

Multilingual Children's eBook and Apps: A Tool to Promote Child Sexual Abuse Prevention and Reporting in Asian American Communities

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Background and Purpose: Child sexual abuse was the third most common type of reported child maltreatment in 2010. Although Asian Americans have the lowest rates of reported child sexual abuse cases, these statistics may be underreported due to the topic's associated stigma. No culturally appropriate resources were available for this community presently. **Method:** Violence prevention agencies and community organizations formed and developed the culturally and literacy tailored and focus-group tested children's storybook, Brave Little Panda, which aimed to empower children to prevent and report sexual abuse, and to be a tool for educators, parents, and children to discuss the issue. **Outreach Dissemination:** Aligning with technology trends and to increase accessibility of the resource, the tool was adapted into a mobile application (eBooks and animation) in multiple Asian languages. A press conference was held during National Child Sexual Abuse Awareness Month as an outreach strategy to gather top government officials, academia, providers, parents, children, and community-based organizations and promote dialogue on the topic. The tool is currently promoted through various social media and media networks, celebrities and national and local partners. **Results:** The tool received positive feedback and requests from our target audience. Children and parents were able to repeat and understand messages and steps of action on child sexual abuse prevention and reporting. The tool was featured on local ethnic media. **Conclusion:** Utilizing children's storybook as a venue for promoting child sexual abuse prevention and reporting is effective. Partnership is essential in outreach and message dissemination.