



**PERCEPTIONS
OF CHILD
ABUSE AND
NEGLECT
IN HAWAI'I**

A Comprehensive Study
of Hawai'i Residents

July 2011



HAWAI'I CHILDREN'S
TRUST FUND



This report was made possible by a partnership between
the Hawai'i Children's Trust Fund and Joyful Heart Foundation.

To download a copy of this report or for more information about the Hawai'i Children's Trust Fund and Joyful Heart partnership, please visit www.joyfulheartfoundation.org/OneStrongOhana.



HAWAII CHILDREN'S
TRUST FUND

ABOUT

The Hawai'i Children's Trust Fund

Investing in 'Ohana for a stronger Hawai'i

The Hawai'i Children's Trust Fund (HCTF) was established in 1993 by state legislation as both a permanent endowment and public-private partnership. The mission of the Hawai'i Children's Trust Fund is to strengthen families, prevent child abuse and neglect and promote the development of healthy children in the state of Hawai'i.

Healthy families provide the foundation for our community and are the seam of our social fabric. The trust fund focuses on grantmaking, training and technical assistance of service providers, advocacy and increasing public awareness on the prevention of child abuse and neglect. Over the past 15 years, the Hawai'i Children's Trust Fund has awarded \$6.6 million to support 149 programs and projects across the state that work with children and families.

To support the Hawai'i Children's Trust Fund Public Awareness Campaign, over one million dollars and invaluable in-kind resources will be dedicated to this effort over the next two years from 2011 – 2013. The campaign will partner with dozens of service providers, agencies and caregivers in Hawai'i who provide support to individuals and families.

Statewide research by the Joyful Heart Foundation shows that Hawai'i residents recognize child abuse and neglect as a problem and are willing to do something about it. However, misperceptions about the signs of abuse exist, and suggestions on how residents can help strengthen families are needed.

To address this issue, the Hawai'i Children's Trust Fund, in partnership with the Joyful Heart Foundation, will launch a public awareness campaign designed to educate residents on how they can prevent child abuse and neglect, ultimately creating stronger families in Hawai'i.

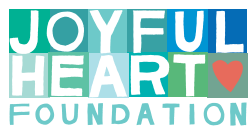
The messaging of the campaign will focus on how residents can increase the health and well-being of children and families using a strengths-based approach grounded in research and best practices.

The campaign will launch in late 2011 and will consist of public service announcements, online communications, grassroots community outreach and events.

To join the Trust Fund in this exciting effort, anyone interested in preventing child abuse and neglect and strengthening families in Hawai'i is invited to join the Hawai'i Children's Trust Fund's Coalition.

For more information, please contact hctfcoalition@yahoo.com.

Hawai'i Children's Trust Fund is also on Twitter at www.twitter.com/HawaiiCTF and on Facebook at www.fb.com/HawaiiCTF.



ABOUT

The Joyful Heart Foundation

When Mariska Hargitay began playing Detective Olivia Benson on *Law & Order: Special Victims Unit* over a decade ago, the content of the scripts opened her eyes to the epidemics of sexual assault, domestic violence and child abuse. What she learned was staggering. But what really opened her eyes—and subsequently, her heart—was the fan mail she received. The letters didn't say, "I love your show. Can you send me an autographed picture?" They said, "I was abused by my uncle from when I was eight to fifteen. I'm forty now and I've never told anyone." Victims were disclosing their stories to her, many for the first time.

In 2004, Mariska founded Joyful Heart on Hawai'i Island with the intention of helping survivors heal and reclaim their lives. It was in Hawai'i that Mariska first experienced her own heart awakening—a powerful, healing connection to her own potential. Her vision for Joyful Heart was born. She committed to sharing her experience by creating opportunities for survivors to heal mind, body and spirit, and also to foster programs and collaboration that would support the local community.

Today, Joyful Heart's mission is to heal, educate and empower survivors of sexual assault, domestic violence and child abuse, and to shed light into the darkness that surrounds these issues. We work both nationally as well as locally in our three geographic hubs of Hawai'i, New York and Los Angeles.

Nationally, we are expanding our efforts to heal and empower survivors with a renewed focus in

three key areas. We are developing wellness programs that are replicable and scalable so that we can help effect the transformation of our entire movement and encourage a holistic approach to trauma recovery. We're forming partnerships to develop education and awareness campaigns that enlighten and engage the general public about the issues we seek to address. We're also promoting advocacy and policy initiatives that will transform society's response to violence and abuse.

In Hawai'i, we're excited to expand our efforts and are relocating our primary location to Honolulu to best serve new statewide initiatives. Over the last seven years, Joyful Heart has invested over \$3 million in innovative programs, coalition building and partnerships throughout the state, and has directly served nearly 3,000 residents. Every dollar raised in Hawai'i has been reinvested in Hawai'i to serve local communities and families.

In 2010, Joyful Heart proudly joined in a groundbreaking partnership with the Hawai'i Children's Trust Fund to collaborate on the largest-ever child abuse prevention and public awareness campaign in the state. Through our partnership, Joyful Heart commissioned this research on public perceptions of child abuse and neglect in Hawai'i.

To learn more about Joyful Heart, please visit us at www.joyfulheartfoundation.org. Find us on Facebook at [www.fb.com/joyfulheart](https://www.facebook.com/joyfulheart) or follow us on Twitter on [@TheJHF](https://twitter.com/TheJHF).

INTRODUCTION

Each day, nearly four children in the United States die as a result of child abuse and neglect. More than three-quarters of these children are under the age of five—and more than 40 percent of young victims won't live to see their first birthday. Over 15 million children witness violence and abuse in their homes each year.

Those who do survive the abuse are likely to experience lasting effects. Research has found that abused and neglected children are at least 25 percent more likely to experience problems including delinquency, teen pregnancy, low academic achievement, drug use and mental health issues.

Over the years, we have learned that there are many risk factors that contribute to the prevalence of child abuse and neglect. There are also many factors that contribute to reducing harm and increasing the health and well-being of children and families. Research has shown that knowledge of parenting and child development, fostering nurturing and attachment, building parental resilience, developing social connections with at-risk families and providing concrete support for caretakers can help reduce incidence of abuse and neglect. And we do this work with that in mind.

At Joyful Heart, we believe that through intervention and holistic support services, education and awareness, community engagement and public-private partnerships, we can collectively work to end the cycle of violence and abuse.

Through our collective participation in research studies and public awareness campaigns, we have long been involved in spreading awareness of the signs of child abuse and neglect and inspiring public dialogue and engagement about this issue. Mariska was deeply touched by the tragic reality of child abuse and neglect in 2006 when a 7-year-old girl named Nixzmary Brown was beaten to death in Nixzmary's home in Brooklyn, New York. She weighed just 36 pounds. She had missed weeks of school in the months leading up to her death. She often had cuts and bruises and vague explanations—another fall, another accident. Home was a horror for Nixzmary, but somehow, so many caring adults in her community missed the signs of her abuse. In response, Mariska became the face of an extensive public awareness campaign in March of 2006, which proclaimed a compelling rallying cry: *Turn Your Outrage and Grief Into Action*.

Joyful Heart evolved its mission in 2008 to include child abuse and neglect to reflect Mariska's activism as part of our rapidly growing education and awareness work in this area. Later that year, Mariska partnered with *Redbook* magazine on a special child abuse awareness issue, and Joyful Heart joined Hope Shining, a national initiative to increase awareness, prevention and support services for children, families and communities affected by violence and abuse. As a Hope Shining Alliance Member, Joyful Heart released child abuse research in Los Angeles and secured Los Angeles-based public awareness media placements for the campaign.

As Hope Shining was launching nationally in 2008, the State of Hawai'i Department of Human Services also released its own local research around child abuse, which indicated that 4,628 reports of child abuse were made to Child Welfare Services. As a result of these reports, an estimated 1,850 children (or 40 percent) were found to be victims of child abuse and neglect. Of these reports, 30 percent of the children were neglected, 24 percent were physically abused, 32 percent were sexually abused, and 41 percent were emotionally maltreated. According to a U.S. Department of Health and Human Services report and the statistics provided by the Hawai'i Department of Human Services, the national average for cases where abuse is perpetrated by a parent is 79.9 percent, while the rate in Hawai'i is 90.1 percent.

We are privileged now to turn our attention and resources to child abuse prevention and awareness efforts in Hawai'i, the birthplace of Joyful Heart.

In 2010, we joined in a groundbreaking partnership with the Hawai'i Children's Trust Fund (HCTF) to study the feasibility of building the most comprehensive child abuse prevention public awareness campaign in the state of Hawai'i. Through this partnership, Joyful Heart commissioned research demonstrating the prevalence of child abuse in Hawai'i. We are excited to share the results of that effort with you in this report. Among many detailed findings, you'll learn that despite high incidence of child abuse and neglect, a majority of Hawai'i residents have a low awareness of the state's level of child abuse and neglect—and many people are uncertain of how to prevent or report the abuse. We hope it will serve as a guide as the campaign evolves over the next three years and ignite greater community involvement in helping to strengthen families.

Mahalo for committing your time and energy toward this effort. And we cannot say how grateful we are that you have chosen to stand with us and—most importantly—with children and families from across Hawai'i as we work to build safer futures for all.



With deep aloha and gratitude,

Mariska Hargitay
Founder & President
Joyful Heart Foundation

Maile Zambuto
Chief Executive Officer
Joyful Heart Foundation

OVERVIEW:

Child Abuse and Neglect

Child abuse, or child maltreatment, is an act by a parent or caretaker that results in or allows the child to be subjected to death, physical injury, sexual assault or emotional harm. Emotional abuse, neglect, physical abuse and sexual abuse are all different forms of child abuse.

When children are abused or witness violence in their homes, it can be a horrifying and confusing experience. Frequently, children do not yet have the words to articulate the abuse and their feelings toward it. Many times, they internalize the effects and blame themselves for the abuse. The result, tragically, is that children become withdrawn, wondering why the abuse happened or whether it will happen again. And too often, they are powerless to do anything about it.

WHAT IS CHILD ABUSE?

