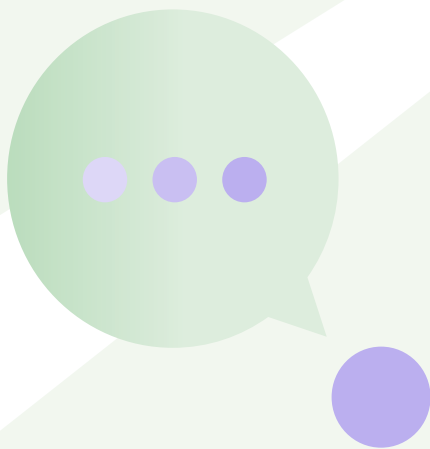




# MAKING THE CASE

The Deep Dive series explores issues at the heart of child sexual abuse prevention

## Why talking matters



Child sexual abuse is perhaps the most stigmatized topic in human society.

Many of us will in some way have been touched by harm. It is no wonder that as a society we struggle to discuss the topic. It carries pain.

All too often, abuse is ignored, avoided, or dismissed. Fatalism also hinders our ability to act.

But to prevent it, we must understand how it happens. Talking about the reality of abuse matters.

And talking about it means elevating survivor voices, demanding political leadership, and making the case for large-scale prevention.

## An insight into U.S. public opinion

We collaborated with FrameWorks Institute to examine common narratives about child sexual abuse in the U.S. and test different prevention metaphors.

Our aim was to identify what works, and what doesn't, to shift perception towards understanding that child sexual abuse is preventable.



'Public health' language doesn't resonate.



Framing prevention as part of an 'education' approach can increase support for collective action.



Some communications approaches can make fatalism more likely.



Articulating practical solutions can increase support for prevention programs with adults.



The findings show that fatalism is deep rooted, but perspectives can be changed when concrete examples of prevention are used.

# MAKING THE CASE, URGENTLY



Alongside communications research, we also need concrete action.

## Action will require:

- 1 Tools to advocate for programs in schools and youth organizations
- 2 A compelling case for political support and funding
- 3 Courageous leadership by decision makers

Prevention isn't an option, it is an urgent necessity. And we all share the responsibility for making the case.

Want to know more? Explore our Making The Case Deep Dive in full at [prevention.global](https://prevention.global)

Prevention Global is for anyone and everyone committed to preventing child sexual abuse. Learn more and act now. Visit [prevention.global](https://prevention.global)

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