



# e-kidna Report: Overview of Primary Prevention Initiatives Against Child Sexual Abuse in Australia

October 2023



e-kidna acknowledges Aboriginal and Torres Strait Islander peoples as the first people of Australia and the Traditional Owners of this land and its waters.

We pay our respect to Elders, knowledge holders and leaders both past and present.





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# Executive summary

An overview of the objectives, findings and recommendations.



## Objectives of the review

EY was engaged to undertake a jurisdictional review of primary prevention initiatives that address childhood sexual abuse (CSA). The objectives of the review included:

- Create a shared understanding of key terms and concepts
- Provide an overview of current primary prevention initiatives that address CSA in Australia
- Provide an overview of international primary prevention initiatives that address CSA
- Inform the approach for eKidna in delivering a voice to prevention initiatives to eliminate CSA in Australia



## Context of this review

CSA is a significant issue in our society and has long-standing impacts on individuals, families and communities. In the face of this issue, a number of non-government organisations (NGOs) have been established in the past 4 decades, who play a critical advocacy and prevention role to work towards a safer community. A coalition of these leading NGOs, namely Act for Kids, Bravehearts and the Daniel Morcombe Foundation, have come together under the banner of eKidna, with a central vision of being the Voice of Prevention in Australia to eliminate child sexual abuse. Despite the efforts of the eKidna coalition, there remains an unacceptable number of children who experience sexual abuse in Australia. There has been some government policy and strategic plans in this space following the Royal Commission into Institutional Responses to Child Sexual Abuse (Royal Commission), however there remains a lack of a clear and effective primary prevention investment and focus to end CSA.



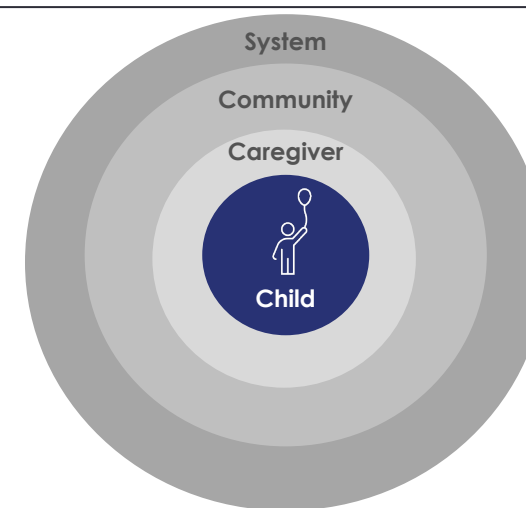
## What we found

- 1** Australia is lacking the implementation of a National Prevention Framework to eliminate CSA
- 2** The implementation of current primary prevention initiatives is ad-hoc and sparse
- 3** There is a lack of primary prevention initiatives that focus solely on CSA
- 4** Initiatives primarily aim to upskill children on protective behaviours rather than shifting responsibility and education to adults
- 5** There is limited collaboration across sectors
- 6** Contemporary approaches to CSA education are emerging



## Snapshot of Recommendations

- 1** **System-wide integration and accountability** with emphasis on root causes and social determinants.
- 2** **Community awareness and capability** efforts to balance CSA primary prevention strategies to with greater emphasis on adult responsibility
- 3** **Caregiver focused approach** to reduce the risk of sexual offending behaviours emerging





# 1. The Approach



# Scope of work

How can eKidna be the Voice of Prevention to Eliminate Childhood Sexual Abuse in Australia?

## The Challenge

Childhood Sexual Abuse (CSA) is a significant issue in our society and has long-standing impacts on individuals, families and communities. In the face of this issue, a number of non-government organisations (NGOs) have been established in the past 4 decades, who play a critical advocacy and prevention role to work towards a safer community. A coalition of these leading NGOs, namely Act for Kids, Bravehearts and the Daniel Morcombe Foundation, have come together under the banner of eKidna, with a central vision of being the Voice of Prevention in Australia to eliminate child sexual abuse. Despite the efforts of the eKidna coalition, there remains an unacceptable number of children who experience sexual abuse in Australia. There has been some government policy and strategic plans in this space following the Royal Commission, however there remains a lack of a clear and effective primary prevention focus to end CSA.

## Definitions





The following definitions apply:

**Childhood sexual abuse or CSA** refers to any act which exposes or involves a person under the age of 18 in a sexual process beyond their understanding or contrary to accepted community standards.

**Primary Prevention** refers to *actions* that aim to avoid the manifestation of or reduce risk factors of childhood sexual abuse before it arises. We have defined this as preventions that look *only* at CSA, not combined CSA with other forms of child abuse and child maltreatment.

## The ask



EY was engaged to undertake a jurisdictional review of primary prevention initiatives that address childhood sexual abuse. The objectives of the review included:

-  Create a shared understanding of key terms and concepts
-  Provide an overview of current primary prevention initiatives that address CSA in Australia
-  Provide an overview of international primary prevention initiatives that address CSA
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## The scope




EY conducted an extensive review of the available research and initiatives currently undertaken by Government and NGOs. Whilst the focus was on the domestic environments, a global scan in similar countries was conducted.

### Out of Scope

-  Broader analysis of child maltreatment prevention initiatives, including programs that included sexual abuse within a child maltreatment or child abuse initiative
-  Secondary or tertiary prevention initiatives
-  Appraisal of the quality of initiatives or individual studies
-  Review of policy, legislation, and funding models

## The outcomes for eKidna

In consolidating the findings from research of the literature and Australian government and NGOs, this report provides the following:

-  A comprehensive understanding of the primary prevention landscape for CSA in Australia
-  Evidence to inform decision making for future actions and initiatives
-  A proposed framework to address gaps that exist in the current primary prevention landscape in Australia

# Approach and methodology

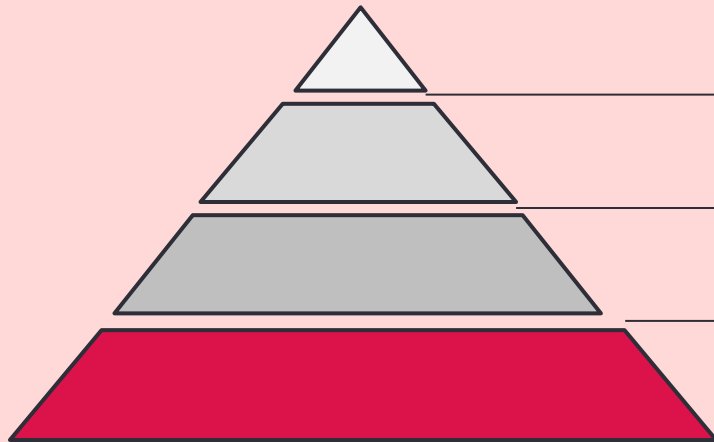


# Approach: a focus on primary prevention



## What is primary prevention?

Primary prevention refers to a range of universally accessible activities that aim to address underlying drivers to prevent CSA from occurring in the first place. It is important to recognise that primary prevention sits on a continuum of prevention initiatives with a distinct approach broader than, and different from, other work that responds to CSA in secondary or tertiary prevention.



**Recovery:** ongoing process for the victim-survivor to find safety, health, wellbeing, resilience and to thrive.

**Tertiary Prevention:** supports victim-survivors and holds perpetrators to account.

**Secondary Prevention:** aims to change the trajectory for individuals at higher risk of perpetrating or experiencing CSA.

**Primary Prevention:** a whole-of-population initiative to address the underlying drivers and aims to prevent CSA before it occurs.



## Why target primary prevention?



**Greater population reach**



**Cost-effective**



**Tackles the underlying cause**



**Holistic approach**



## A whole-of-setting/sector approach

To achieve a whole-of-setting/sector approach, prevention activities should:

- Include policy, practice and structural change within the setting and be complemented by the wider policy, regulatory or legislative change that will support and increase the effectiveness of settings-based work.
- Involve all those who engage with the setting, including leadership, staff, volunteers, the audience the setting serves, and those outside the setting who provide it with services or support.
- Consider the levers or mechanisms that can support, enable and systematise prevention activity across the setting or sector, beyond those that exist in individual organisations.