Definitions of child abuse and neglect vary by state, but the Federal Child Abuse Prevention and Treatment Act sets forth these minimum standards:

- Any recent act or failure to act on the part of a parent or caretaker which results in death, serious physical or emotional harm, sexual abuse or exploitation; or
- An act or failure to act that presents an imminent risk of serious harm.

Emotional abuse, neglect, physical abuse and sexual abuse are all different forms of child abuse and each can be equally traumatic.

PHYSICAL ABUSE is non-accidental physical injury (ranging from minor bruises to severe fractures or death) as a result of punching, beating, kicking, biting, shaking, throwing, stabbing, choking, hitting (with a hand, stick, strap or other object), burning or otherwise harming a child, that is inflicted by a parent, caregiver or other person who has responsibility for the child. Such injury is considered abuse regardless of whether the caregiver intended to hurt the child.

EMOTIONAL ABUSE is a pattern of behavior that impairs a child's emotional development or sense of self-worth, and it is almost always present when other forms of abuse are identified. This may include constant criticism, threats or rejection, as well as withholding love, support or guidance. Emotional abuse is often difficult to prove and, therefore, Child Protective Services may not be able to intervene without clear evidence of harm to the child.

NEGLECT is failure to provide for a child's basic needs. Neglect may be:

- PHYSICAL (e.g., failure to provide necessary food or shelter, or lack of appropriate supervision)
- MEDICAL (e.g., failure to provide necessary medical or mental health treatment)
- EDUCATIONAL (e.g., failure to educate a child or attend to special education needs)
- EMOTIONAL (e.g., inattention to a child's emotional needs, failure to provide psychological care or permitting the child to use alcohol or other drugs)

SEXUAL ABUSE is a form of child abuse that includes any sexual act performed with a child by an adult or older child, with or without force or the threat of force. It may start as seemingly innocent touching and progress to more serious acts, including verbal seduction or abuse, anal or vaginal intercourse, oral sex, sodomy, manual stimulation, direct threats, implied threats or other forms of abuse. An abuser may be a stranger to a child, but statistics show that abusers are much more likely to be a familiar presence in a child's life, such as a family member, family friend, neighbor, babysitter, religious or youth group leader, teacher or anyone with a power advantage over the child.

*Source: *Child Welfare Information Gateway, www.childwelfare.gov.*

PROTECTIVE FACTORS FOR STRENGTHENING FAMILIES

Protective factors are conditions in families and communities that, when present, increase the health and well-being of children and families. They are attributes that serve as buffers, helping parents who might otherwise be at risk of abusing their children to find resources, supports or coping strategies that allow them to parent effectively, even under stress.



For years, researchers have been studying both the risk factors common among families experiencing abuse and neglect and those factors that protect families who are under stress. There is a growing interest in understanding the complex ways in which these risk and protective factors interact, within the context of a child's family, community and society, to affect both the incidence and consequences of abuse and neglect.

WHY FOCUS ON PROMOTING PROTECTIVE FACTORS?

Research has found that successful interventions must both reduce risk factors and promote protective factors to ensure the well-being of children and families. Focusing on promoting protective factors is a more productive approach than reducing risk factors alone.

- Protective factors are positive attributes that strengthen all families. A universal approach helps get needed support to families who may not meet the criteria for “at-risk” services, but who are dealing with stressors that could lead them to abuse or neglect.
- Focusing on protective factors, which are attributes that families themselves often want to build, helps service providers develop positive relationships with parents. Parents then feel more comfortable seeking out extra support if needed. This positive relationship is especially critical for parents who may be reluctant to disclose concerns or identify behaviors or circumstances that may place their families at risk.

- When service providers work with families to increase protective factors, they also help families build and draw on natural support networks within their families and communities. These networks are critical to families' long-term success.

WHICH PROTECTIVE FACTORS ARE MOST IMPORTANT?

Research has also shown that the following protective factors are linked to a lower incidence of child abuse and neglect:

- **NURTURING AND ATTACHMENT.** A child's early experience of being nurtured and developing a bond with a caring adult affects all aspects of behavior and development. When parents and children have strong, warm feelings for one another, children develop trust that their parents will provide what they need to thrive, including love, acceptance, positive guidance and protection.
- **KNOWLEDGE OF PARENTING AND OF CHILD AND YOUTH DEVELOPMENT.** Discipline is both more effective and more nurturing when parents know how to set and enforce limits and encourage appropriate behaviors based on the child's age and level of development. Parents who understand how children grow and develop can provide an environment where children can live up to their potential. Child abuse and neglect are often associated with a lack of understanding of basic child development or an inability to put that knowledge into action. Timely mentoring, coaching, advice and practice may be more useful to parents than information alone.
- **PARENTAL RESILIENCE.** Resilience is the ability to handle everyday stressors and recover from occasional crises. Parents who are emotionally resilient have a positive attitude, creatively solve problems, effectively address challenges and are less likely to direct anger and frustration at their children. In addition, these parents are aware of their own challenges—for example, those arising from inappropriate parenting they received as children—and accept help and/or counseling when needed.
- **SOCIAL CONNECTIONS.** Evidence links social isolation and perceived lack of support to child maltreatment. Trusted and caring family and friends





provide emotional support to parents by offering encouragement and assistance in facing the daily challenges of raising a family. Supportive adults in the family and the community can model alternative parenting styles and can serve as resources for parents when they need help.

- **CONCRETE SUPPORTS FOR PARENTS.** Many factors beyond the parent-child relationship affect a family's ability to care for their children. Parents need basic resources such as food, clothing, housing, transportation and access to essential services that address family-specific needs (such as child care and health care) to ensure the health and well-being of children. Some families may also need support connecting to social services such as alcohol and drug treatment, domestic violence counseling or public benefits. Providing or connecting families to the concrete supports that families need is critical. These combined efforts help families cope with stress and prevent situations where maltreatment could occur.

These protective factors are critical for all parents and caregivers, regardless of the child's age, sex, ethnicity or racial heritage, economic status, special needs or whether he or she is raised by a single, married or divorced parent, or other caregivers. All of these factors work together to reinforce each other; for example, parents are more likely to be resilient in times of stress when they have social connections and a strong attachment to their child. Protective factors can provide a helpful conceptual framework for guiding any provider's work with children and their families.

*Source: *Strengthening Families and Communities, 2011 Resource Guide*; www.childwelfare.gov/preventing

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This survey was conducted by



WARD RESEARCH
INCORPORATED

OBJECTIVES & METHODOLOGY

The overall objective of this research was:

TO MEASURE THE PERCEPTIONS AND UNDERSTANDING OF CHILD ABUSE AND NEGLECT IN HAWAI'I AND ANY INFLUENCING FACTORS IN HELPING VICTIMS.

Specifically, the research sought to answer these questions:

- What is the prevalence of and level of concern for child abuse and neglect (CAN)?
- What is the current level of knowledge and understanding about CAN?
- How do social factors and current knowledge and understanding of CAN influence the likelihood of a witness or bystander seeking help for the victim and/or family?
- What factors and attributes contribute the most to the likelihood of a witness or bystander seeking help for the victim and/or family?
- How may programs educate and influence these factors in order to promote witnesses or bystanders to get involved and/or seek help to prevent or remedy CAN?
- What role, if any, do demographics play in the understanding of CAN and the likelihood of witnesses or bystanders getting involved?

METHODOLOGY

A 16-minute telephone survey was conducted among a total of n=702 Hawai'i residents 18 years old or older. The maximum margin of error is +/- 3.7% at 95% confidence level. All Hawai'i counties and lower income households (under \$25,000 annual household income) were targeted in this study. An oversampling of lower income households was included to ensure an adequate sample size (minimum n=200) for analysis. The table below presents the sample size of various segments targeted in the study.

Segment

	Sample Size	Margin of Error ¹
Honolulu County	300	+/-5.7%
Maui County	100	9.8%
Kaua'i County	100	9.8%
Hawai'i County	100	9.8%
Total General Population	600	4.0%
<\$25,000 household income	202	6.9%

1. Maximum margin of error at 95% confidence level.

To ensure a representative sample, 20% of the final sample (n=144) included households without landline service (confirmed via screening). Respondents who completed the survey via cell phone were given a \$10 incentive for participating. Incentives were sent via U.S. Mail or PayPal, as requested by the participant.

The Random Digit Dialing (RDD) method was used to generate the majority of calls. Ward Research also purchased lists of Hawai'i cell phone numbers and households with income of less than \$25,000 from Marketing Sciences Group, a reputable market research sample provider, to target these two segments.

Surveys were completed between June 28 and July 20, 2010, from the Ward Research Calling Center located in Downtown Honolulu between 4 p.m. and 8 p.m. Monday through Friday, and 9 a.m. and 4 p.m. Saturday and Sunday

Quotas set during fielding resulted in demographic profiles (by gender, ethnicity and age) that match the U.S. Census 2000 data for the State of Hawai'i and each of the four counties (Honolulu, Maui, Kaua'i, and Hawai'i). Weighting was applied to further balance the general population (n=600) segment to ensure a more accurate representation. The tables below present survey respondent demographics compared to the U.S. Census 2000.

Age

	Survey	Census
18 to 24	10%	12%
25 to 34	14	19
45 to 44	19	21
45 to 44	23	19
55 to 64	18	12
65 and older	15	18
Refused	1	—
Mean	47 yrs old	44 yrs old
Base	(600)	

Household Income

	Survey	Census
Under \$15,000	7%	1%
\$15,000 to under \$25,000	7	7
\$25,000 to under \$35,000	8	8
\$35,000 to under \$50,000	13	14
\$50,000 to under \$75,000	16	20
\$75,000 to under \$100,000	15	14
\$100,000 to under \$150,000	12	15
\$150,000 and above	7	10
Prefer not to say	15	—
Median	\$58,600	\$61,160

Ethnicity

	Survey	Census ¹
Caucasian	28%	39%
Chinese-American	5	14
Filipino-American	15	23
Hawaiian/part-Hawaiian	17	23
Japanese-American	22	24
Mixed	6	—
African-American	1	3
Other	4	9
Refused	1	—

1. Census ethnicity data includes percentages of ethnicities alone or in combination with others

Immigration Status

	Survey	Census
U.S. Born	85%	82%
Immigrant	15	19

Year Began Living in U.S.

