elements and evaluation details. We used qualitative content analysis (Schreier, 2014) and summarised the findings thematically.

## Findings

### Reviews

Of the 16 reviews published since 2010, none focused on harmful sexual behaviour. Only two focused exclusively on effectiveness of community awareness or education campaigns. Both reviewed social marketing approaches for child maltreatment prevention generally rather than for child sexual abuse specifically (Horsfall et al., 2010; Kemshall & Moulden, 2017). All other reviews had a much wider remit yet did offer some findings relevant to community awareness or education campaigns. Although high quality evaluations of campaigns were very limited, campaigns appear to hold potential to keep child sexual abuse and harmful sexual behaviour “on the radar”.

In summary, we found:

1. There is evidence that community awareness and education campaigns for violence prevention result in knowledge gains for the general public and some increases in reporting of sexual violence, but only when combined with the availability of and equitable access to support and outreach services, such as helplines.
2. Broad-based multi-faceted campaigns are those designed to reach multiple audiences by utilising multiple complementary campaign components. A hallmark of these campaigns is instruction and training for different groups, such as child serving professionals, parents/carers and potential bystanders. These campaigns may hold the greatest potential for success.
3. To be truly broad-based, campaigns should target as many individuals, groups and communities as possible. For example, it may call on families, schools, faith-based organisations, the private sector and mass media to collaborate on prevention.
4. Broad-based, multi-faceted campaigns are resource intensive and will require significant support and funding.
5. Broad-based campaigns can utilise mass and social media and should not be restricted only to television and print media.
6. Broad-based campaigns must be accompanied by community-level and service-level interventions that reinforce key messages and linked to concrete actions that people can take.
7. Broad-based campaigns must be conducted alongside support services capable of responding to increased demands for assistance.
8. Broad-based campaigns can include campaign components directed towards specific areas of need such as increasing awareness of, and access to, evidence-based practice resources for child sexual abuse and harmful sexual behaviour.
9. Campaigns and campaign components must be underpinned by a theory of change to guide design, implementation and evaluation. Specifically, a theory of change should identify target behaviours and exactly what about the behaviour needs to change.



10. Campaign components can address different outcomes such as awareness raising and education, risk reduction, behavioural change, skills development and empowerment.
11. The term “public action campaign” may be preferable to “public awareness campaign”. The evidence suggests that the best campaigns not only provide information about a problem but also promote and enable action to address the problem.
12. In the past, campaigns have been used to promote advocacy for child sexual abuse and to promote disclosure of child sexual abuse. In future, campaigns should also look to promoting pathways to treatment and response.

Reviews also pointed towards features that may be important for campaigns for prevention of harmful sexual behaviour. These points are drawn mainly from McKibbin (2017):

13. Upskilling child serving professionals, parents/carers and potential bystanders about how to distinguish appropriate, problematic and harmful behaviour.
14. Emphasising the protective power of strong and appropriate relational bonds and parent/carer monitoring.
15. Demonstrating what protective practices look and sound like.
16. Demonstrating what open conversations with children look and sound like.
17. Demonstrating how to respond to disclosures.

### **Evaluation studies**

Of the 18 evaluation studies published since 2010, 15 focused on some aspect of effectiveness of community awareness or education campaigns or campaign components for child sexual abuse and three focused on harmful sexual behaviour. We found:

1. Very few evaluations of entire campaigns have been conducted. Instead, studies tend to be limited to evaluating discrete campaign components.
2. Of the evaluation studies focusing on child sexual abuse, only two reported on whole campaigns (Schober et al., 2011, 2012) and the remainder reported on campaign components. These were mainly community education and training initiatives.
3. Of the evaluation studies focusing on harmful sexual behaviour, two were of whole-of-community interventions conducted in remote areas in Australia. One was an interagency training component linked to broader safeguarding initiatives by a partnership between the UK’s National Society for the Prevention of Cruelty to Children (NSPCC) and Barnados.
4. The campaigns with the widest international reach appear to be Stop it Now! (United States) (US) and the One-in-Five campaign (Europe).
5. The campaign with the most rigorous evaluation is the Enough Abuse Campaign (US).
6. The campaign component that has been most frequently evaluated is the Stewards of Children training which is part of Darkness to Light (US).

### **Scoping of campaign websites**

Our scoping of campaign websites identified numerous campaigns. We reviewed 32 child sexual abuse campaigns in depth and identified common campaign characteristics and several that may serve as exemplars. We did not find any publicly available and independent evaluations of any of these campaigns on the campaign websites. This makes it difficult to know if the campaigns achieve desired outcomes.

None of the harmful sexual behaviour campaigns met the inclusion criteria for the review. Most of these were child- rather than adult-focused and/or were secondary prevention initiatives with no primary prevention component evident.



Common child sexual abuse prevention campaign characteristics were:

- The most-commonly stated campaign aim was to raise awareness. Others included imparting knowledge, changing attitudes and transforming behaviours.
  - Campaigns that focused on raising awareness addressed individual outcomes or combinations of outcomes including ending child sexual abuse and/or exploitation, encouraging conversations, strengthening parental protective capacity, improving detection and reporting and supporting survivors.
  - Campaigns that focused on imparting knowledge typically included education and training components for child-serving professionals and/or parents and carers.
- Campaign “days” (e.g., Blue Knot Day, Day for Daniel, European Day on the Protection of Children against Sexual Exploitation and Sexual Abuse), “weeks” or “months” (e.g., 19 Days of Activism) create opportunities for concentrated awareness-raising. They also offer the potential for action on a specific theme or for a specific period of time leading up to and including a specific date.
- Campaign audiences were mainly parents, carers and child-serving professionals. They were targeted with strategies for developing mindsets and skillsets relating to recognising signs, reporting concerns and responding to disclosures. A minority of campaigns also appealed to policy makers for legislative and other reforms. One campaign targeted technology and financial sectors with strategies for detecting and reporting online child sexual exploitation.
- Campaigns typically comprised component parts of which community capacity building and providing practical support were key features. Most relied on collaboration from multiple stakeholders.
- Campaigns comprised a mix of media for dissemination with virtually all campaigns relying on combinations of website platforms and social media. One of the campaigns had a dedicated YouTube channel. None of the campaigns appeared to have a dedicated app.
- Campaign messages could be classified on several dimensions relating to their purpose (e.g., advocacy, fund raising, information dissemination), complexity (e.g., amount of detail or number of ideas presented at one time) and framing (e.g., negative, such as “Help us stop...” or positive, such as “All children live and thrive when...”). Some seemed to structure key messages according to a type of SMART goal or similar formulation (i.e., specific, measurable, attainable, relevant and time-based). For example, “end abuse, exploitation, trafficking and all forms of violence and torture against children by 2030” (19 Days of Activism).
- Campaign websites offered freely accessible informational resource libraries. These included educational materials for parents, educators and professionals, guides and handbooks, training resources and lesson plans, reports, films and videos and webinar series. In addition, some campaigns (9/25) encouraged individual community-level activism by supplying campaign toolkits including, posters, banners, leaflets and flyers.
- Campaign styles were typically a mix of positive and hard-hitting words and images. Some featured music, animations and films. Infographics depicting the scope and scale of the problem, supported by statistics and survivor stories, were often shown. These were used in combination with appeals to positive steps needed to address the problem and commonly featured representations of working together to solve it.

### Implications for policy and practice

Much remains to be understood about the approaches to community awareness and education that will be most impactful, cost-effective and practical. However, we do have enough information and promising models with which to begin.

Community awareness and education is not the only way to address child sexual abuse and children’s harmful sexual behaviour. It is one of many potential ways to influence people’s behaviour. Community awareness and education interventions are not likely to result in immediate changes. People’s behaviour is also influenced by myriad other factors outside of the remit of community awareness and education, such as personal experiences, local issues, world





events and technological change. Community awareness and education will be most effective when combined with other complementary mechanisms. The content of campaigns should be chosen thoughtfully to avoid unintended effects.

Community awareness and education must be a collective enterprise. Therefore, campaign developers must involve stakeholders and audiences in decisions about the planning, management, content, style and delivery of the initiatives. These must be carefully developed and tested. Where possible, campaigns should aim to create a supportive environment for influencing behaviour and help adults overcome barriers to taking action. Ideally campaigns should move beyond awareness-raising to supporting preventive behaviours.

One of the key criticisms of campaigns is that too many were short-lived, not complemented with direct intervention or follow up and, therefore, could not sustain behaviour change on their own (Ligiero et al., 2019). The most effective campaigns will be those that are joined with other evidence-based and effective interventions that, together, have greater potential to lower and remove obstacles to change.

Based on past reviews of public awareness campaigns, researchers have called for the adoption of a new term to describe them: “public action campaign” (Kemshall & Moulden, 2017). This is to emphasise the need for campaigns to show concrete actions that community members can take and display links to services and resources to support these actions (Horsfall et al., 2010).

### Directions for future research

This review highlighted some serious gaps in the research. We identified only nine campaigns or campaign components that had been subjected to an outcome or impact evaluation.

This review has shown that component parts of community awareness and education interventions have been more frequently evaluated than entire campaigns. The most frequently published evaluation studies have been on the effectiveness of education and training initiatives for child-serving professionals and parent education programs. Evaluations of these campaign components have shown that they generally result in increased knowledge and increased self-reported behaviour change; however, the data on campaigns’ effects on attitudes and self-efficacy is unclear.

There is a shortage of high quality comprehensive evaluations of entire campaigns. Although comprehensively evaluating social marketing campaigns is challenging, it must be done (Horsfall et al., 2010). Entire campaigns may not be able to be evaluated in traditional experimental studies. Comprehensive campaign outcome and impact studies may involve repeated measures using the same instruments over time. To our knowledge, the only campaign that has been subjected to comprehensive evaluation is the Enough Abuse Campaign which was studied in the states of Georgia and Massachusetts in the US. Those studies tracked rates of child sexual abuse for several years before and after campaigns were run. Results showed that the annual incidence of child sexual abuse substantiated by child protection authorities decreased during the campaign implementation period (Schober et al., 2011, 2012).

There is an absence of robust scientific evidence that greater community awareness of child sexual abuse translates to actual prevention of child sexual abuse. Further research is needed to substantiate this (Klika et al., 2020; Mendelson & Letourneau, 2015). There is a need to invest in designing campaigns with evaluation in mind. This requires consideration of campaign logic models, implementation science and behaviour change theories. Evaluations should at least assess awareness/knowledge, attitudes and behaviours to understand the extent to which campaigns have impact.

Outcomes selected for evaluation studies must be robust. Constructs such as attitudes and self-efficacy (sometimes commonly referred to as ‘confidence’) should be defined based on the psychosocial and behaviour change literature rather than dreamed up in a sequence of random questionnaire items.



## INTRODUCTION

### Objective

The objectives of this research are:

- to scope best practice approaches to community awareness and education
- to scope existing community awareness and education materials<sup>1</sup>, their outcomes and impact.

The purpose of this review is to inform the National Centre's broader scoping study. This will form the foundation upon which the planning and work of the National Centre will be based. The broader scoping study will inform the National Centre's:

- approach to leadership and collaboration
- research agenda
- strategy for the knowledge ecosystem producing and commissioning of training
- resources, guides and tools to build positive attitudes towards knowledge use, incorporate user-focused design, ensure relevant tailoring and framing of messages and content and provide high quality communication about the value of training and resources
- key messaging framework and mechanisms for changing community attitudes, raising awareness and reducing stigma in ways that recognise diverse groups and are culturally safe, remove barriers and promote help-seeking
- development of an outcomes framework.

### Scope

This research comprises of:

- rapid reviews of the academic and grey literature of community awareness and education campaigns for primary prevention of child sexual abuse and children's harmful sexual behaviour
- web-based scoping of existing national and international community awareness and education campaigns for primary prevention of child sexual abuse and children's harmful sexual behaviour.

The terms campaigns, initiatives, materials and resources are used interchangeably in this report. The terms are used to refer broadly to interventions for communicating with adults about prevention of child sexual abuse and children's harmful sexual behaviour.

### Definitions

#### Child sexual abuse

**Definition:** Child sexual abuse has been defined as: "any act which exposes a child to, or involves a child in, sexual processes beyond his or her understanding or contrary to accepted community standards. Sexually abusive behaviours can include the fondling of genitals, masturbation, oral sex, vaginal or anal penetration by a penis, finger or any other object, fondling of breasts, voyeurism, exhibitionism, and exposing the child to or involving the child in pornography. It includes child grooming, which refers to actions deliberately undertaken with the aim of befriending and establishing an emotional connection with a child, to lower the child's inhibitions in preparation for sexual activity with the child" (Commonwealth of Australia, 2017, Final Report: Volume 1, p.320).

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<sup>1</sup> In this review, the terms campaigns, initiatives, materials and resources are used to refer to community awareness and education interventions for communicating with adults about prevention of child sexual abuse and children's harmful sexual behaviour. These are considered as primary prevention interventions.



**Prevalence:** To estimate the prevalence of child sexual abuse, researchers randomly select some of a population and, using robust and reliable measures, identify what proportion of them have experienced sexual abuse during childhood. To estimate the incidence of child sexual abuse, researchers identify the rate of new cases in a population during a specified time (e.g., one year).

When considering child sexual abuse, some sources of data are unreliable and should never be used as prevalence indicators because they capture only a very small proportion of the true prevalence. For example, data from police records and child protection agencies capture only a tiny fraction of cases. This data only represents cases that come to the attention of these agencies and are formally recorded as proven. It is well established that most cases of child sexual abuse are not disclosed, or are disclosed but not to these agencies, or are disclosed to these agencies but are never officially recorded as proven.

The only reliable data about the prevalence of child sexual abuse comes from rigorous scientific studies measuring prevalence of child sexual abuse amongst the population. These studies are rare in Australia. Studies generating reliable data need to use large random samples of the population and valid survey instruments. To date, there is only one rigorous study assessing the prevalence of child sexual abuse in Australia using a random sample at the national level, with the study having a specific focus on establishing the prevalence of child sexual abuse. This study found that before age 16, 33.6% of women and 15.9% of men experienced non-penetrative sexual abuse, and 12.2% of women and 4.1% of men experienced penetrative sexual abuse (Dunne et al., 2003). A second national study has recently been conducted, with data collected in 2021. The results will be published in early 2023 (Mathews et al., 2021).

**Risk factors:** Risk factors for child sexual abuse victimisation include those features of a child's general context which, based on empirical studies of prevalence, tend to increase the likelihood of sexual abuse (Finkelhor et al., 2014; Stoltenborgh et al., 2011). These features can be present in different domains of the child's life, including factors related to the child (e.g., age, sex, gender, disability), the child's parents (e.g., parental supervision, presence of both parents, presence of stepparents), institutional involvement (e.g., the child's participation in religious, sports, arts, cultural and recreational settings), social norms and expectations (e.g., how children are positioned within societies) and cultural traditions (e.g., relating to ethnicity or faith).

Risk factors for perpetration of child sexual abuse are generally related to individual characteristics including poorly developed socio-emotional skills, attitudinal and cognitive distortions, a sense of sexual entitlement, empathy deficits, a construction of masculinity emphasising sexual performance and dominance and a history of childhood victimisation (Mathews & Collin-Vézina, 2016; Whitaker et al., 2008). Risk factors can also be related to a combination of individual and circumstantial characteristics that impede or enable offences against children, including lack of internal inhibition and having opportunity and access to children (Leclerc et al., 2011). Risk factors for child sexual abuse within institutional settings include institutional and cultural characteristics such as:

- the institution and or its leaders having a prestigious position in society
- the institution valuing its reputation more than the welfare of the children it provides for
- strict hierarchies without viable reporting pathways
- relationships of power imbalance
- relationships of trust and dependency
- fear of the consequences of disclosure
- lack of an organisational strategy to prevent and respond to child sexual abuse (Mathews, 2017).



## Harmful sexual behaviour

**Definition:** Children’s harmful sexual behaviour has been defined as: “behaviours that fall across a spectrum of sexual behaviour problems, including those that are problematic to the child’s own development, as well as those that are coercive, sexually aggressive and predatory towards others. The term ‘harmful sexual behaviours’ recognises the seriousness of these behaviours and the significant impact they have on victims but is not contingent on the age or capacity of a child” (Commonwealth of Australia, 2017, Vol 1, p.319).

Children’s harmful sexual behaviour has also been described in more detail as acts that are developmentally inappropriate or occur at a frequency greater than would be developmentally expected. These behaviours:

- interfere with a child’s development
- incorporate coercion, intimidation or force
- are associated with emotional distress
- occur between children of divergent ages or developmental abilities
- may recur repeatedly and in secrecy even after intervention by caregivers (Chaffin et al., 2002, p.208).