### Settings and sectors with a high potential for impact



Early childhood, primary and secondary education



Sports clubs and institutions



Tertiary education



Media

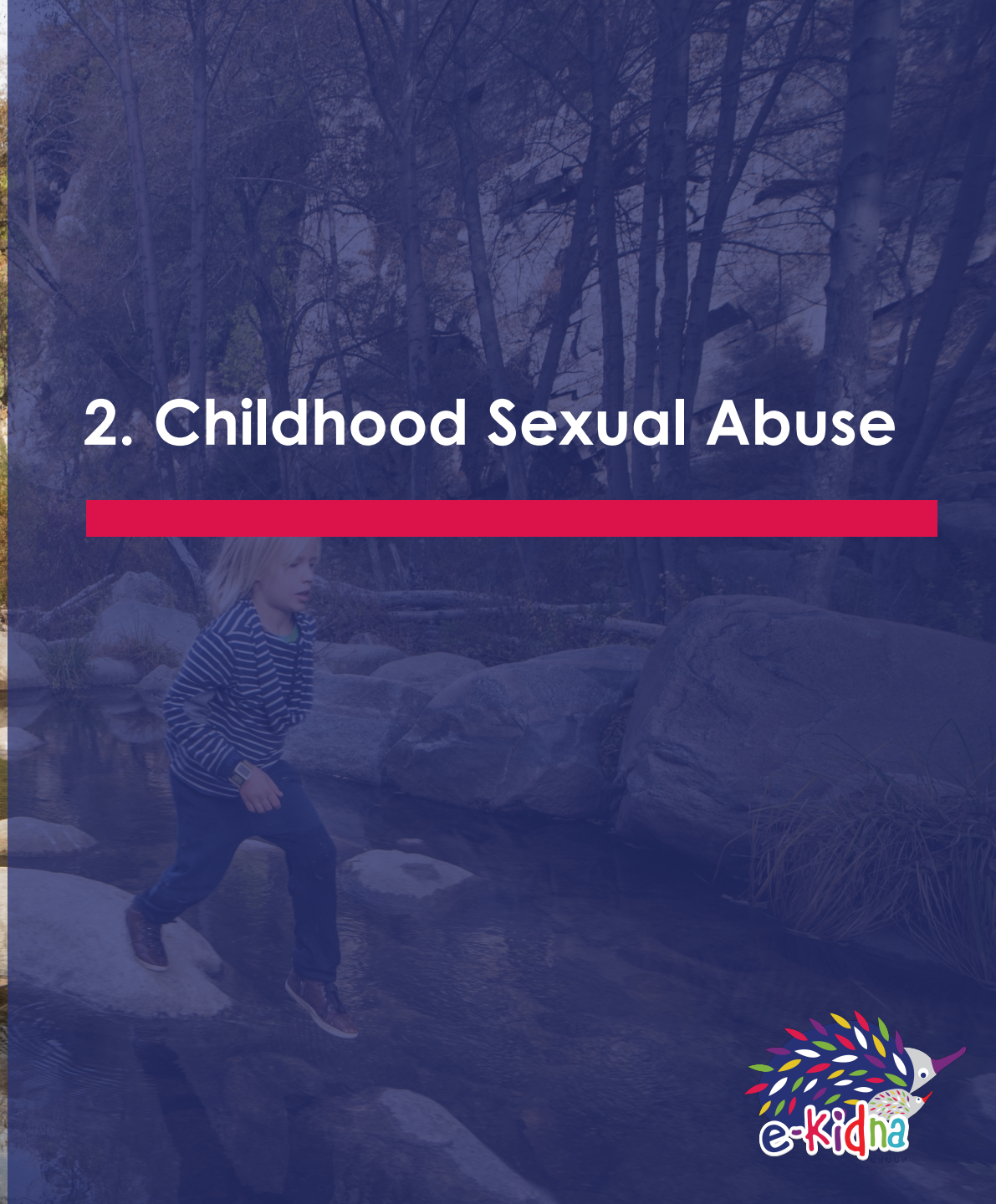


Workplaces, corporations and employee organisations





## 2. Childhood Sexual Abuse



# CSA is a deep rooted issue

1.4 million

Australians have experienced CSA

8.8 years

is the average age of a child who experiences CSA

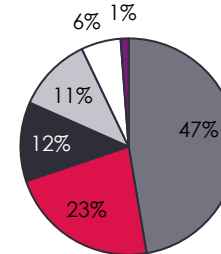
89%

of people who experience CSA know the perpetrator

**CSA** refers to any act which exposes or involves a person under the age of 18 in a sexual process beyond their understanding or contrary to accepted community standards. These acts are:

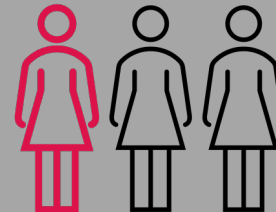
- Not understood by the child
- Not consented to by the child
- Not accepted by the community
- Unlawful

Adults who experienced sexual abuse before the age of 15 stratified by relationship to the child

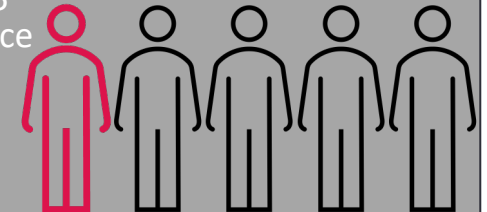


- Other known person
- Other relative or in-law
- Father/step father
- Stranger
- Sibling
- Mother/step mother

More than 1 in 3 girls experience child sexual abuse



Almost 1 in 5 boys experience child sexual abuse



# CSA has widespread impacts



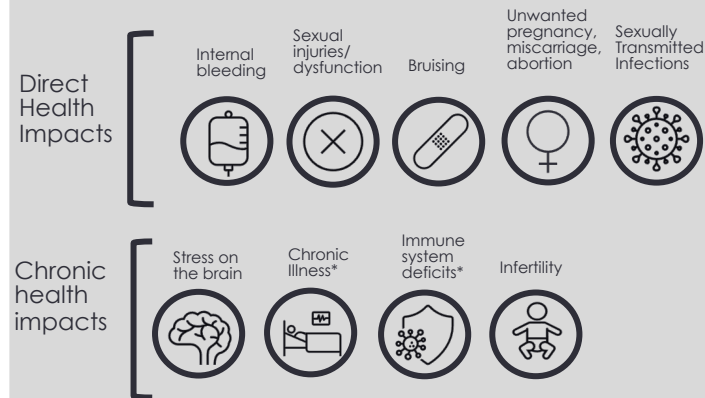
## Health

CSA can have a significant impact on an individual's mental and physical health. These impacts can be long-lasting and influence not only the individual but their support networks, and community.

Negative mental health effects can include:

- PTSD
- Depression
- Substance abuse
- Anxiety
- Conduct problems
- Eating disorders
- Schizophrenia
- Suicide ideation

Further health impacts of child maltreatment can include:



## Social

The social impacts of CSA can have significant impact on an individual's ability to form meaningful relationships and contribute to society.

24.2%

of victim-survivors reported **relationship problems**

45.2%

Of victim-survivors reported **intimacy issues**

Research shows significant associations between CSA and:

- Increased sexual problems
- Disruption of intimate relationships through lack of trust
- Propensity for victim-survivors to perceive their partners as uncaring and overcontrolling

1.4x

Higher risk of negative contributions to society are documented in the Royal Commission:

32.7%

of victim-survivors reported distrust in institutions and authorities

45.2%

of victim-survivors reported committing one or more types of criminal offence



## Economic

In the Royal Commission, many victim-survivors reported unemployment, underemployment and low pay, which they partly attribute to their experience of CSA. On an individual level, CSA may negatively impact an individual's productivity due to various health and social impacts.


When compared to adults who have not experienced abuse, CSA victim-survivors are more likely to be unemployed.

On a societal level, lower productivity impacts economic growth and puts higher pressure on welfare systems. Responding to CSA also incurs significant costs.

The cost to the tax-payer is significant, as outlined below. In addition, it is likely that the true cost is much higher given the long-term impacts of CSA and multi-sectorial involvement of services (i.e., justice system, health, human services, etc...):

 **\$30,660**


Total average cost per year of facilitating a child in family-based care

 **\$420,548**

Total average cost per year of facilitating a child in residential care

 **45,393**

Total number of children aged 0-17 in out-of-home care at some point during 2021-22.