	Survey	Census
1950 to 1959	9%	26%
1960 to 1969	8	
1970 to 1979	17	
1980 to 1989	16	20
1990 to 1999	22	19
2000 to present	29	21
Base (among immigrants only)	(90)	

Gender

	Survey	Census
Male	46%	50%
Female	54	50

Children under 18 years old

Children under 18 years old	Survey	Census
None	60%	66%
1	17	34
2	14	
3	5	
4	2	
5	1	
Prefer not to answer	<1	
Base	(600)	

Age of Children under 18 years old

	Survey	Census
1 to 4	45%	Not Available
5 to 9	50	
10 to 14	55	
15 to 17	38	
Prefer not to answer	<1	

Level of Education

	Survey	Census
Less than high school	3%	10%
High school graduate or G.E.D.	24	29
Some college/Associate's degree	25	32
Trade school	2	
College graduate	30	19
Post college graduate (Masters and higher)	15	10
Refused	<1	

Island

	Survey	Census
O'ahu	73%	71%
Maui	9	11
Lana'i	<1	
Moloka'i	1	
Hawai'i	12	13
Kaua'i	5	5
Base	(600)	

RESEARCH SUMMARY

This summarizes findings from a telephone survey of n=702 Hawai'i residents 18 years old and older. A 16-minute survey was conducted by Ward Research among households with and without a landline telephone. The maximum margin of error is +/- 3.7% at 95% confidence level. All results are representative of state and county demographics based on the U.S. Census.

PREVALENCE & COMMUNITY CONCERN

- Four in ten (39%) Hawai'i residents know someone who has been abused or neglected; and 9% reported to be a victim of abuse or neglect themselves.

Residents Who Know Someone Who Has Been Abused or Neglected

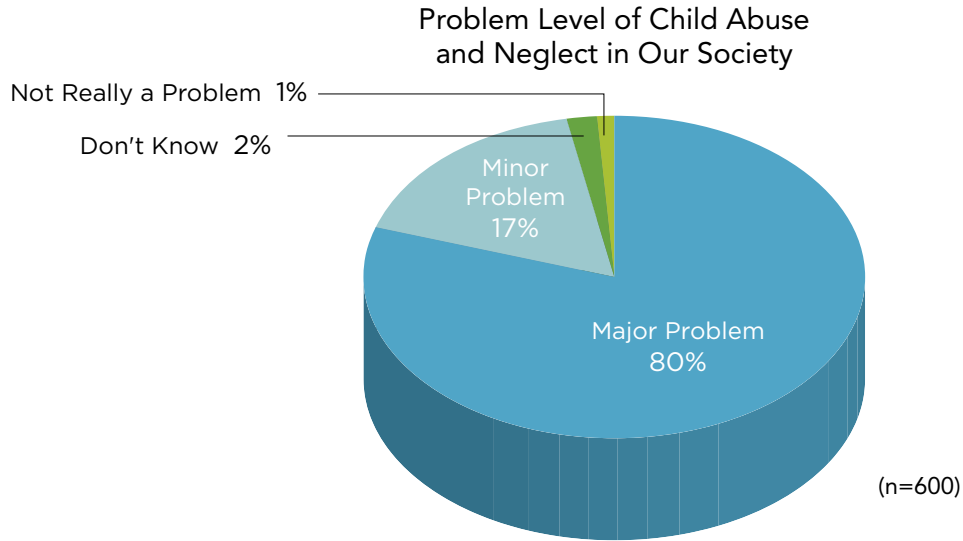


Residents Who Have Experienced Abuse or Neglect Themselves



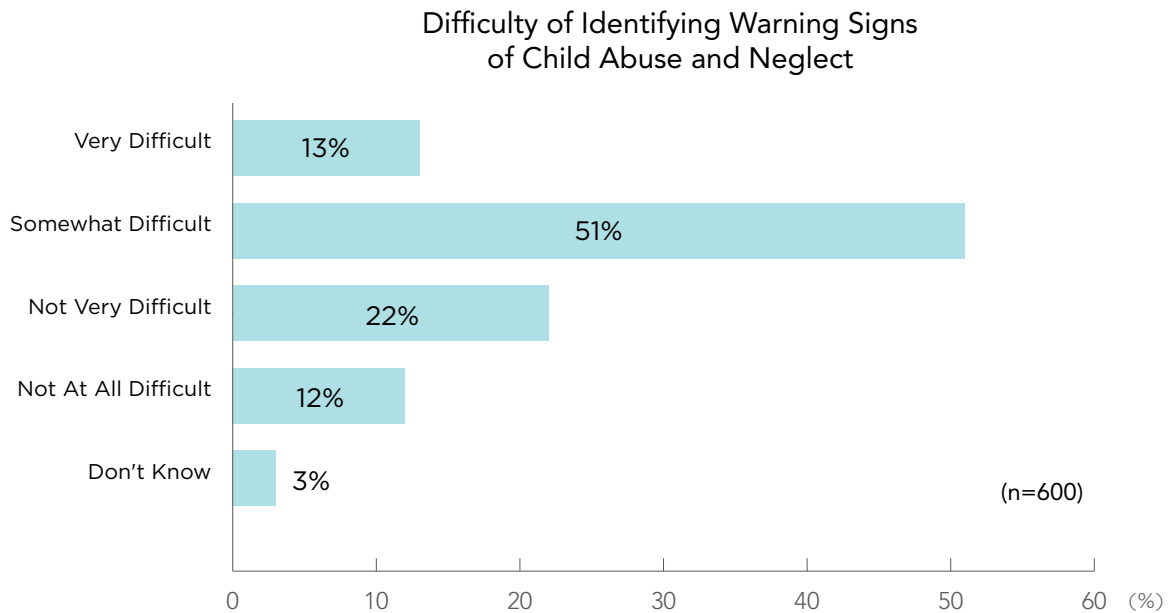
- Among those who know someone who has been abused, the victim was most commonly a friend/acquaintance (55%) or family member (43%).

- Although 80% believe child abuse and neglect is a major problem in society, 17% stated it is a minor problem, with higher income households (\$100k+) and men being more likely than others to believe it is only a minor problem.

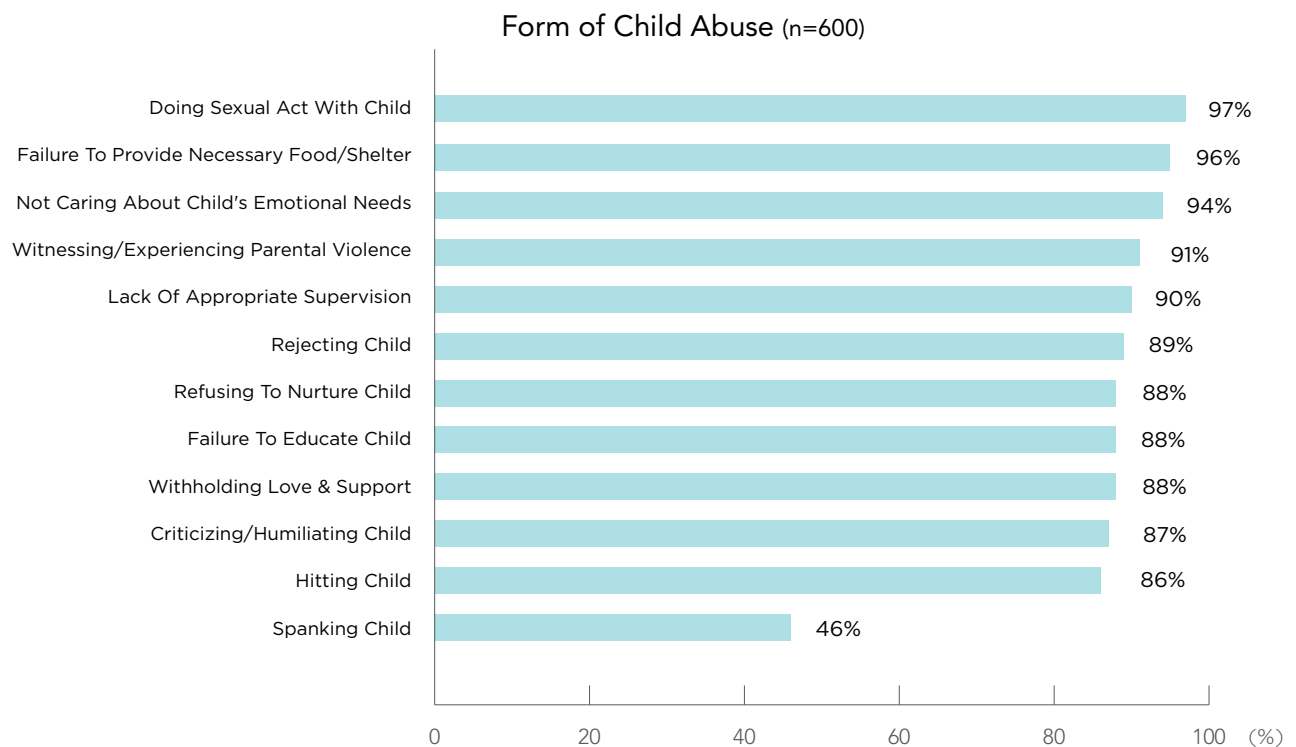


KNOWLEDGE OF & ABILITY TO IDENTIFY THE SIGNS

- Two-thirds (64%) of residents find it somewhat or very difficult to identify warning signs of child abuse and neglect.



- Men, Caucasians and Japanese-Americans felt it was more difficult to identify the signs compared to their counterparts.
- Almost all respondents correctly identified most forms of abuse and neglect. Emotional abuse and some forms of neglect were slightly less likely to be considered abuse. Additionally, only 46% felt that spanking was child abuse.