Key to understanding harmful sexual behaviour is that it exists on a continuum from inappropriate, through problematic, to abusive and violent behaviours (Hackett, 2016, p.14). Harmful sexual behaviour, therefore, includes sexual abuse of a child by another child.

**Prevalence:** The prevalence of harmful sexual behaviour amongst children in Australia is difficult to establish because there is an absence of available data (Shlonsky et al., 2017). The main indicative data sources are drawn from the Australian Bureau of Statistics (ABS) which reports annually on recorded crime offences. This data includes rates of youth sexual assault and related offences for 10- to 17-year-olds. Over the 12-month period from mid-2020 to mid-2021, children were responsible for 1,460 of 8,982 (16.25%) recorded sexual offences committed in Australia (ABS, 2022). This is likely to be an under-estimation of the true prevalence because much harmful sexual behaviour does not reach the threshold for offence reporting. Studies conducted in the US and the UK suggest that as many as one-third (Finkelhor et al., 2009) to two-thirds (Radford et al., 2013) of child sexual abuse may be perpetrated by other children. Data forthcoming from the Australian Child Maltreatment Study on five maltreatment subtypes (physical abuse, emotional abuse, sexual abuse, neglect and exposure to family or domestic violence) will remedy this gap in knowledge for Australia (Mathews et al., 2021).

**Risk factors:** In a report for the Royal Commission into Institutional Responses to Child Sexual Abuse, Shlonsky et al. (2017) summarised risk factors associated with children’s harmful sexual behaviour including:

- a history of child sexual victimisation
- exposure to sexual violence including adult pornography
- adverse childhood experiences including other forms of child maltreatment
- social isolation (Seto & Lalumiere, 2010; Malvaso et al., 2020).

Researchers have theorised various developmental pathways; for example, from early life trauma to attachment disruption and, later, problems with executive functioning. These result in behavioural issues relating to planning, organising, self-regulation and decision-making (Brown et al., 2022; Connolly, 2004; Hackett, 2020).



## What is community awareness and education?

Community awareness and education is a process used to create awareness of a problem, enhance public knowledge about the problem, promote understanding of the ways it can be addressed, change harmful attitudes, social norms and practices that give rise to the problem and encourage more responsible behaviour. When these strategies are supported by social marketing campaigns with supportive infrastructure, these approaches have been shown to successfully moderate social conditions (World Health Organization, 2016).

Community awareness and education incorporates public involvement, adult education, professional education and training, community development and communications or social marketing.

The Australian Royal Commission into Institutional Responses to Child Sexual Abuse recommended:

***“...social marketing campaigns to raise general community awareness and increase knowledge of child sexual abuse, to change problematic attitudes and behaviour relating to such abuse and to promote and direct people to related prevention initiatives, information and help-seeking services.” (Commonwealth of Australia, 2017, Recommendation 6.2a, p.4)***

Community awareness and education via social marketing is a common strategy for addressing social problems such as child sexual abuse. It has been used to address children’s harmful sexual behaviour only insofar as addressing harmful sexual behaviour has been part of broader strategies to prevent violence against children and gender-based violence against women and girls (Ligiero et al., 2019; UNICEF, 2020a, 2020b, 2020c). Social marketing can be used to best effect when accompanied by a suite of other strategies with proven track records in prevention (Horsfall et al., 2010).

## What is primary prevention?

A public health approach to prevention aims to reduce the costs and collective effects of social problems in societies. The public health model has four steps:

1. Defining the problem, understanding its nature and scope and identifying its root causes.
2. Identifying risk and protective factors that increase or decrease its likelihood.
3. Developing and testing prevention strategies.
4. Ensuring widespread adoption of effective prevention strategies.

As noted by Higgins et al. (2019), a public health approach offers three levels of prevention:

1. Primary prevention refers to strategies that can be used to prevent child sexual abuse and children’s harmful sexual behaviour before they occur. These strategies target the whole population and enlist their collective action to address the underlying causes, highlight risk scenarios and promote protective actions. This report focuses on primary prevention.
2. Secondary prevention refers to strategies that can be used in early detection of risk for child sexual abuse and early signs of harmful sexual behaviour. These strategies target individuals, groups and communities at greater risk or with high incidence or prevalence of associated risk factors. This report does not focus on secondary prevention, although some of the research we review has evaluated combinations of primary and secondary prevention initiatives.
3. Tertiary prevention refers to strategies that can be used after child sexual abuse or harmful sexual behaviour has already occurred. These strategies target victim/survivors and perpetrators/offenders with criminal justice, child protection, counselling and rehabilitation programs.



## What previous reviews have been done?

In Australia, two previous reviews that address the use of social marketing campaigns in prevention of child abuse and neglect and other parenting problems have been conducted (Horsfall et al., 2010), as well as a review into improving safety and wellbeing of children in the Northern Territory (McGuinness et al., 2013). Both have a much wider focus than this review. One previous review conducted by authors in the US focused on universal campaigns for child physical abuse prevention (Poole et al., 2014). Only one review focused on public awareness campaigns about child sexual abuse (Kemshall & Moulden, 2017). No previous reviews have addressed community awareness or education for children's harmful sexual behaviour.

## Why this review is needed

Individual and community awareness and education about child sexual abuse began in earnest only in the 1970s and 1980s (Olafson et al., 1993) and myths, misperceptions and stereotypes persist (Collings, 1997; Cromer & Goldsmith, 2010; Ferragut et al., 2022) even amongst professionals (Rheingold et al., 2015). Community education and awareness about the nature and characteristics of child sexual abuse are prerequisites for its prevention, recognition and response (Mathews & Collin-Vézina, 2016). The Australian Royal Commission into Institutional Responses to Child Sexual Abuse revealed the vast need for national progress on this front (Commonwealth of Australia, 2017). To this end, Mathews and Collin-Vézina (2016) have proposed an instructive catalogue of micro-components for awareness-building efforts. It includes:

***“What child sexual abuse is; its prevalence; who experiences it, and at what ages; who inflicts it; its criminality and other legal consequences; how a child feels when and after being victimized; the serious harms and consequences caused to the child; the tendency towards non-disclosure; children’s truthfulness in disclosure (even if they recant); children’s typical emotional, social and behavioural responses after victimization (including ways in which they may indicate their experience without frank disclosure); and principles of consent, children’s rights and gender equality.” (p.308).***

Additionally, child-serving professionals and institutional leaders must also become aware of their “legal and ethical duties to report known and suspected cases and their legal liability for breaching their duty” (Mathews & Collin-Vézina, 2016, p.308).



## METHODS

We conducted rapid reviews of the academic and grey literature and national and international websites. Rapid review uses the same transparent search strategies as traditional systematic reviews but with timesaving measures such as searching fewer databases and applying search filters (Ganann et al., 2010). Rapid evidence review is used to investigate what is already known about a topic by employing pre-specified, transparent and replicable methods for locating, extracting and synthesising evidence from existing sources.

To identify best practice approaches, common elements of effective approaches and impact we conducted a rapid review of the academic and grey literature for community awareness and education in relation to prevention of child sexual abuse and harmful sexual behaviour.

To identify audiences, foci and impact we conducted rapid reviews and content analysis (Schreier, 2014) of existing community awareness and education websites in relation to prevention of child sexual abuse and harmful sexual behaviour.

### Searches: academic and grey literature

Searches were conducted in February 2022.

**Academic databases:** We searched **academic databases** using a standardised search strategy comprising combinations of keyword blocks (shown in Appendix 1). The searches were piloted and adapted slightly to accommodate nuances of each database. Nine databases plus Google Scholar were searched for the period 2010-2022. Searches were recorded in an Excel spreadsheet. These are provided as supplementary files to this report (see Appendix 9).

**Grey literature:** We searched 187 international and 200 Australian grey literature sources using variations on the search strategies described above. Searches were recorded in an Excel spreadsheet. These are provided as supplementary files to this report (see Appendix 9).

### Searches: national and international websites

Searches were conducted in February 2022.

We searched the Internet using Google. We conducted searches using combinations of predefined key words (shown in Appendix 2). Searches were recorded in an Excel spreadsheet. These are provided as supplementary files to this report. We recorded the first five pages of search results for each Google search then followed links to those websites to gather further information. We found that search results ceased being relevant after the first two pages of approximately 20 hits each. For each website we systematically recorded the search date, organisation name, campaign name and website URL.

With industry colleagues, we brainstormed a list of existing campaigns and organisational websites which we targeted for searching (shown in Appendix 2). Many of these had already been captured by the Google searches; however, there were some notable exceptions (e.g., Blue Knot Day, White Balloon Day, Day for Daniel).

### Screening and selecting: academic and grey literature

Results of the academic database and grey literature searches were imported into EndNote reference manager software and then transferred into *Covidence* (Veritas Health Innovation, 2021), a digital systematic reviewing platform. Duplicates were removed. Titles and abstracts were screened by two reviewers working independently. Two reviewers assessed the full texts of potentially relevant articles against inclusion criteria (shown in Appendix 3). Conflicts were resolved via discussion between the two reviewers.

### Screening and selecting: national and international websites

The first two pages of hits for each Google search were screened. We screened for potentially relevant community education and awareness campaigns (inclusive of resources, materials, initiatives and programs) by visiting websites



and reviewing what we found against inclusion criteria (shown in Appendix 4). We also screened several targeted websites in the same way. These were websites put forward by research team members as likely sources. We looked for campaigns that were specifically about prevention of child sexual abuse and/or children's harmful sexual behaviours. To be included, the campaigns must have been directed towards adults. Child-focused campaigns (i.e., those aimed at children) were excluded. On campaign websites, we searched for evaluation reports on those campaigns.

## Search summary

Table 1 shows the number of sources screened and included in the review. We screened a total of 1,552 sources and included information from 77 sources in the review.

**Table 1. Search results: Number of sources screened and included**

| Source                    | Number screened | Number included |
|---------------------------|-----------------|-----------------|
| Academic databases        | 1,074           | 28              |
| Grey literature sources   | 387             | 17              |
| National websites         | 16              | 3               |
| International websites    | 62              | 21              |
| Other — targeted websites | 13              | 8               |
| <b>Total</b>              | <b>1,552</b>    | <b>77</b>       |

## Extracting relevant information: academic and grey literature

We extracted relevant information from primary studies and review papers into a standardised spreadsheet. We extracted four key categories of information:

1. Basic paper identification details (authors, title, publication year, publication type, country, funding) (adapted from the updated PRISMA checklist by Page et al., 2021).
2. Study features (evaluation type, aim, participants, outcomes assessed) (adapted from the TIDieR checklist, Hoffman et al., 2014).
3. Study outcome (key findings on impact, strengths, limitations).
4. Campaign details (name, year(s), topic or purpose, target audience, key messages, key components, delivery modes).

## Extracting relevant information: national and international websites

We extracted relevant information from websites into a standardised spreadsheet. We extracted three key categories of information:

1. Campaign features (name, provider, source, topic, type, aim, key messages, target audience, targeted outcome, components, methods/mechanisms/modes, materials, duration, frequency) (adapted from the TIDieR checklist, Hoffman et al., 2014).
2. Campaign elements (adapted from Kemshall & Moulden, 2017)
3. Evaluation details (any evaluation, evaluation type).

The data extraction files are provided as supplementary files to this report (see Appendix 8).





## FINDINGS

### Reviews

Our searches of the academic and grey literature yielded a total of 16 reviews published since 2010.

- In the academic databases, we found nine reviews focusing very broadly on prevention of child sexual abuse (n=8) or children's harmful sexual behaviour (n=1). Most addressed community education and awareness in a limited way.
- In the grey literature we found seven reviews which included some detail on community awareness and education for child sexual abuse (n=6) or harmful sexual behaviour (n=1).

Review types were varied. Nine of the 16 reviews were narrative reviews and/or commentaries addressing a very wide aim (e.g., describing what child sexual abuse prevention might 'look like', identifying future directions). There were four systematic-type reviews, two rapid reviews and one scoping review.

Only two of the reviews reported solely on effectiveness of community awareness or education campaigns. Both reviewed social marketing approaches for child maltreatment generally rather than child sexual abuse or children's harmful sexual behaviour specifically (Horsfall et al., 2010; Kemshall & Moulden, 2017).

A table detailing the 16 reviews is shown in Appendix 5.

### Key points from child sexual abuse reviews

Fourteen reviews focused on child sexual abuse and offered some findings about community awareness or education campaigns.

Horsfall and colleagues (2010) prepared a systematic review for the Australian Institute of Family Studies. It aimed to identify social marketing, media or community education campaigns designed to prevent all forms of child abuse and neglect and other parenting problems. They found 21 distinct campaigns implemented between 1995 and 2009. Only 12 of the 21 campaigns had published evidence of impact. Child sexual abuse campaigns they identified included 16 Days of Activism, which began in 1991 and continues today as an international campaign with a broader remit to prevent gender-based violence. It is part of a broader campaign coordinated by the UN Secretary General. This is known as the UNiTE campaign and aims to increase awareness, galvanise advocacy efforts and share knowledge and innovations. Further campaigns identified by Horsfall et al. (2010) included It's OK to Talk About Incest; a week-long campaign that was previously run in New Zealand in the late 1990s. Two long-running US campaigns have also become organisations: Darkness to Light and Stop it Now! Both are addressed elsewhere in this report.

After assessing the strengths and weaknesses of existing social marketing campaigns, Horsfall et al. (2010) made the following six recommendations about campaigns for prevention of child abuse and neglect broadly:

- Although comprehensively evaluating social marketing campaigns is challenging, it must be done.
- Broad-based mass media social marketing campaigns must be accompanied by community-level interventions that reinforce the key messages.
- Social marketing campaigns must not focus solely on television and print media, advertisements should not be relegated to non-peak viewing times and a vast array of technologies and media must be utilised.
- Social marketing campaigns must be conducted alongside support services capable of responding to increased demands for assistance.
- Evaluations should assess awareness/knowledge, attitudes and behaviours to understand the extent to which campaigns have impact.



- Campaigns must be underpinned by a theory of change to guide design, implementation and evaluation.
- Campaigns will have better effects if coordinated alongside community-level interventions to address individual behaviours, as well as sufficient volume of such services for victims and survivors, perpetrators and those at risk of perpetration.

Kemshall and Moulden (2017) presented a narrative review focused on “public awareness campaigns” (p.124). They traced trends in the most notable campaigns implemented since the 1990s, including Stop it Now! (a US campaign that grew into an organisation) and the Enough Abuse Campaign (initiated in the US by Massachusetts Citizens for Children). They made the following conclusions:

- Education and awareness-raising may not be sufficient.
- Broad, multi-faceted campaigns with components providing instruction and training for different groups (e.g., professionals, parents/carers and potential bystanders) to promote and enable action, combined with universal messaging, may hold the greatest potential for success.
- Broad, multi-faceted and large-scale campaigns are resource intensive and require support and funding from governments.
- The term “public action campaign” may be preferable to “public awareness campaign” (p.134).

From this review, we identified the following child sexual abuse campaign characteristics as tentative best practice elements:

- specifies target behaviour
- identifies what needs to change
- uses well-defined/established behaviour change techniques
- changes behaviour that leads to child sexual abuse or harmful sexual behaviour and/or promotes behaviour that does not lead to child sexual abuse or harmful sexual behaviour
- targets individuals, groups and communities.

The systematic review by Finch et al. (2021) examined a very broad range of interventions addressing institutional child maltreatment, including child sexual abuse but not harmful sexual behaviour. Community awareness and education campaigns were a very minor focus. Campaigns were mentioned briefly as interventions that have typically been used to promote child sexual abuse advocacy and child sexual abuse disclosure, with dissemination via traditional and social media and incorporating the use of helplines. Such campaigns varied in duration from a few weeks to several years. They found campaigns were not typically used for promotion of child sexual abuse response or treatment. A key finding was:

- Campaigns have been previously used for child sexual abuse advocacy and to promote child sexual abuse disclosure but have not typically been used for promoting child sexual abuse treatment and response.

The scoping review by McKibbin (2017) examined interventions to prevent harmful sexual behaviour and child sexual exploitation specifically in residential care. This review covered primary, secondary and tertiary prevention initiatives. Themes identified in the review may be helpful for designing community awareness and education campaigns for primary prevention of harmful sexual behaviours. These include:

- Identifying appropriate, problematic and harmful sexual behaviours in children of different developmental stages.
- Upskilling workers to enable them to have open conversations with children.
- Emphasising the protective power of strong relational bonds.
- Showing what protective practices look and sound like.
- Demonstrating how to respond to disclosures.
- Increasing awareness of and access to evidence-based practice resources, trauma-informed care and multi-agency practice responses.