 **\$307,513,000**

Total real expenditure on all child protection services in QLD 2021-22

 **\$1,833,321,000**

Total real expenditure on all child protection services in Australia 2021-22

Source:

Australian child maltreatment study. Impact of Child Maltreatment. [Online] 2023. <https://www.acms.au/resources/the-prevalence-and-impact-of-child-maltreatment-in-australia-findings-from-the-australian-child-maltreatment-study-2023-brief-report/>, <https://www.pc.gov.au/ongoing/report-on-government-services/2023/community-services/child-protection> [https://www.childabuseroyalcommission.gov.au/sites/default/files/final\\_report\\_-\\_volume\\_3\\_impacts.pdf](https://www.childabuseroyalcommission.gov.au/sites/default/files/final_report_-_volume_3_impacts.pdf)



### 3. Emerging themes and primary preventions initiatives

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# National overview

## Primary prevention initiatives for CSA in Australia

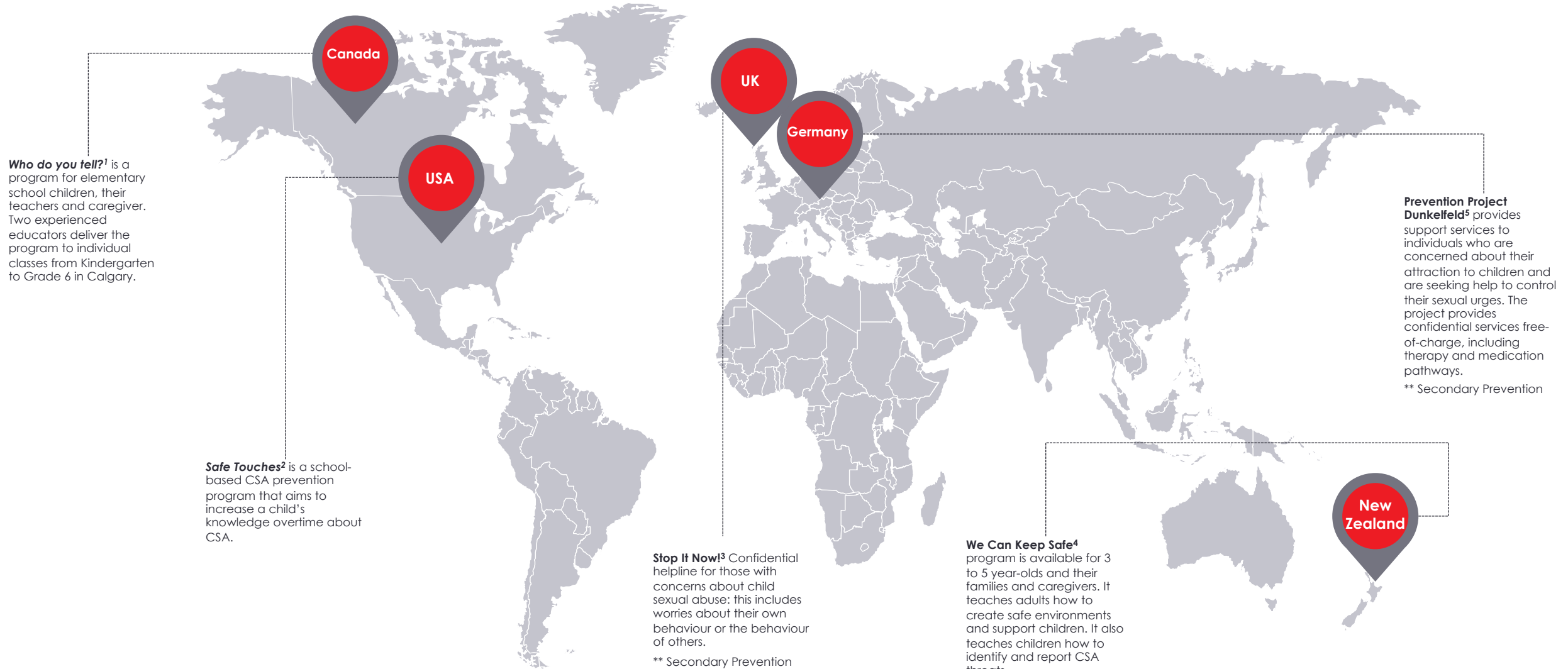
The jurisdictional review searched for primary prevention initiatives identified as providing prevention activities for CSA. Those identified are listed below. However, there are multiple primary prevention initiatives and activities occurring which include initiatives that are focused on other forms of abuse or maltreatment, or a hybrid of CSA, maltreatment and other forms of child abuse. These are listed in Appendix A.



 <p><b>Project You! Consent Education, Bravehearts</b> Interactive consent education workshop surrounding respectful relationships and consent (Currently being redeveloped and unavailable)</p>	 <p><b>Australia's Biggest Child Safety Lesson, The Daniel Morcombe Foundation</b> ABC SL is live streamed across Australia with important safety messages aimed at junior primary and early years, 4 to 7 years of age, and upper primary aged children, 8 to 12 years.</p>	 <p><b>Body Safety for children, Educator Group Training, ChildSafe</b> Body Safety for Children- Educator Group Training is a program run by ChildSafe Australia to assist in teaching children the 5 body safety rules.</p>
 <p><b>Ditto's Keep Safe Adventure Program, Bravehearts</b> Comprises of an adventure show, teaching guides and resources, and caregiver packs.</p>	 <p><b>Safe Bedrooms, The Daniel Morcombe Foundation</b> Safe Bedrooms provides information for parents and carers on how to recognise, react and report online grooming.</p>	 <p><b>Protective Behaviours and Body Safety, HUSHeducation</b> The Protective Behaviours and Body Safety program aims to support people of all ages, especially children, in building skills to manage difficult, unsafe, or abusive situations..</p>
 <p><b>CyberEcho, Bravehearts</b> Learning program for children aged 8-12, with education undertaken by classroom teacher.</p>	 <p><b>Keeping Kids Safe Resources, The Daniel Morcombe Foundation</b> The Keeping Kids Safe Resources have been created in memory of Daniel Morcombe to help keep other children and young people safe and encourage personal safety discussions.</p>	 <p><b>Educate2Empower Publishing<sup>2</sup>, Educate2Empower</b> Educate2Empower publish a number of books that aim to educate children and topics around protective behaviours.</p>
 <p><b>Bravehearts Day, Bravehearts</b> Dedicated to raising funds and awareness for prevention of CSA. Australians can register, gift a 'Brave Heart' to be added to the Wall of Hope, and take a #ShowYourHeartSelfie</p>	 <p><b>Consent Education, Act for Kids</b> Parents are encouraged to educate their children on consent and the correct anatomical language for all body parts.</p>	 <p><b>Super Stars<sup>1</sup>, Body Safety Australia</b> Super Stars uses age appropriate songs, activities, stories, games and group conversations to empower and educate children to understand and communicate body autonomy and upskill capabilities in community to prevent child abuse.</p>
 <p><b>Bright Futures, The Daniel Morcombe Foundation</b> National education and training project addressing the issues of problematic and harmful sexual behaviours (PHSB), technology assisted harmful sexual behaviours (TA-HSB) and child sexual exploitation (CSE).</p>	 <p><b>Get Comfy – with sex ed, Act for Kids</b> Act for Kids is encouraging families to start having conversations with their children about sex, body, consent, and relationships.</p>	 <p><b>Naked Truths, Body Safety Australia</b> Naked Truths focuses on consent, respectful relationships and eSafety.</p>
 <p><b>Day for Daniel, The Daniel Morcombe Foundation</b> Australia's largest child safety and awareness day, occurring on the last Friday of October, annually.</p>	 <p><b>Learn to be Safe, Act for Kids</b> Learn to Be Safe with Emmy and Friends is a protective behaviour program that helps kids, carers and the community recognise, react to and report unsafe or risky situations so we can all help keep kids safe.</p>	

# Primary prevention for CSA at a global level

Emerging shift towards perpetrator prevention strategies in Europe



**Who do you tell?**<sup>1</sup> is a program for elementary school children, their teachers and caregiver. Two experienced educators deliver the program to individual classes from Kindergarten to Grade 6 in Calgary.

**Safe Touches**<sup>2</sup> is a school-based CSA prevention program that aims to increase a child's knowledge overtime about CSA.

**Stop It Now!**<sup>3</sup> Confidential helpline for those with concerns about child sexual abuse: this includes worries about their own behaviour or the behaviour of others.

\*\* Secondary Prevention

**We Can Keep Safe**<sup>4</sup> program is available for 3 to 5 year-olds and their families and caregivers. It teaches adults how to create safe environments and support children. It also teaches children how to identify and report CSA threats.

**Prevention Project Dunkelfeld**<sup>5</sup> provides support services to individuals who are concerned about their attraction to children and are seeking help to control their sexual urges. The project provides confidential services free-of-charge, including therapy and medication pathways.