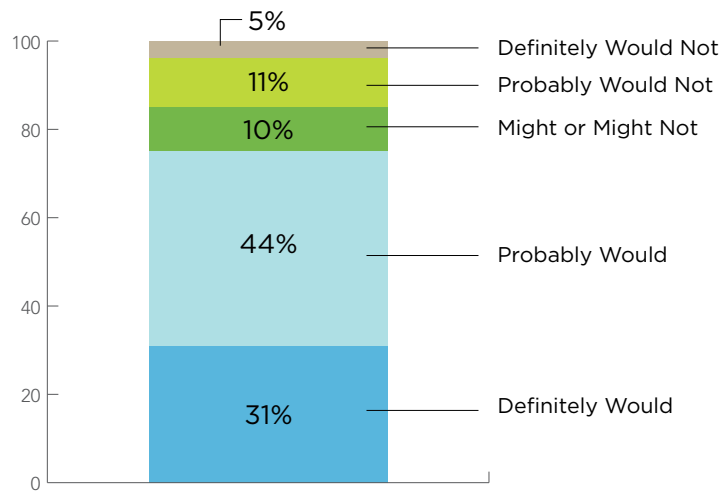


- The following are segments of the population that displayed a LOWER level of understanding about forms of child abuse, being less likely than their counterparts to consider some actions abuse or neglect.
 - ➔ Men have less understanding of emotional abuse and neglect compared to women.
 - ➔ O’ahu residents have less understanding of emotional abuse compared to NI’s.
 - ➔ Immigrants have less understanding of emotional abuse compared to US born residents.
 - ➔ Better educated (more than high school) and Kua’i residents are less likely to consider spanking a form of abuse.

REPORTING & GETTING INVOLVED

- Three out of four (75%) people in Hawai'i say they would try to talk to someone else if they thought that a child they **did not know** very well was being abused. Thirty-two percent of these people talk to their friends; 22% talk to their families; 16% talk to the abused child's family; 12% talk to their husband, wife or partner; 11% talk to a social service agency; 5% say they would talk to CWS.

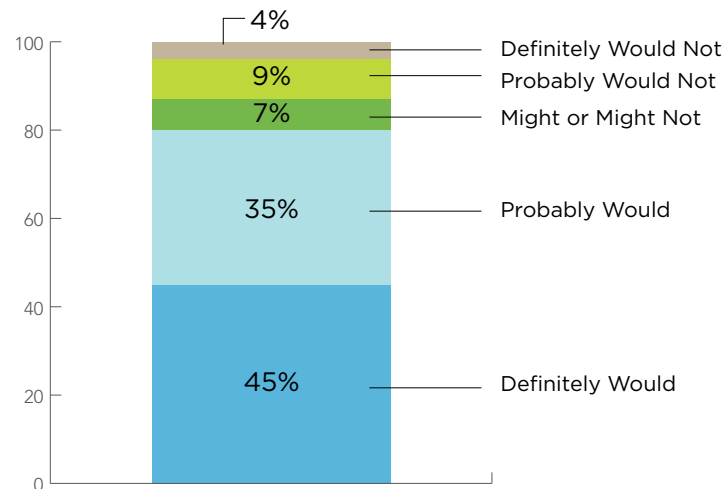
Likelihood of Taking Certain Action If You Thought A Child You Did Not Know Very Well Is Being Abused



- Two-thirds of residents stated they probably or definitely would call CWS (67%) or the police (69%) if they thought a child they **did not know** very well was being abused.
 - ➔ The likelihood of talking to the child or perpetrator was significantly lower compared to calling authorities.

- Four out of five (80%) people in Hawai'i say they would try to talk to someone else if they thought that a child they **did know** very well was being abused.

Likelihood of Taking Certain Action If You Thought A Child You Did Know Very Well Is Being Abused

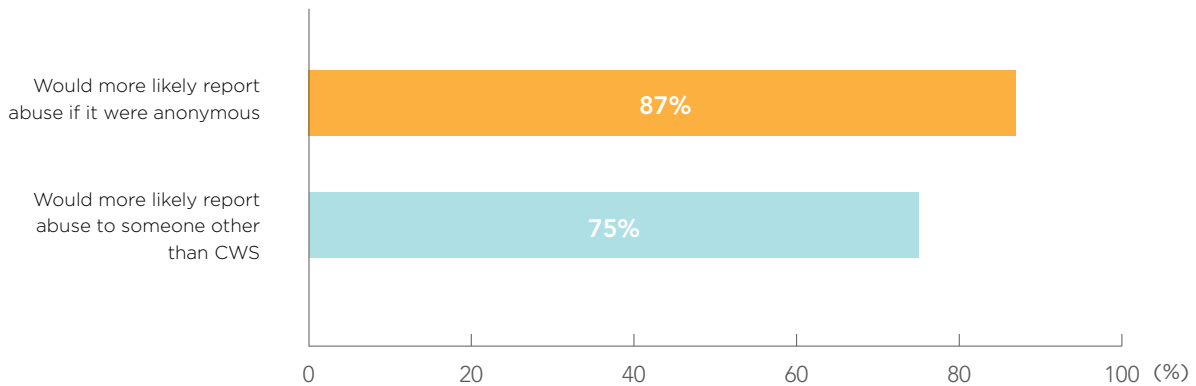


- Slightly more residents stated they probably or definitely would call CWS (76%) or the police (72%) if they thought a child they **did know** very well was being abused.
 - ➔ Residents were much more likely to talk to the child or perpetrator if they know the child being abused.
- Several significant differences were found between segments in terms of perceptions and attitudes about CAN and CWS.
 - ➔ In general, Japanese-American residents were less likely than other ethnicities to agree to social connection-related statements. Japanese-American residents were also more likely to be private and less interested in getting involved in others' business.
 - ➔ Caucasians tend to have a more positive perception of CWS compared to other ethnicities.
 - ➔ Neighbor island residents have higher levels of social connectedness, on average. However, Kaua'i residents tend to be a bit more private, less willing to get involved, and display less of an understanding of what constitutes abuse.
 - ➔ While those who are less educated and have lower household incomes tend to be more open and socially connected, they have more negative perceptions of CWS than do their counterparts.
 - ➔ Those who do not know anyone who has experienced CAN also have more negative perceptions of CWS than do their counterparts, and they generally are less interested in getting involved in others' business or family affairs.

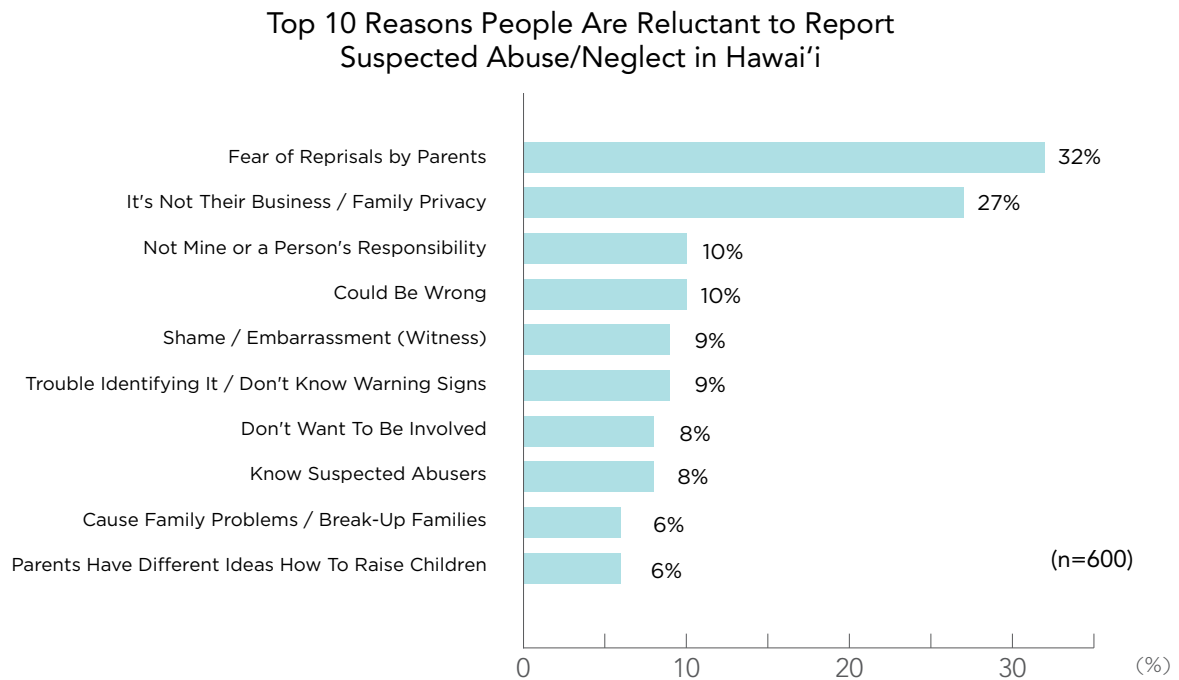
- The segments of the population that were more likely to intervene when faced with a child being abused were:
 - ➔ <\$25,000 household income
 - ➔ Less than a post-graduate degree
 - ➔ Have children under 18
 - ➔ Live in Maui County.

- Knowledge of the ability to report child abuse and neglect anonymously might greatly increase the likelihood that suspected abuse would be reported.
 - ➔ 87% of residents said that knowing they could report suspected child abuse/neglect anonymously made them more likely to report it.
 - ➔ 75% of respondents would be more likely to report suspected child abuse/neglect if they could call someone other than CWS.

Factors That Increase Likelihood of Bystanders Seeking Help When Abuse or Neglect Is Suspected



- Residents expressed that fear of reprisals or other actions from parents was the leading reason they were reluctant to report suspected child abuse/neglect. Other reasons cited included that they felt it was “not their business,” concern they could be mistaken, trouble identifying the signs of abuse, and concern about breaking up families.



PERCEPTIONS & ATTITUDES ABOUT PROTECTIVE FACTORS

- A factor analysis and multiple regression analysis, using the stepwise procedure, was completed using the composite score, Intervention, as the dependent variable.
 - ➔ The regression analysis resulted in $R^2 = 0.160$, far below the industry standard of 0.60. The attributes and demographics included in this study account for only a small portion of what influences someone to seek help for CAN victims. It appears, then, that there are a significant number of other factors that were not included in the survey that impact CAN intervention. Further thought should be put into what these missing factors may be.

