

Social Survey,
Public Opinion Survey
**on Child Safeguarding
in Montserrat**



ACKNOWLEDGEMENTS

UNICEF Office for the Eastern Caribbean Area would like to thank all participated in the study and the Officials from the Department of Social Services for provding the relevant information to make this study possible.

DISCLAIMER:

“The views and opinions in this report represent those of the authors and are not necessarily those of UNICEF”

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SUMMARY AND RECOMMENDATIONS

This survey was conducted for the purpose of assessing the effectiveness of public awareness campaigns and sensitization workshops regarding violence against children in Montserrat. These interventions formed part of the 'Break the Silence, End Child Abuse' campaign launched in all British Overseas Territories between 2012 and 2013. The survey was part of a wider survey covering three countries in the British Overseas Territories, namely the British Virgin Islands, Montserrat and the Turks and Caicos Islands.

Quantitative research methodology was utilized to gather data in the respective countries. Face-to-face as well as telephonic interviews were used during the data gathering process. A questionnaire, developed in collaboration with UNICEF, served as the instrument for collecting data.

The suggested overall sample size for the three territories was 1050 interviews with household respondents and 150 in-depth interviews with professionals and caregivers. The achieved sample in Montserrat was 179 household respondents and 49 professionals and caregivers. The fieldwork and data collection for the survey was undertaken during the period November 1st and December 20th 2016.

In order to assess the effectiveness of these interventions and to better inform future programming strategies to address violence against children, a Knowledge, Attitude and Practice survey (KAP) was conducted to provide information on:

- ◆ public knowledge and attitudes towards the different forms of violence against children,
- ◆ public perception of media coverage of violence against children in these countries,
- ◆ whether the interventions targeting professionals and caregivers (mainly media campaigns and sensitization workshops) have led to a change in knowledge, attitude and practice.

The main findings are discussed below.

1. Knowledge and attitudes towards the different forms of violence against children

The UNICEF Situation Analysis of Children (2016) suggests that violence against children should be a cause of concern in Montserrat. Violence against children can take many forms, such as physical, emotional and sexual abuse as well as bullying and child neglect.



1.1 FORMS OF ABUSE IDENTIFIED AND PERCEIVED LEVEL OF SERIOUSNESS

Respondents were asked to list all of the forms of abuse they were aware of that children in Montserrat were exposed to. They were also asked to give a score out of ten to indicate how serious they thought the particular form of abuse was. A rating of seven or higher would suggest that the problem was serious enough to merit some form of intervention. In addition, they were asked to indicate if they felt the trend related to the form of abuse mentioned was 'on the increase', 'on the decline', or 'has been remaining the same'.

Voluntary awareness was highest regarding physical abuse (39 per cent of respondents), closely followed by sexual abuse voluntary awareness (37 per cent). Seventeen per cent of respondents voluntarily recalled incidence of emotional abuse, 10 per cent neglect and abandonment while 8 per cent voluntarily recalled incidence of bullying.

The scoring of the level or seriousness was highest for sexual abuse (69 per cent gave a rating of seven or higher), followed by emotional abuse (68 per cent) and bullying (61 per cent). Fifty-one per cent gave physical abuse a rating of seven or higher and 45 per cent rated abandonment and neglect as serious.

1.2 CORPORAL AND PHYSICAL PUNISHMENT

The need for child discipline is widely recognized, as it is an integral part of child rearing in cultures all over the world. However, there is considerable debate regarding violent physical and psychological disciplinary practices. The Convention on the Rights of the Child calls for all children to be protected from any form of violence, corporal punishment included.

The analysis of the data showed that the majority of respondents (86 per cent) thought it was possible to discipline a child without the use of corporal punishment. Less than half of the respondents said that corporal punishment was used as a form of discipline in their households. More than a quarter of respondents (27 per cent) felt that corporal punishment should be banned in the home. Fifty-nine per cent were against it being banned in the home while 40 per cent were against it being banned in schools.

A quarter of the professional sample (25 per cent) felt it should be banned in the home while two thirds (63 per cent) felt it should not. More than half (55 per cent) felt that corporal punishment should be banned in schools, while 33 per cent did not feel that way.

2. Knowledge of child abuse issues and how to report it

Respondents were asked to state actions they considered to be child sexual abuse. Most respondents mentioned touching related actions as sexual abuse. The police was cited as the first authority where child sexual abuse should be reported to (by 66 per cent of respondents) while 20 per cent cited Social Services.

About half of respondents (49 per cent) felt that individuals in Montserrat who were aware of incidences of child abuse would report it.

3. Ability to recall campaigns addressing child abuse and change in behaviour following exposure

Two thirds of respondents (66 per cent) were able to recall an advertisement or campaign about child sexual abuse. Respondents indicating advertising recall, were asked a series of questions to determine a potential change in attitude following exposure.

The vast majority (89 per cent) said they had a better understanding of what child sexual abuse is while 93 per cent said they would be more inclined to report child sexual abuse. In terms of behavioural changes, two thirds (66 per cent) said they were taking a different approach to prevent and/or protect children from being abused.

The respondents with advertising recall were asked to list words, phrases, messages and/or scenes they remembered from the advertisement or campaign. Almost a third (30 per cent) were unable to recall details of the advertisement. Forty-four per cent could recall the phrase 'break the silence, end child abuse'.

Overall, prompted recall of the 'Break the Silence, End Child Abuse' campaign resulted in a total recall of 74 per cent among the public and 84 per cent amongst professionals and caregivers.

Two thirds of the public respondents rated the campaign's effectiveness on people in Montserrat as high, while 8 per cent gave it a rating of less than five. Overall, less than two thirds (61 per cent) of professionals and caregivers gave a rating of seven or higher.

4. Perception of media coverage of violence against children in these countries

More than half of the public respondents reported seeing general media coverage of cases involving the sexual abuse of children while about a third (32 per cent) reported seeing such coverage in social media. The media's coverage was described as "good" by 16 per cent while 3 per cent described it as poor. In comparison, almost two thirds (65 per cent) of the professional and caregiver sample could recall seeing such reports in the traditional media and two thirds (65 per cent) in social media.

More than a third (38 per cent) of the public respondents felt that the general media behaved in a responsible manner while 21 per cent felt that social media behaved in a responsible manner. Regarding increasing awareness of the issues, 43 per cent felt that the general media was successful in this regard while 27 per cent regarded social media as being successful.

When prompted to describe the media's coverage of cases involving sexual abuse against children, 8 per cent of the professionals and caregivers felt it lacked information and an equal percentage felt the reporting was not sensitive towards the story. Only 2 per cent felt the reporting were informative and would help advise the public.



5. Have interventions targeting professionals and caregivers (mainly media campaigns and sensitization workshops) have led to a change in knowledge, attitude and practice?

The majority (92 per cent) of professionals said they were more inclined to report child abuse following exposure to sensitization workshops. In terms of behaviour change, 12 per cent said they were more inclined to talk to children while 6 per cent said they were making a greater effort to educate children and parents.

Recommendations

To improve the effectiveness of future child protection/safeguarding media campaigns and sensitization workshops in the Montserrat, the following recommendations are proposed:

AWARENESS CAMPAIGNS TARGETING NEGLECT AND EMOTIONAL ABUSE SPECIFICALLY

Incidences of sexual and emotional abuse in Montserrat were rated by most of the household correspondents to be serious (69 and 68 per cent respectively) – requiring some sort of intervention, in other words. To address the occurrence of sexual and emotional abuse, media campaigns should be targeted at raising awareness around these forms of abuse specifically.