\*\* Secondary Prevention

**New Zealand**

1 Calgary Communities Against Sexual Abuse. Children & Youth Education. [Online] <https://calgarycasa.com/education-training/children-youth-education/>.  
2 Implementation of a Universal School-Based Child Sexual Abuse Prevention Program: A Longitudinal Cohort Study. Guastafarero, K, Shippe, S L and Noll, J G. s.l. : Journal of Interpersonal Violence, Vol. 38.  
3 Stop It Now! UK & Ireland. Stop It Now! Helping prevent child sexual abuse. [Online] <https://www.stopitnow.org.uk/>.  
4 HELP Preventing sexual abuse. Supporting survivors. Let's keep children safe. [Online] <https://helpusstand.org.nz/help-and-support/how-we-help/prevention-services/>.  
5 Beier, K M, et al. The Berlin Prevention Project Dunkelfeld (PPD). Pedophilia and Sexual Offending against Children. 2021.

# Key findings: limited primary prevention in Australia

High-level findings of Primary Prevention initiatives to prevent CSA in Australia.

## Lack of National Prevention Framework

To date there is no implementation of a National Prevention Framework for CSA. This would include evidence-based primary, secondary, and tertiary initiatives to work towards ending CSA. An important element is a shift in funding models and theoretical approaches to the response to CSA from a reactive-based system to an approach that aims to prevent CSA. The *National strategy to prevent and respond to child sexual abuse*, and the work of the *National Centre for Action on Child Sexual Abuse* is a step forward, but further shifts in funding from tertiary prevention to primary prevention will be required, and additional support for potential perpetrators.

## Inconsistent Implementation

The population reach of the current primary prevention initiatives is low. Our research found that less than one third of Australian primary school aged children have access to Protective Behaviour Education that focus on CSA, and of those that do the number of hours or sessions is variable<sup>1</sup>. Populations on the eastern seaboard (i.e., Queensland, NSW and Victoria) were more likely to have exposure to initiatives, whereas populations in the Northern Territory, Australian Capital Territory and South Australia having very little access to face-to-face CSA focused Protective Behaviour Education.

## Lack of specific CSA primary prevention

The jurisdictional review revealed a significant disparity in the emphasis on primary prevention for childhood physical abuse and child maltreatment, compared to CSA. The focus on childhood physical abuse and child maltreatment was found to receive more than twice as much as the attention than that given to CSA. This is disproportionate when considering the prevalence of each issue, with approximately 8.5% of adults reporting experiences of childhood physical abuse and 7.7% of adults reporting experiences of CSA<sup>3</sup>.

## Focus on child and adolescent education

The jurisdictional review found 5 initiatives, that addressed primary prevention of CSA. Of these, 3 focused on Protective Behaviour Education, 1 focused on education for caregivers, and front-line professionals and 1 provided an awareness raising campaign. The initiatives primarily focused on education for respectful relationships and self-protective skills, with limited caregiver support. This is despite the literature indicating that arming caregivers with resources to build trusted relationships and conversations around sexual behaviour can be critical in preventing CSA for those who may go on to be a perpetrator<sup>2,4</sup>.

## Lack of integration across the sector

The primary prevention of CSA currently lacks integration and collaboration, with fragmented and ad-hoc approaches to initiatives found across the sector. This is a complex and multifaceted issue, and without a collaborative approach there are likely missed opportunities for learnings and cross-pollination of knowledge, as well as inefficiency and duplication of efforts.

## Contemporary Approaches to Protective Behaviour Education

The findings demonstrated that most initiatives delivering Protective Behaviour Education focusing on CSA included content such as disclosure, boundary setting, and consent. Of the 3 programs that exist in this space, all had incorporated age appropriate education on contemporary topics such as media and technology literacy and safety, pornographic content, and education on what is normal, inappropriate and harmful sexual behaviour. The challenge moving forward will be to keep ahead of emerging technologies that may pose a risk of CSA<sup>1,2</sup>.

<sup>1</sup> Sexual Abuse Prevention Education in Australian Primary Schools: A National Survey of Programs. Walsh, K, et al. Journal of Interpersonal Violence, 2019, Vol. 34.

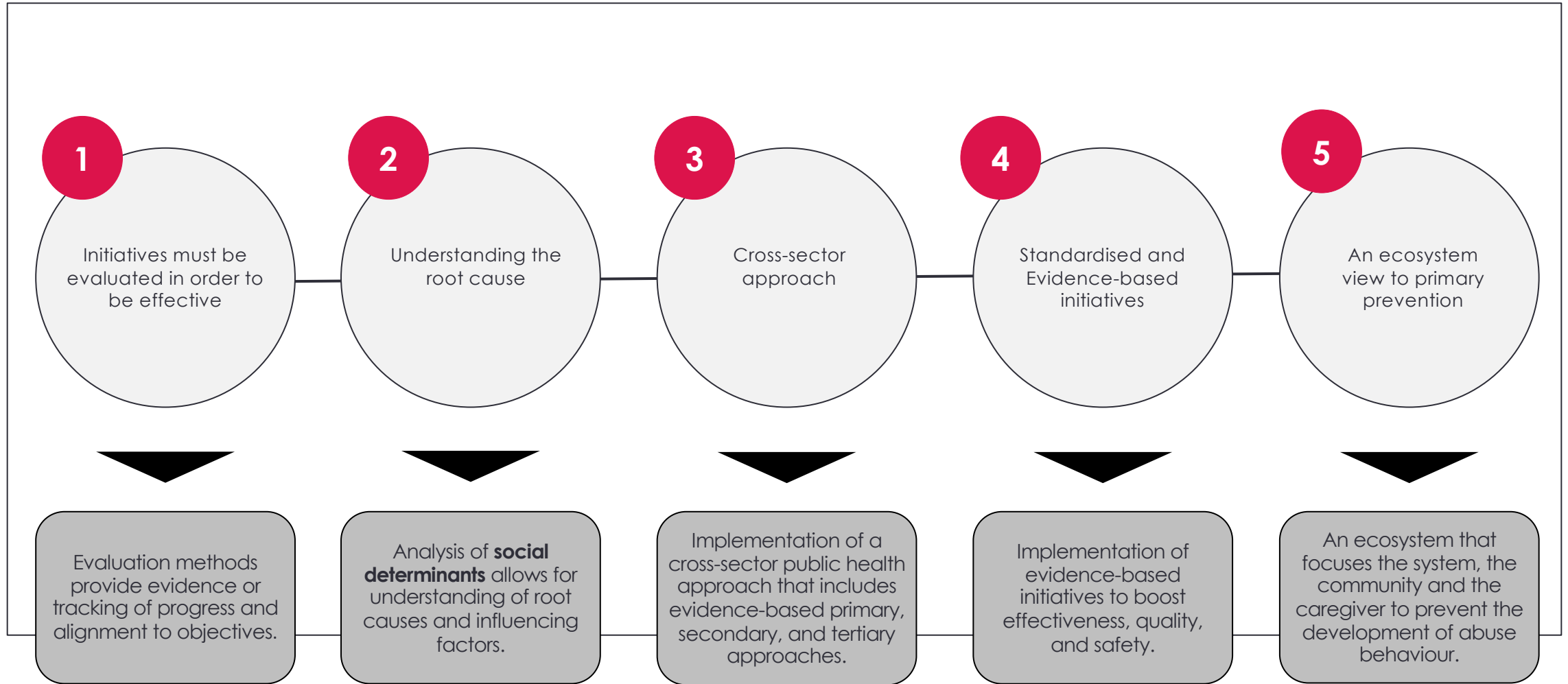
<sup>2</sup> Future directions in child sexual abuse prevention: An Australian perspective. McKibbin, G and Humphreys, C. Child Abuse & Neglect, 2020, Vol. 105.

<sup>3</sup> Characteristics and outcomes of childhood abuse. [Online] 2019. <https://www.abs.gov.au/articles/characteristics-and-outcomes-childhood-abuse>

<sup>4</sup> Risk factors for the perpetration of child sexual abuse: A review and meta-analysis. Whitaker, D J, et al. 2008, Child Abuse & Neglect, Vol. 32.