- The correlation analysis between dependent and independent variables resulted in fairly weak relationships between factors and independent variables. Although it is not a very strong relationship, the most significant relationship was found between family support and the composite outcome measure, Intervention, (0.331) lending support to the Social Connections Protective Factor. The attributes that make up the Family Support Factor are shown below.

FAMILY SUPPORT FACTOR

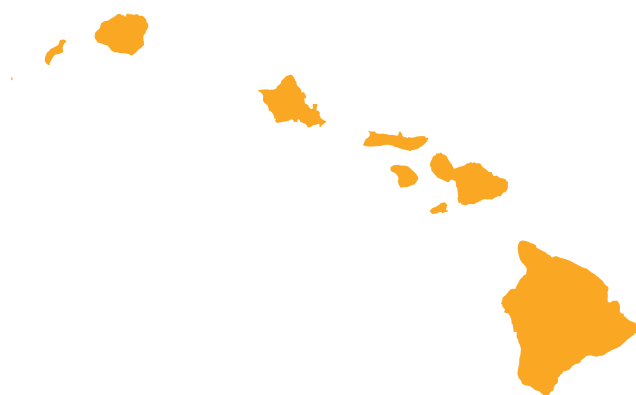
- ➔ I treat everyone like they are my family, even if I don't know someone very well.
 - ➔ I treat all children like I truly am their auntie or uncle.
 - ➔ My friends and family come to me for support or guidance when they are having problems or issues.
 - ➔ It's OK to report possible child abuse or neglect even if you might be wrong.
- The attributes that make up the Social Connections Protective Factor are very similar to the derived Family Support Factor above. These attributes are shown below.

SOCIAL CONNECTIONS

- ➔ Child abuse and neglect can be prevented by listening to and offering emotional support to the parent or caregiver.
- ➔ I treat everyone like they are family, even if I don't know someone very well.
- ➔ I treat all children like I truly am their auntie/uncle.
- ➔ My friends and family come to me for support or guidance when they are having problems or issues.
- ➔ I have a lot of stressful or negative experiences with my friends or family.

TOP LINE REPORT

Child Abuse and Neglect in The State of Hawai'i



KEY FINDINGS

A new unprecedented statewide research survey on child abuse and neglect in Hawai'i reveals that child abuse is a pervasive and serious issue. Nearly 40% of residents know a victim of child abuse, 9% say they experienced abuse themselves, and 80% of residents think child abuse is a major problem in society.

The survey reveals that residents are misinformed about what child abuse and neglect is and what the signs are to identify it. Sixty-four percent of residents say that it is difficult to identify warning signs of child abuse and neglect and 76% of residents believe that there are times when spanking is okay to discipline a child.

Additionally, the survey shows that a majority of residents fear that there will be revenge if they do report abuse. Fifty-eight percent of residents believe that there may be family revenge if they report, and 87% of residents said that knowing they could report abuse anonymously makes them more likely to report.

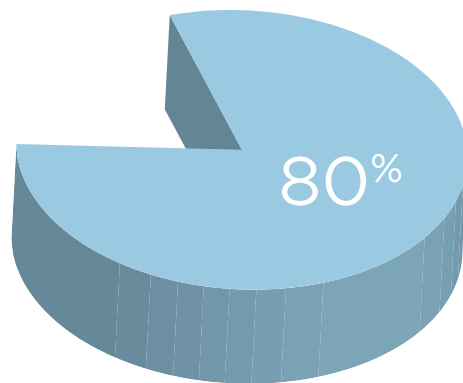
When asked what they would do if they suspected abuse, 75% of residents said they would likely talk to someone if they thought a child was being abused. At the top of the list were their friends and coworkers, followed by their families. Fifth on the list was a "social service agency;" seventh was the police and tenth on the list was CWS.

The survey shows that Hawai'i residents have a low level of knowledge and understanding about child abuse and neglect. It is clear that there is an opportunity to better educate the public about this important issue. People need basic information to be equipped to help, and misperceptions and fears about reporting abuse to CWS need to be addressed.

CHILD ABUSE IS A SIGNIFICANT AND WIDESPREAD PROBLEM IN HAWAII

- Nearly 4 in 10 people in Hawaii (39%) say they know a victim of child abuse.
- 80% of Hawaii state residents say that child abuse is a major problem in society.

Residents Who Believe Child Abuse Is a Major Problem



Child abuse is a personal issue for many residents of Hawaii. Nearly 1 in 10 adults in Hawaii (9%) say they were abused as children.

- In Hawaii, 1 in 5 people (22%) say they know a friend who has been a victim of abuse; nearly 1 in 5 (17%) say they have a relative who has been abused.

MANY PEOPLE IN HAWAII ARE MISINFORMED ABOUT WHAT CHILD ABUSE AND NEGLECT IS AND WHAT THE SIGNS ARE TO IDENTIFY IT.

- 64% of residents say that it is difficult to identify warning signs of child abuse and neglect.
- 45% of residents—almost half polled—believe that children can do things to prevent abuse.
- 76% of residents believe that there are times when spanking is okay to discipline a child.

A MAJORITY OF RESIDENTS HAVE MISPERCEPTIONS ABOUT WHAT HAPPENS IF THEY DO REPORT ABUSE

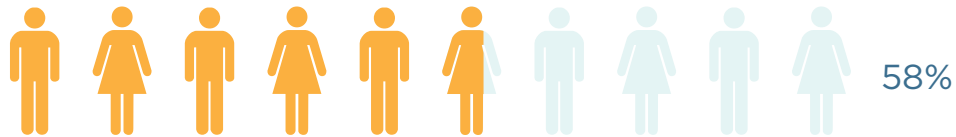
- 81% of residents believe to some degree that the person who reports to CWS will probably be involved in the case.



- 76% of residents believe that children can be taken out of their homes once the call is made.



- 58% of residents believe that there may be family revenge if they report.



- 49% of residents believe that calling child services can cause more problems for the family.



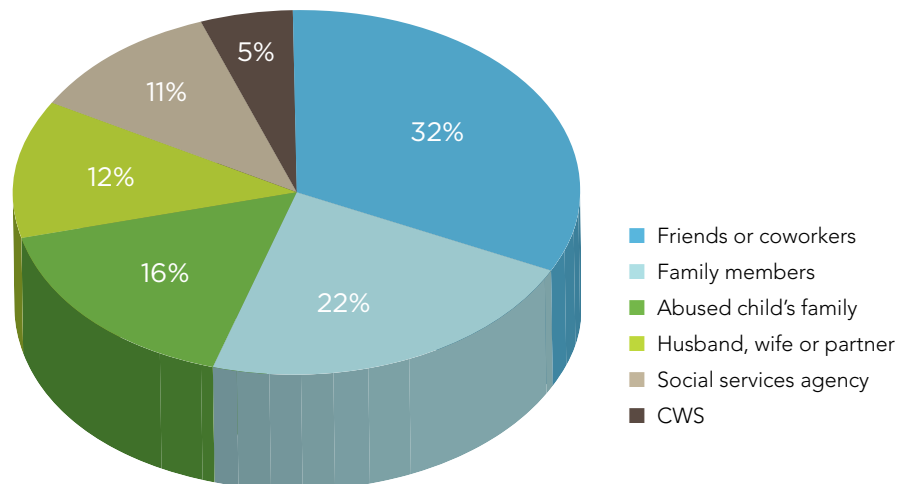
THE MAJORITY OF PEOPLE SAY THEY WOULD REPORT CHILD ABUSE TO CWS, AND THEY ARE MORE LIKELY TO REPORT IF THEY KNOW THE CHILD. BUT WHETHER THEY KNOW THE CHILD OR NOT, MOST PEOPLE GO TO THEIR FRIENDS TO REPORT ABUSE.

- 1 out of 10 people (13%) in Hawai'i report that they would likely NOT call CWS if they suspect that abuse has occurred and they don't know the child.
- 44 % of people in Hawai'i said they would definitely call CWS if they knew the child; compared to 32% who would definitely call if they didn't know the child.
- 67% of people in Hawai'i said that that they definitely or probably would call CWS or the police if they suspected abuse.

People are more likely to talk to their friends about their suspicions of child abuse more than their families, social service agencies, police or authorities.

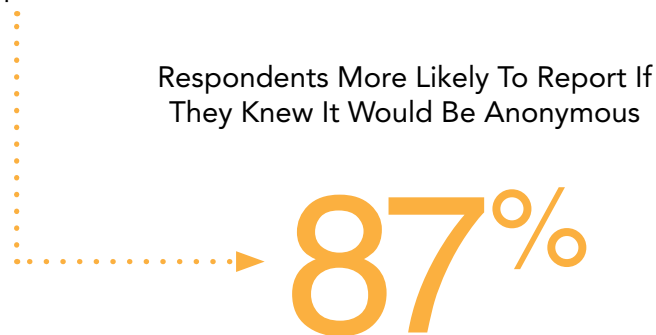
- 3 out of 4 (75%) of people in Hawai'i say they would try to talk to someone else if they thought that a child they didn't know very well was being abused.
 - ➔ 32% of these people talk to their friends or coworkers; 22% talk to their families; 16% talk to the abused child's family; 12% talk to their husband, wife or partner; 11% talk to a social service agency; 5% say they would talk to CWS.

Party Most Likely To Be Spoken To About Suspected Abuse



ONE THIRD OF THE PEOPLE IN HAWAII THINK THAT FEAR PREVENTS OTHERS FROM TAKING ACTION TO STOP CHILD ABUSE.

- 50% say they don't want to get involved in other people's business including child abuse issues.
- 1 in 10 people (10%) think it is not their responsibility.
- One in three people (32%) say that fear of reprisals from parents prevents reporting.
- In Hawaii, 87% of residents said that knowing they could report abuse anonymously makes them more likely to report.



SOME ISSUES RELATED TO SOCIAL CONNECTIONS WERE FOUND TO HAVE SOME IMPACT ON WHETHER PEOPLE REPORTED CHILD ABUSE TO AUTHORITIES OR THEIR FRIENDS.