By providing specific information related to signs indicating such forms of abuse, incidence of these particular types of violence can be identified and addressed appropriately in an attempt to prevent an escalation of the problem. Such a campaign should focus on raising awareness among caregivers and educators alike, providing information and support to identify and address changes in children’s behaviour linked to sexual and emotional abuse.

ENGAGE WITH RELIGIOUS ORGANIZATIONS/LEADERS ON COMMUNITY LEVEL REGARDING CORPORAL PUNISHMENT

Religious reasons such as “do not spare the rod and spoil the child” were cited by some respondents as reasons to not ban corporal punishment. However, while individuals’ rights to practice their religion should be respected and protected by the state, it also has a duty to protect children from corporal punishment. A child’s right to human dignity and physical integrity cannot be infringed upon by religious freedom.

As such, it is recommended that future campaigns and messaging incorporate engagement with religious leaders and organizations.

AWARENESS CAMPAIGN TARGETING PARENTS AND EDUCATORS REGARDING CORPORAL PUNISHMENT

The result of the survey indicate that the majority of household respondents (86 per cent) thought it was possible to discipline a child without the use of corporal punishment, but it

is still practiced by 44 per cent of the households.

It can therefore be said that it is essential for a campaign to provide alternative disciplinary non-violent methods into the practice of child rearing in the Montserrat. Such a campaign can focus on teaching parents how to interact positively with children, using non-violent disciplinary methods.

MEDIA WORKSHOPS TO SENSITIZE MEDIA PROFESSIONALS TO BEST ETHICAL PRACTICES REGARDING THE REPORTING OF VIOLENCE AGAINST CHILDREN

Just over two thirds of household respondents (38 per cent) and just over a half (55 per cent) of professionals felt that the general media behaved in a responsible manner. As such, it is recommended that media sensitization workshops be hosted to sensitize journalists to the importance of ethical reporting around violence against children. Journalists have a certain level of responsibility when it comes to reporting on such matters and need to be educated regarding the necessary sensitivity and ethics on reporting in this regard.

UPDATED CHILD SAFEGUARDING/PROTECTION MEDIA CAMPAIGN INCORPORATING ELEMENTS PROPOSED BY PROFESSIONALS

The vast majority of the professionals (92 per cent) felt it was time for an updated 'child protection/child safeguarding campaign'. When asked which additional elements should be incorporated, 'more public awareness/involvement of schools' and 'allow the voices of children and parents to be heard' were cited.



1.0 BACKGROUND

The UN Convention on the Rights of the Child, which all Caribbean countries have signed and ratified, denounces any form of violence against children. The Convention was extended to the British Overseas Territories by virtue of the United Kingdom having signed and ratified it.

The UNICEF Situation Analysis of Children (2016) suggests that violence against children should be a cause of concern in Montserrat. Violence against children can take many forms, such as physical, emotional and sexual abuse as well as bullying and child neglect.

As part of the DFID/UNICEF Safeguarding Programme in the UK Overseas Territories, child protection departments in the British Overseas Territories have sought to address these issues through public awareness campaigns and sensitization workshops for professionals and caregivers.

To date, most of the interventions have formed part of the 'Break the Silence, End Child Abuse' campaign launched in all British Overseas Territories between 2012 and 2013.

In order to assess the effectiveness of these interventions and to better inform future programming strategies to address violence against children, a Knowledge, Attitude and Practice survey (KAP) was conducted to provide information on:

- ◆ public knowledge and attitudes towards the different forms of violence against children,
- ◆ public perception of media coverage of violence against children in these countries,
- ◆ whether the interventions targeting professionals and caregivers (mainly media campaigns and sensitization workshops) have led to a change in knowledge, attitude and practice.

2.0 OBJECTIVES

Core objective

The core objective was to gather information regarding the defined areas of concern as follows:

- a) The knowledge, attitude and practice of the public towards sexual abuse, and the reporting thereof;
- b) The knowledge, attitude and practice of the public towards corporal punishment and other forms of physical punishment meted out to children;
- c) Whether the knowledge, attitude and practice among professionals have been enhanced because of exposure to media messages about abuse, and/or sensitization or training workshops;
- d) The public and professionals' opinion regarding the media's coverage of cases involving violence against children.

More detailed objectives focused on the following:

- ◆ public attitude towards the administering of corporal punishment to children in the home,
- ◆ public attitude towards the administering of corporal punishment to children in school,
- ◆ public perception of the incidence scale of corporal punishment of children in the home,
- ◆ public perception of the incidence scale of corporal punishment of children in school,
- ◆ public attitude towards corporal punishment alternatives in the home,
- ◆ public attitude towards corporal punishment alternatives in school,
- ◆ public awareness of the 'Break the Silence, End Child Abuse' campaign,
- ◆ public awareness of other child protection campaigns,
- ◆ content recall of public awareness campaigns,
- ◆ opinion regarding the efficacy of public awareness campaigns,
- ◆ perception of the role played by interventions targeting professionals and care givers,
- ◆ opinion regarding the need for further or different interventions,
- ◆ public knowledge, and the scale of child abuse by category:
 - physical
 - emotional
 - sexual
 - bullying
 - neglect
- ◆ awareness of appropriate ways to respond to/report child abuse.



3.0 METHODOLOGY

Quantitative research methodology was used to achieve the objectives outlined previously. This methodology allows for current measurement, and the possibility of measuring in future the effects of any interventions undertaken.

Appropriate questionnaire(s) were developed in collaboration with UNICEF, ensuring that all objectives were met and administered during face-to-face interviews or by telephone, where appropriate, with selected respondents.

Adequate field support staffs were engaged to ensure the smooth execution of the study. The staff contingent included trained, experienced interviewers who were briefed specifically to ensure that the data gathering process adhered to expected standards. In turn, trained, experienced supervisors ensured that the survey was carried out as outlined.

A field validation exercise was conducted among 5-10 percent of participants to ensure the integrity of gathered information. Once edited (100 percent) for consistency and completeness, the completed questionnaires were prepared for coding, data entry and processing by computer. Data processing was done using IBM SPSS software, which is compatible with the exporting of most data processing formats.

The processed data were analysed, and formed the basis of reports to be prepared for UNICEF.

The processed data were analysed according to the following demographics:

- ◆ age group (<18 years and 18 years and older)
- ◆ gender
- ◆ economic activity
- ◆ education

The reports focused on analyses for each of the areas outlined in the objectives.

Draft reports were presented for UNICEF's perusal and comment after which final reports were prepared and submitted

4.0 SAMPLE DESIGN AND SELECTION

In order for this study to be meaningful, an adequate sample size and design were crucial elements, especially in the exploration of potential additional and more focused analyses should it become necessary.

The suggested overall sample size for the three territories was 1050 interviews with household respondents and 150 in-depth interviews with professionals and caregivers.

The suggested sample of respondents targeted per territory was as follows:

Territory	Target sample		Achieved sample	
	Household	Professionals	Household	Professionals
Turks and Caicos Islands	500	50	501	50
British Virgin Islands	350	50	400	57
Montserrat	200	50	179	49
Total	1050	150	1080	156

Where sample sizes or sub-sample sizes were considered too small for demographic analyses, such analyses were not done.

Household sample

The sampling frame used for the household survey included the updated census data in each country.

An updated telephone directory listing was also used as necessary.

A stratified sample of the population was targeted, using an interlocking quota control design, which ensured adequate representation of the target sample in the national population.

A multi-stage sampling design was used. To get a stratified sample, the entire relevant island was organized into parishes/regions, after which appropriate numbers were drawn from a sample of enumeration areas according to the target population in each region/parish.

The first stage involved a random sample of all enumeration areas in the relevant island, drawn proportionately to the population of the parish/region relative to the overall population. The second stage involved the selection of households within areas in the sampled enumeration areas.