Ligiero and colleagues (2019) conducted a series of rapid reviews and expert consultation for a coalition of international partner organisations. These included Together for Girls, the Equality Institute and the Oak Foundation. The review summarised evidence of effectiveness of strategies implemented worldwide to prevent sexual violence against children with a wide-angle focus. Campaigns were mentioned only briefly. Authors categorised interventions as effective, promising, prudent, conflicting, no effect or harmful. They found:

- Awareness-raising campaigns for violence prevention broadly resulted in some knowledge gains for the general public and some increases in reporting of sexual violence but only when combined with targeted support services and community outreach.
- Too many campaigns were short lived, not complemented with direct intervention or follow up and, therefore, could not sustain behaviour change on their own.

Two related reviews by Radford and colleagues (2015) and UNICEF (2015) also aimed to consolidate the global evidence on initiatives to prevent and respond to child sexual abuse and child sexual exploitation. These reviews categorised approaches for preventing and responding to child sexual abuse and exploitation worldwide as ‘tested-effective’ (positive results from multiple high quality experimental design studies), ‘promising’ (unclear results from experimental design studies, meaning more research was needed), ‘emerging promising’ (limited results of any type), ‘pioneering’ (new initiatives with no results) or ‘low’ (no positive results). They found:

- High quality evaluations of campaigns were limited but practice evidence showed that campaigns may keep abuse and exploitation “on the radar” (p. 56).
- There is strength in coordinated multisectoral campaigns. This is exemplified by the Be a Champion for Children campaign in Kenya, which was launched in 2006 but has since been incorporated into a broader partnership. That campaign, backed by financial and other support, called on families, schools, faith-based organisations, the private sector and mass media to collaborate in prevention efforts.
- Prevention can best be achieved by comprehensive approaches, combining risk reduction with education and awareness-raising, behavioural change, skills development and empowerment strategies.

The remaining reviews contained appraisals of specific primary prevention interventions which assisted us to identify campaigns and campaign components to follow up in subsequent web searches. Key points from these reviews were:

- Public campaigning is one of many building blocks for primary prevention of child sexual abuse. Campaigns aim to improve understanding of what child sexual abuse is, its prevalence and what agencies are doing to prevent it. The chief indicator of success will be an increase in understanding that child sexual abuse can be prevented. For the UK’s NSPCC, public campaigns sit alongside other building blocks including lobbying, establishing sexual abuse hubs, community-based work, provision in schools and services for offenders and potential offenders (Findlater, 2017).
- Campaign developers must have a clear, shared understanding about primary prevention. Development of an integrated prevention framework and a theory of change is highly recommended (Quadara et al., 2015, pp.57-60).
- Public health education campaigns must be carefully developed and tested to avoid inadvertently perpetuating myths and stereotypes about child sexual abuse generally and offenders specifically. Misinformation may discourage rather than encourage motivation to seek help (Knack et al., 2019).
- Public health education campaigns can generate increases in calls to helplines, child protection and law enforcement. These services must be proactively engaged and agencies must be resourced accordingly (Knack et al., 2019).
- Efforts to prevent sexual violence against children should expand their reach by harnessing the power of parents. Community education initiatives can promote parental monitoring as a protective strategy, model good parent-child communication (with appropriate role models) and disseminate information about where to get help (Marcus et al., 2021).



- Research is yet to examine the extent to which adults who have been exposed to training implement the information they learn in the training (Damashek et al., 2018). Even evaluations of explicitly taught prevention education programs with children and youth show that awareness is difficult to translate into behaviour change and awareness tails off after a while. These same challenges exist with community awareness campaign evaluations.
- There is an absence of robust scientific evidence that greater community awareness of the problem translates to prevention of child sexual abuse. Further research is needed to substantiate this (Klika et al., 2020; Mendelson & Letourneau, 2015).

### Key points from harmful sexual behaviour reviews

Two reviews focused on children's harmful sexual behaviour and offered some findings about community awareness or education campaigns.

Hackett (2020) prepared a narrative review for the Council of Europe. It aimed to analyse existing responses to children's harmful sexual behaviour and identify tools to support member states in preventing, handling and supporting children who display harmful sexual behaviours. Campaigns were mentioned only very briefly. Hackett found best practice examples in campaigns and support services offered by the UK's Child Line (like Australia's Kids Helpline) and the Child Exploitation and Online Protection Command (CEOP) which is part of the UK's National Crime Agency (like the Australian Centre to Counter Child Exploitation) especially in relation to children's online harmful sexual behaviour. Hackett concluded, very generally, that community education about harmful sexual behaviour should be delivered in all jurisdictions, accessible to all communities and incorporate the experiences of diverse populations.

Meiksans et al. (2017) prepared an issues paper for the Commissioner for Children and Young People in Western Australia. Their narrative review set out to identify promising approaches for responding to children's harmful sexual behaviour. Campaigns were mentioned only very briefly. They found promising examples in Stop it Now! and in campaigns targeting individuals who may be at risk, such as Project Dunkelfeld (Germany) and initiatives from the Moore Centre for the Prevention of Child Sexual Abuse (US). Although not specifically commenting on community awareness and education campaigns, they conclude that prevention requires strategic and well-implemented multi-agency and whole-of-community responses. These must reach individuals, families, schools, government and specialised services.

### Evaluation studies

Our searches of the academic and grey literature found a total of 18 evaluation studies published since 2010:

- Fifteen primary evaluation studies were on community awareness and education campaigns for child sexual abuse.
- Three primary evaluation studies were on community awareness and education campaigns for harmful sexual behaviour.

Evaluation studies were conducted in five countries including the US (n=11), Australia (n=3), the UK (n=2), Canada (n=1) and New Zealand (n=1).

Most evaluations were funded by government agencies and research institutes but the funding source for the actual campaigns was not typically reported in the papers. Supplementary web searches did not find this information.

Of the 15 evaluation studies focusing on child sexual abuse, only two reported on whole campaigns (Schober et al., 2011, 2012). The remainder reported on campaign components which were mainly community education initiatives. The two campaign evaluations investigated the Enough Abuse Campaigns, which were implemented in two US states.



Of the three evaluations focusing on harmful sexual behaviour, two were whole-of-community interventions conducted in remote areas in Australia. The other was an interagency training component linked to broader safeguarding initiatives conducted by the NSPCC and Barnados in the UK.

Rather than describe each evaluation study in detail, we shift the focus to the actual campaigns in the following section.

## Campaigns identified in evaluation studies

In this section we hone in on the specific campaigns that were subjected to evaluation in the research studies.

### Which community awareness and education ‘campaigns’ had been evaluated?

A total of 13 campaigns or campaign components had been evaluated: 10 child sexual abuse initiatives, two harmful sexual behaviour initiatives and one which was both child sexual abuse and harmful sexual behaviour. Nine had been subjected to impact or outcome evaluation as shown in Appendix 6. The remaining four were subjected only to process evaluations or feasibility studies.

**Table 2. Campaigns identified via academic database and grey literature searches (since 2010)**

|  | Australian | International | Total |
|--|------------|---------------|-------|
| <b>All campaigns</b>   | 3          | 10            | 13    |
| <b>Child sexual abuse campaigns</b>                              | 2          | 8             | 10    |
| <b>Harmful sexual behaviour campaigns</b>                        | 0          | 2             | 2     |
| <b>Child sexual abuse and harmful sexual behaviour campaigns</b> | 1          | 0             | 1     |
| <b>Campaigns with any evaluation</b>                             | 3          | 10            | 13    |
| <b>Campaigns with outcome or impact evaluation</b>               | 1          | 8             | 9     |

The 13 campaigns or campaign components evaluated (in alphabetical order) were:

1. Commercial Sexual Exploitation of Children Training developed by the CSEC Community Intervention Project (Campaign component, US)
2. Enough! Preventing Child Sexual Abuse in My School (Campaign component, US)
3. NSPCC and Barnardos’ training courses (Campaign component, UK)
4. Operation RESET (Campaign, Australia)
5. Prevent it! (Campaign component, US)
6. Professional Development Program (Campaign component, Australia)
7. Protecting God’s Children Program (Campaign component, US)
8. Safe to Talk (Campaign component, NZ)
9. Smart Parents – Safe and Healthy Kids (Campaign component, US)
10. Speak up. Be Strong. Be Heard (Campaign, Australia)
11. Stewards of Children (Campaign component, US)
12. Stop it Now! (Campaign and organisation, US, UK, Ireland)
13. The Enough Abuse Campaign (Campaign, US)



## Were the campaigns classified as primary prevention efforts?

All community awareness and education campaigns identified in the academic and grey literature were primary prevention initiatives (13/13). Examples include the Enough Abuse Campaign, with two evaluations conducted by Schober et al. (2011, 2012). Gushwa et al. (2018) evaluated the campaign component Enough! Preventing Child Sexual Abuse in My School. Enough! is described as a “citizen education and community mobilization initiative” working to prevent child sexual abuse in children’s homes, schools, youth organisations and communities (Massachusetts Citizens for Children, 2021, para 2). Developed in Massachusetts, the Enough Abuse Campaign has been implemented in several US States (California, Georgia, Maine, Maryland, New Jersey, New York, Nevada and South Dakota) and in Africa (Nigeria and Sierra Leone).

All harmful sexual behaviour campaigns identified in the academic and grey literature combined primary and secondary prevention (3/13). They targeted adults universally with the aim of preventing child sexual abuse or harmful sexual behaviour before it occurs, with additional components targeting adults (and in some instances, children) at greater risk. For example, Safe to Talk, developed by the New Zealand government with a feasibility study conducted by Henry et al. (2020), is a series of campaigns established around a “sexual harm helpline”. Via social marketing or advertising, it aims to normalise help seeking to prevent both perpetration and victimisation.

## What did the campaigns aim to do?

More than half of the community awareness and education campaigns or campaign components identified in the academic and grey literature (9/13) aimed to enhance knowledge or awareness of child sexual abuse (7/13) or harmful sexual behaviour (2/13). Behaviour change was the next most prevalent campaign, or campaign component aim (8/13). Specific behaviours that the campaigns aimed to change were reporting offences (Speak up. Be Strong. Be Heard and Operation RESET) and reporting child protection concerns (e.g., Enough Abuse Campaign). More general behaviours were also nominated for change such as “taking action” (Prevent it!) or “willingness to act” (Enough! Preventing Child Sexual Abuse). Behaviour clusters were identified in around one-third of campaigns with variations of “prevent, react, and respond responsibly” (Stewards of Children). Fewer campaigns aimed to impact attitudes (4/13), confidence (3/13) or skills (2/13).

## What were the campaigns’ key messages?

Three key messages were common to the community awareness and education campaigns identified in the academic and grey literature. Campaigns typically comprised a mix of these messages:

- Preventing child sexual abuse/harmful sexual behaviour is a shared responsibility in communities (e.g., The Enough Abuse Campaign).
- Adults must take action (or act) to prevent child sexual abuse/harmful sexual behaviour (e.g., Prevent it!).
- Adults surrounding children can be agents of prevention or change (e.g., Smart Parents – Safe and Healthy Kids).

In a single campaign of professional development activities implemented across 267 organisations in Australia (Sawrikar, 2020), we identified a further message: that of cross-cultural differences and their association with the perpetuation of child sexual abuse myths. This issue requires further investigation to pinpoint strategies likely to be effective for debunking such myths in whole-of-population community awareness and education initiatives.

We did not find evidence of intersectionality in campaigns, such as involvement of people with lived experience, disability, LGBTQI+ and other groups included in any of these campaigns.

## Which audiences were targeted?

Adults were targeted in all 13 of the community awareness and education campaigns identified in the academic and grey literature. The main target audiences were described as the general public, child-serving organisations,



professionals and community members (9/13). Campaign audiences can be conceptualised along a continuum relative to the type of campaign. At one end of the campaign continuum are large-scale state-wide or whole-of-adult population initiatives such as the Enough Abuse Campaign evaluated by Schrober et al. (2011, 2012). In the middle range of the continuum are initiatives for a variety of child serving professionals such as multidimensional interprofessional and interagency training programs auspiced by the UK's NSPCC and evaluated by Hackett et al., (2013). Further along, the initiatives begin to taper in scope; for example, the Commercial Sexual Exploitation of Children Community Intervention Project, evaluated by Kenny et al. (2018). At the far end of the continuum are initiatives for niche groups such as Protecting God's Children, evaluated by Nurse (2017, 2018).

In two campaigns the target audience was Australian rural and remote communities (Speak up. Be Strong. Be Heard, Operation RESET) evaluated by Carrington et al. (2019) and Gushwa et al. (2018) respectively. One campaign specifically targeted parents (Smart Parents – Safe and Healthy Kids) and the key component of this US campaign was parent education. It was evaluated by Guastaferrero et al. (2022).

### What were the campaign components?

Although campaigns could have multiple components, the evaluation studies often focused narrowly on one or a limited number of campaign components. The most frequently evaluated campaign components were education and training components, most likely because these are easier to evaluate. Education and training initiatives are easier to evaluate than whole-of-community campaigns because they have more clearly defined boundaries including defined duration (e.g., a workshop or course has a start and end date); defined participants (e.g., those exposed to education and training programs can be identified from registration lists); defined content (i.e., topics to be taught); and defined methods (i.e., delivery strategies and modes). This makes outcome measurement more straightforward. Community awareness and education campaigns can be much more diffuse. This makes it hard to identify who has been exposed, to what, how often or for how long. Despite this, it must be acknowledged that other fields have devised ways to successfully evaluate large-scale public health (Pinto et al., 2022) and safety campaigns (Lewis et al., 2019).

We found that campaign components comprising adult education and training varied in length from a 60-minute session (Enough! Preventing Child Sexual Abuse in My School, Smart Parents – Safe and Healthy Kids) to a one-day course (NSPCC and Barnardos' training courses). The most common training duration was 2.5 to 3 hours (Commercial Sexual Exploitation of Children Training, Prevent it!, Protecting God's Children, Stewards of Children).

Campaign components identified in the academic and grey literature, therefore, tell only part of the campaign story. The full scope of the campaigns could be determined only by visiting campaign websites. Two notable exceptions to the narrow evaluation focus were the Australian studies evaluating:

- Speak up. Be Strong. Be Heard (Carrington et al., 2019)
- Operation RESET (Mace et al., 2015).

These studies described multi-component community-based initiatives with a focus on encouraging reporting of child sexual abuse and harmful sexual behaviour.

The campaign components for Speak up. Be Strong. Be Heard were:

- face-to-face education sessions
- relationship building via events and activities
- community consultation
- strengthening partnerships
- promotional materials.



The components of Operation RESET were described as a set of characteristics involving:

- proactive mobile multi-disciplinary specialist outreach involving social workers and detectives
- dedication to capacity building
- holistic focus
- trusting relationships.

Further detail on campaign components, including the mix of media used, can be found in Appendix 6.

### **Are the campaigns effective?**

To what extent do these community awareness and education campaigns or campaign components have a positive effect on levels of awareness, knowledge, attitudes, behaviours and prevalence? As shown in Table 2, only nine of the campaigns or campaign components had been subjected to an outcome or impact evaluation. These were:

1. Speak up. Be Strong. Be Heard (Campaign, Australia)
2. Commercial Sexual Exploitation of Children Training developed by the CSEC Community Intervention Project (Campaign component, US)
3. Enough! Preventing Child Sexual Abuse in My School (Campaign component, US)
4. NSPCC and Barnardos' training courses (Campaign component, UK)
5. Prevent it! (Campaign component, US)
6. Protecting God's Children Program (Campaign component, US)
7. Smart Parents – Safe and Healthy Kids (Campaign component, US)
8. Stewards of Children (Campaign component, US)
9. The Enough Abuse Campaign (Campaign, US).

In their review of social marketing campaigns about child maltreatment and parenting problems, Horsfall et al. (2010) identified five common measures of success (or outcomes) targeting change in individuals and communities:

- Raising awareness can be assessed in two ways:
  - people's campaign awareness or level of recognition or recall of campaign messages
  - people's topic awareness of the problem the campaign sets out to address.
- Imparting knowledge, assessed as improvement in people's knowledge of the nature and scope of the campaign topic.
- Changing attitudes is assumed to be a precursor to behavioural change and is typically assessed using a valid and reliable scale or tool.
- Changing behaviour can be assessed in two ways:
  - subjectively via people's self-reported actions or inactions in relation to the campaign topic
  - objectively; for example, via data collected by a helpline indicating variations in call volume about the problem the campaign sets out to address around the time the campaign is run.
- Changes in the actual prevalence of the problem the campaign sets out to address; for example, by tracking its prevalence in the entire population over a long period of time, including across the time in which the campaign is run.