# Key learnings from research

A direction drive an effective primary prevention response to CSA in Australia





## 4. Eliminating CSA in Australia before it begins



# Eliminating CSA in Australia before it begins

Primary preventions that shifts the focus to adult responsibility



# Adult responsibility that wraps around the child

A multi-level approach to primary prevention focusing on adult responsibility

1

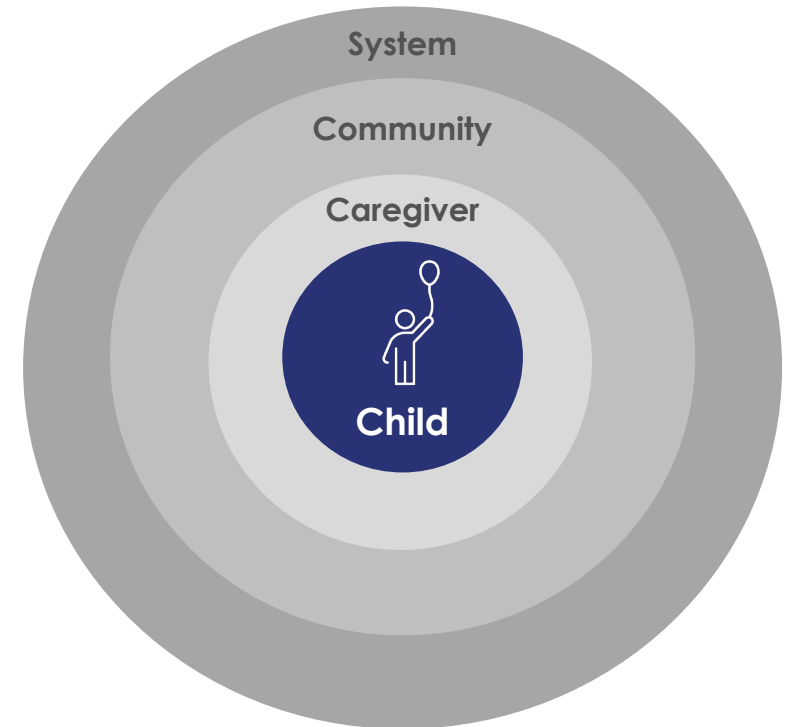
**System-wide integration and accountability** provides a collaborative approach between all stakeholders, including the National Centre of Action on Child Sexual Abuse. It allows for development and implementation of standardised and evidence-based initiatives coupled with an ongoing monitoring and evaluation process. It focuses research priorities on understanding the root-cause and social determinants of CSA and works towards translation of research into practice. This strengthens evidence for government funding and policy decisions.

2

**Community awareness and capability** advances understanding and skills in the community to propel the vision of eliminating CSA in Australia. A national campaign that focuses on the root causes is critical, with a greater focus placed on adult responsibility and training. Aligned with this is clear messaging, consistent language and a shared theoretical framework to communicate the elimination agenda to the Australian public.

3

**Caregiver-focused primary preventions** that echo calls in the research to focus on reducing the risk of sexual offending behaviours emerging. This requires education and training for caregivers to understand parenting processes that may lead to the development of deviant behaviours, and build relationships that promote open communication and trusted relationships for conversations around sexual behaviour.



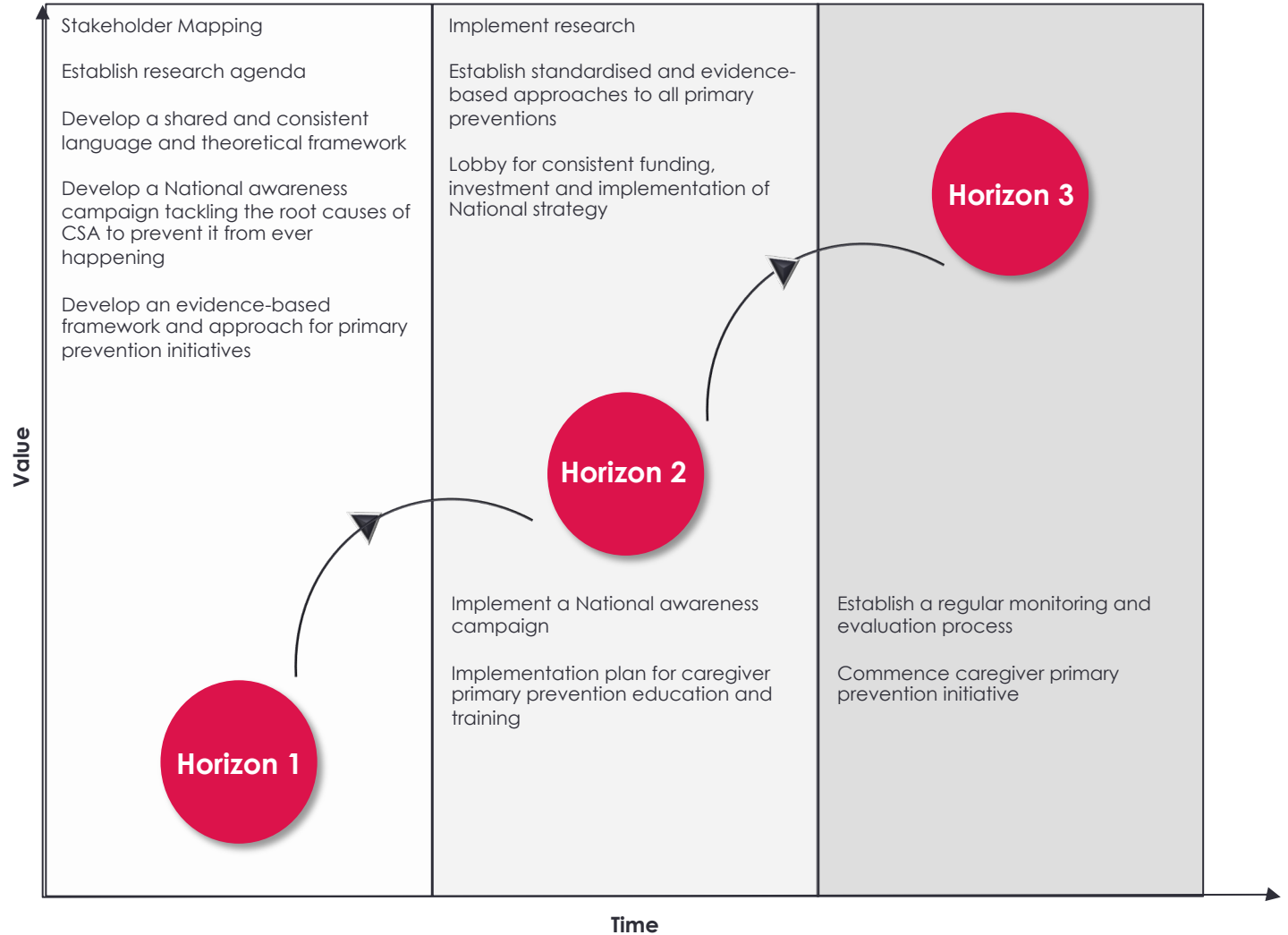
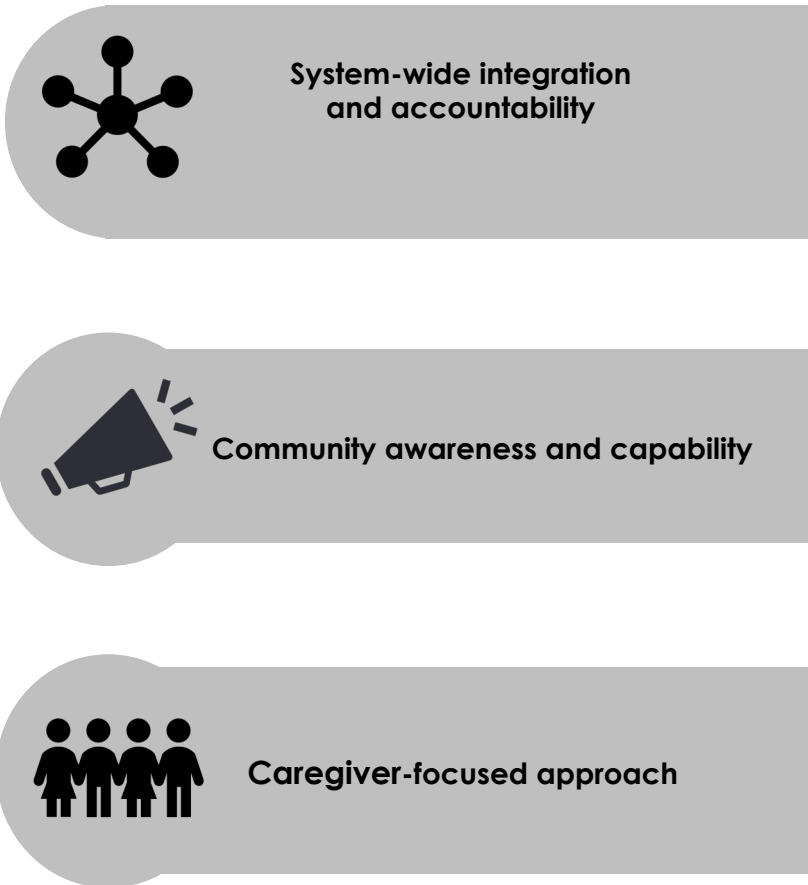
# Eliminating CSA in Australia before it begins