Households were selected according to a given interval, from a random starting point, to allow for the completion of the appropriate number of interviews from the enumeration area and hence the parish/region.

The third stage involved the selection of the respondent at the selected household. An interlocking quota set with controls for age and gender was used for the selection of the respondent at the household. Only one interview was conducted per household.

The achieved sample was therefore representative of the national target population, and should eliminate the need for any weighting of the data for analysis.

Professional sample

A purpose built sample targeted fifty professionals who would have participated in sensitization workshops on the sexual abuse of children and child protection.

An achieved sample of 49 professionals and caregivers in Montserrat had attended child sexual abuse and protection workshops and seminars.

The sample was selected from a list of participants provided by the local UNICEF representative in Montserrat.

The achieved sample consisted of those who had responded to the survey and was not controlled by any rigid scientific selection process.

5.0 DURATION OF SURVEY

The fieldwork and data collection for the survey was undertaken during the period 01 November- 20 December.

FINDINGS FROM THE HOUSEHOLD SURVEY

DEMOGRAPHIC DESCRIPTION OF THE SAMPLE

Gender

The sample consisted of one hundred and seventy nine (179) individuals, of which 62 per cent were female, 32 per cent were male and 6 per cent did not want to disclose their gender.

Age group

The age group distribution of the sample showed 10 per cent in the 16-18 years age group, 25 per cent in the 19-30 years age group, 30 per cent in the 31-54 years age group, 30 per cent in the 55 years and older age group and 5 per cent who did not disclose their age.

Marital status

Less than half of the respondents (23 per cent) were married, 56 per cent were single, 6 per cent were divorced, 7 per cent were widowed, 1 per cent were separated and 7 per cent did not disclose their marital status.

Children in household

The largest individual group of households (65 per cent) did not have any children, while almost a third (31 per cent) had between one and three children and 4 per cent had between four and six children.

Economic activity

Under half of the sample (47 per cent) were employed, 6 per cent were unemployed. Twenty per cent were retired, one per cent were homemakers, nineteen per cent were students and six per cent did not give an answer.

Education level

Just over a quarter of the sample (28 per cent) had university education, while about half (39 per cent) had secondary education, 7 per cent had vocational education, 19 per cent had primary education, and 7 per cent did not answer.



Sample by gender (%)			Sample by age group (%)	
Male	Female	Not stated	16-18	10
32	62	6	19-30	25
			31-54	30
			55+	30
			Not stated	5

Sample by marital status (%)		Sample by number of children in household %	
Married	23	None	65
Single	56	1	16
Divorced	6	2	10
Widowed	7	3	6
Separated	1	4	1
Not stated	8	5	1
		>5	2

Sample by economic activity (%)		Sample by education level %	
Student	19	Primary	19
Employed	47	Secondary	39
Unemployed	6	Vocational **	7
Homemaker	1	University	28
Retired	20	Not stated	8
Not stated	6		

***Refers to individuals who had attended technical or vocational training as their highest level of education*

AWARENESS OF FORMS OF ABUSE

Respondents were asked to list all of the forms of abuse they were aware of that children in Montserrat were exposed to. They were also asked to give a score out of ten to indicate how serious they thought the particular form of abuse was.

A score of seven or higher would suggest that the problem was serious enough to merit some form of intervention.

In addition, they were asked to indicate if they felt the trend related to the form of abuse mentioned was 'on the increase', 'on the decline', or 'has been remaining the same'.

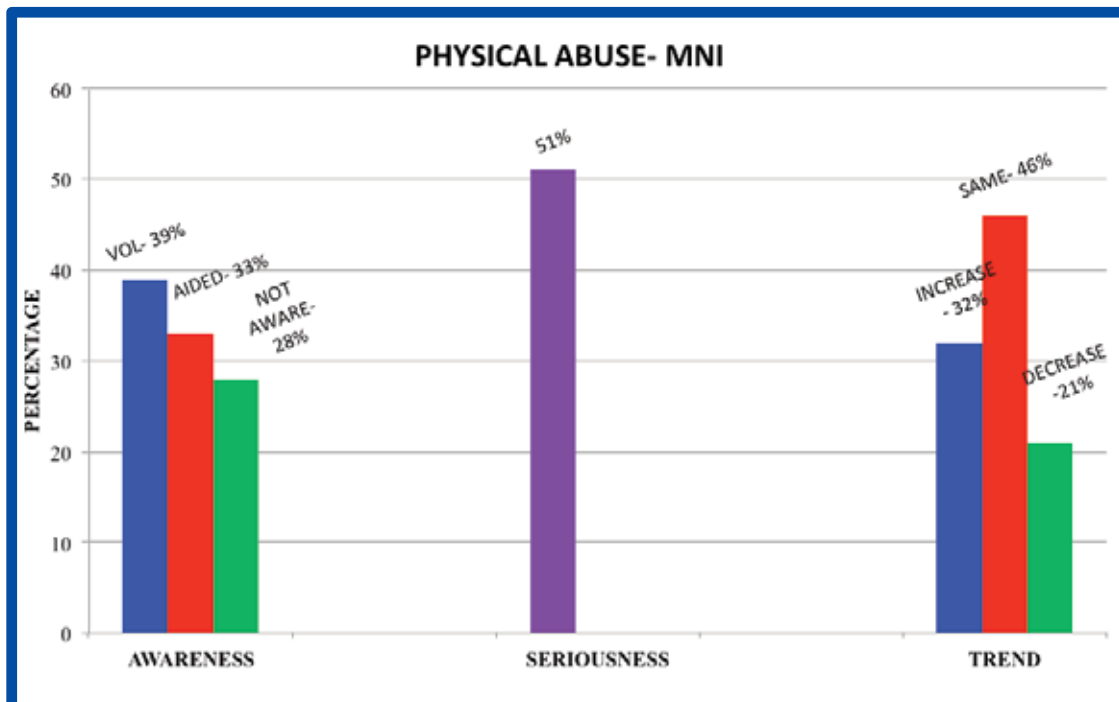
Awareness of physical abuse

More than a third of the respondents (39 per cent) had voluntary awareness, 33 per cent had aided awareness, and 28 per cent were not aware of children in Montserrat experiencing this form of abuse.

Voluntary awareness rates were found to be higher among females, respondents in the 19-30 years age group, students and employed persons, and those with vocational and university education.

When asked to rate how serious the problem was, half of the respondents (51 per cent) gave a rating of seven or higher.

Regarding the nature of the trend related to this form of abuse, almost a third (32 per cent) thought it was on the increase, 46 per cent felt it had remained the same and 21 per cent felt it was on the decline.