Using these measures of success, we looked inside the evaluation reports to identify which outcomes had been assessed. Table 3 presents details on which campaign or campaign component outcomes were assessed and what was published about their effectiveness.





**Table 3. Campaigns with impact or outcome evaluation, outcomes and evidence on effectiveness**

| Indicator or Outcome                  | Evidence on effectiveness   |
|---------------------------------------|---|
| <b>Awareness – Campaign awareness</b> | No evidence.  |
| <b>Awareness – Topic awareness</b>    | Smart Parents – Safe and Healthy Kids: Increase in awareness of child sexual abuse for parents who were exposed to the intervention compared with parents who were not. Awareness was measured before and after the intervention (Guastaferro et al., 2022).  |
| <b>Knowledge</b>                      | <p>Enough! Preventing Child Sexual Abuse in My School: Increase in knowledge of child sexual abuse and its prevention for teachers who were exposed to the intervention compared with teachers who were not. Knowledge was measured before and after the intervention (Gushwa et al., 2018).</p> <p>NSPCC and Barnados’ training courses: Unclear. Knowledge, attitudes and self-efficacy were combined in the data analysis so it was not possible to determine the effect of the intervention on each outcome separately (Hackett et al., 2013).</p> <p>Commercial Sexual Exploitation of Children Training: Increase in knowledge of child sexual exploitation material for adults who were exposed to the intervention. Although promising, there was no comparison group used so it is difficult to determine the intervention’s true effect (Kenny et al., 2018).</p> <p>Prevent it!: Increase in knowledge of child sexual abuse for 78 of 189 adults who were exposed to the intervention assessed three months afterwards. Knowledge was measured with only three items and there was no comparison (control) group used (Martin &amp; Silverstone, 2016).</p> <p>Protecting God’s Children (study 1 and study 2): Increase in knowledge of child sexual abuse and its prevention for adults exposed to the intervention compared with adults who were not. Knowledge was measured before, after and six months later (Nurse, 2017; Nurse, 2018).</p> <p>Stewards of Children (study 2): Increase in knowledge of child sexual abuse and its prevention for childcare professionals exposed to web-based or in-person intervention compared with those who had not yet been exposed. Knowledge gains were retained 3-4 months after the intervention (Rheingold et al., 2014).</p> |
| <b>Attitudes</b>                      | <p>NSPCC and Barnados’ training courses: Unclear. Knowledge, attitudes and self-efficacy were combined in the data analysis so it was not possible to determine the effect of the intervention in each outcome separately (Hackett et al., 2013).</p> <p>Prevent it!: Unclear. Used three items from a myth scale (Collings, 1997) as a measure of ‘attitudes’ making its measurement unorthodox and likely to be unsound (Martin &amp; Silverstone, 2016).</p> <p>Stewards of Children (study 2): Unclear. Used items from a myth scale (Collings, 1997) as a measure of attitudes, making its measurement incongruent with recommendations in the broader literature on attitude measurement. Therefore, likely to be unsound (Rheingold et al., 2014).</p>   |
| <b>Self-efficacy (‘confidence’)</b>   | <p>NSPCC and Barnados’ training courses: Unclear. Knowledge, attitudes and self-efficacy were combined in the data analysis so it was not possible to determine the effect of the intervention on each outcome separately (Hackett et al., 2013).</p> <p>Protecting God’s Children (study 2): Unclear. Increased confidence to identify child sexual abuse warning signs for coaches exposed to the intervention and those who were not exposed. It is therefore unlikely that the intervention on its own had an impact. For example, there may have been other factors contributing to increased confidence in the study sample overall.</p>  |



|  |   |
|--|---|
| <p><b>Behaviour – Subjective measure</b></p> | <p>Smart Parents – Safe and Healthy Kids: Increase in self-reported use of protective behaviours to limit risk for child sexual abuse by parents who were exposed to the intervention compared with parents who were not (Guastafarro et al., 2022).</p> <p>Prevent it!: Increase in self-reported behavioural scores for 77 of 113 adults who were exposed to the intervention assessed three months afterwards. There was no comparison (control) group used (Martin &amp; Silverstone, 2016).</p> <p>Protecting God’s Children (study 1): 70% of adults exposed to the intervention reported they had talked with their own children about child sexual abuse compared with 38% of the comparison (control) group who were not exposed to the intervention. However, this behavioural effect was measured only after the intervention. This makes it impossible to determine the extent to which the intervention was responsible for the difference between the groups (Nurse, 2017).</p> <p>Protecting God’s Children (study 2): No effect of the intervention on reporting of child sexual abuse suspicions to relevant authorities. At follow up, 64% of coaches reported they had shared what they learned in the intervention with others (Nurse, 2018).</p> <p>Stewards of Children (study 2): Increase in number of child sexual abuse prevention behaviours used by childcare professionals exposed to web-based or in-person intervention compared with those who had not yet been exposed. At follow up, 46% of childcare professionals who had been exposed to the intervention reported they had shared what the learned in the intervention with others, compared with 32% of those who had not yet been exposed (Rheingold et al., 2014).</p> |
| <p><b>Behaviour – Objective measure</b></p>  | <p>Speak up. Be Strong. Be Heard. Increase in reporting of child sexual abuse and harmful sexual behaviour offences in some implementation communities at six months and 6-12 months post-intervention (Carrington et al., 2019).</p> <p>The Enough Abuse Campaign (study 1 – Georgia): Decrease from 99.4 cases per 100,000 children aged under 18 years in the year before the campaign to a rate of 56.5 cases per 100,000 in the fifth year after the campaign. Authors caution that it is not possible to attribute the decline solely to the campaign efforts (Schober et al., 2011).</p> <p>The Enough Abuse Campaign (study 2 – Massachusetts): 69% decrease in annual substantiated reports of child sexual abuse made to child protection authorities from 1990 to 2007. The campaign period was 2003-2007 (Schober et al., 2012).</p>  |
| <p><b>Discomfort or distress</b></p>         | <p>Stewards of Children (study 1): Greater discomfort in adults who received web-based intervention than adults who received the in-person intervention (Rheingold et al., 2012).</p>   |



## Campaigns identified via web searches

Our web searches identified 25 campaigns focusing on child sexual abuse and zero campaigns on harmful sexual behaviour. These campaigns provide insights into the common characteristics or elements of campaigns. Only seven child sexual abuse campaigns had any form of evaluation report publicly available on their websites. Five of these were annual reports. One was an effectiveness evaluation of the Circles of Safety program facilitated by Stop It Now!. The Enough Abuse Campaign conducted participant feedback and state-level partnership surveys on the effectiveness of various components of the campaign. They summarised the results on an effectiveness page on their website. None of these reports corresponded to any papers we retrieved in the academic or grey literature searches.

**Table 4. Campaigns identified via internet searches**

|  | Australian | International | Total |
|--|------------|---------------|-------|
| <b>All campaigns</b>   | 4          | 21            | 25    |
| <b>Child sexual abuse campaigns</b>                              | 4          | 21            | 25    |
| <b>Harmful sexual behaviour campaigns</b>                        | 0          | 0             | 0     |
| <b>Child sexual abuse and harmful sexual behaviour campaigns</b> | 0          | 0             | 0     |

## Campaign aims

Almost all (24/25) of the reviewed campaigns specified that the primary aim was to raise awareness of child sexual abuse. Secondary aims included imparting knowledge (17/25), changing attitudes (13/25) and changing behaviours (12/25). The Enough Abuse Campaign was the only campaign that primarily focused on imparting knowledge through training tools rather than raising public awareness. For the awareness-raising campaigns, the targeted outcomes included ending child sexual abuse and exploitation (8/24), increasing awareness of the issue (6/24), encouraging conversations (3/24), promoting world days/months (3/24), strengthening parental capacities (2/24), improving online detection and reporting (1/24) and supporting survivors (1/24).

Overall, primary prevention was the predominant approach of the campaigns (24/25), either specifically or in combination with secondary and/or tertiary. Most campaigns had a mix of approaches: primary and secondary (11/25), and primary, secondary and tertiary (9/25). The primary-only campaigns (4/25) focused on encouraging conversations with children and young people (Day for Daniel and One Million Parents), raising awareness to the statistics of violence (Polished Man) and eliminating violence against children by a specific date (19 Days of Activism). Campaigns with a secondary prevention approach (21/25) usually had additional primary and/or tertiary components. This approach was most frequently used to appeal to community members to recognise signs of abuse, effectively respond to disclosures and utilise appropriate reporting pathways. #Detect2Protect was the only campaign with a secondary-only approach. This campaign focused on improving strategies for early detection and reporting of child sexual exploitation content online. Nine of the 25 campaigns included a tertiary prevention component. These tertiary components intended to reduce stigma against survivors of child sexual abuse, encourage survivor participation and support survivors through healing and justice. In addition, the Enough Abuse Campaign and Keep Kids Safe were the only campaigns to specifically advocate for legislative reform, justice for victim/survivors and accountability for perpetrators.

## Primary target audiences

The general public (18/25) was the most common targeted audience of the campaigns. These campaigns primarily encouraged some form of community action, such as sharing on social media, fundraising, painting one nail to show support (Polished Man), community walks (Day for Daniel) and structured activism (19 Days of Activism). Parents and carers (9/25) were the second most targeted audience, followed by professionals who interact with children (9/25), such as educators, social workers and law enforcement. These campaigns primarily focused on strategies



for supporting parents and professionals in developing skillsets relating to safeguarding, recognising signs and responding to disclosures. Three campaigns (PROTECT Campaign, ECPAT and Keep Kids Safe) appealed to policy makers, in addition to the public, parents and professionals, with a component of legislative reform advocacy. For example, Keep Kids Safe aimed to implement its own US National Blueprint to End Sexual Violence Against Children and Adolescents. There were two campaigns that targeted specific industries. #Detect2Protect appealed to the technology and financial sectors with the aim of developing strategies to improve early detection and reporting of online child sexual exploitation content. The Child Safe Movement specifically targeted tourism operators, in addition to the general public, with the aim of addressing abuse in tourist areas.

### Campaign strategy

Most (18/25) of the reviewed campaigns were implemented as part of broader community-level strategies and comprised community capacity building activities and practical support provisions. Of these 18 campaigns, the most common community-level approaches incorporated collaboration between multiple stakeholders within child-serving spaces and challenged entrenched sociocultural norms. Three campaigns demonstrated these approaches:

- Day for Daniel was established in 2005 in Australia by the Daniel Morcombe Foundation to raise awareness and encourage conversations with children and young people about their personal safety. This campaign has been celebrated annually on the last Friday of October since its inception. It demonstrates the strength of community-led initiatives and the importance of destigmatising victims and survivors of abuse.
- End Child Sex Abuse Day was established on 2015 by the Council of Europe in response to the achievements of the ONE in FIVE campaign. With the aim of raising public awareness, facilitating open discussions and promoting the ratification of the Lanzarote Convention, the campaign is celebrated annually on 18 November across all 47 member states. This demonstrates the power of intergovernmental collaboration on cross-cultural issues.
- One Million Parents was established in India with the aim of raising parental awareness of child sexual abuse and assisting them to realise the importance of body safety education. This campaign demonstrates the power of supporting parents in safeguarding their own children and the importance of collaboration between individuals, schools, organisations and online communities to increase the reach of child safety initiatives.

### The media mix

All the campaigns in this review utilised some form of media as part of the dissemination strategy. Almost all (24/25) campaigns relied upon online platforms for delivering messages, with ONE in FIVE being the only campaign to rely solely on television and print media. This demonstrates the increasing reliance of online tools for social media campaign dissemination. Over half (16/25) of the campaigns used social media platforms for message delivery and sharing with some (5/25) distributing videos via YouTube.

Websites were the most common channels of communication for people to access further information with two campaigns providing telephone helplines (The Child Safe Movement and Stop It Now!). Most (17/25) of the campaigns offered freely accessible informational resource libraries on their websites. These resources included educational materials for parents, educators and professionals, guides and handbooks, training resources and lesson plans, reports and webinar series. In addition, some campaigns (9/25) encouraged individual community-level activism by supplying campaign toolkits including, posters, banners, leaflets and flyers.

### Campaign messages

Campaign messages were broadly focused on drawing attention to the known risk factors and enablers of child sexual abuse and children's harmful sexual behaviour. Campaigns utilised combinations of messages and styles (below) to communicate about risks but, to a lesser extent, solutions.

The campaigns we identified could be classified on several dimensions relating to their purpose (e.g., advocacy, fund raising, information dissemination), complexity (e.g., amount of detail or number of ideas presented at one time)



and framing (e.g., negative, such as “Help us stop...” or positive, such as “All children live and thrive when...”). Some campaigns seemed to structure key messages according to a type of SMART goal or similar formulation (i.e., specific, measurable, attainable, relevant and time-based). For example, “end abuse, exploitation, trafficking and all forms of violence and torture against children by 2030” (19 Days of Activism). In the most comprehensive suite of messages, the PROTECT Campaign organised messages around their acronym:

- Promote — a culture of zero tolerance
- Recognise — specific vulnerabilities
- Orient — all duty bearers and rights holders
- Transform — attitudes
- Explore — options and alternative solutions
- Commit — to end violence and family separation
- Take — positive action.

Australian campaigns typically featured one key message. For example, “encourage conversations with children and young people about personal safety” (Day for Daniel) or “open discussion to reduce stigma and build awareness” (Stop the Stigma).

### **Campaign style**

The campaigns primarily utilised a mix of positive (positive and affirmative content) and hard-hitting (graphic and emotive content) messages (16/25), followed by positive messages (8/25) and hard-hitting messages (1/25).

Hard-hitting content was used in Cybertip Canada’s public awareness campaigns (2016-2021). The campaigns comprised short videos (<2 minutes) portraying the consequences of young people sharing intimate images online, the danger of online grooming and viewing abuse material online. One video portrayed survivors of online child sexual exploitation demanding online platforms prioritise the removal of abuse material. Another video utilises direct quotes and audio statements of survivors to generate public awareness.

The campaigns that relied on positive messaging generally portrayed the efforts of the campaign in addressing the issues surrounding child sexual abuse. One Million Parents in India concentrated on the benefits of supporting parents’ capacities for safeguarding children. #Nov18WorldDay focused on establishing 18 November 2021 as the first World Day for Prevention, Healing and Justice to End Sexual Violence Against Children and Adolescents. The PROTECT Campaign also focused on positive messages aimed at promoting changes in attitudes and encouraging positive action.

The campaigns with a mix of positive and hard-hitting messages generally portrayed the shocking truth of the problem with statistics and survivor stories, in combination with the positive efforts of the campaign and the steps needed to address the problem. These campaigns primarily portray messages of working together to solve the problem because it can’t be solved by one action or sector alone.



## COMMUNITY AWARENESS AND EDUCATION EXEMPLARS

In this section we provide short summaries of the five community awareness and education campaigns that were most commonly cited in the literature and one long-running Australian campaign.

### Stop it Now!

Founded in 1992 in the US, Stop It Now! focuses on engaging adults, families and communities in primary prevention strategies for child sexual abuse. Stop it Now! provides a range of programs. These include help services such as a confidential national prevention helpline, prevention education and advocacy and technical assistance and training services called Circles of Safety. Their current public awareness campaign focuses on fundraising to help with updating their freely accessible resource library, helpline and safety webinars. As mentioned previously, Stop It Now! has been evaluated as part of several systematic and narrative reviews (Horsfall et al., 2010; Kemshall & Moulden, 2017; Meiksans et al., 2017).