Eliminating CSA in Australia before it begins		
System-wide integration and accountability	Community awareness and capability	Caregiver-focused approach
Conduct a stakeholder mapping exercise to understand current state of relationships and areas for development.	Shared and consistent language and theoretical frameworks.	Develop an evidence-based framework and approach for primary prevention initiatives that focus on preventing the emergence of sexual offending behaviours, focusing on caregiver education and training.
Set research priorities for eKidna that target a deeper understanding of the social determinants or root causes of CSA to inform effective primary prevention strategies. Further development will include partnering with research institutes and translation of research into practice.		Implementation plan for caregiver primary prevention education and training.
Establish a regular monitoring and evaluation process to ensure that all primary preventions are effective, standardised, aligned with the evidence-base, and contemporary.	National Awareness campaign tackling the root causes of CSA to prevent it from ever happening.	Commence caregiver primary prevention initiative, with alignment to a monitoring and evaluation process.
Strengthen the evidence-base to lobby the government for consistent funding and implementation of the National strategy to prevent and respond to child sexual abuse.		
Ekidna Vision and Strategic Priorities		



# Taking steps towards the elimination of CSA in Australia

A staged and planned approach to implement across three key horizons





## Appendix A: Jurisdictional Review Details



# Jurisdictional review: primary prevention initiatives

## ProjectYou! Consent Education<sup>1</sup>, Bravehearts

**Bravehearts** was established in 1997, and celebrated 25 years of protecting children in 2022. This NGO works towards the vision of “A world where people, communities and systems all work together to protect children from sexual abuse”. Bravehearts serves the community by the provision of primary, secondary and tertiary prevention initiatives.

**ProjectYou! Consent Education** is a workshop style program that provides students with a forum to participate in discussions and activities about respectful relationships and personal boundaries. It equips young people with tools to navigate complex situations and how to manage tough decisions. The program is aligned with the National Curriculum.

Grades  
7 to 12

### Course content

- Emotional Intelligence
- Healthy Relationships
- Personal Boundaries
- Communication and Conflict
- Consent
- Harmful Sexual Behaviours and the Impacts of Pornography
- Cyber-Safety and Sexting
- Critical Thinking and Creating a Safe Culture
- Bullying
- Helping Others
- Seeking Help

### Delivery Modes



Face-to-Face



eLearning



Zoom

### Course Length

1 Day

## Ditto's Keep Safe Adventure Program<sup>2</sup>, Bravehearts

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**Ditto's Keep Safe Adventure Program** is a live and interactive show that stars Bravehearts' lion cub “Ditto”. It incorporates language, song, and dance to provide children a space to gain personal safety skills and knowledge in their own early learning centre or lower primary school environments. The show is tailored to different age ranges to enhance learning and education.

Ages  
3 to 8

### Course content

- Differentiating safe and unsafe feelings
- Recognising the body's warning signs
- Body ownership and that it is ok to say no
- Helping children name public and private parts using anatomically correct names
- Reinforcing that there is no secret that children cannot tell someone
- What to do if you feel unsafe or unsure

### Delivery Modes



Face-to-Face

### Service Areas



### Course Length

30 to 40  
minutes

<sup>1</sup> Bravehearts. ProjectYou! Consent Education. [Online] <https://bravehearts.org.au/education/project-you-consent-education/>.

<sup>2</sup> Bravehearts. Ditto's Keep Safe Adventure Program. [Online] <https://bravehearts.org.au/education/dittos-keep-safe-adventure-program/>.

# Jurisdictional review: primary prevention initiatives

## CyberEcho<sup>1</sup>, Bravehearts

**Bravehearts** was established in 1997, and celebrated 25 years of protecting children in 2022. This NGO works towards the vision of “A world where people, communities and systems all work together to protect children from sexual abuse”. Bravehearts serves the community by the provision of primary, secondary and tertiary prevention initiatives.

**CyberEcho** is an education resource that can be purchased by schools, for a teacher led curriculum. The focus is assisting primary school aged children on how to stay safe online, as well as appropriate online communication. The course was developed in partnership with Google Australia and The Australian Federal Police and aligns with the Australian National Curriculum. The program sits on the foundational slogan “What you share will always be there”.

Years  
4 to 6

### Course content

- Online relationships versus face-to-face relationships
- Social networking
- Online grooming
- Reporting
- Protecting personal information
- Privacy settings
- Communicating positively online and creating a positive digital footprint

### Delivery Modes



Face-to-Face led by classroom teacher

### Course Length

6 sessions

## Bravehearts Day<sup>2</sup>, Bravehearts

**Bravehearts** was established in 1997, and celebrated 25 years of protecting children in 2022. This NGO works towards the vision of “A world where people, communities and systems all work together to protect children from sexual abuse”. Bravehearts serves the community by the provision of primary, secondary and tertiary prevention initiatives.

**Bravehearts Day** is a nationwide initiative dedicated to raising funds and awareness for CSA prevention. The day, once known as White Balloon Day, aims to raise awareness of child sexual abuse and to provide guidance for caregivers and the wider community on how they can help to protect children. In addition, Bravehearts day aims to support victim-survivors of CSA and encourage them to speak out.

All  
Ages

### Day structure:

- Prior to the day, individuals, schools, organisations and early learning centres can register to get a free Bravehearts Day Supporter Pack
- Participants can gift a 'Brave Heart' to add to the online Bravehearts Day Wall of Hope.
- On the day, supporters take a #ShowYourHeart selfie and post it on social media

30<sup>th</sup> of August

<sup>1</sup> Bravehearts. CyberEcho. [Online] <https://bravehearts.org.au/education/cyber-echo/>.

<sup>2</sup> Bravehearts. Bravehearts Day. [Online] <https://bravehearts.org.au/support-us/bravehearts-day/>.



# Jurisdictional review: primary prevention initiatives

## Bright Futures<sup>1</sup>, The Daniel Morcombe Foundation

The Daniel Morcombe Foundation was established in 2005 by Bruce and Denise Morcombe. The foundation works towards a vision of “today we build a future where children are free from harm and abuse”. The Daniel Morcombe Foundation supports children and young people by providing personal safety education, as well as supporting educators, and carers through targeted education programs.

**Bright Futures** is a collection of initiatives that target caregivers and front-line professionals via a number of offerings including forums, workshops, podcasts and webinars. Forums and workshops can be attended in person or online, and are held in major cities across Australia. The initiative aims to connect the community, as well as industry professionals, by providing resources to support keeping children safe in Australia.

Adults

### Course content

- Technology assisted harmful sexual behaviours (TA-HSB)
- Child sexual exploitation (CSE)
- Problematic and harmful sexual behaviours (PHSB)
- Practical skills to approach issues
- Information for carers child protection

- Information for frontline workers

### Delivery Modes



Face-to-Face



eLearning



Online

### Course Length

Varied

## Body Safety for Children- Educator Group Training<sup>2</sup>, ChildSafe

**ChildSafe Australia aims to empower people and organisations to keep children and vulnerable people safe. It became its own entity in 2007, and prior to this was an initiative of Scripture Union Australia. ChildSafe Australia partners with community organisations including churches, schools, and sporting clubs.**

**Body Safety for Children- Educator Group Training is a program run by ChildSafe Australia to assist in teaching children the 5 body safety rules. The program provides training for up to 50 teachers to learn how to teach and empower children in valuable and practice safety practices.**

Adults

### Course Content:

- Your body is your body and no-one else has the right to touch it
- Disclosure to a trusted adult
- Identification of safe and unsafe touch
- Understanding of respect and consent
- What actions to take when feeling worried or unsafe

### Delivery Modes



Face-to-Face

### Course Length

2 hours

<sup>1</sup> The Daniel Morcombe Foundation. Bright Futures. [Online] <https://danielmorcombe.com.au/bright-futures/>.