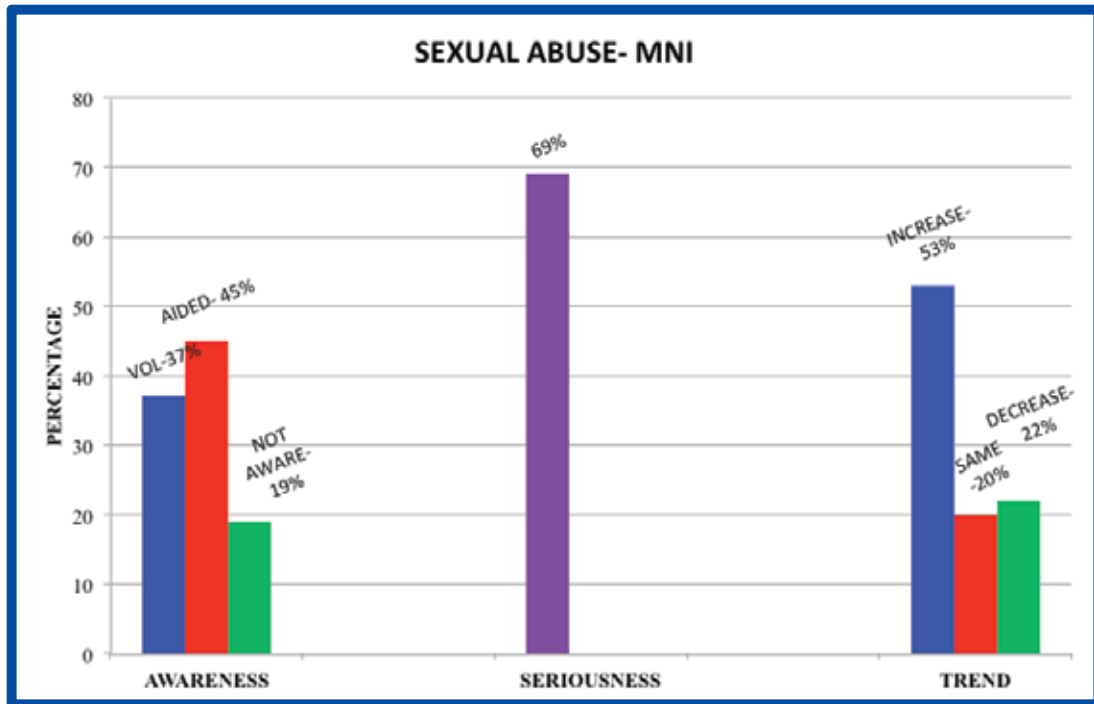
Awareness of sexual abuse

More than a third of the respondents (37 per cent) had voluntary awareness, 45 per cent had aided awareness and 19 per cent were not aware of children in Montserrat experiencing this form of abuse.

Voluntary awareness rates were found to be higher among females, respondents in the 16-18 and 31-54 years age groups, students and employed persons, and those with secondary and university education.

When asked to rate how serious the problem was, over two thirds of the respondents (69 per cent) gave a rating of seven or higher.

Regarding the nature of the trend related to this form of abuse, half of the respondents (53 per cent) thought it was on the increase, 20 per cent felt it had remained the same and 22 per cent felt it was on the decline.

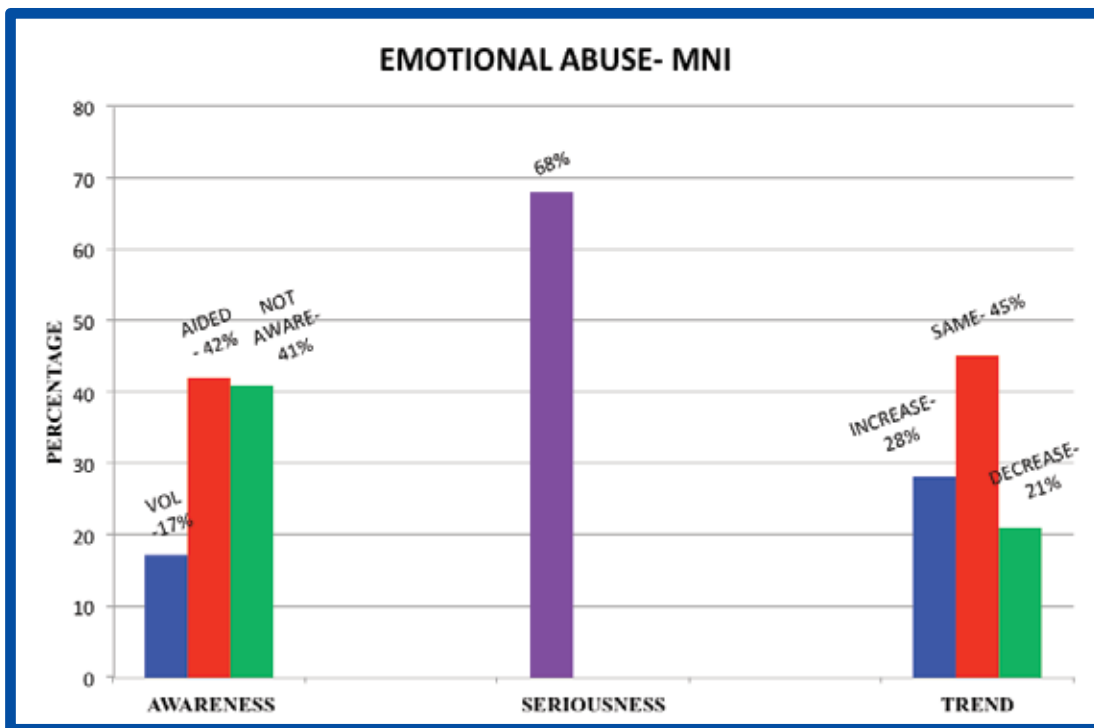


Awareness of emotional abuse

About one in six of the respondents (17 per cent) had voluntary awareness, 42 per cent had aided awareness and 41 per cent were not aware of children in Montserrat experiencing this form of abuse.

When asked to rate how serious the problem was, over two thirds of the respondents (68 per cent) gave a rating of seven or higher.

Regarding the nature of the trend related to this form of abuse, more than a quarter of the respondents (28 per cent) thought it was on the increase, 45 per cent felt it had remained the same and 21 per cent felt it was on the decline.



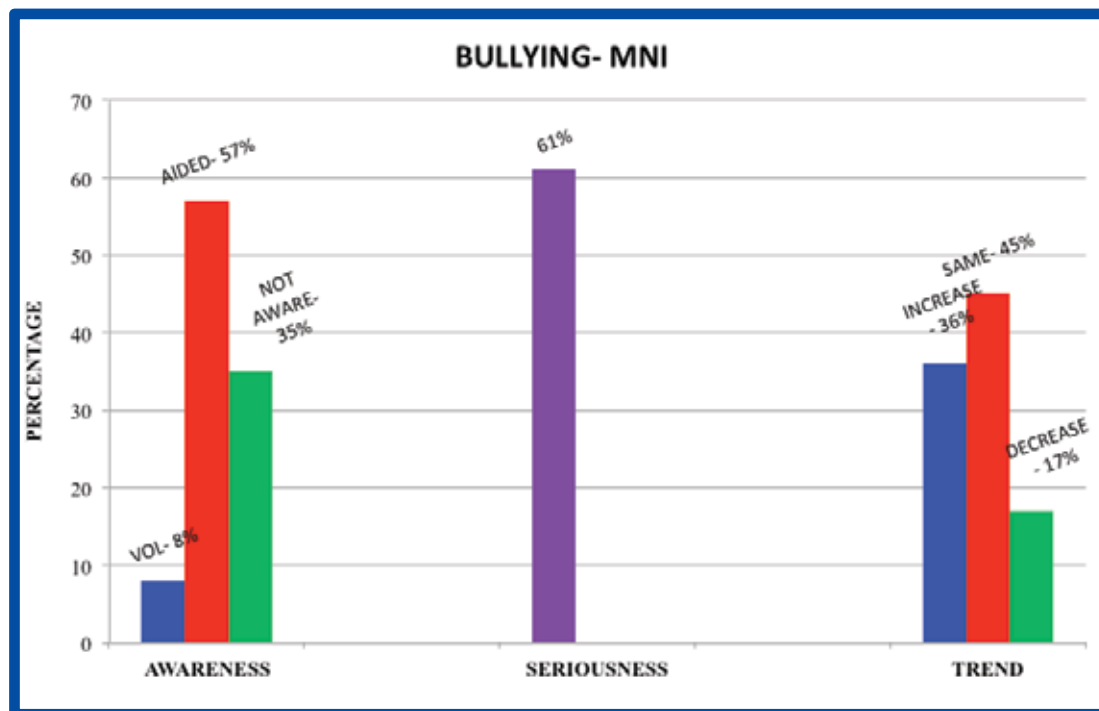


Awareness of bullying

Eight per cent of respondents had voluntary awareness, 57 per cent had aided awareness and 35 per cent were not aware of children in Montserrat experiencing this form of abuse.

