Sometimes It’s Not the Picture, It’s the Frame

Questions and answers about sexual abuse prevention
Three Key Opportunities

• Talk about it
• Share your expertise
• Create partnerships
Frame Changing?
Framing This Issue

**WHY** you do the work is the frame.  
**HOW** you do your work is the picture.
Example

Question: What do you do?

**Frameless Answer:** I provide mental health treatment to convicted sex offenders who are released into the community.
Example

Question: What do you do?

_Framed Answer:_ I work every day to prevent sexual violence. I care deeply about community safety and keeping potential victims safe.
I work to prevent the perpetration of sexual violence. I work with [name population – adults, teens, children, women, kids with learning disabilities, etc.] who have sexually abused in the past. I work to ensure that no one is sexually abused again. It is difficult work, incredibly rewarding, and my successes mean a safer community.
The work of ATSA is the Work of Prevention

We can’t do this alone:

Community members,
Prevention advocates,
Police,
Probation/Parole,
Victim and family services,
Others -- YOU
What we do

ATSA and ATSA members offer a unique focus on efforts to stop the perpetration of unhealthy, harmful, dangerous and illegal sexual behavior.
Understand

ATSA’s work considers both risk and protective factors for the perpetration of sexual violence.
Remember
Focus on hope rather than fear.
Old Frameless Depiction of the Problem

People who abuse are everywhere...
Recidivism rates for sex offenders much lower than people think (5-18%)
1st: Acknowledge the Fear

5% of offenders are truly dangerous by any standard
2nd: Talk About People You Know

Talk about the wide array of clients
Tell stories about the children, teens, or adults and how they are now living safely in the community.
Solutions:

- **Talk about healthy relationships and healthy sexual development**
- **Approaches to intervene when we see problematic behaviors**
A more accurate and helpful frame includes a detailed description of the wide array of clients we have met over the years.
Three Key Opportunities

Talk about it
Share your expertise
Create partnerships
Wrapping a New Frame Around Our Work

Talk about it:

SOUND RESEARCH | EFFECTIVE TREATMENT | INFORMED POLICY
Make it happen

Share your expertise:
Connect

Create partnerships:
Thank you!
The time is right for taking the leap!