



# Applying norm theory to child sex exploitation and abuse

## Area of focus

Addressing child sexual abuse and sexual exploitation of children

Increasing focus on prevention

Resistant to change

Recognition of need to work differently –  
ineffectiveness of much of the work aimed  
at individual attitudes

**Global: WHO statistics** - 1 and 5 women and 1 in 10 men

**Tanzania CDC/UNICEF VAC Survey 2009**

Girls: 30% Boys 13%

Perpetrators: Dating partners 25-50%; Neighbors 32-16%; Strangers 32-26%; Authority Figures 15-7%; Relatives 7-14%

**Switzerland ((UBS Optimus 2012)**

Sexual Assault 21-8%

Perpetrators: Dating Partners 42%; Known 42%; Stranger 21%; 9%

**Data Challenges**

## Definitional Challenges

- Sexual Abuse
- Sexual Exploitation
- Prostitution
- Pornography
- Transactional Sex
- Trafficking
- Paedophilia
- Street Grooming
- Sexual Violence

Social norms associated with each?

## **Age – perceptions of childhood**

- Legal
- Biological / Developmental
- Social

## **Differences within childhood**

### **Gender**

## **Negative Consequences**

### **Individual**

Developmental

Economic

Social - stigma

Compounded risk (survivor and perpetrator)

### **Societal**

Economic

Intergenerational risks

## **Norms that sustain sexual abuse/violence**

Competing Norms (community harmony/family reputation trumping protecting children)

Gender norms and the socialisation of boys and girls. Impact risks of perpetration and victimisation

Impact of sexualisation of children – perceptions that children are “to blame”.

Double/Triple Whammy (Gender, Age and Power)

Relevant reference groups. Different views.  
Dominant views. Influence of peers.