<sup>2</sup> <https://www.childsafe.org.au/training-courses/body-safety-for-children/>

# Jurisdictional review: primary prevention initiatives

## Protective Behaviours and Body Safety<sup>1</sup>, HUSHeducation

HUSHeducation was founded in 2012 by Margie Buttriss. The organisation provides protective behaviours education to a broad range of audiences including children, teens and adults in school and community settings.

The Protective Behaviours and Body Safety program aims to support people of all ages, especially children, in building skills to manage difficult, unsafe, or abusive situations. The programs are available for pre-school and primary school aged children, and also on offer are caregiver, staff and community workshops and education sessions.

Adults  
and  
Children

### Course content

- Body anatomy
- Safe and unsafe touch
- Safety networks
- Early-warning signs
- Recognising and naming emotions

### Delivery Modes



Face-to-Face



Online

### Course Length

Varied

## Educate2Empower Publishing<sup>2</sup>, Educate2Empower

Educate2Empower is a children's book publisher that specialises in educational content including body safety, consent, gender equality, respectful relationships and social and emotional intelligence. Along side books, resources for caregivers and educators are also available.

Educate2Empower publish a number of books that aim to educate children and topics around protective behaviours.

All  
Ages

### Content:

- Book topics vary, but can include:
  - Body safety
  - Consent
  - Gender equality
  - Respectful relationships
  - Social and emotional intelligence.

### Delivery Modes



Books

### Course Length

Varied

<sup>1</sup> <https://hushededucation.com.au/body-safety-education/>  
<sup>2</sup> [All Products – Educate2Empower Publishing \(e2epublishing.info\)](https://www.educate2empower.com.au/)

# Jurisdictional review: primary prevention initiatives

## Super Stars<sup>1</sup>, Body Safety Australia

Body Safety Australia was founded in 2015 and promotes the vision of “childhoods free from violence where children enjoy equitable and respectful relationships”. The organisation takes a whole community approach and aims to support children at home, at school and online, with the onus being placed on adults who care for them.

Super Stars uses age appropriate songs, activities, stories, games and group conversations to empower and educate children to understand and communicate body autonomy and upskill capabilities in community to prevent child abuse. The program is tailored to the age of the children, with content increasing in scope and depth as age increases. Caregiver education and professional development for teachers and professionals is also available.

Ages 3-4  
Years  
F to 6

### Course Content:

- Identify and communicate emotions
- **Learning early warning signs**
- **Assertively communicate their right to bodily autonomy**
- **Identify safe adults**
- **Know that their body belongs to them**
- **Accurate naming of public, private and personal body parts.**
- **Understand difference between a surprise and a secret**
- **Educate that adult and older children's behaviour can sometimes be tricky**

### Delivery Modes



Face-to-Face

### Course Length

1.5 to 3  
hours

## Naked Truths<sup>2</sup>, Body Safety Australia

Body Safety Australia was founded in 2015 and promotes the vision of “childhoods free from violence where children enjoy equitable and respectful relationships”. The organisation takes a whole community approach and aims to support children at home, at school and online, with the onus being placed on adults who care for them.

Naked Truths focuses on consent, respectful relationships and eSafety. It helps students understand how they use the internet for relationships and curiosity about sexual content. The content of the course varies depending on the age of the students. Caregiver education and professional development for teachers and professionals is also available.

Year  
4 to 12

### Course Content:

- Informed, affirmative consent
- Respectful relationships
- Setting and respecting boundaries
- Power imbalances
- Blame, shame, and positive affirmation
- Gender stereotypes
- Green and red flags in personal relationships
- Bystanders and upstanders
- Taking, sharing, and altering nude images
- Sexual digital media literacy
- Social media and respectful relationships
- Porn and sexual knowledge
- Ethical and legal rights and responsibilities

### Delivery Modes



Face-to-Face

### Course Length

3 to 8 hours

<sup>1</sup> Bravehearts. CyberEcho. [Online] <https://bravehearts.org.au/education/cyber-echo/>.

<sup>2</sup> Bravehearts. Bravehearts Day. [Online] <https://bravehearts.org.au/support-us/bravehearts-day/>.

# Additional primary prevention initiatives

The jurisdictional review searched for primary prevention initiatives identified as providing prevention activities for CSA. In addition, several non-CSA focused primary prevention activities were identified, which support keeping children and young people safe.


Name	Overview of initiative	National/State	Delivery Organisation (Government/Non Government)
Raising Children Network	Raising Children Network is funded by the Federal Government to provide free, reliable, up-to-date and independent information to help your family grow and thrive together. They provide parent education resources, (including information related to respectful relationships across developmental stages.	National	Non Government
Play by the Rules	Play by the Rules is a collaboration between Sport Integrity Australia, Sport Australia, the Australian Human Rights Commission, all state and territory departments of sport and recreation, all state and territory anti-discrimination and human rights agencies, the Office of the Children's Guardian (NSW) and the Anti-Discrimination Board of NSW. They provide training and resources for sporting clubs to promote respectful behaviour and bystander approach.	National	Non Government
National Child Protection Week (NAPCAN)	A National and State funded safety and wellbeing primary prevention community awareness campaign and events that includes a respectful relationships education focus.	National	Non Government
Love Bites and Safer Communities for Children (NAPCAN)	These programs are led by NAPCAN and focus on whole-of-community approaches to Respectful relationships education in schools and early childhood settings across urban, rural and remote settings. The Love Bites program has been developed for years 7-11 and Safer Communities for Children has been developed for kindergarten to year 3	National	Non Government
R4Respect	R4Respect is a federally funded initiative to enable young people to lead and influence other young people in preventing domestic and family violence. This is delivered through youth ambassadors, workshops for young people (schools, universities and community centres), social media and public advocacy.	National	Non Government
SAFE Families (Rotary)	Rotary SAFE Families was established in 2018 to help stop all forms of family violence, by addressing its underlying causes. It has evolved into a national program with resources and tools, including films, promotional videos, messages, images, referenced Manual/Toolkit, and monthly Newsletters to assist Rotary members in Australia to play their part in 'Stopping Abuse in Families Everywhere'.	National	Non Government
Learn to be Safe with Emmy and Friends (Act for Kids)	Learn to be Safe with Emmy and Friends is an internationally recognised protective behaviours program that is delivered in education settings across Australia. The program provides an evidence-led approach to remedy the challenges faced by educators to deliver consent-based protective behaviours education to children aged 0-10 years old.	State	Non Government
Safe Care (Act for Kids)	SafeCare is designed for families with children 0 to 5 years and focuses on three key areas; parent-child/parent-infant interaction, child health and home safety. SafeCare educators work with parents each week for approximately 4 to 6 months to learn new skills in order to keep their children as a happy, healthy and safe as possible.	State	Non Government

# Additional primary prevention initiatives

Name	Overview of initiative	National/State	Delivery Organisation (Government/Non Government)
Safe Children, Safe Families program (Child Abuse Prevention Service)	Delivered in childcare organisations and schools. Teaches young children personal safety skills and how to get help. Educators also receive training on how to recognise early warning signs of maltreatment.	State	Non Government
Safe Communities, Safe Children (Child Abuse Prevention Service)	Safe Communities, Safe Children is a protective behaviours program based delivered in schools.	State	Non Government
Safe Arrival Youth (Child Abuse Prevention Service)	The program helps young women from CALD communities how to stay safe from violence and ensure they are in healthy relationships.	State	Non Government
Safeguarding and accreditation (Child Wise)	Child Wise services have worked with government, non-government and corporate organisations in Australia and internationally, to build child safe communities and cultures.	State	Non Government
The Line (Our Watch)	The Line is a primary prevention, social marketing, behavioural change campaign that helps young people aged 12-20 to negotiate healthy, respectful and consensual relationships.	National	Non Government
Respect program in schools	A program developed by the Department of Education to provide health and wellbeing education, either as part of the curriculum or the school's pastoral care program. From Prep through to Year 12, students will be exposed to learning opportunities that help them build social skills, ethics, respectful relationships and understand consent and the reporting of sexual assault.	State	Government
Child Safe Organisation Training (NAPCAN)	Professional Development workshops for employees who work with child or young people.	National	Non Government
Safeguarding Services (Australian Childhood Foundation)	Certification and Accreditation Programs for organisations.	National	Non Government
Child Safe Standards Training (Child Safe)	Training and workshops for organisations to meet the Child Safe Standards.	National	Non Government
PlayingITsafe (Alannah and Madeline Foundation)	Parent education on online safety delivered virtually.	National	Non Government
Bright Futures (Morcombe Foundation)	National education and training project addressing the issues of problematic and harmful sexual behaviours (PHSB), technology assisted harmful sexual behaviours (TA-HSB) and child sexual exploitation (CSE).	State	Non Government
Project Connect (The Carly Ryan Foundation)	Project Connect aims to assist in equipping students with the skills and knowledge to identify the virtual warning signs in an exciting borderless world.	National	Non Government
Safe4Kids Protective Education Program	The Safe4Kids Protective Education Program is one of the most comprehensive child protection education programs available. It is designed specifically for early years educators in childcare settings, and primary school teachers.	National	Non Government