When asked to rate how serious the problem was, less than two thirds of the respondents (61 per cent) gave a rating of seven or higher.

Regarding the nature of the trend related to this form of abuse, over a third of the respondents (36 per cent) thought it was on the increase, 45 per cent felt it had remained the same and 17 per cent felt it was on the decline.

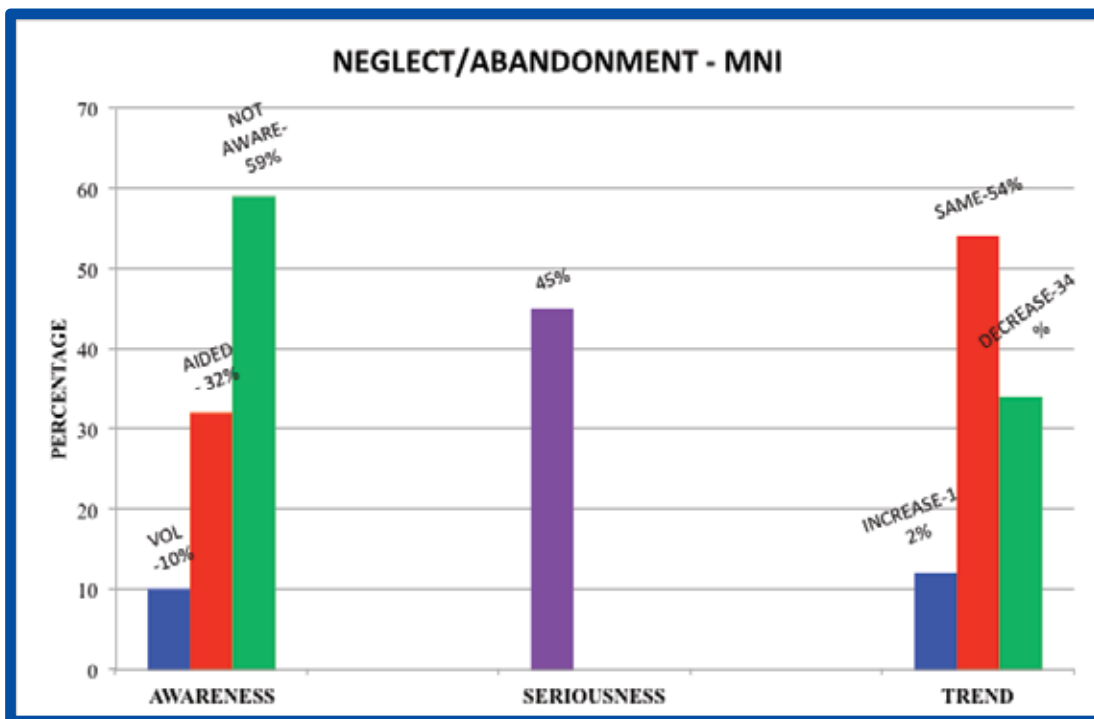


Awareness of neglect/abandonment

About one in ten of the respondents (10 per cent) had voluntary awareness, 32 per cent had aided awareness and 59 per cent were not aware of children in Montserrat experiencing this form of abuse.

When asked to rate how serious the problem was, less than half of the respondents (45 per cent) gave a rating of seven or higher.

Regarding the nature of the trend related to this form of abuse, a small group of the respondents (12%) thought it was on the increase, while 54% felt it had remained the same, and 34% felt it was on the decline.





AWARENESS OF CORPORAL PUNISHMENT

Actions considered to be corporal punishment

Respondents were asked to state which actions they considered to be corporal punishment. Several actions were mentioned and are listed in the table below.

Q105-Actions considered to be corporal punishment	(n)
Beating/hitting	130
The taking away of privileges	20
Timeout/grounding	14

Discipline without the use of corporal punishment

Respondents were asked if they thought it was possible to discipline a child without the use of corporal punishment.

The vast majority of respondents (86 per cent) were of the opinion that it was possible to discipline a child without the use of corporal punishment.

One in ten of the respondents (10 per cent) felt that corporal punishment was necessary to discipline a child and a smaller group (4 per cent) said they were unsure.

Use of corporal punishment in the household

Respondents were asked if corporal punishment was used to discipline children in their particular households.

Less than half of the respondents (44 per cent) said that corporal punishment was used as a form of discipline in their household.

The banning of corporal punishment in the home

When asked whether corporal punishment should be banned in the home, more than a quarter (27 per cent) said yes, while over half (59 per cent) disagreed and 14 per cent were not sure.

Those in support of banning corporal punishment in the home was slightly higher among males, the 19-54 years age group, employed persons, and those with primary and university education.

Reasons for supporting the banning of corporal punishment in the home

Those who felt that corporal punishment should be banned in the home were asked to motivate their opinion. A few reasons were given and are listed in the table below.

Q108A- Why do you think corporal punishment should be banned in the home?	(n)
It can lead to abuse	19
There are alternative forms of discipline	17
It is not an appropriate form of punishment	2
It does not solve the underlying issue	2

Reasons for not supporting the banning of corporal punishment in the home

Those who felt that corporal punishment should not be banned in the home were asked to motivate their opinion. Several reasons were given and are listed in the table below.

Q108B- Why do you think corporal punishment should not be banned in the home?	(n)
It is a necessary form of discipline	52
It is effective	27
Do not "spare the rod and spoil the child"	21
It is acceptable if not administered out of rage	4

The banning of corporal punishment in schools

When asked whether corporal punishment should be banned in schools, over half (60 per cent) of correspondents said yes, while well over a third (40%) disagreed.

The percentage of those in support of banning corporal punishment in schools was found well distributed according to economic activity, but higher among females, respondents in the 16-18, and 19-30 year age group, students, and those with post primary education.



