



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

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OBJECTIVES

Create **culturally appropriate tools** to:

- **raise awareness** of child sexual abuse prevention.
- **reduce stigma** associated with child sexual abuse.
- **empower children** to take action.
- **promote dialogue** among children, parents, educators, and providers about child sexual abuse.

BACKGROUND

- **Child sexual abuse** is the **3rd most common** type of reported child maltreatment in 2010*.
- Although **Asian Americans** have the **lowest rates** of reported child sexual abuse cases, this may be **under-reported** due to **stigma associated with the topic**.
- In 2010, there were over 10.9 billion downloads of 300,000 mobile applications globally; the number of downloads is projected to increase to 76.9 billion by 2014*.
- **No culturally appropriate educational Apps** were available for Asian Americans on child sexual abuse prevention.

*References are available upon request.

METHODS



AAV & CCHRC conducted focus groups and developed printed book for "Brave Little Panda" (2009)

Technology Trends



Adapted into eBooks and Apps in English, various Asian languages (Chinese, Korean, Tagalog, Vietnamese), and Spanish (2012)

METHODS (Cont'd)

eBook & App Adaptation Process:

- The tool, Brave Little Panda, was adapted into an interactive animation format with a comprehension assessment and games to keep children engaged.
- Tested with target population [children ages 5-8 years old (n=6)] for the tool's cultural appropriateness, readability, and usability.



Screenshots of applications

Outreach Dissemination of eBooks and Apps:

(1) Press Conference (April 18, 2012):

To launch the eBooks and Apps, AAV and CCHRC conducted a press conference with:

- Top government officials
- Researchers
- Parents and children
- Providers/Clinicians
- Community-based organizations



SF Supervisor David Chiu speaking



Children watching the tool

(2) Networks

- The eBooks and Apps were promoted through
- social media (Facebook, Twitter, YouTube, LinkedIn)
 - ethnic media
 - national and local partners



The tool on Facebook and YouTube

RESULTS

- The tool was featured on local ethnic media.
- The tool received positive feedback and requests from our target audience. Children were able to repeat and understand messages and steps of action on child sexual abuse prevention and reporting.



World Journal Newspaper (readership: 60,000)



Sing Tao Newspaper (readership: 120,000)



Chinese TV News (Viewership: 3 Million)

"I like the cartoon characters and fun games."—Child, for the interactive animated storybook

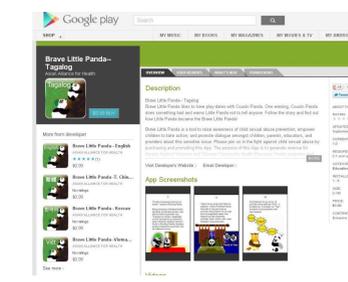
"It is difficult to discuss this topic with my child and this storybook helped to start the conversation." - Parent

RESULTS (Cont'd)

- Since the eBook and App launch, Brave Little Panda has received **over 900 downloads internationally** (Australia, Canada, China, Germany, India, France, Malaysia, Netherlands, Philippines, UK, USA, and Vietnam).



Brave Little Panda on iTunes Store



Brave Little Panda on Google Play Market

CONCLUSION/FUTURE DIRECTION

- Utilizing children's storybook as an effective venue for promoting child sexual abuse prevention and reporting.
- Partnership is essential in outreach and message dissemination
- The tool is continuously being promoted through various social media and media networks, celebrities, conferences and national and local partners.
- The tool is available for download at <http://asiansforhealth.org/store#.UIH4t29X0us>, iTunes Store and Google Play Market (Keyword: "Brave Little Panda" or "Child Sexual Abuse")
- The animation will be adapted into other Asian languages and Spanish if funding is available.



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