A sister organisation, Stop It Now! UK and Ireland, was launched in the early 2000s (exact date unknown) by the Lucy Faithfull Foundation. Stop It Now! UK and Ireland primarily comprises a helpline, along with information resources, with separate branches working across Wales, Scotland and Ireland. Stop It Now! Wales also offers guides for parents and carers and training courses for professionals. Stop It Now! Scotland offers cyber resilience training for carers. In 2012, and with the help of Stop It Now! UK and Ireland, the Lucy Faithfull Foundation launched the Stop It Now! Netherlands helpline, sponsored by Internet Hotline (Netherlands) and De Waag. In 2019, the Men’s Project at Jesuit Social Services conducted a feasibility assessment of a Stop It Now! service in Australia. The project recommended that that Stop It Now! Be established in Australia; however, no further information was found during this review.

| Campaign characteristic | Description   |
|-------------------------|---|
| Campaign name           | Stop It Now!  |
| Developer               | Stop It Now!, The Lucy Faithfull Foundation   |
| Country                 | United States, United Kingdom, Netherlands  |
| Website(s)              | <a href="https://www.stopitnow.org/">https://www.stopitnow.org/</a><br><a href="https://www.stopitnow.org.uk/">https://www.stopitnow.org.uk/</a><br><a href="https://ecsa.lucyfaithfull.org/stop-it-now-nl">https://ecsa.lucyfaithfull.org/stop-it-now-nl</a>                                       |
| Topic                   | Child sexual abuse  |
| Type                    | Primary, secondary and tertiary   |
| Targeted audience       | Parents, survivors, family members, law enforcement and professionals working in child-serving spaces.  |
| Campaign aim            | Raising awareness, imparting knowledge, changing attitudes and changing behaviours.   |
| Campaign key message(s) | “The foundation of child sex abuse prevention lies in the ability to speak up – to have a conversation”.  |
| Campaign components     | Helpline, online resources, consultancy, risk assessment and intervention, training programs, webinars, fundraising, online shopping.   |
| Campaign media mix      | Help services, prevention tools, advice column, FAQs, searchable database of resources, online help centre, resource guides, Circles of Safety programs, virtual classroom series, on-demand training videos, live webinar series, professional training courses, carers cyber resilience training. |
| Duration and frequency  | Launched in 1992 in the United States. Duration and frequency not stated.   |



## Darkness to Light

Established in 2000 in the US, Darkness to Light focuses on empowering adults to prevent, recognise and respond to child sexual abuse through awareness, education and stigma reduction. Utilising a Social Behaviour Change framework, Darkness to Light works across education, research and advocacy. They offer a range of training courses, including their flagship, evidence-based prevention training program “Stewards of Children”, as well as a comprehensive adult and child-focused prevention education initiative developed in partnership with the Monique Burr Foundation for Children. Darkness to Light states on their website that almost two million adults in 76 countries have completed their training programs since conception. As mentioned previously, Darkness to Light has been evaluated as part of Horsfall et al.’s (2010) systematic review for the Australian Institute of Family Studies. The “I Make Prevention Possible” social media campaign was launched in 2017 to promote that year’s Child Abuse Prevention Month. The campaign comprised a freely accessible campaign toolkit, available in English and Spanish, for participants to download and organise within their own communities. Participants were encouraged to share an image of themselves with the campaign’s sign, as well as videos about the impact of abuse and positive outcomes of prevention, on social media under the hashtag #preventionispossible.

| Campaign characteristic | Description  |
|-------------------------|--|
| Campaign name           | I Make Prevention Possible   |
| Developer               | Darkness to Light  |
| Country                 | United States  |
| Website(s)              | <a href="https://www.d2l.org/get-involved/campaigns/child-abuse-awareness-month-kit/">https://www.d2l.org/get-involved/campaigns/child-abuse-awareness-month-kit/</a>          |
| Topic                   | Child sexual abuse   |
| Type                    | Primary and secondary  |
| Targeted audience       | General public   |
| Campaign aim            | Raising awareness, imparting knowledge and changing behaviours.  |
| Campaign key message(s) | Messages promoting child abuse prevention month.   |
| Campaign components     | Campaign kit, step-by-step guide, two videos – “The Impact” and “Prevention is Possible”.  |
| Campaign media mix      | Downloaded zipped file (options for English and Spanish): Facebook header art, kit guide, Twitter header art, document and infographics, fact graphics, logos, quote graphics. |
| Duration and frequency  | April 2017. One month.   |

## Enough Abuse

In 2003 the Massachusetts Child Sexual Abuse Prevention Partnership, led by the Massachusetts Citizens for Children (Masskids) launched the Enough Abuse Campaign in the United States. The Enough Abuse Campaign is grounded in three frameworks for community and social change: the Socio-Ecological Model, the Spectrum for Prevention Framework and the Collaborative Public Health Action Communities Framework. Enough Abuse primarily focuses on community mobilisation and education through various prevention education programs. These include community workshops, online training and webinars, as well as consultancy services. Enough Abuse currently operates across California, Maine, Massachusetts, Maryland, Nevada, New Jersey, New York and South Dakota. In 2019, child advocates in Sierra Leone adopted the Enough Abuse Campaign framework to address child sexual abuse in their country and have hosted various training programs for schools, parents and communities.

The Enough Abuse Campaign offers an extensive library of freely accessible information resources on their website for individuals, parents, schools and youth organisations, as well as information about legislative action and resources and referrals for survivors. Enough Abuse developed a comprehensive branding campaign including logos,



posters, ads and outreach materials to promote itself as an online child sexual abuse prevention resource for the state of Massachusetts (date not stated). As mentioned previously, Enough Abuse is the only campaign in this review to have been comprehensively evaluated as part of several systematic and narrative reviews (Kemshall & Moulden, 2017; Schober et al., 2011, 2012).

| Campaign characteristic | Description  |
|-------------------------|--|
| Campaign name           | Enough Abuse Campaign  |
| Developer               | Massachusetts Citizens for Children (Masskids)   |
| Country                 | United States, Sierra Leone  |
| Website(s)              | <a href="https://www.enoughabuse.org/">https://www.enoughabuse.org/</a>  |
| Topic                   | Child sexual abuse   |
| Type                    | Primary, secondary and tertiary  |
| Targeted audience       | Adults, parents, school and youth workers, survivors   |
| Campaign aim            | Imparting knowledge.   |
| Campaign key message(s) | “Enough Abuse is a citizen education and community mobilization initiative working to prevent child sexual abuse in our homes, schools, youth organizations and communities”.  |
| Campaign components     | Training tools, Enough Abuse frameworks, Show of Hands, donations information and guides for parents, resources for schools and organisations, information for legislative action, resources and services for survivors, Pledge to Prevent.  |
| Campaign media mix      | <p>Individuals: Get the facts, prevention guides for parents, Pledge to Prevent, 10 conversations on child sexual abuse , internet safety resources, bookshelf, anatomically accurate names for private parts.</p> <p>Organisations: prevention resources for schools and organisations, join the gatekeepers for kids, safe-child standards, free guide for youth-serving organisations, bookshelf.</p> <p>Legislative action: citizens to prevent child sexual abuse, mapping state legislative efforts (child sexual abuse education in schools, state task forces to address child sexual abuse, educator misconduct and abuse, criminalising educator sexual misconduct), call to action: national plan.</p> <p>Get help: resources for survivors, services.</p> <p>Events and Learning: for schools, for youth organisations, webinar, video and discussion guide.</p> <p>Pledge to prevent: information, webinar.</p> |
| Duration and frequency  | Launched in 2003. Duration and frequency not stated.   |

## ONE in FIVE

In 2010 the Council of Europe launched the ONE in FIVE campaign to stop sexual violence against children. The campaign name ONE in FIVE was chosen to represent the number of children in Europe who experience sexual violence. The campaign ran for five years across all 47 member states. It focused on raising awareness of the extent of child sexual abuse and equipping children, families and communities with the knowledge and tools to prevent





it. The campaign also promoted signature, ratification and implementation of the Council of Europe Convention on the Protection of Children against Sexual Exploitation and Sexual Abuse (Lanzarote Convention); a legally binding obligation for Parties to criminalise all forms of sexual violence against children. The campaign also developed an awareness-raising concept called “The Underwear Rule” to help parents talk to their children about personal boundaries and their right to reject physical touch. The Underwear Rule featured a gender and racially ambiguous character that was presented in a TV spot, a children’s book, a website and on posters and postcards. No evaluations of the ONE in Five campaign were found for this review. To galvanise on the campaign as it ended in 2015, the Council of Europe established the European Day for the Protection of Children Against Sexual Exploitation and Sexual Abuse. The European Day is celebrated annually on 18 November and focuses on raising public awareness, facilitating public discussion and promoting the ratification and implementation of the Lanzarote Convention. Each member state has ownership for marking and organising the European Day in keeping with a yearly theme suggested by the Council.

| Campaign characteristic | Description  |
|-------------------------|--|
| Campaign name           | ONE in FIVE  |
| Developer               | Council of Europe  |
| Country                 | Albania, Andorra, Armenia, Austria, Azerbaijan. Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Republic of Moldova, Romania, Russian Federation, San Marino, Serbia, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom |
| Website(s)              | <a href="https://www.coe.int/t/dg3/children/News/Sexual%20violence/Campaign_launching_en.asp">https://www.coe.int/t/dg3/children/News/Sexual%20violence/Campaign_launching_en.asp</a>  |
| Topic                   | Child sexual abuse   |
| Type                    | Primary and secondary  |
| Targeted audience       | Parents, children, communities   |
| Campaign aim            | Raising awareness, imparting knowledge and changing behaviours.  |
| Campaign key message(s) | “Raise awareness about the scale of the problem and provide knowledge for preventing and reporting child sexual abuse”.  |
| Campaign components     | The Underwear Rule, a specific awareness-raising tool for parents featuring the character called Kiko. Promotion of The Lanzarote Convention. Dissemination of current research and statistics.  |
| Campaign media mix      | TV spot, a children’s book, a website and other support materials featuring The Underwear Rule.<br><br>Handbooks and brochures about the Lanzarote Convention.<br><br>Publications, reports and thematic studies that highlighted the state of research.<br><br>Best practice frameworks and innovative recommendations for tackling sexual violence.<br><br>Material targeting specific groups (parliamentarians, the media, children, parents, teachers, social workers, local authorities, etc).                      |
| Duration and frequency  | Annually from 2010 to 2015.  |



## 19 Days of Activism Campaign

Launched in 2011 by the Women’s World Summit Foundation (WWSF), 19 Days of Activism for Prevention of Violence and Abuse against Children and Youth aims to achieve the Sustainable Development Goal – Target #16.2 (end abuse, exploitation and all forms of violence against children) by 2030. The campaign is a multi-issue call to organise for action that focuses on changing social behaviour, education, mobilising organisations and civil social partners to engage with the prevention of one or more of 19 abuse themes selected annually by WWSF. The campaign runs annually from 1-19 November and invites the public to become active campaign coalition partners to strengthen grassroots leadership, raise awareness, build networks and influence change. Members are provided with an activism kit, including information about the 19 campaign themes, campaigning materials and examples of activities. The campaign runs across 24 countries worldwide – 11 countries in Africa, six countries in Asia, four countries in Europe and three countries in the Americas. Apart from annual impact reports disseminated by WWSF, no evaluations of the 19 Days Prevention Campaign were found for this review.

| Campaign characteristic | Description   |
|-------------------------|---|
| Campaign name           | 19 Days of Activism for Prevention of Violence and Abuse against Children and Youth   |
| Developer               | Women’s World Summit Foundation   |
| Country                 | Africa: Benin, Cameroon, Democratic Republic of Congo, Ghana, Kenya, Liberia, Malawi, Mauritius, Nigeria, Sierra Leone, Uganda<br><br>Asia: Afghanistan, India, Iraq, Nepal, Pakistan, Sri Lanka<br><br>Europe: France, Croatia, Poland, Romania<br><br>The Americas: Argentina, Puerto Rico, United States |
| Website(s)              | <a href="https://www.woman.ch/19-days-of-activism-prevention-kit/">https://www.woman.ch/19-days-of-activism-prevention-kit/</a>   |
| Topic                   | Child sexual abuse  |
| Type                    | Primary   |
| Targeted audience       | General public  |
| Campaign aim            | Raising awareness, impacting knowledge, changing attitudes and changing behaviours.   |
| Campaign key message(s) | “End abuse, exploitation, trafficking and all forms of violence and torture against children by 2030”.  |
| Campaign components     | Kit designed for campaigning over 19 days to promote prevention of violence and abuse of children and youth.  |
| Campaign media mix      | Campaign kit available on various partner websites.   |
| Duration and frequency  | Annually from 2011.   |



## White Balloon Day

Launched in 1997 by Bravehearts, White Balloon Day is known as Australia’s largest and longest-running campaign dedicated to child sexual abuse prevention. Held annually during National Child Protection Week, White Balloon Day aims to raise funds and awareness for the prevention of child sexual abuse. It encourages communities to take an active role in protecting children and encourages survivors to break their silence and tell their stories. The campaign endorses Zoos Victoria’s ‘When Balloons Fly’ campaign which discourages the release of balloons into the natural environment. All supporters are encouraged to refrain from using balloons outdoors and to pop and dispose of balloons responsibly. Bravehearts adopted the White Balloon as the symbol of child sexual abuse following a demonstration in Belgium in 1996. By 1999, the campaign had resulted in a 514% increase in disclosures of child sexual abuse to Queensland Police. Funds raised by White Balloon Day go towards helping educate Australian children about personal safety and providing counselling services for affected children and families. With offices in Queensland, Victoria and Tasmania, Bravehearts offers services across three Piers of Prevention benchmarks:

- education and training
- therapeutic services, redress and case management
- research, lobbying and reporting.

No evaluations of White Balloon Day were found for this review.

| Campaign characteristic | Description  |
|-------------------------|--|
| Campaign name           | White Balloon Day  |
| Developer               | Bravehearts  |
| Country                 | Australia  |
| Website(s)              | <a href="https://whiteballoonday.com.au/">https://whiteballoonday.com.au/</a>            |
| Topic                   | Child sexual abuse   |
| Type                    | Primary, secondary and tertiary  |
| Targeted audience       | General public   |
| Campaign aim            | Raising awareness.   |
| Campaign key message(s) | “Raising funds and awareness for the prevention of child sexual abuse”.                  |
| Campaign components     | Annual fund raising and awareness-raising campaign.                                      |
| Campaign media mix      | Social media assets, fundraising toolkit, information resources, posters and logo packs. |
| Duration and frequency  | Annually during National Child Protection Week. Launched in 1997.                        |



## DISCUSSION

### Directions for future research

There is little published research on the use and effectiveness of community awareness and education campaigns for child sexual abuse or children's harmful sexual behaviour. A proportion of Australian audiences are likely to have been exposed to at least some of the campaigns identified in this review but no research has been conducted on their effectiveness with Australian communities. This points to a significant gap in the evaluation of primary prevention efforts and underscores the importance of evaluating future campaigns.

The campaigns and campaign components evaluated in studies we reviewed did seem to increase knowledge of child sexual abuse and its prevention. In some cases, knowledge gains were sustained up to several months later. Self-reported behavioural change was also evident in several campaign component evaluations. We found attitudes had been very poorly and imprecisely measured.

Before future campaigns are designed and implemented, we recommend obtaining baseline measurements of knowledge and attitudes toward child sexual abuse and its prevention. This also applies to children's harmful sexual behaviour. This should be undertaken with large and representative samples so that assumptions are not made about levels of baseline understanding for any members of the community, including professionals.

Although evaluating entire campaigns is difficult, evaluating campaign components is not a substitute for evaluating entire campaigns. Campaigns are likely to be multi-faceted and must begin with a theory of change; that is, a description of why and how a campaign will generate its effects and showing how changes will be observed in the short, medium and long term (typically represented as a diagram accompanied by a narrative text). We did not see reference to a theory of change in any paper, except the review by Horsfall and colleagues (2010). Their recommendations on comprehensive evaluation, although pertaining to campaigns for prevention of child maltreatment broadly, remain applicable.

Future evaluation studies should be as rigorous as possible so that reliable conclusions can be drawn. Evaluations must have capacity to assess campaigns' impacts on risk factors for child sexual abuse and harmful sexual behaviour.

### Implications for policy and practice

Much remains to be understood about the approaches to community awareness and education that will be most impactful, cost-effective and practical. However, we do have enough information and promising models with which to begin. We have identified starting points in the Executive Summary.

To be clear, community awareness and education is not the only way to address child sexual abuse and children's harmful sexual behaviour. It is one of many potential ways to influence people's behaviour. Community awareness and education interventions are not likely to result in immediate changes. People's behaviour is also influenced by myriad other factors outside of the remit of community awareness and education, such as local issues, world events and technological change. Community awareness and education will be most effective when combined with other complementary mechanisms. The content of campaigns should be chosen thoughtfully to avoid unintended effects.

Community awareness and education must be a collective enterprise. Therefore, campaign developers must involve stakeholders and audiences in decisions about the planning, management, content, style and delivery of the initiatives. These must be carefully developed and tested. Where possible, campaigns should aim to create a supportive environment for influencing behaviour and help adults overcome barriers to taking action. Ideally, campaigns should move beyond awareness-raising to supporting preventive behaviours.

One of the key criticisms of campaigns is that too many were short-lived, not complemented with direct intervention or follow up and, therefore, could not sustain behaviour change on their own (Ligiero et al., 2019). The most effective campaigns will be those that are joined with other evidence-based and effective interventions that, together, have greater potential to lower and remove obstacles to change.