- The following attributes are related to social connections:
 - ➔ Child abuse and neglect can be prevented by listening to and offering emotional support to the parent or caregiver.
 - ➔ I treat everyone like they are family, even if I don't know someone very well.
 - ➔ I treat all children like I truly am their auntie/uncle.
 - ➔ My friends and family come to me for support or guidance when they are having problems or issues.
 - ➔ I have a lot of stressful or negative experiences with my friends or family.

TOP LINE REPORT

Child Abuse and Neglect in Hawai'i County



KEY FINDINGS

A new unprecedented statewide research survey on child abuse and neglect in Hawai'i reveals that child abuse is a pervasive and serious issue. Nearly 47% of Hawai'i County residents know a victim of child abuse, and 89% of residents think child abuse is a major problem in society.

The survey reveals that residents are misinformed about what child abuse and neglect is and what the signs are to identify it. Sixty-one percent of residents say that it is difficult to identify warning signs of child abuse and neglect and 77% of residents believe that there are times when spanking is okay to discipline a child.

Additionally, the survey shows that a majority of residents fear that there will be revenge if they do report abuse. Sixty percent of residents believe that there may be family revenge if they report, and 88% of residents said that knowing they could report abuse anonymously makes them more likely to report.

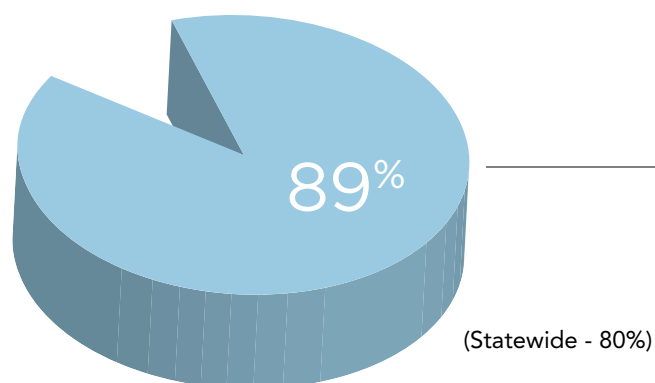
When asked what they would do if they suspected abuse, 74% of residents said they would likely talk to someone if they thought a child was being abused. At the top of the list were their friends and coworkers, followed by their families.

The survey shows that Hawai'i residents have a low level of knowledge and understanding about child abuse and neglect. It is clear that there is an opportunity to better educate the public about this important issue. People need basic information to be equipped to help, and misperceptions and fears about reporting abuse to CWS need to be addressed.

CHILD ABUSE IS A SIGNIFICANT AND WIDESPREAD PROBLEM IN HAWAII

- Nearly half of Hawai'i County residents (47%) say they know a victim of child abuse.
- 89% of Hawai'i County residents say that child abuse is a major problem in society.

Residents Who Believe Child Abuse Is a Major Problem



Child abuse is a personal issue for many residents of Hawai'i County. 2 in 10 adults on Hawai'i County (20%) say they were abused as children—the highest rate in the state.

- In Hawai'i County, 1 in 4 people (25%) say they know a friend who has been a victim of abuse; nearly 1 in 5 (19%) say they have a relative who has been abused.

MANY PEOPLE IN HAWAII COUNTY ARE MISINFORMED ABOUT WHAT CHILD ABUSE AND NEGLECT IS AND WHAT THE SIGNS ARE TO IDENTIFY IT.

- 61% of residents say that it is difficult to identify warning signs of child abuse and neglect.
- 48% of residents—almost half polled—believe that children can do things to prevent abuse.
- 77% of residents believe that there are times when spanking is okay to discipline a child.

A MAJORITY OF RESIDENTS HAVE MISPERCEPTIONS ABOUT WHAT HAPPENS IF THEY DO REPORT ABUSE

- Eight out of ten Hawai'i County residents (78%) believe to some degree that the person who reports to CWS will probably be involved in the case.



- 76% of residents believe that children can be taken out of their homes once the call is made.



- 60% of residents believe that there may be family revenge if they report.



- 53% of residents believe that calling child services can cause more problems for the family.



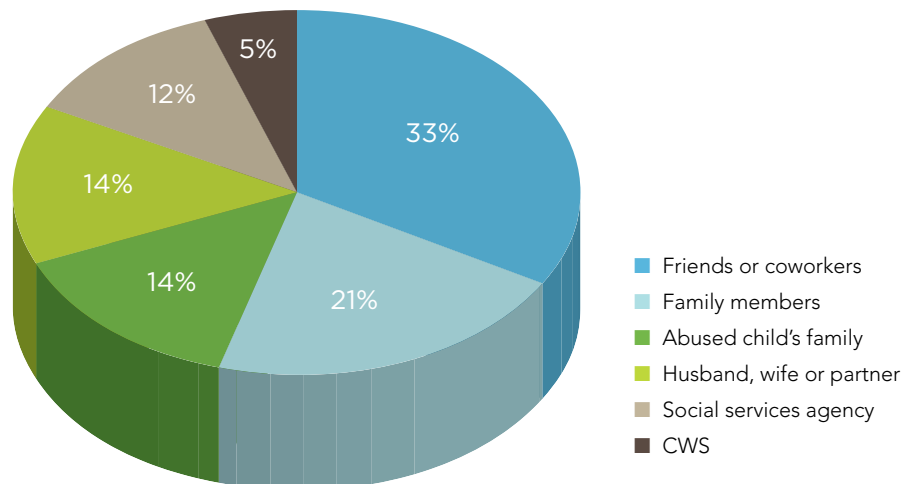
THE MAJORITY OF PEOPLE SAY THEY WOULD REPORT CHILD ABUSE TO CWS, AND THEY ARE MORE LIKELY TO REPORT IF THEY KNOW THE CHILD. BUT WHETHER THEY KNOW THE CHILD OR NOT, MOST PEOPLE GO TO THEIR FRIENDS TO REPORT ABUSE.

- 1 out of 10 people (10%) in Hawai'i County report that they would likely NOT call CWS if they suspect that abuse has occurred and they don't know the child.
- 40% of people in Hawai'i County said they would definitely call CWS if they knew the child; compared to 38% who would definitely call if they didn't know the child.
- 74% of people in Hawai'i County said that that they definitely or probably would call CWS or the police if they suspected abuse.

People are more likely to talk to their friends about their suspicions of child abuse more than their families, social service agencies, police or authorities.

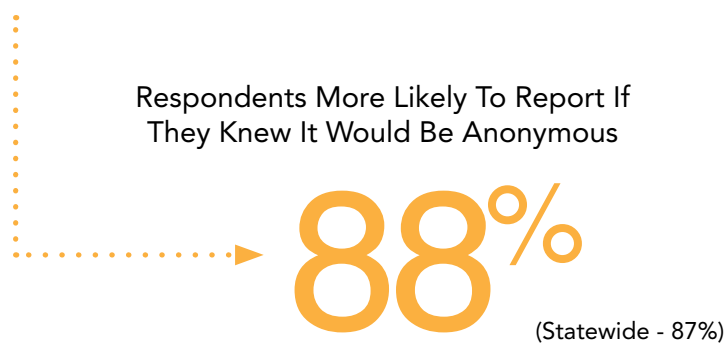
- 3 out of 4 (74%) of people in Hawai'i Island say they would try to talk to someone else if they thought that a child they didn't know very well was being abused.
 - ➔ 33% of these people talk to their friends or coworkers; 21% talk to their families; 14% talk to the abused child's family; 14% talk to their husband, wife or partner; 12% talk to a social service agency; 5% say they would talk to CWS.

Party Most Likely To Be Spoken To About Suspected Abuse



4 IN 10 PEOPLE IN HAWAII COUNTY THINK THAT FEAR PREVENTS OTHERS FROM TAKING ACTION TO STOP CHILD ABUSE.

- 54% say they don't want to get involved in other people's business including child abuse issues.
- 1 in 10 people (9%) think it is not their responsibility.
- 4 in 10 people (42%) say that fear of reprisals from parents prevents reporting.
- In Hawaii'i County, 88% of residents said that knowing they could report abuse anonymously makes them more likely to report.

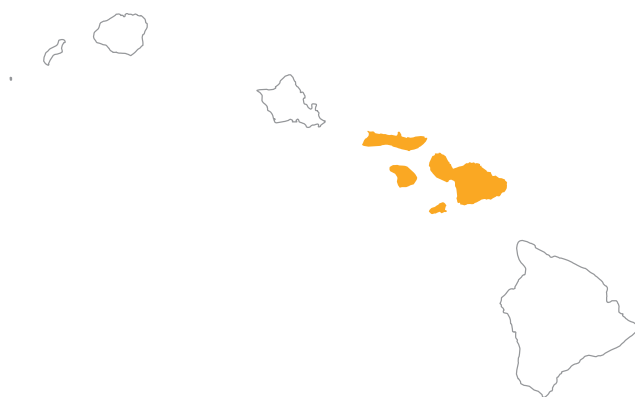


SOME ISSUES RELATED TO SOCIAL CONNECTIONS WERE FOUND TO HAVE SOME IMPACT ON WHETHER PEOPLE REPORTED CHILD ABUSE TO AUTHORITIES OR THEIR FRIENDS.

- The following attributes are related to social connections:
 - ➔ Child abuse and neglect can be prevented by listening to and offering emotional support to the parent or caregiver.
 - ➔ I treat everyone like they are family, even if I don't know someone very well.
 - ➔ I treat all children like I truly am their auntie/uncle.
 - ➔ My friends and family come to me for support or guidance when they are having problems or issues.
 - ➔ I have a lot of stressful or negative experiences with my friends or family.

TOP LINE REPORT

Child Abuse and Neglect in Maui County



KEY FINDINGS

A new unprecedented statewide research survey on child abuse and neglect in Hawai'i reveals that child abuse is a pervasive and serious issue. Nearly 48% of Maui County residents know a victim of child abuse, and 83% of residents think child abuse is a major problem in society.