Reasons for supporting the banning of corporal punishment in schools

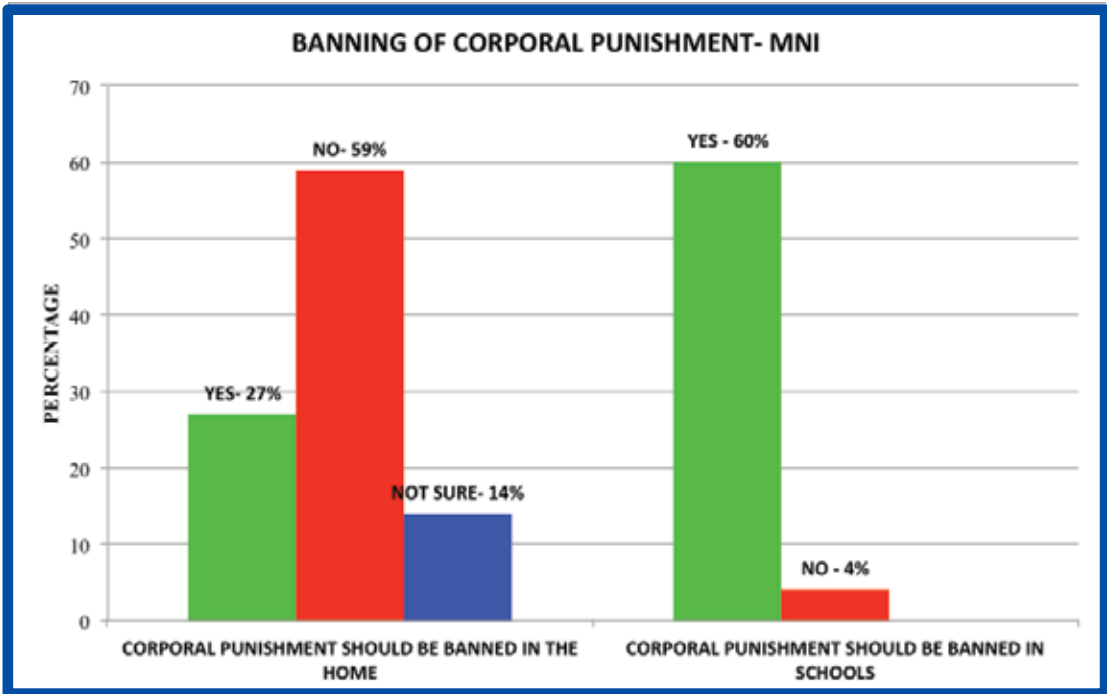
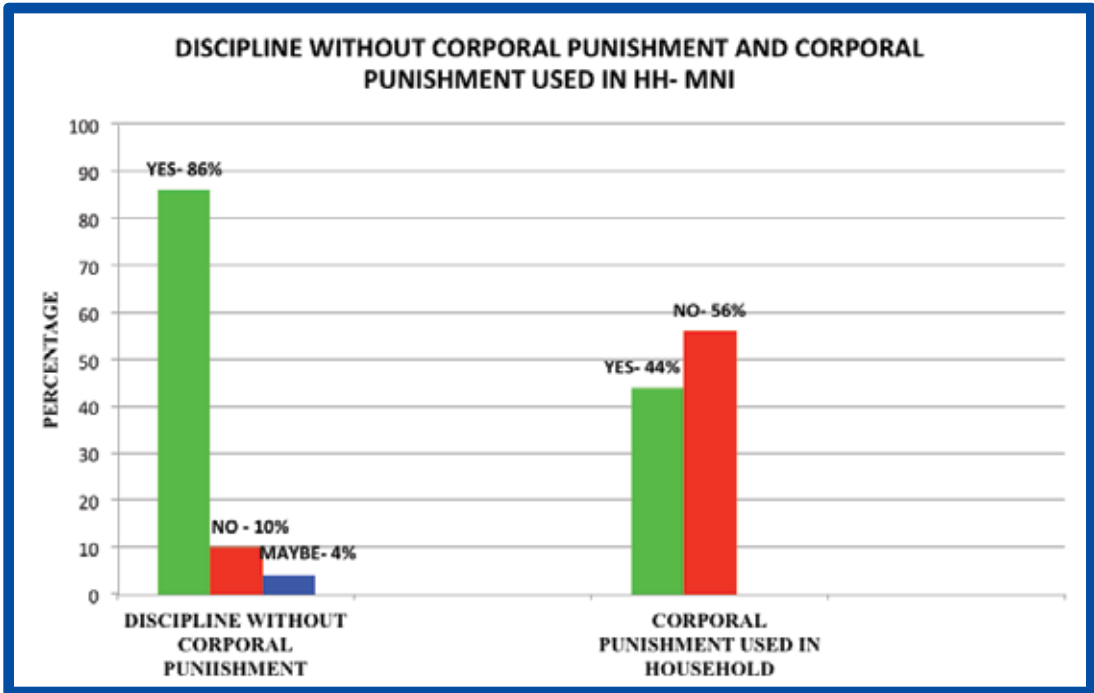
Those who felt that corporal punishment should be banned in schools were asked to motivate their opinion. Several reasons were given and are outlined in the table below.

Q109A-Why do you think corporal punishment should be banned in schools?	(n)
Some teachers can be abusive	37
There are alternatives	18
It should be administered by parents	16
It is against the law	4

Reasons for not supporting the banning of corporal punishment in schools

Those who felt that corporal punishment should not be banned in schools were asked to motivate their opinion. Several reasons were given and are outlined in the table below.

Q109B -Why do you think corporal punishment should not be banned in schools?	(n)
It is a necessary form of discipline	36
Teachers are responsible for discipline	16
Children need to be taught to respect teachers	16
School principals should administer punishment	3
It is against the law	3





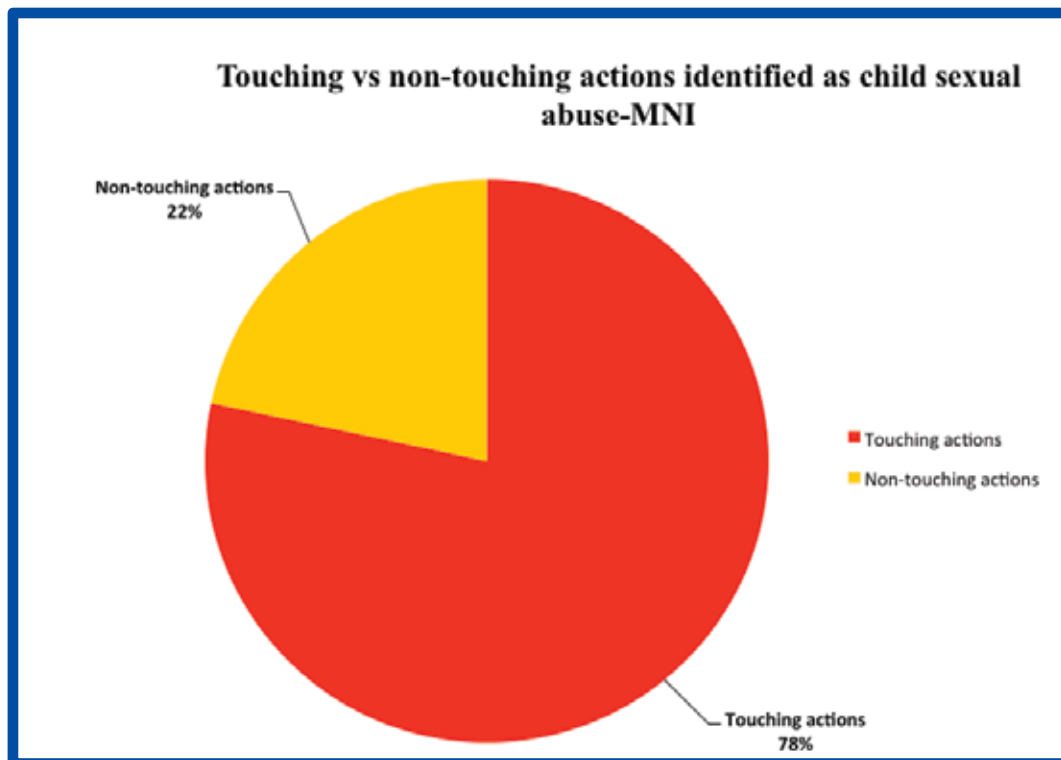
Knowledge Of Child Abuse Issues

ACTIONS CONSIDERED TO BE CHILD SEXUAL ABUSE

Respondents were asked to state actions they considered to be child sexual abuse. Several actions were mentioned and are listed in the table below.

Q201- Actions consider to be child sexual abuse	(n)
Touching a child's private parts	105
Engaging in sexual intercourse with a child/minor	61
Having sexual conversations with a child/minor	28
Exposing a child to pornography	18

Regarding actions considered as child sexual abuse, most of the respondents mentioned touching related actions. Only 22 per cent mentioned non-touching forms of sexual abuse. The ratio of 'touching actions' versus 'non-touching' actions identified as child sexual abuse is at least three to one.