Based on past reviews of public awareness campaigns, researchers have called for the adoption of a new term to describe them: “public action campaign” (Kemshall & Moulden, 2017). This is to emphasise the need for campaigns to show concrete actions that community members can take and display links to services and resources to support these actions (Horsfall et al., 2010).

### Strengths and limitations

This rapid review of the academic and grey literature was limited to papers published since 2010. Because there were so few papers identified, we applied inclusion criteria generously and took an inclusive approach. Evaluations of entire campaigns were virtually non-existent. To address this gap, we also included evaluations of campaign components which turned out to be mainly education and training initiatives. There may have been other important campaign components that were missed in this review because these campaign components did not have published evaluations.

The quality of the included papers was not assessed according to a methodological quality standard. Assessing methodological quality is not typically done in a rapid review (Ganann et al., 2010).

Although this was a rapid review, its value was substantially enhanced by our desktop scoping of campaign websites. Although it was possible for us to look inside the campaign websites, it was not possible for us to examine how these campaigns were being used in practice or how they were being received by communities. We know from implementation science that implementation quality is absolutely crucial for securing program effects.

Our review is limited to a point-in-time analysis. Campaign features may differ if assessed at a different point in time. Websites are produced for marketing purposes rather than for research purposes and often do not provide background details, such as the campaign’s theory of change, which is crucial for understanding program effects. Some campaign websites were not able to be fully assessed because we could not gain access. Campaigns presented in languages other than English were not able to be assessed. Our web searches for programs, although using Google, may have been biased by embedded algorithms.



## CONCLUSIONS

This rapid review has shown that there is relatively little evidence to inform best practice approaches to community awareness and education campaigns for prevention of child sexual abuse or children's harmful sexual behaviour.

We identified 16 previous reviews of which only two had reported solely on effectiveness of community awareness or education campaigns. Both reviewed social marketing approaches for child maltreatment generally rather than child sexual abuse or children's harmful sexual behaviour specifically (Horsfall et al., 2010; Kemshall & Moulden, 2017). The other reviews focused on child sexual abuse or harmful sexual behaviour very broadly but featured some commentary on community awareness and education. As noted by WHO (2016), the fields of child sexual abuse and harmful sexual behaviour prevention require more evidence that community awareness and education campaigns can enhance knowledge, improve attitudes and change behaviour.

We identified only nine campaigns that had been subjected to evaluation and where that evaluation was published. These studies have shown that campaigns have capacity to improve knowledge and change behaviour, insofar as this is reported by those exposed to the campaigns. The evidence on improvements to attitudes is weak and suffers from misunderstanding of how the construct of attitudes should be defined and measured. Based on these findings, in the executive summary we list several findings that will be important to consider in future "public action campaigns".

## AUTHOR CONTRIBUTIONS

Kerryann Walsh: project inception meeting; liaising with the National Centre in project update meetings; review design and leadership; supervision of research assistants; lead writing of final report; responding to draft feedback.

Rachel Pinnock: academic and grey literature searches, screening and data extraction; maintaining search tracker and data collection spreadsheets; collating EndNote library; drafting report sections; collating reference list.

Rhiannon Smith: Internet searches, screening and campaign information extraction; maintaining search tracker and data collection spreadsheets; drafting report sections; collating reference list.

Daryl Higgins: project inception meeting; liaising with the National Centre; identifying data sources; drafting report sections; revising report drafts.

Ben Mathews: identifying data sources; drafting report sections; revising report drafts.



## REFERENCES\*

**\*NOTE:** This reference list includes citations for all sources used in this review. Separate reference lists follow for the included reviews and evaluation studies.

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## APPENDIX 1: SEARCHES OF ACADEMIC AND GREY LITERATURE

### Academic databases searched

1. ERIC (via EBSCOhost) [Fields/Limiters: None; Date range: 2010-2022]
2. CINAHL (via EBSCOhost) [Fields/Limiters: None; Date range: 2010-2022]
3. Social Work Abstracts (via EBSCOhost) [Fields/Limiters: None; Date range: 2010-2022]
4. PsychINFO (via EBSCOhost) [Fields/Limiters: None; Date range: 2010-2022]
5. PubMed [Fields/Limiters: None; Date range: 2010-2022]
6. Campbell Library [Fields/Limiters: None; Date range: All]
7. Cochrane Library [Fields/Limiters: None; Date range: 2010-2022]
8. EPPI-Centre (UK) [Fields/Limiters: None; Date range: All]
9. 3ie (International Initiative for Impact Evaluation) [Fields/Limiters: None; Date range: All]
10. Google Scholar (limit to hits on first 5 pages)

### Grey literature sources searched

International grey literature sources:

1. OpenGrey — <http://www.opengrey.eu/>
2. NGO Search — <https://cse.google.com/cse?cx=012681683249965267634:q4g16p05-ao>
3. IGO search — <https://cse.google.com/cse?cx=006748068166572874491:55ez0c3j3ey>

Australian grey literature sources:

1. Analysis & Policy Observatory (APO) — <https://apo.org.au/>
2. Australian Research Data Commons (ARDC) — <https://ardc.edu.au/>
3. Australian Institute of Family Studies (AIFS), Child Family Community Australia and Closing the Gap Clearinghouse — <https://aifs.gov.au/>
4. Families Australia — <https://familiesaustralia.org.au/>



## Search strategies

Search strategies for academic and grey literature used combinations of keyword blocks shown below.

*Keywords used in systematic searches of academic databases for community awareness and education in relation to child sexual abuse*

| Intervention   | Purpose   | Problem  | Population  | Target   |
|--|---|--|---|--|
| campaign* OR<br>program* OR<br>resource* OR<br>material* OR<br>packag* OR<br>initiative* OR<br>project* OR<br>“social market*”<br>OR promot* OR<br>facilitate* | awareness OR<br>“reduce stigma”<br>OR train*<br>OR “improve<br>respons*”<br>OR “change<br>behavio*” OR<br>prevent* OR<br>educat* OR<br>motivat* | “child* sexual abuse” OR<br>“child* sexual assault” OR<br>“child* sexual exploit*” OR<br>grooming OR “child* sexual<br>violence” OR “sexual abuse of<br>children” OR “sexual violence<br>against children” OR “youth<br>sexual abuse” OR “youth<br>sexual assault” OR “sexual<br>exploit* of youth” OR “sexual<br>violence against youth”<br>OR “sexual abuse of young<br>people” OR “sexual violence<br>against young people” OR<br>“sexual assault of young<br>people” OR “adolescent sexual<br>abuse” OR adolescent sexual<br>assault” OR “adolescent sexual<br>exploit* OR “adolescent sexual<br>violence” | child OR<br>children<br>OR youth<br>OR “young<br>people” OR<br>adolescent | public OR<br>community OR<br>society OR parent*<br>OR carer* OR<br>professional* OR<br>“child service*” OR<br>government OR<br>adult |

*Keywords used in systematic searches of academic databases for community awareness and education in relation to children’s harmful sexual behaviour*

| Intervention   | Purpose   | Problem  | Population   | Target  |
|--|---|--|--|---|
| campaign* OR<br>program* OR<br>resource* OR<br>material* OR packag*<br>OR initiative* OR<br>project* OR “social<br>market*” OR promot*<br>OR facilitate* | awareness OR<br>“reduce stigma” OR<br>train* OR “improve<br>respons*” OR<br>“change behavio*”<br>OR prevent*<br>OR educat* OR<br>motivat* | “harmful sexual<br>behavio*” OR<br>“problematic sexual<br>behavio*” OR<br>“inappropriate sexual<br>behavio*” OR<br>“abusive sexual<br>behavio*” OR “violent<br>sexual behavio*”<br><br>OR “coercive sexual<br>behavio*” OR “sexual<br>risk taking” | child OR<br>children OR<br>youth OR<br>“young people”<br>OR adolescent | public OR community<br>OR society OR<br>parent* OR carer*<br>OR professional* OR<br>“child service*” OR<br>government OR<br>adult |





## APPENDIX 2: SEARCHES OF NATIONAL AND INTERNATIONAL WEBSITES

### Google searches

Internet searches for national and international websites were undertaken using Google with combinations of keywords below.

*Keywords used in searches of the internet for community awareness and education in relation to **child sexual abuse***

| Population     | Intervention | Problem                            | Purpose   |
|----------------|--------------|------------------------------------|-----------|
| child          | campaign     | “child sexual abuse”               | prevent   |
| OR             |              | OR                                 | OR        |
| children       |              | “child sexual exploitation”        | awareness |
| OR             |              | OR                                 |           |
| “young people” |              | “sexual violence against children” |           |

*Keywords used in searches of the internet for community awareness and education in relation to **children’s harmful sexual behaviour***

| Population     | Intervention | Problem                          | Purpose   |
|----------------|--------------|----------------------------------|-----------|
| child          | campaign     | “harmful sexual behaviour”       | prevent   |
| OR             |              | OR                               | OR        |
| children       |              | “sexual risk taking”             | awareness |
| OR             |              | OR                               |           |
| “young person” |              | “inappropriate sexual behaviour” |           |
| OR             |              | OR                               |           |
| “young people” |              | “problem sexual behaviour”       |           |
|                |              | OR                               |           |
|                |              | “coercive sexual behaviour”      |           |
|                |              | OR                               |           |
|                |              | “violent sexual behaviour”       |           |



## Targeted website searches

1. NSPCC <https://www.nspcc.org.uk>
2. UNICEF Office of Research Innocenti <https://www.unicef-irc.org/>
3. Together for Girls <https://www.togetherforgirls.org/>
4. End Violence Against Children <https://www.end-violence.org/>
5. Stop It Now! <https://www.stopitnow.org/>
6. Darkness to Light <https://www.d2l.org/>
7. Enough Abuse <https://www.enoughabuse.org/>
8. International Centre for Missing and Exploited Children <https://www.icmec.org/>
9. Australian Childhood Foundation <https://www.childhood.org.au/>
10. NAPCAN <https://www.napcan.org.au/>
11. Bravehearts <https://bravehearts.org.au/>
12. Daniel Morcombe Foundation <https://danielmorcombe.com.au/>
13. Australian Centre to Counter Child Exploitation (AFP) <http://www.accce.gov.au/>
14. eSafety <https://www.esafety.gov.au/>
15. The Aim Project (UK) <https://aimproject.org.uk/>
16. Help Wanted (US) <https://www.helpwantedprevention.org/>
17. Turning the page (UK) <https://learning.nspcc.org.uk/services-children-families/turn-the-page>
18. Prevention Project Dunkelfeld



## APPENDIX 3: SCREENING OF ACADEMIC AND GREY LITERATURE

First, titles and abstracts were screened against inclusion criteria below.

| Title and abstract screening   |  |
|--|--|
| Inclusion  | Exclusion  |
| Paper is a journal article, book chapter, thesis or research report.   | Paper is not a journal article, book chapter, thesis or research report: it is an opinion piece, legislation, policy, advertisement, book review, newspaper or magazine article, editorial, other document.<br>[Reason for exclusion: wrong document type] |
| Paper is not a duplicate.  | Paper is a duplicate.<br>[Reason for exclusion: duplicate]   |
| Paper is about community awareness and/or education for <u>prevention of child sexual abuse or children’s harmful sexual behaviour</u> (including online and offline). | Paper is not about community awareness and/or education prevention of child sexual abuse or children’s harmful sexual behaviour.<br>[Reason for exclusion: wrong problem]  |
| Paper is about <u>community awareness and/or education aimed at adults</u> : the public, parents/carers/families, professionals/child serving workforce.               | Paper is not about community awareness and/or education aimed at adults: the public, parents/carers/families, professionals/child serving workforce.<br>[Reason for exclusion: wrong target group or population]   |
| Paper is about a <u>campaign or social marketing initiative or program of activities/resources/materials</u> .   | Paper is not about a campaign or social marketing initiative or program of activities/resources/materials.<br>[Reason for exclusion: wrong intervention]   |

Second, full text of remaining papers were screened against inclusion criteria below.

| Full text screening  |  |
|--|--|
| Inclusion  | Exclusion  |
| Paper is about community awareness and/or education for <u>prevention of child sexual abuse or children’s harmful sexual behaviour</u> (including online and offline). | Paper is not about community awareness and/or education prevention of child sexual abuse or children’s harmful sexual behaviour.<br>[Reason for exclusion: wrong intervention]                                   |
| Paper is about <u>community awareness and/or education aimed at adults</u> : the public, parents/carers/families, professionals/child serving workforce.               | Paper is not about community awareness and/or education aimed at adults: the public, parents/carers/families, professionals/child serving workforce.<br>[Reason for exclusion: wrong target group or population] |
| Paper reports on a study of a campaign’s efficacy, effectiveness, outcomes, or impact<br><br>OR<br><br>Paper is a review of more than one campaign.                    | Paper does not report on campaign efficacy, effectiveness, outcomes, or impact.<br>[Reason for exclusion: wrong type of paper]   |
| Paper reports on or describes a campaign (or more than one campaign) and provides information about its/their characteristics, features, or elements.                  | Paper does not report on or describe any campaign’s characteristics, features, or elements.<br>[Reason for exclusion: wrong topic]   |



## APPENDIX 4: SCREENING OF NATIONAL AND INTERNATIONAL WEBSITES

Websites were screened against the inclusion criteria below.

| Website screening  |  |
|--|--|
| Inclusion  | Exclusion  |
| Campaign is about community awareness and/or education for prevention of child sexual abuse or children's harmful sexual behaviour (including online and offline). | Campaign is not about community awareness and/or education prevention of child sexual abuse or children's harmful sexual behaviour.<br>[Reason for exclusion: wrong problem] |
| Campaign targets the public, parents/carers/families, professionals/child serving workforce.   | Campaign does not target the public, parents/carers/families, professionals/child serving workforce.<br>[Reason for exclusion: wrong target group or population]             |



## APPENDIX 5: TABLE OF REVIEW PAPERS

Appendix 5 — Table 1: Review papers (n=16) [\* indicates reviews identified in grey literature]

| Author               | Year | Paper type      | Review type                                     | Aim   | Campaigns identified   |
|----------------------|------|-----------------|---|---|--|
| Damashek et al.      | 2018 | Book chapter    | Narrative review                                | To review evidence-based programs for child maltreatment prevention identified by the California Evidence-Based Clearinghouse.  | Stewards of Children.  |
| Finch et al.         | 2021 | Journal article | Systematic review                               | To synthesise evidence from overviews of systematic reviews, systematic reviews and effectiveness studies addressing institutional child maltreatment and to identify evidence gaps.              | None identified.   |
| Findlater            | 2017 | Book chapter    | Narrative review and commentary                 | To describe what child sexual abuse prevention does or might look like.   | Parents Protect, Parents Protect Across Communities, Parents Protect Plus (UK), Stop it Now! (UK), Safer Recruitment in Education (England).   |
| Hackett              | 2020 | Report          | Narrative review                                | To summarise key findings about children with problematic and abusive sexual behaviours and examine existing preventive, educational, therapeutic, legal and other responses.                     | The One in Five Campaign (Council of Europe), Child Exploitation and Online Protection command (CEOP) (UK).  |
| Horsfall et al.      | 2010 | Journal article | Systematic review                               | To identify evidence of effectiveness of media-based social marketing campaigns related to prevention of child abuse and neglect and parenting problems and to identify campaign characteristics. | Stop it Now! (US); It's OK to Talk About Incest (NZ); Darkness to Light campaigns (US); 16 Days of Activism (US).  |
| Kemshall and Moulden | 2017 | Journal article | Narrative review                                | To identify key initiatives from around the world and common themes that can inform child sexual abuse campaigning and prevention efforts.  | Stop It Now! (US, UK, Ireland), Zero Tolerance Campaign, (Scotland); NSPCC Full Stop campaign (UK), Lucy Faithfull Foundation initiatives (UK), Enough Abuse Campaign (Massachusetts, US). |
| Klika et al.         | 2020 | Book chapter    | Narrative review and commentary                 | To identify future directions for prevention of child sexual abuse.   | Stewards of Children, Enough Abuse Campaign.   |
| Knack et al.         | 2019 | Journal article | Narrative review and commentary                 | To identify primary and secondary prevention initiatives for child sexual abuse.  | Project Dunkelfeld (Germany); Stop it Now! (US, UK, Ireland); Safer Living Foundation Prevention Project (UK); Lucy Faithfull Foundation initiatives (UK).                                 |
| Ligiero et al.       | 2019 | Report          | Rapid reviews with systematic search strategies | To summarise existing evidence of what works to prevent sexual violence against children and adolescents.   | Darkness to Light (US), Safer Surfer (UK), Families Matter! (Africa).  |