The survey reveals that residents are misinformed about what child abuse and neglect is and what the signs are to identify it. Sixty-three percent of residents say that it is difficult to identify warning signs of child abuse and neglect and 74% of residents believe that there are times when spanking is okay to discipline a child.

Additionally, the survey shows that a majority of residents fear that there will be revenge if they do report abuse. Fifty-seven of residents believe that there may be family revenge if they report, and 87% of residents said that knowing they could report abuse anonymously makes them more likely to report.

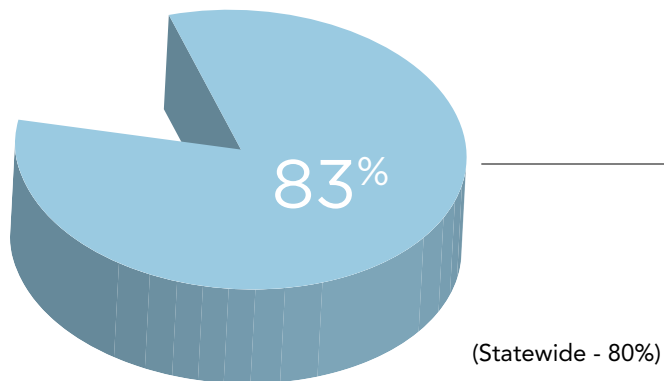
When asked what they would do if they suspected abuse, 73% of residents said they would likely talk to someone if they thought a child was being abused. At the top of the list were their friends and coworkers, followed by their families.

The survey shows that Hawai'i residents have a low level of knowledge and understanding about child abuse and neglect. It is clear that there is an opportunity to better educate the public about this important issue. People need basic information to be equipped to help, and misperceptions and fears about reporting abuse to CWS need to be addressed.

CHILD ABUSE IS A SIGNIFICANT AND WIDESPREAD PROBLEM IN HAWAII

- Nearly half of Maui County residents (48%) say they know a victim of child abuse.
- 83% of Maui County residents say that child abuse is a major problem in society.

Residents Who Believe Child Abuse Is a Major Problem



Child abuse is a personal issue for residents of Maui County. Four percent of adults in Maui County say they were abused as children.

- In Maui County, 1 in 3 people (31%) say they know a friend who has been a victim of abuse; 1 in 5 (20%) say they have a relative who has been abused.

MANY PEOPLE IN MAUI COUNTY ARE MISINFORMED ABOUT WHAT CHILD ABUSE AND NEGLECT IS AND WHAT THE SIGNS ARE TO IDENTIFY IT.

- 63% of residents say that it is difficult to identify warning signs of child abuse and neglect.
- 46% of residents—almost half polled—believe that children can do things to prevent abuse.
- 74% of residents believe that there are times when spanking is okay to discipline a child.

A MAJORITY OF RESIDENTS HAVE MISPERCEPTIONS ABOUT WHAT HAPPENS IF THEY DO REPORT ABUSE

- Three-quarters of residents (77%) believe to some degree that the person who reports to CWS will probably be involved in the case.



- 78% of residents believe that children can be taken out of their homes once the call is made.



- 57% of residents believe that there may be family revenge if they report.



- 44% of residents believe that calling child services can cause more problems for the family.



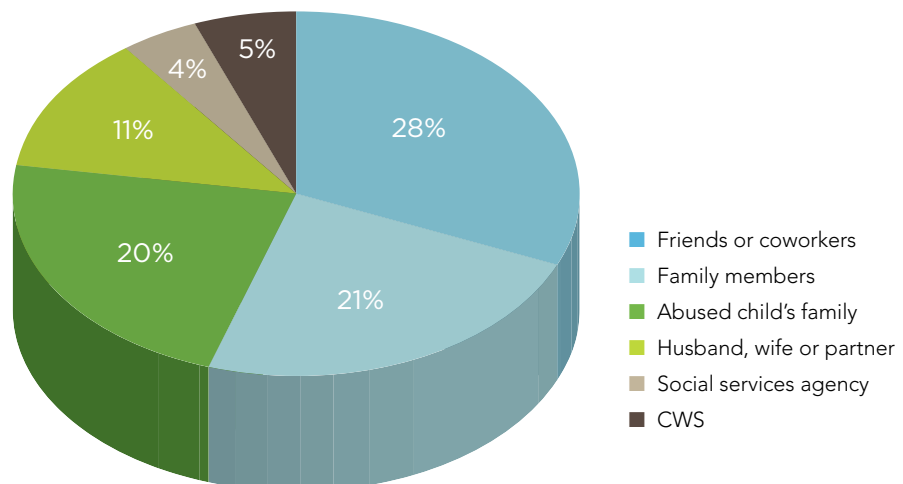
THE MAJORITY OF PEOPLE SAY THEY WOULD REPORT CHILD ABUSE TO CWS, AND THEY ARE MORE LIKELY TO REPORT IF THEY KNOW THE CHILD. BUT WHETHER THEY KNOW THE CHILD OR NOT, MOST PEOPLE GO TO THEIR FRIENDS TO REPORT ABUSE.

- Nearly 1 in 25 people (4%) in Maui County report that they would likely NOT call CWS if they suspect that abuse has occurred and they don't know the child.
- 57% of people in Maui County said they would definitely call CWS if they knew the child; compared to 46% who would definitely call if they didn't know the child.
- 74% of people in Maui County said that that they definitely or probably would call CWS or the police if they suspected abuse.

People are more likely to talk to their friends about their suspicions of child abuse more than their families, social service agencies, police or authorities.

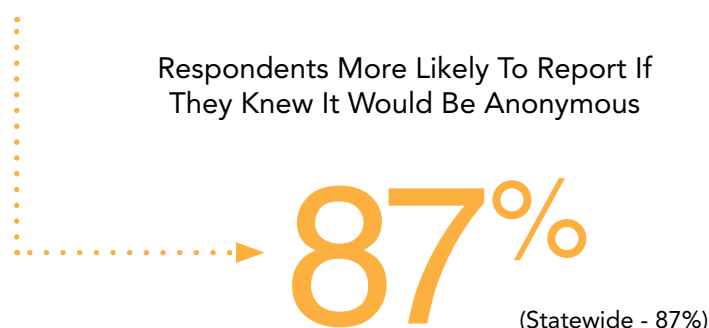
- 3 out of 4 (73%) people in Maui County say they would try to talk to someone else if they thought that a child they didn't know very well was being abused.
 - 28% of these people talk to their friends or coworkers; 21% talk to their families; 20% talk to the abused child's family; 11% talk to their husband, wife or partner; 4% talk to a social service agency; 5% say they would talk to CWS.

Party Most Likely To Be Spoken To About Suspected Abuse



ONE-THIRD OF PEOPLE IN MAUI COUNTY THINK THAT FEAR PREVENTS OTHERS FROM TAKING ACTION TO STOP CHILD ABUSE.

- 43% say they don't want to get involved in other people's business including child abuse issues.
- 1 in 10 people (7%) think it is not their responsibility.
- One in three people (33%) say that fear of reprisals from prevents prevent reporting.
- In Maui County, 87% of residents said that knowing they could report abuse anonymously makes them more likely to report.

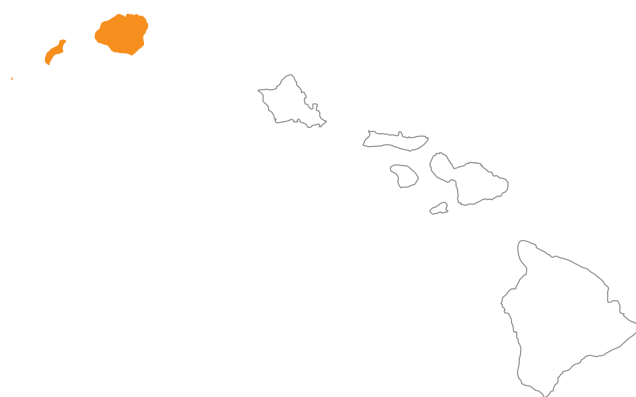


SOME ISSUES RELATED TO SOCIAL CONNECTIONS WERE FOUND TO HAVE SOME IMPACT ON WHETHER PEOPLE REPORTED CHILD ABUSE TO AUTHORITIES OR THEIR FRIENDS.

- The following attributes are related to social connections:
 - ➔ Child abuse and neglect can be prevented by listening to and offering emotional support to the parent or caregiver.
 - ➔ I treat everyone like they are family, even if I don't know someone very well.
 - ➔ I treat all children like I truly am their auntie/uncle.
 - ➔ My friends and family come to me for support or guidance when they are having problems or issues.
 - ➔ I have a lot of stressful or negative experiences with my friends or family.

TOP LINE REPORT

Child Abuse and Neglect in Kaua'i County



KEY FINDINGS

A new unprecedented statewide research survey on child abuse and neglect in Hawai'i reveals that child abuse is a pervasive and serious issue. Nearly 48% of Kaua'i residents know a victim of child abuse, and 74% of residents think child abuse is a major problem in society.

The survey reveals that residents are misinformed about what child abuse and neglect is and what the signs are to identify it. Over half (55%) of residents say that it is difficult to identify warning signs of child abuse and neglect and 81% of residents believe that there are times when spanking is okay to discipline a child.

Additionally, the survey shows that a majority of residents fear that there will be revenge if they do report abuse. Fifty-seven percent of residents believe that there may be family revenge if they report, and 80% of residents said that knowing they could report abuse anonymously makes them more likely to report.

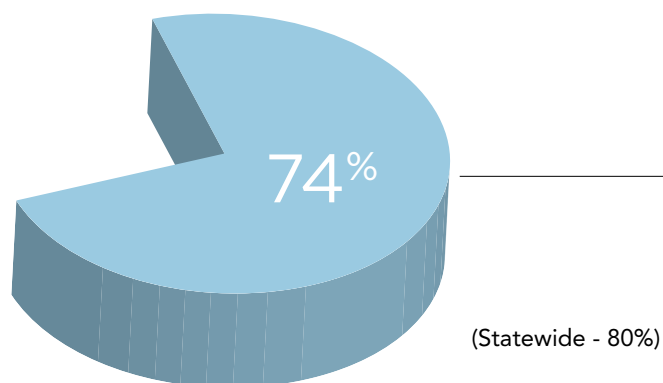
When asked what they would do if they suspected abuse, 72% of residents said they would likely talk to someone if they thought a child was being abused. At the top of the list were their friends and coworkers, followed by their families.