# Additional primary prevention initiatives

Name	Overview of initiative	National/State	Delivery Organisation (Government/Non Government)
Educate2Empower	Educate2Empower is a book publisher who specialises in children's books on body safety, consent, gender equality, respectful relationships, and social and emotional intelligence.	National	Non Government
Naked Truths (Body Safety Australia)	Naked Truths builds on students' eSafety knowledge by exploring how they use the internet to enact relationships and curiosity about sexual content. Students critically engage with personal values and identity and explore how to have consensual, respectful and healthy relationships online and offline.	State	Non Government
Super Stars (Body Safety Australia)	Super Stars program is designed to empower and educate children to understand and communicate their right to bodily autonomy and equip communities to prevent child sexual abuse.	State	Non Government
Unique You (Body Safety Australia)	Unique you program offers curriculum aligned sexuality education including the role of families, demystifying bodies, conception and birth, and puberty. Through games, guided discussion and storytelling, students reflect on concepts that recognise the diversity of families and values within the school community.	State	Non Government
Protective Behaviours (WA Child Safety Services)	Protective Behaviours is a personal safety program that teaches children skills and strategies to identify and respond to a range of unsafe situations.	State	Non Government
Teen Talk (WA Child Safety Services)	Teen Talk draws on current trends and evidence to teach abuse prevention concepts to adolescents. The program educates and empowers young people to have safe, respectful, and positive online and in-person experiences. Whether you use the Protective Behaviours Program, Keeping Safe Child Protection Curriculum or another abuse prevention program, Teen Talk is ideal to facilitate dialogue with young people about tricky topics.	State	Non Government

A close-up photograph of a young boy with brown hair, smiling and looking slightly to the right. He is wearing a dark blue and white striped shirt. The background is blurred, showing what appears to be a tree trunk.

# Appendix B: Ease of Implementation Methodology

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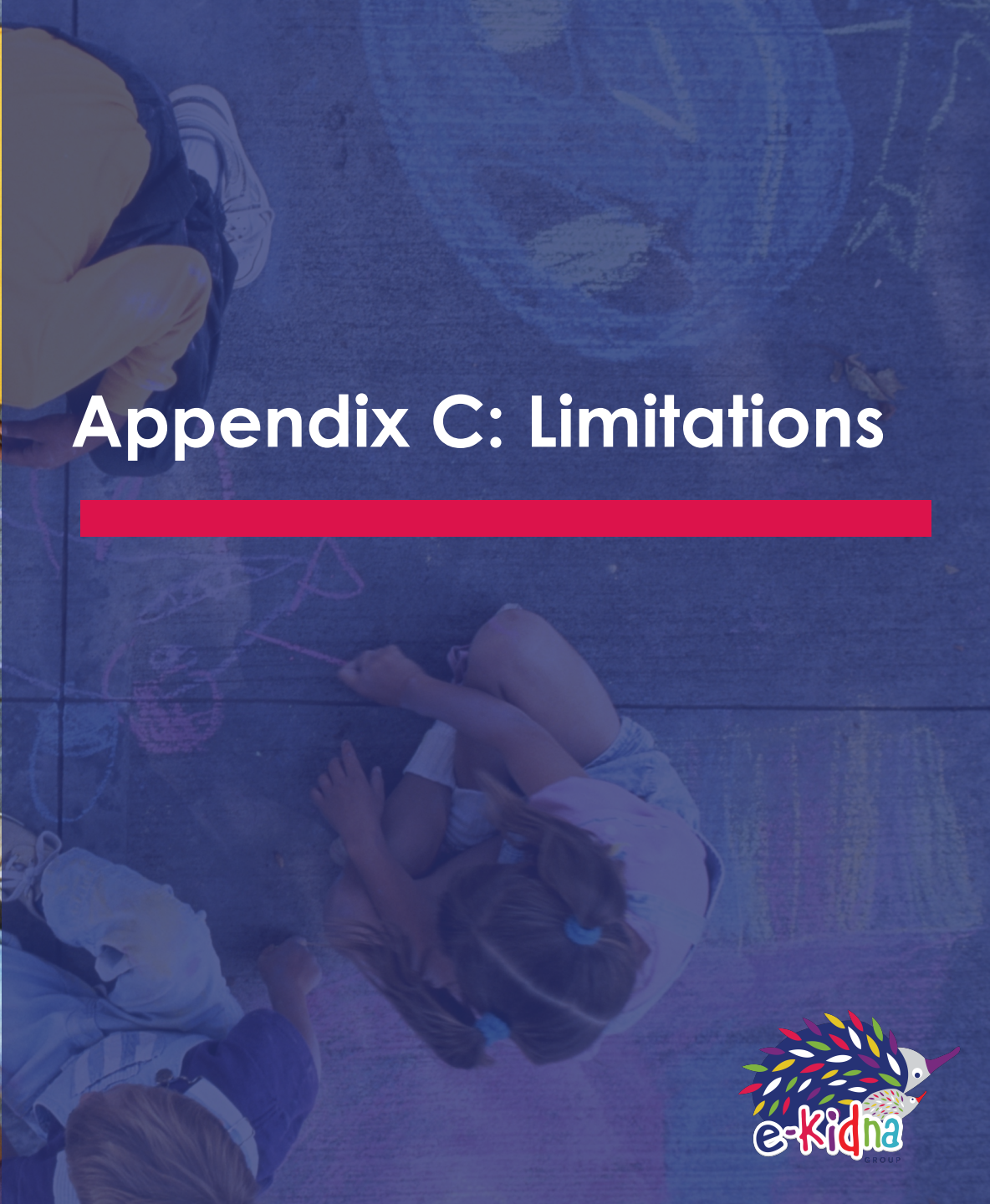
# Appendix: ease of implementation assessment

Assessment for alignment against time horizons

System-wide integration and accountability			Community awareness and capability		
Stakeholder mapping		Horizon 1	Develop a shared and consistent language and theoretical framework		Horizon 1
Establish research agenda		Horizon 1	Develop a National awareness campaign tackling the root causes of CSA to prevent it from ever happening		Horizon 1
Implement research agenda including partnering with research institutes and understanding how to translate research into practice		Horizon 2	Implement a National awareness campaign tackling the root causes of CSA to prevent it from ever happening		Horizon 2
Establish standardised and evidence-based approach to all primary preventions		Horizon 2	<b>Caregiver-focused approach</b>		
Establish a regular monitoring and evaluation process		Horizon 3	Develop an evidence-based framework and approach for primary prevention initiatives that focus on preventing the emergence of sexual offending behaviours, focusing on caregiver education and training		Horizon 1
Lobby for consistent funding, investment and implementation of National strategy to prevent and respond to child sexual abuse		Horizon 2	Implementation plan for caregiver primary prevention education and training		Horizon 2
			Commence caregiver primary prevention initiative		Horizon 3

Low
 Moderate
 High





# Appendix C: Limitations

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# Limitations

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The project does not include:

- Identification of initiatives that are outside of the agreed definitions:
  - **Childhood sexual abuse or CSA** refers to any act which exposes or involves a person under the age of 18 in a sexual process beyond their understanding or contrary to accepted community standards.
  - **Primary Prevention** refers to *actions* that aim to avoid the manifestation of or reduce risk factors of childhood sexual abuse before it arises. We have defined this as preventions that look *only* at CSA, not combined CSA with other forms of child abuse and child maltreatment.
- Documentation or identification of any strategic risk causes, controls and treatments. Should eKidna require support in facilitating these discussions and documenting these risks, a further effort and fee breakdown will be provided.
- Management decision making or implementation of any matters/recommends arising from this work.
- Development of risk management specific to any recommendations that arise from this work.
- There will not be an appraisal of the quality of initiatives or individual studies, as the focus of this project is on mapping and synthesising of the literature and initiatives.