| Author   | Year          | Paper type      | Review type                                   | Aim  | Campaigns identified   |
|--|---------------|-----------------|---|--|--|
| Marcus et al.  | 2021          | Journal Article | Narrative review                              | To examine the impact of 17 initiatives from low- and middle-income countries that aimed to reduce child abuse and neglect, sexual violence against adolescents and child marriage.  | Parents Matter! (South Africa); Families Matter!.  |
| McKibbin   | 2017          | Journal article | Scoping review                                | To scope the evidence about preventing the problems of harmful sexual behaviour and child sexual exploitation.   | AIM project (UK); Restore project (NZ); Youth Relationships project (Canada); Expect Respect Dating Violence Prevention Program (US); Make a Move sexual harassment prevention program (Netherlands); BWISE 2 Sexual Exploitation campaigns. |
| Meiksans et al.  | 2017          | Report          | Narrative review                              | To identify promising approaches for responding to children’s harmful sexual behaviour.  | Stop it Now! (UK and Ireland); Project Dunkelfeld (Germany).   |
| Mendelson and Letourneau                                   | 2015          | Journal article | Narrative review and commentary               | To overview child sexual abuse prevention efforts targeting parents and identify their limitations.  | Darkness to Light (US); Stop it Now! (US); Prevention Project Dunkelfeld (Germany).  |
| Quadara et al.   | 2015          | Report          | Review with systematic search strategy        | To synthesise the literature on the specific dynamics of child sexual abuse and consider implications for prevention and early intervention.   | Project Dunkelfeld (Germany), Stop it Now! (UK and Ireland), Australians Against Child Abuse (AACA) campaign ‘Every child is important’.   |
| Radford et al. and United Nations Children’s Fund (UNICEF) | 2015 (part b) | Report          | Review with systematic search strategy        | To review the evidence to inform guidance for professionals, policy makers and field workers on effective strategies to prevent and respond to child sexual abuse and exploitation (this is the companion document to UNICEF 2015 below).  | ECPAT global campaigns: Campaign Against Sexual Exploitation — CASE (US), Stop it Now! (UK and Ireland), Stop it Now! (US), The Families Matter! Program (US and Africa), CEOP (UK).   |
|  | 2015 (part a) | Report          | Review with systematic search strategy        | To consolidate the global evidence on promising initiatives to prevent and respond to child sexual abuse and exploitation (this is the main evidence summary, see Radford et al., 2015 above).   | ECPAT global campaigns, CASE — Campaign Against Sexual Exploitation (US), Safer Surfer (UK).   |
| UNICEF and UNICEF  | 2020a         | Report          | Rapid reviews with systematic search strategy | To update the evidence on what is known about the extent, nature and consequences of child sexual abuse and exploitation for children in different contexts and to identify evidence on effective interventions and strategies to prevent and respond (this is the main evidence summary, see UNICEF 2020b below). | Darkness to Light (Stewards of Children), WeProtect Global Alliance campaigns.   |
|  | 2020b         | Report          | Rapid reviews with systematic search strategy | To update the evidence on child sexual abuse and exploitation with specific reference to research in middle- and low-income countries, situations of armed conflict and humanitarian and emergency contexts (this is the companion document to UNICEF 2020a above).  | Enough Abuse Campaign, SAFE, Stop it Now (US).   |



## APPENDIX 6: TABLE OF EVALUATION STUDIES

Appendix 6 — Table 1: Evaluation studies

| Authors              | Year | Paper type      | Country     | Study dates                     | Research design   | Aim   | Participants   |
|----------------------|------|-----------------|-------------|---------------------------------|---|---|--|
| Carrington et al.    | 2019 | Journal Article | Australia   | June 2016- July 2018            | Impact evaluation   | To evaluate the success of the SUBSBH initiative (Speak up. Be Strong. Be Heard)  | Adult community members from 15 Indigenous communities.  |
| Guastaferrero et al. | 2022 | Journal Article | US          | Not reported                    | Outcome evaluation - cluster Randomised Control Trial (RCT) | To examine the effectiveness of Smart Parents – Safe and Healthy Kids (SPSHK) on parents’ child sexual abuse-related awareness and use of protective behaviour strategies when added to an existing evidence-based parent training program. Parents as Teachers (PAT)                 | Parents to a child under 5 years old (including biological, adoptive, foster and stepparents as well as parents’ partners, or other adult relatives).        |
| Gushwa et al.        | 2018 | Journal Article | US          | Mid July 2017 - mid August 2017 | Outcome evaluation - RCT                                    | To test the effectiveness of the Enough! Program.   | Teachers.  |
| Hackett et al.       | 2013 | Journal Article | US          | Not reported                    | Outcome evaluation  | To evaluate the outcomes of short interagency training courses provided by six Local Safeguarding Children Boards in England. The aim was to develop practical skills in recognising and responding to the needs of children with harmful sexual behaviour in an interagency context. | Professionals from child welfare and criminal justice.   |
| Henry                | 2020 | Journal Article | New Zealand | 2019-2019                       | Qualitative feasibility study                               | To establish an evidence base for developing effective online advertisements to nudge people searching for child sexual exploitation material (CSEM) toward seeking therapeutic intervention.   | Staff and clients of major treatment service providers for harmful sexual behaviour.   |
| Hudson               | 2018 | Journal Article | Wales, UK   | July-Sep 2015                   | Impact evaluation   | To evaluate education and awareness-raising programmes delivered by Stop it Now! Wales, aimed at engaging parents, carers and professionals in an informed discourse about child sexual abuse and how to prevent it.  | Parent and professionals who work or volunteer with children and young people and/or whose “clients” work with, or are parents of, children or young people. |
| Kenny et al.         | 2018 | Journal Article | US          | 6-month period in 2016–2017     | Impact evaluation   | To evaluate the effectiveness of a training program aimed to increase awareness of commercial sexual exploitation of children (CSEC) among professionals likely to encounter victims in their work.   | Adults. Professionals and community members (over 18).   |



| Authors                | Year | Paper type      | Country   | Study dates   | Research design    | Aim   | Participants   |
|------------------------|------|-----------------|-----------|---|--------------------|---|--|
| Mace et al.            | 2015 | Journal Article | Australia | Interviews took place in December 2010. Operation RESET had been implemented in the communities for 18 months beforehand. | Process evaluation | To conduct a qualitative evaluation of Operation RESET: a multi-agency child protection strategy for remote Western Australian Aboriginal communities.  | Adult community members and professionals living or working in the communities where operation RESET had been deployed for the past 18 months.           |
| Martin and Silverstone | 2016 | Journal Article | Canada    | Sep-Dec 2014  | Impact evaluation  | To measure the effectiveness of the Prevent it! Program, an evidence-based education program for adults about childhood sexual abuse  | Adults (over 18).  |
| Nurse                  | 2017 | Journal Article | US        | Not reported  | Impact evaluation  | To evaluate a popular adult training program (Protecting God's Children) used in Catholic institutions, including schools, churches and social service agencies. This study reports on whether Protecting God's Children program is associated with a change in knowledge and behaviour about child sexual abuse. It also examines whether knowledge is retained over six months. | Adults working or volunteering in Catholic institutions in the US.<br>The control group were parents attending orientation for a Catholic Sunday school. |
| Nurse                  | 2018 | Journal Article | US        | Not reported  | Impact evaluation  | To examine coaches' knowledge about child sexual abuse, their confidence in identifying it and their engagement in protective behaviours before and after the training program Protecting God's Children. To determine whether coaches have unique training needs that are not well met by programs targeted to teachers or parents.  | Adults. Teachers, volunteers and sports coaches.   |
| Paranal et al.         | 2012 | Journal Article | US        | Dec 2006  | Process evaluation | To determine the benefits and limitations of an online child abuse prevention training program at the individual and organisational level, assess the individual and organisational preference for online versus facilitated training and assess the effectiveness of the online training at the individual and organisational level.   | Volunteers or employees of child-serving organisations.  |





| Authors          | Year | Paper type      | Country   | Study dates   | Research design               | Aim  | Participants  |
|------------------|------|-----------------|-----------|---|-------------------------------|--|---|
| Rheingold et al. | 2012 | Journal Article | US.       | 2004  | Process evaluation            | To examine the feasibility and acceptability of a child sexual abuse prevention program for childcare professionals to understand barriers to the engagement of this important population in child sexual abuse prevention. To compare the feasibility and acceptability of two training mechanisms (Web based versus in-person) for delivery of a child sexual abuse prevention program (Stewards of Children). To assess any barriers to childcare professionals' successful use of a Web-based training protocol for child sexual abuse prevention. | Childcare professionals.  |
| Rheingold et al. | 2014 | Journal Article | US        | Not reported  | Impact evaluation             | To conduct an independent multi-site, controlled evaluation of an existing child sexual abuse prevention program, Stewards of Children, offered through both in-person and web-based formats.  | Childcare professionals from youth service organisations (Adults aged 18-65 and English speaking).  |
| Sawrikar         | 2020 | Journal Article | Australia | March/April 2019  | Process evaluation            | To investigate whether six months post-professional development program attendance, do service providers more appreciate that there may be cross-cultural differences in belief of myths about child sexual abuse that shift culpability to the victim?  | Organisations that provide direct support to victims/survivors of sexual assault in the form of mental health services and advocacy: counsellors, social workers, psychologists, general practitioners (GPs) and psychiatrists. Organisations that conduct research or provide information or professional training about sexual assault. |
| Schober et al.   | 2011 | Journal Article | US        | Sep 2002- Sep 2007  | Process and impact evaluation | To describe Prevent Child Abuse Georgia's effort to prevent child sexual abuse by educating communities throughout the state on supporting preventive behaviour.   | Adults in communities throughout the state of Georgia.  |
| Schober et al.   | 2012 | Journal Article | US        | Not reported  | Process and impact evaluation | To describe the Enough Abuse Campaign's process of implementing a state-wide effort to prevent child sexual abuse.   | Not applicable.   |
| Todahl et al.    | 2021 | Journal Article | US        | 2017<br>(participants recruited at the 2017 Protect Out Children Annual Conference) | Impact and process evaluation | To investigate organizational and community impact of Stewards of Children (SOC) in the context of a state-wide initiative to prevent child sexual abuse.  | Stewards of Children (SOC) trainers or administrators.  |



## APPENDIX 7: TABLES OF CAMPAIGNS IDENTIFIED IN ACADEMIC AND GREY LITERATURE

Appendix 7 — Table 1: Australian campaigns identified in academic and grey literature (child sexual abuse and harmful sexual behaviour)

| Campaign (year of campaign)   | Topic   | Prevention level      | Aims to change                                      | Key message(s)   | Target audience   | Components  | Evaluation type                     | Country and funding body  |
|---|---|-----------------------|---|--|---|---|-------------------------------------|---|
| Speak up. Be Strong. Be Heard (2016-2018) (Carrington et al., 2019)         | Child sexual abuse and harmful sexual behaviour | Primary and secondary | Knowledge.<br>Behaviour (offence reporting).        | Engaging with communities can achieve an increase in reporting of child abuse and youth sexual violence.                                     | Rural and remote Indigenous communities.  | Face-to-face education sessions; relationship building via events and activities; community consultation; strengthening partnerships; promotional materials.              | Impact evaluation                   | Australia.<br>Not reported.   |
| Operation RESET (established 2009) (Mace et al., 2015)                      | Child sexual abuse                              | Primary               | Behaviour (under-reporting of child sexual abuse).  | Preventing and responding to child sexual abuse must be a shared responsibility.   | Regional and remote communities.  | Proactive mobile multi-disciplinary specialist outreach involving social workers and detectives; dedication to capacity building; holistic focus; trusting relationships. | Process (implementation) evaluation | Australia.<br>Western Australia Police. Department for Child Protection and Family Support. |
| Professional Development Program (March-April 2019) (Sawrikar et al., 2020) | Child sexual abuse                              | Primary               | Beliefs (belief in myths about child sexual abuse). | There may be cross-cultural differences in belief in child sexual abuse myths because the experience of child sexual abuse is not universal. | Organisations and professionals providing direct support to child sexual abuse victims/survivors. | Knowledge about child sexual abuse and ethnic minority communities; knowledge about service provision for ethnic minority victims/ survivors of child sexual abuse.       | Process and outcome evaluation      | Australia.<br>University research grant.  |



**Appendix 7 — Table 2: International campaigns identified in academic and grey literature (child sexual abuse and harmful sexual behaviour)**

| Campaign (year of campaign)  | Topic                    | Prevention level      | Aims to change                             | Key message(s)  | Target audience   | Components   | Evaluation type    | Country and funding body   |
|--|--------------------------|-----------------------|--|---|---|--|--------------------|--|
| Smart Parents – Safe and Healthy Kids (dates unknown)<br>(Guastaferrero et al., 2022)          | Child sexual abuse       | Primary               | Awareness.<br>Behaviours.                  | Parents are agents of prevention.   | Parents   | 1 x 60 min educational session using role-playing scenarios and activities to maximise parents’ use of learned skills.   | Outcome evaluation | US.<br>Research grant.   |
| Enough! Preventing Child Sexual Abuse in My School (July-August 2017)<br>(Gushwa et al., 2018) | Child sexual abuse       | Primary               | Knowledge.<br>Willingness to take action.  | Adults who work in schools can respond, react and prevent child sexual abuse and educator misconduct. | School staff (teachers, administrators, counsellors, coaches, office personnel) | 1 x 60 min interactive course in 3 x 20-minute segments.<br><br>Underpinned by Framework for Collaborative Community Action on Health (Institute of Medicine, 2003) and adult learning theories.<br><br>Use of teacher avatars in case studies of educator sexual misconduct addresses fears and biases. | Outcome evaluation | US.<br>Centers for Disease Control and Prevention.   |
| NSPCC and Barnardos training courses<br>(Hackett et al., 2013)                                 | Harmful sexual behaviour | Primary and secondary | Knowledge.<br>Attitudes.<br>Self-efficacy. | Not reported.   | Professionals from child welfare and criminal justice                           | 1-day interagency training course comprising:<br>(1) knowledge of sexually harmful behaviour;<br>(2) awareness of the needs of children with sexually harmful behaviour; (3) how to intervene; (4) personal and professional challenges; (5) local interagency procedures and legislation.               | Outcome evaluation | England.<br>Department for Children, Schools and Families (now Department for Education) and Department of Health. |



| Campaign (year of campaign)                             | Topic                    | Prevention level      | Aims to change            | Key message(s)  | Target audience   | Components   | Evaluation type      | Country and funding body                |
|---|--------------------------|-----------------------|---------------------------|---|---|--|----------------------|---|
| Safe to Talk (2019)<br>(Henry, 2020)                    | Harmful sexual behaviour | Primary and secondary | Not reported              | Nudge people searching for child sexual exploitation material toward seeking therapeutic intervention.<br><br>We're here for you. We'll listen. We'll find the support you need, and we won't judge.    | Staff and clients of treatment service providers for harmful sexual behaviour | <p>Helpline.</p> <p>Advertisements are likely to work with individuals who have reached 'contemplation' stage of change.</p> <p>Tone: should be welcoming, calming, hopeful and informative, while avoiding fear appeals, assumptions and any judgmental or condescending tone.</p> <p>Imagery: imagery should be direct, relatable and related to the topic; and it should be positive, calming, peaceful and hopeful.</p> <p>Text: easy to read with not too much text; containing informative and unambiguous messages; using complementary image and text; and using words that will assure the target audience that the service is anonymous, confidential and professional.</p> <p>Branding: name and logo, URL, phone number.</p> <p>Other features: including avoiding metaphor; emphasising confidentiality, anonymity and trust; and using a non-threatening, non-judgmental and welcoming tone.</p> | Formative evaluation | New Zealand.<br>New Zealand Government. |
| Stop it Now!<br>(July-September 2015)<br>(Hudson, 2018) | Child sexual abuse       | Primary               | Knowledge.<br>Confidence. | Educate, inform and equip parents and other responsible adults with the knowledge and skills to prevent Child sexual abuse; All adults are responsible for protecting children from Child sexual abuse. | Parents, carers, professionals  | <p>2-hour education sessions with promotional materials in each of 5 programs:</p> <ol style="list-style-type: none"> <li>1. Parents Protect!</li> <li>2. Professionals Protect!</li> <li>3. Internet safety</li> <li>4. Sexual Development Children</li> <li>5. Preventing Child Sexual Exploitation</li> </ol>   | Formative evaluation | Wales.<br>The Welsh Government.         |