The survey shows that Hawai'i residents have a low level of knowledge and understanding about child abuse and neglect. It is clear that there is an opportunity to better educate the public about this important issue. People need basic information to be equipped to help, and misperceptions and fears about reporting abuse to CWS need to be addressed.

CHILD ABUSE IS A SIGNIFICANT AND WIDESPREAD PROBLEM IN HAWAII

- Almost half of Kaua'i residents (48%) say they know a victim of child abuse.
- 74% of Kaua'i residents say that child abuse is a major problem in society.

Residents Who Believe Child Abuse Is a Major Problem



Child abuse is a personal issue for residents of Kaua'i. Two percent of adults on Kaua'i say they were abused as children.

- On Kaua'i, 1 in 3 people (29%) say they know a friend who has been a victim of abuse; nearly 1 in 5 (18%) say they have a relative who has been abused.

MANY PEOPLE ON KAUA'I ARE MISINFORMED ABOUT WHAT CHILD ABUSE AND NEGLECT IS AND WHAT THE SIGNS ARE TO IDENTIFY IT.

- 55% of residents say that it is difficult to identify warning signs of child abuse and neglect.
- 48% of residents—almost half polled—believe that children can do things to prevent abuse.
- 81% of residents believe that there are times when spanking is okay to discipline a child.

A MAJORITY OF RESIDENTS HAVE MISPERCEPTIONS ABOUT WHAT HAPPENS IF THEY DO REPORT ABUSE

- Almost nine out of ten Kaua'i residents (88%) believe to some degree that the person who reports to CWS will probably be involved in the case.



- 78% of residents believe that children can be taken out of their homes once the call is made.



- 57% of residents believe that there may be family revenge if they report.



- 45% of residents believe that calling child services can cause more problems for the family.



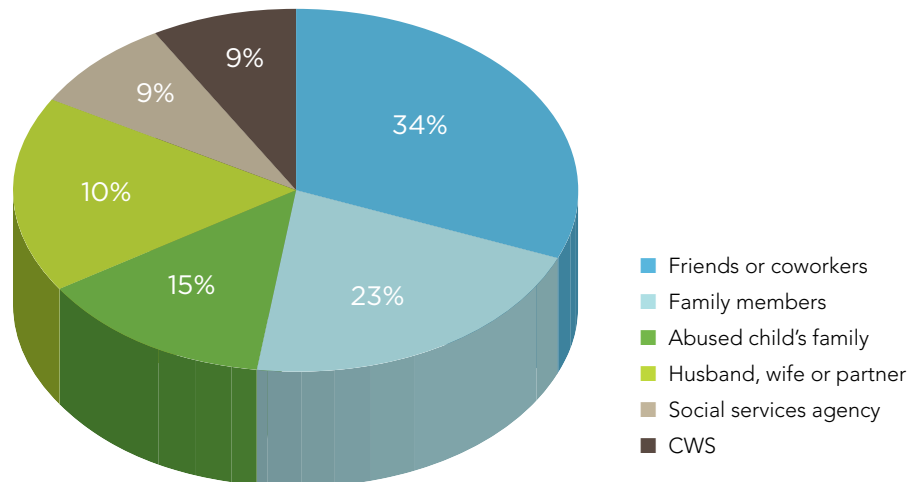
THE MAJORITY OF PEOPLE SAY THEY WOULD REPORT CHILD ABUSE TO CWS, AND THEY ARE MORE LIKELY TO REPORT IF THEY KNOW THE CHILD. BUT WHETHER THEY KNOW THE CHILD OR NOT, MOST PEOPLE GO TO THEIR FRIENDS TO REPORT ABUSE.

- 1 out of 10 people (12%) on Kaua'i report that they would likely NOT call CWS if they suspect that abuse has occurred and they don't know the child.
- 42% of people on Kaua'i said they would definitely call CWS if they knew the child; compared to 28% who would definitely call if they didn't know the child.
- 77% of people on Kaua'i said that that they definitely or probably would call CWS or the police if they suspected abuse.

People are more likely to talk to their friends about their suspicions of child abuse more than their families, social service agencies, police or authorities.

- 3 out of 4 (72%) of people on Kaua'i say they would try to talk to someone else if they thought that a child they didn't know very well was being abused.
 - ➔ 34% of these people talk to their friends or coworkers; 23% talk to their families; 15% talk to the abused child's family; 10% talk to their husband, wife or partner; 9% talk to a social service agency; 9% say they would talk to CWS.

Party Most Likely To Be Spoken To About Suspected Abuse



3 IN 10 PEOPLE ON KAUA'I THINK THAT FEAR PREVENTS OTHERS FROM TAKING ACTION TO STOP CHILD ABUSE.

- 59% say they don't want to get involved in other people's business including child abuse issues.
- 2 in 10 people (18%) think it is not their responsibility.
- One in three people (28%) say that fear of reprisals from parents prevents reporting.
- On Kaua'i, 80% of residents said that knowing they could report abuse anonymously makes them more likely to report.



SOME ISSUES RELATED TO SOCIAL CONNECTIONS WERE FOUND TO HAVE SOME IMPACT ON WHETHER PEOPLE REPORTED CHILD ABUSE TO AUTHORITIES OR THEIR FRIENDS.

- The following attributes are related to social connections:
 - ➔ Child abuse and neglect can be prevented by listening to and offering emotional support to the parent or caregiver.
 - ➔ I treat everyone like they are family, even if I don't know someone very well.
 - ➔ I treat all children like I truly am their auntie/uncle.
 - ➔ My friends and family come to me for support or guidance when they are having problems or issues.
 - ➔ I have a lot of stressful or negative experiences with my friends or family.

RESOURCES

CHILD ABUSE AND NEGLECT RESOURCES

- US Department of Health and Human Services
- Administration for Children and Families
www.childwelfare.gov
- National Children's Alliance
www.nationalchildrensalliance.org
- The National Child Traumatic Stress Network
www.nctsn.org
- Hawai'i Department of Health
www.hawaii.gov/health
- Hawai'i Department of Human Services
www.hawaii.gov/dhs

If you suspect child abuse or neglect, please contact Child Welfare Services at **(808) 832-5300**.

If you think a child is in immediate danger, please call **911**.

For information on child development and parenting support resources, call The Parent Line at **(808) 526-1222** (on O'ahu) or toll free at **(800) 816-1222** from other islands.

PROTECTIVE FACTOR RESOURCES

- Center for the Study of Social Policy. (2003). *Protective factors literature review: Early care and education programs and the prevention of child abuse and neglect*. Washington, DC. Available: **www.cssp.org/upload/files/horton.pdf**
- Panel on Research on Child Abuse and Neglect, National Research Council. (1993). *Understanding child abuse and neglect*. Washington, DC: National Academy Press. Available: **www.nap.edu/openbook.php?isbn=0309048893**
- Polland, J. Hawkins, J., & Arthur, M. (1999). Risk and protection: Are both necessary to understand diverse behavioral outcomes in adolescence? *Social Work Research*, 23(3), 145-158.
- Shonkoff, J. & Phillips, D. (Eds.). (2000). *From neurons to neighborhoods: The science of early childhood development*. Washington, DC: National Academy Press. Available: **www.nap.edu/openbook.php?isbn=0309069882**

OUR VISION FOR THE FUTURE

As we transition from the research and discovery phase of our partnership with the Hawai'i Children's Trust Fund to the creative development and launch of the public awareness campaign, we see both the challenges posed by current perceptions of child abuse and neglect as well as many opportunities to effectively address this issue while strengthening families throughout Hawai'i.

Key data from the research shows us that:

- Nearly 40% of residents know a victim of child abuse.
- One in ten (9%) residents have experienced abuse themselves.
- 80% of residents think child abuse is a major problem in society.
- 64% of residents say it is difficult to identify the signs of abuse.
- Two-thirds (67%) of residents stated they probably or definitely would call CWS if they thought a child they did not know very well was being abused.
- 27% of residents expressed that they were reluctant to report suspected abuse or neglect because it was "none of their business."
- The majority of residents would talk to a colleague, friend or family member about suspected abuse before or instead of reporting their suspicion to Child Welfare Services.

From the findings, HCTF and coalition partners are able to develop a clear strategy for the upcoming campaign, targeting both families and bystanders with strength-based messages that promote both the Social Connections and Concrete Support for Families protective factors.

In addition, Joyful Heart is working to leverage the resources of the HCTF to engage private sector support, enlisting influential local leaders to join the coalition, and engaging social media to expand the reach of the campaign.

Together, we will strengthen families and keep children safe from violence, abuse and neglect. If you are not already a member of the Hawai'i Children's Trust Fund Coalition and would like to sign up, or if you are a member and would like more information on getting involved, please email hctfcoalition@yahoo.com.



ACKNOWLEDGEMENTS



All of us at Joyful Heart would like to express our deepest gratitude to everyone involved in the production and distribution of this report. We'd like to give special thanks to:

Rebecca Ward and Tammy Chang of Ward Research for conducting this research and their assistance in translating the raw data into actionable intelligence.

Anne Glauber of Ruder Finn for providing expert counsel throughout this process and for her tireless efforts on behalf of women and children.

Joan Bennet, Char Chang, Crystal Yamasaki and the entire team at the Bennet Group for helping us navigate this process and maximize the potential of our partnerships and the overall campaign.

Our partners at the Hawai'i Children's Trust Fund, including the Advisory Board, Advisory Committee and Coalition Members who have supported our efforts on this project from the beginning and welcomed us into their community. We are proud and feel deeply privileged to be a part of your one strong 'ohana.

The HCTF Public Awareness Subcommittee for your leadership on this initiative.

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The members of the community in Hawai'i who work daily to keep children safe and strengthen families, thank you for your commitment to this work. We are honored and deeply grateful to stand among you in this work.

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