

Child protection Federal Politics

National campaign launched aimed at preventing child sexual abuse

Joe Spagnolo The West Australian
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 Attorney-General Mark Dreyfus has launched a national campaign aimed at preventing child sexual abuse. Credit: Martin Ollman/Getty Images

- A national campaign is being launched on Sunday aimed at preventing child sexual abuse.
- Federal Attorney-General Mark Dreyfus says the \$22.4 million One Take at a Time campaign encourages adults to talk to children and young people about child sexual abuse.
- “Based on significant research and testing, One Talk at a Time demonstrates the power that breaking the culture of silence and shame can have in preventing child sexual abuse,” Mr Dreyfus said.

A series of ads will begin airing on commercial television at 6pm on Sunday – and will be backed up by an online campaign.

“The Australian Government is committed to preventing and responding to child sexual abuse in all settings, and supporting victims and survivors,” Mr Dreyfus said.

“Every child and young person has the right to be safe from child sexual abuse, and it is our collective responsibility to protect them.

“I am particularly proud this campaign has received support from victims and survivors, their advocates, and child safety experts, many of whom worked with the Australian Government to inform the development of the campaign.

This campaign honours the work and strength of the victims and survivors who advocate for change each day, sometimes at a great personal cost.”

Mr Dreyfus said the campaign was “a key measure under the National Strategy to Prevent and Respond to Child Sexual Abuse 2021-30”.

Louise Lamont, of WA-based Phoenix Support and Advocacy Service, which works with adult survivors of sexual abuse, has welcomed the campaign.

But Ms Lamont said educating children about the issue was vital.

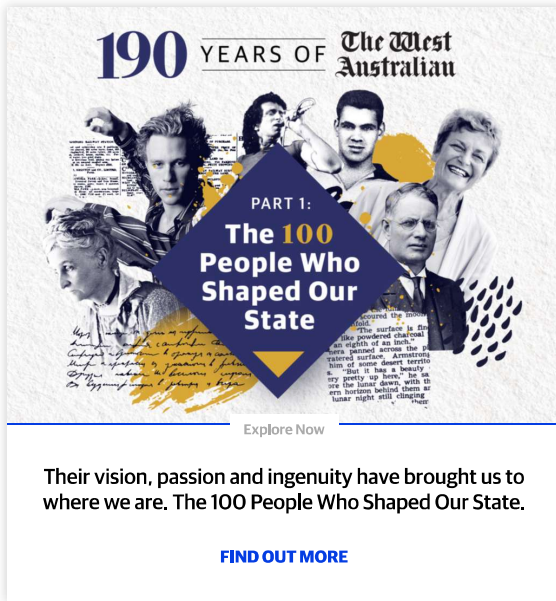
“What is really important is that research shows that this is a difficult conversation for parents and those who support children, to have,” she said.

“But I think the ads are very sensitive in bringing the issue to light and encouraging parents to have that confidence to speak to their children.

“It’s not a topic that a lot of people want to talk about, but it’s so critical that we do.”

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