| Campaign (year of campaign)  | Topic              | Prevention level | Aims to change                           | Key message(s)   | Target audience  | Components   | Evaluation type    | Country and funding body  |
|--|--------------------|------------------|--|--|--|--|--------------------|---|
| Commercial Sexual Exploitation of Children Training developed by the CSEC Community Intervention Project (2016-2017)<br>(Kenny et al., 2018) | Child sexual abuse | Primary          | Knowledge                                | Identify, understand and respond appropriately to the victims of commercial sexual exploitation of children.   | Adults aged over 18 years including professionals and community members                                    | 3-hour education session comprising eight modules. PowerPoint slides, icebreakers, facilitator speaking points, handouts, resources, outline of the section's objectives, materials, agenda, handouts and resources. Resources include scholarly articles, factsheets, national reports and books.   | Outcome evaluation | US.<br>The Office for Victims of Crime, Office of Justice Programs, US Department of Justice. |
| Prevent it!<br>(September-December 2014)<br>(Martin & Silverstone, 2016)   | Child sexual abuse | Primary          | Knowledge.<br>Attitudes.<br>Behaviours.  | Taking action to help prevent and respond to child sexual abuse.   | Adults aged over 18 years including the general public, organisations, professionals and community members | 3-hour education session with workbook and certificate of attendance.<br><br>Topics covered: (1) Definitions, rates, offenders, internet; (2) Being a good listener, talking with children about healthy sexual development and child sexual abuse; (3) noticing signs of child sexual abuse, grooming, adult conduct; (4) suspicion of child sexual abuse, (5) disclosure and reporting of child sexual abuse, (6) individual prevention strategies, (7) organisational best practices. | Outcome evaluation | Canada.<br>Little Warriors – a children's charity.  |
| Protecting God's Children Program (ongoing)<br>(Nurse, 2017, 2018)   | Child sexual abuse | Primary          | Knowledge.<br>Confidence.<br>Behaviours. | Increase knowledge of child sexual abuse, ability to identify warning signs of child sexual abuse and willingness report suspicious behaviour.<br><br>A Catholic guide to keeping kids safe. | Clergy, religious, teachers, coaches, volunteers and parents   | 3-hour education session with trained facilitator, films (myths, grooming), discussion and Q and As.   | Outcome evaluation | US.<br>National Catholic Risk Retention Group, Inc.   |



| Campaign (year of campaign)   | Topic              | Prevention level | Aims to change  | Key message(s)   | Target audience         | Components   | Evaluation type                                       | Country and funding body                                      |
|---|--------------------|------------------|---|--|-------------------------|--|---|---|
| <p>Stewards of Children- part of the Darkness to Light (D2L) Campaign (ongoing)</p> <p>Also part of the Protect Our Children campaign (Rheingold et al., 2012, 2014; Todahl et al., 2021)</p> | Child sexual abuse | Primary          | <p>Knowledge.</p> <p>Attitudes.</p> <p>Behaviour.</p> | <p>7 steps to protecting our children.</p> <p>Learn how to prevent, recognise and react responsibly to child sexual abuse.</p>       | Professionals           | <p>2.5-hour online or face-to-face education session, with trained facilitator, films, survivor stories, discussion and workbook.</p> <p>Topics covered: (1) Child sexual abuse prevalence rates, risks and outcomes; (2) ways to minimize opportunities for child sexual abuse; (3) talking about child sexual abuse with adults and children; (4) recognising signs of child sexual abuse; (5) responding to disclosures; (6) barriers to preventative actions; (7) community involvement.</p> | <p>Formative evaluation</p> <p>Outcome Evaluation</p> | <p>US.</p> <p>Centers for Disease Control and Prevention.</p> |
| <p>The Enough Abuse Campaign (ongoing)</p> <p>(Schober et al., 2011, 2012)</p>  | Child sexual abuse | Primary          | Behaviour   | <p>Building the movement to prevent child sexual abuse.</p> <p>Adult and community responsibility to prevent child sexual abuse.</p> | Adult community members | <p>Multimodal: education and training programs; community partnerships; targeted prevention activities; community trainers as part of the public health workforce; website; publications; media coverage; manuals for professionals; self-assessment tools for organisations; capacity building with organisations; targeted action and advocacy</p>   | Impact evaluation                                     | <p>US.</p> <p>Prevent Child Abuse Georgia.</p>                |



## APPENDIX 8: TABLE OF CAMPAIGNS IDENTIFIED IN INTERNET SEARCHES

Appendix 8 — Table 1: Australian campaigns identified in internet searches (child sexual abuse only)

| Campaign (year)                  | Topic              | Type                            | Aims to influence                      | Key message   | Primary audience                   | Strategy | Media Mix   | Content style                           | Evaluation type | Duration           | Funding                           |
|----------------------------------|--------------------|---------------------------------|--|---|------------------------------------|----------|---|---|-----------------|--------------------|-----------------------------------|
| Day for Daniel (2005-present)    | Child safety       | Primary                         | Awareness.<br>Knowledge.               | “Encourage conversations with children and young people about personal safety”. | General public, parents, educators | Narrow   | Print media, social media assets, fundraising toolkit, information resources            | Positive messaging                      | Impact report   | 1 day (annually)   | Non-Government Organisation (NGO) |
| Polished Man (2014-present)      | Child sexual abuse | Primary                         | Awareness.<br>Knowledge.<br>Attitudes. | “Raise awareness to the statistics of violence against children”.               | General public                     | Narrow   | Social media assets   | Hard hitting and positive messaging mix | Impact report   | 1 month (annually) | NGO                               |
| Stop the Stigma (n.d.)           | Child sexual abuse | Primary and secondary           | Awareness.<br>Knowledge.<br>Attitudes. | “Open discussion to reduce stigma and build awareness”.                         | General public                     | Broad    | YouTube videos, social media assets, support services, resources                        | Hard hitting and positive messaging mix | None            | Not stated         | Government                        |
| White Balloon Day (1996-present) | Child sexual abuse | Primary, secondary and tertiary | Awareness.                             | “Raising funds and awareness for the prevention of child sexual abuse”.         | General public                     | Narrow   | Social media assets, fundraising toolkit, information resources, posters and logo packs | Hard hitting and positive messaging mix | None            | 1 day (annually)   | NGO                               |



Appendix 8 — Table 2: International campaigns identified in internet searches (child sexual abuse only)

| Campaign (year)   | Topic  | Type                            | Aims to influence                       | Key message  | Primary audience  | Strategy | Media Mix   | Content style                           | Evaluation type | Duration                      | Funding    |
|---|--|---------------------------------|---|--|---|----------|---|---|-----------------|-------------------------------|------------|
| PROTECT Campaign (The Strong Family) (2019) (Cambodia)  | Violence against children                        | Primary and secondary           | Attitudes.<br>Behaviours.               | Promote — a culture of zero tolerance.<br><br>Recognise — specific vulnerabilities.<br><br>Orient — all duty bearers and rights holders.<br><br>Transform — attitudes.<br><br>Explore — options and alternative solutions.<br><br>Commit — to end violence and family separation.<br><br>Take — positive action. | General public, parents, caregivers, children, service providers, policy makers, the judiciary, the media | Broad    | Social media assets, TV, radio, short message services (SMS), interactive voice recording (IVR), banners, posters, calendars, apparel, training | Positive messaging                      | None            | 5 years                       | NGO        |
| The Child Safe Movement (2005-present) (Cambodia, Vietnam, the Lao People’s Democratic Republic and Thailand) | Child protection                                 | Primary and secondary           | Awareness.<br>Behaviours.               | “Millions of children are pushed onto the margins of society or are facing many forms of abuse around the world”.  | General public, tourism operators   | Broad    | Social media assets, training, campaign toolkit, helpline, information resources  | Hard hitting and positive messaging mix | None            | Not stated                    | NGO        |
| Cybertip-Canada’s public awareness campaigns (2016-2021) (Canada)   | Child safety online                              | Primary, secondary and tertiary | Awareness.<br>Attitudes.<br>Behaviours. | Messages promoting online safety for children.   | Parents   | Broad    | Social media assets, videos   | Hard hitting                            | None            | 2-3 videos released each year | NGO        |
| End Child Sex Abuse Day (2015) (Council of Europe)  | Child sexual abuse and child sexual exploitation | Primary and secondary           | Awareness.<br>Knowledge.<br>Behaviours. | “European Day on the Protection of Children against Sexual Exploitation and Sexual Abuse”.   | Parents, authorities, professionals working with children, law enforcement                                | Broad    | Videos, documentary, training, information resources  | Hard hitting and positive messaging mix | None            | 1 day (annually)              | Government |





| Campaign (year)   | Topic   | Type                            | Aims to influence                            | Key message   | Primary audience  | Strategy | Media Mix  | Content style                           | Evaluation type | Duration           | Funding    |
|---|---|---------------------------------|--|---|---|----------|--|---|-----------------|--------------------|------------|
| ONE in FIVE (2010-present) (Council of Europe)  | Child sexual abuse                                    | Primary and secondary           | Awareness. Knowledge. Behaviours.            | “Raise awareness about the scale of the problem and provide knowledge for preventing and reporting child sexual abuse”.           | Parents, children, communities  | Broad    | TV, print, book  | Positive messaging                      | None            | Not stated         | Government |
| #Detect2Protect (2021-present) (Global)   | Online child sexual exploitation                      | Secondary                       | Awareness. Attitudes. Behaviours.            | “Improve detection and reporting of online child sexual exploitation”.  | Technology and financial sectors  | Broad    | Social media assets, information resources                     | Hard hitting and positive messaging mix | None            | Not stated         | NGO        |
| #Nov18WorldDay (2021) (Global)  | Sexual violence against children and adolescents      | Primary, secondary and tertiary | Awareness. Attitudes.                        | “Establish 18 November as World Day for Prevention, Healing and Justice to End Sexual Violence Against Children and Adolescents”. | General public  | Narrow   | Social media assets, information resources                     | Positive messaging                      | None            | Not stated         | NGO        |
| 19 Days of Activism for Prevention of Violence against Children and Youth (2011-present) (Global) | Violence against children                             | Primary                         | Awareness. Knowledge. Attitudes. Behaviours. | “End abuse, exploitation, trafficking and all forms of violence and torture against children by 2030”.                            | General public  | Narrow   | Social media assets, campaign toolkit                          | Hard hitting and positive messaging mix | Impact report   | 19 days (annually) | NGO        |
| Brave Movement (2022) (Global)  | Sexual violence against children, specifically girls. | Primary, secondary and tertiary | Awareness. Knowledge. Attitudes.             | “Ending violence against children cannot be solved by a single actor or sector alone”.  | General public  | Broad    | Social media assets, videos, informational slide pack          | Hard hitting and positive messaging mix | None            | In development     | NGO        |
| ECPAT’s global campaign to end child sexual exploitation (1990-present) (Global)                  | Child sexual exploitation                             | Primary, secondary and tertiary | Awareness. Behaviours.                       | “All children live and thrive with safety, support and freedom from sexual exploitation”.   | General public, parents, survivors, educators, policy makers, frontline, social and service workers | Broad    | Newsletter subscription, information resources, Bill of Rights | Hard hitting and positive messaging mix | Impact report   | Not stated         | NGO        |



| Campaign (year)                           | Topic                            | Type                            | Aims to influence                                     | Key message   | Primary audience   | Strategy | Media Mix  | Content style                           | Evaluation type  | Duration         | Funding |
|---|----------------------------------|---------------------------------|---|---|--|----------|--|---|--|------------------|---------|
| It Takes a World (n.d.) (Global)          | Violence against children        | Primary, secondary and tertiary | Awareness.<br>Knowledge.<br>Attitudes.                | “Campaigning for a world where no child has to live in fear of violence”.   | General public   | Narrow   | Social media assets, videos, stories, reports  | Hard hitting and positive messaging mix | None   | Not stated       | NGO     |
| Stop the Violence (2011-present) (Global) | Violence against women and girls | Primary, secondary and tertiary | Awareness.<br>Knowledge.<br>Attitudes.<br>Behaviours. | “End violence against women and girls through advocacy, education, awareness raising, community action and research”.   | General public   | Broad    | Social media assets, information resources, webinars   | Hard hitting and positive messaging mix | None   | Not stated       | NGO     |
| Together to #ENDviolence (2021) (Global)  | Violence against children        | Primary and secondary           | Awareness.<br>Knowledge.<br>Attitudes.<br>Behaviours. | “One billion children. That’s how many girls and boys suffer from violence every year.”   | General public   | Broad    | Social media assets, spotlight session, policy proposals, manifesto, campaign toolkit  | Hard hitting and positive messaging mix | None   | Not stated       | NGO     |
| One Million Parents (n.d.) (India)        | Child sexual abuse               | Primary                         | Awareness.<br>Knowledge.<br>Attitudes.<br>Behaviours. | Assisting parents in body safety education and safeguarding children against abuse.   | Parents  | Narrow   | Social media assets, online awareness assessment, information resources  | Positive messaging                      | None   | Not stated       | NGO     |
| Child sexual exploitation (n.d.) (UK)     | Child sexual exploitation        | Primary and secondary           | Awareness.<br>Knowledge.                              | “Raise awareness among communities about child sexual exploitation and how to spot the signs.”  | General public   | Narrow   | Social media assets, campaign toolkit, information resources   | Positive messaging                      | None   | 6 weeks          | NGO     |
| Stop CE Awareness Day (n.d.) (UK)         | Child sexual exploitation        | Primary, secondary and tertiary | Awareness.<br>Knowledge.                              | “Help us stop child sexual exploitation.”   | General public   | Narrow   | Social media assets, posters, banner, logos, information resources   | Positive messaging                      | None   | 1 day (annually) | NGO     |
| Enough Abuse Campaign (2003-present) (US) | Child sexual abuse               | Primary, secondary and tertiary | Knowledge.  | “Enough Abuse is a citizen education and community mobilization initiative working to prevent child sexual abuse in our homes, schools, youth organizations and communities”. | General public, parents, school and youth workers, survivors | Broad    | Training tools, frameworks, Show of Hands, donations, information and guides for parents, resources for schools and organisations, information for legislative action, resources and services for survivors, Pledge to Prevent | Hard hitting and positive messaging mix | Surveys, evaluation feedback, peer-reviewed case study | Not stated       | NGO     |



| Campaign (year)                                   | Topic  | Type                            | Aims to influence                                     | Key message  | Primary audience   | Strategy | Media Mix  | Content style                           | Evaluation type                                       | Duration         | Funding |
|---|--|---------------------------------|---|--|--|----------|--|---|---|------------------|---------|
| I Make Prevention Possible (2017) (US)            | Child sexual abuse                               | Primary and secondary           | Awareness.<br>Knowledge.<br>Behaviours.               | Messages promoting child abuse prevention month.   | General public   | Narrow   | Social media assets, campaign toolkit  | Positive messaging                      | Impact report   | 1 day (annually) | NGO     |
| Keep Kids Safe (2021) (US)                        | Sexual violence against children and adolescents | Primary, secondary and tertiary | Awareness.<br>Attitudes.                              | “Prevention to protect this and every generation to come. Healing for victims, survivors and their families. Justice for victims/survivors and accountability for perpetrators and institutions who covered up the abuse”. | General public and policy makers   | Narrow   | Social media assets, national blueprint to end sexual violence against children and adolescents                                      | Hard hitting and positive messaging mix | None  | Not stated       | NGO     |
| Stop It Now! (1992-present) (US, UK, Netherlands) | Child sexual abuse                               | Primary, secondary and tertiary | Awareness.<br>Knowledge.<br>Attitudes.<br>Behaviours. | “The foundation of child sex abuse prevention lies in the ability to speak up – to have a conversation”.   | Parents, survivors, family members, law enforcement, professionals working in child-serving spaces | Narrow   | Helpline, online resources, consultancy, risk assessment and intervention, training programs, webinars, fundraising, online shopping | Hard hitting and positive messaging mix | Effectiveness evaluation of Circles of Safety program | Not stated       | NGO     |
| Line of Hope (2015) (Zimbabwe)                    | Child sexual abuse                               | Primary and secondary           | Awareness.<br>Knowledge.                              | “From peace in the home to peace in the world: Make education safe for all!”   | General public, parents, carers, professionals, students   | Broad    | Posters, leaflets and flyers, Education programs and training  | Hard hitting and positive messaging mix | None  | Not stated       | NGO     |



## APPENDIX 9: LIST OF SUPPLEMENTARY FILES

The following files from the research project will be provided to the National Centre for Action on Child Sexual Abuse for future use. These files are raw data collection files.

- Searchtracker files (MS Excel)
- Data collection spreadsheets (MS Excel)
- EndNote files.