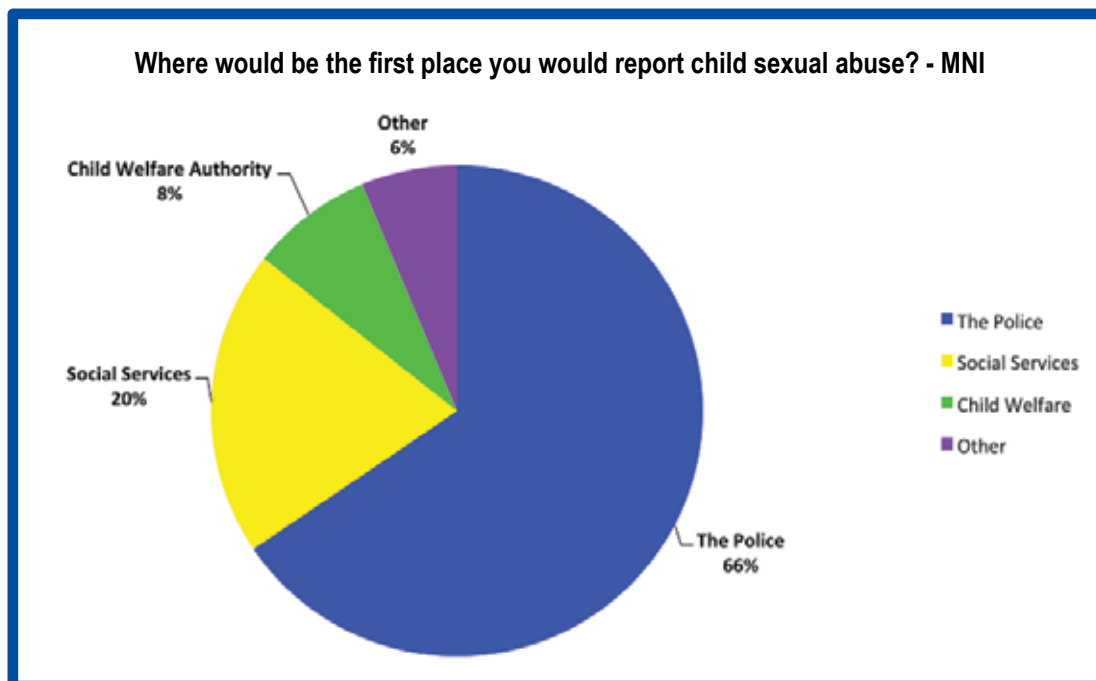


Which entity persons in Montserrat would report child sexual abuse to first?

Respondents were asked to state the first authority in Montserrat they would report child sexual abuse to. Several entities were mentioned and are listed in the table below.

Q202-Which Montserrat authority should child sexual abuse be reported to first?	(%)
The Police	66
Social Services Department	20
Child Welfare Authority	8
Parent(s)/other	6

The Police was named as the first authority for reporting child sexual abuse.





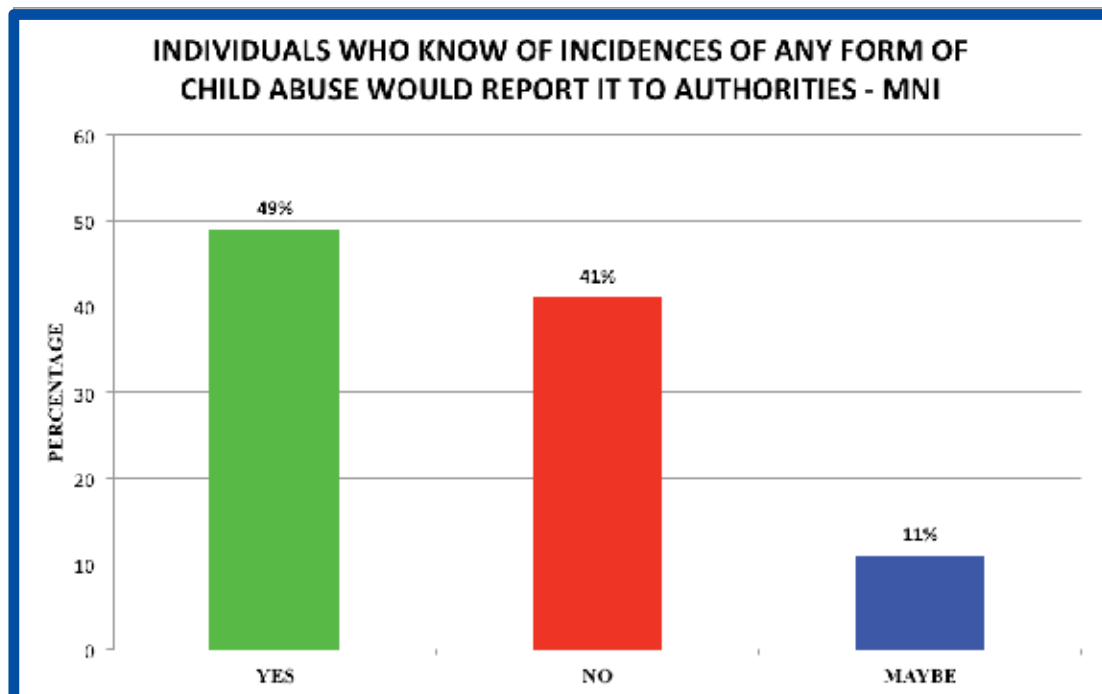
PROPENSITY OF INDIVIDUALS IN MONTSERRAT TO REPORT CHILD ABUSE TO THE AUTHORITIES

Respondents were asked whether they felt that individuals in Montserrat who were aware of incidences of any form of child abuse would report it to the authorities.

About half of the respondents (49 per cent) said they felt that individuals who were aware of child abuse incidences would report it to the authorities, while less than half (41 per cent) felt they would not.

Those who felt that it would not be reported were asked to give reasons for their opinion. Several reasons were given and are listed in the table below.

Q204-Why do you think individuals in Montserrat would not report incidence of child abuse to the authorities?	(n)
They are afraid of the consequences involved in reporting the matter	33
They want to protect family members	24
They do not want to get involved	10
Nothing will happen if the incidence is reported	4



Recall of campaigns addressing child abuse

ADVERTISING RECALL

Respondents were asked if they could recall seeing or hearing any advertising campaign about child sexual abuse.

Two thirds of the respondents (66 per cent) said they could recall an advertisement or campaign about child sexual abuse. This segment of the respondents was equally distributed by gender, but higher among the 19-30 and the 31-54 years age groups, employed persons, and those with post-secondary education.

CONTENT RECALL

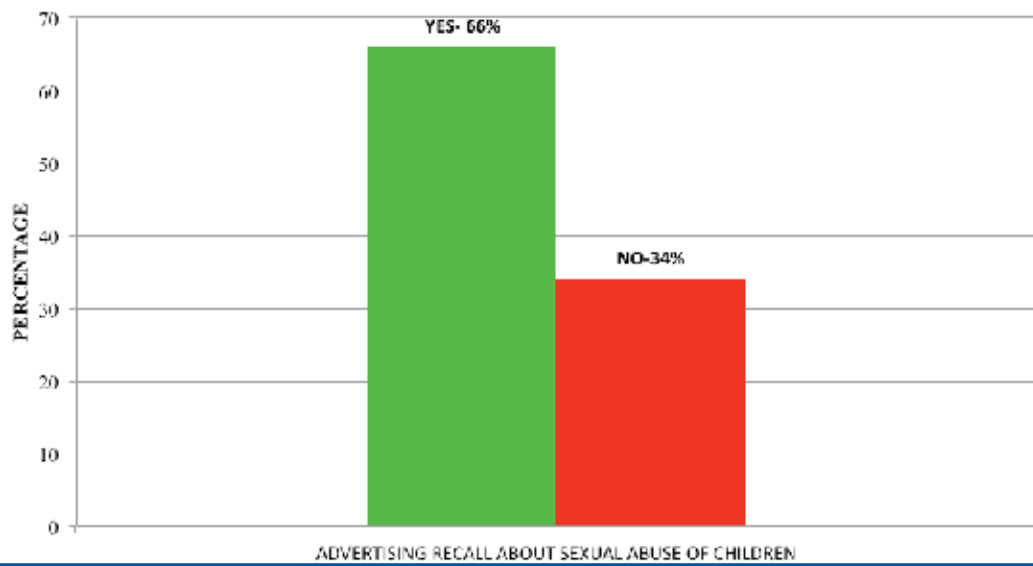
The respondents with advertising recall were asked to list words, phrases, messages and/or scenes they remembered from the advertisement or campaign.

