

BUILDING YOUR CASE

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FRAMING: Set the scene. Child sexual abuse is preventable, not inevitable. And prevention is not an option, it's an urgent necessity.



DATA: Expose the reality of your location and context. To prevent, we first need to understand the scale and nature of abuse.

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COST: Demonstrating the human and societal cost of abuse makes the need for prevention self-evident. The best way to prevent is to intervene at scale.



LANDSCAPE: What is already being done and what is most relevant? Avoid duplication, explore evidence of effectiveness, and reveal synergies.

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OPPORTUNITY: What type of prevention initiatives are most suited to your context? Build solutions tailored to your environment.



IMPACT & RISK: Emphasize target outcomes, include tangible projections of impact, and recognize and explore credible risks.

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RECOMMENDATIONS: Make your case. Reference sources of data, emphasise the cost of inaction, and champion projected impact.



Want to know more?
Explore our **MAKING THE CASE** Deep Dive at prevention.global

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Prevention Global is for anyone and everyone committed to preventing child sexual abuse.
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