Several items of recall were mentioned and are listed in the table below.

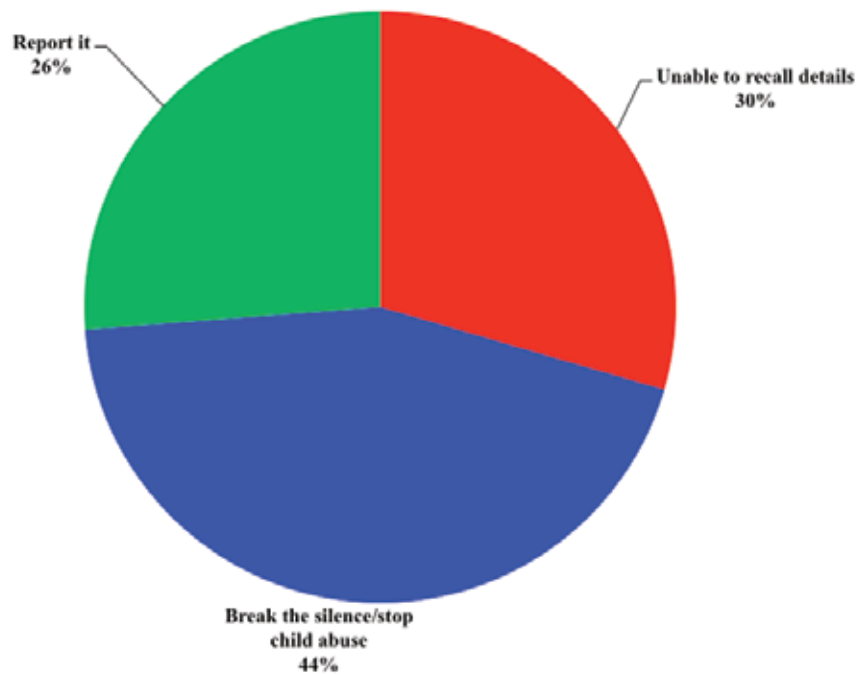
Q302- Words, phrases, messages and/or scenes recalled from advertisement/campaign about child sexual abuse	(%)
Break the silence/end child abuse	44
Unable to recall details	30
Report child abuse	26



ADVERTISING CAMPAIGN RECALL ABOUT SEXUAL ABUSE OF CHILDREN- MNI



Words, phrases, scenes recalled from advertisement and/or campaign



Change in attitude following hearing/viewing of advertisement and/or campaign

Respondents who could recall seeing or hearing any advertisement or campaign about child sexual abuse were asked a series of questions about their current behaviour that could determine changes in attitude.

BETTER UNDERSTANDING OF WHAT CHILD SEXUAL ABUSE IS

The vast majority of respondents (89 per cent) said they had a better understanding of what child sexual abuse is. This segment of the respondents was equally distributed by gender, age group and economic activity, but higher among those with secondary education.

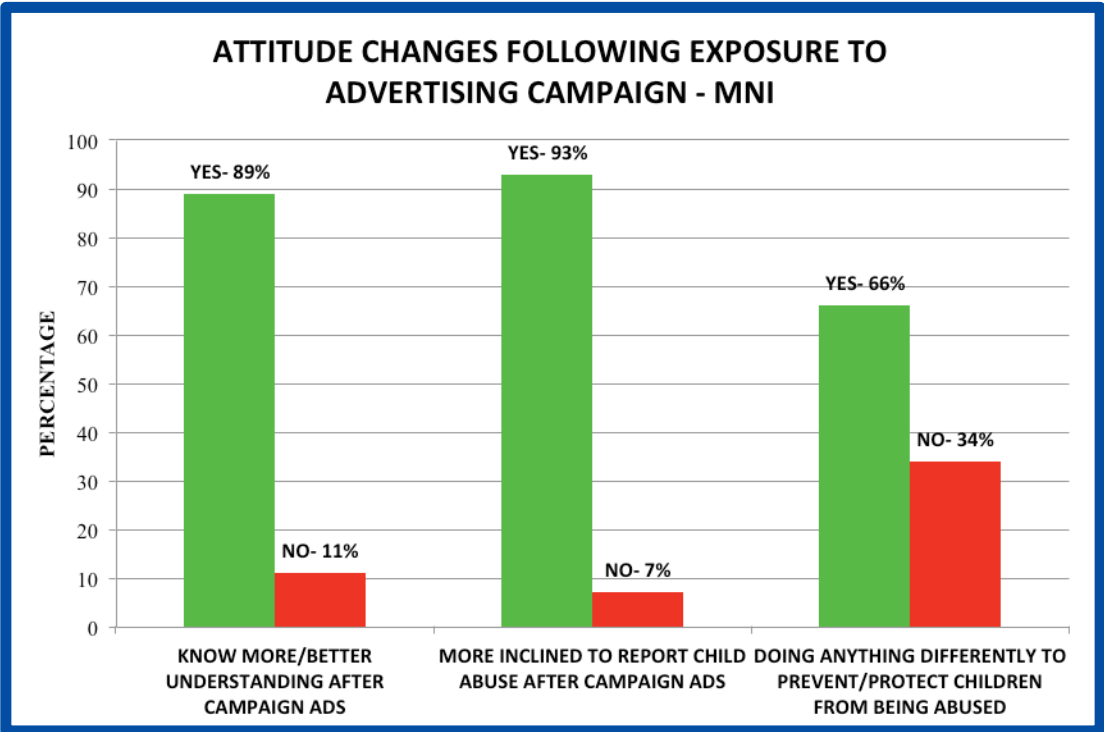
MORE INCLINED TO REPORT CHILD SEXUAL ABUSE

The vast majority of respondents (93 per cent) said they would be more inclined to report child sexual abuse. This segment of the respondents was found equally distributed by gender, age group and economic activity, but higher among those with secondary education.

BEING PRO-ACTIVE IN PREVENTING CHILD SEXUAL ABUSE

Two thirds of the respondents (66 per cent) said they were taking a different approach to prevent and/or protect children from being abused. No specific activities were explored.

This segment of the respondents was equally distributed by gender, but higher among the 31-54 years age group, employed persons, and those with primary and secondary education.





OPINION ON MEDIA COVERAGE OF CHILD ABUSE CASES

Respondents were asked a series of questions to evaluate their opinions on the manner in which child abuse cases were treated by the media.

Seen/heard reports in general media on cases involving child sexual abuse

Respondents were asked if they had seen or heard any reports in the traditional media about cases involving sexual abuse against children.

More than half of the respondents (55 per cent) said they had seen such reports. This segment of the respondents was equally distributed by gender, but marginally higher among the 19-30, and the 31-54 years age groups, employed persons, and those with post- secondary education.

Seen/heard reports on social media on cases involving child sexual abuse

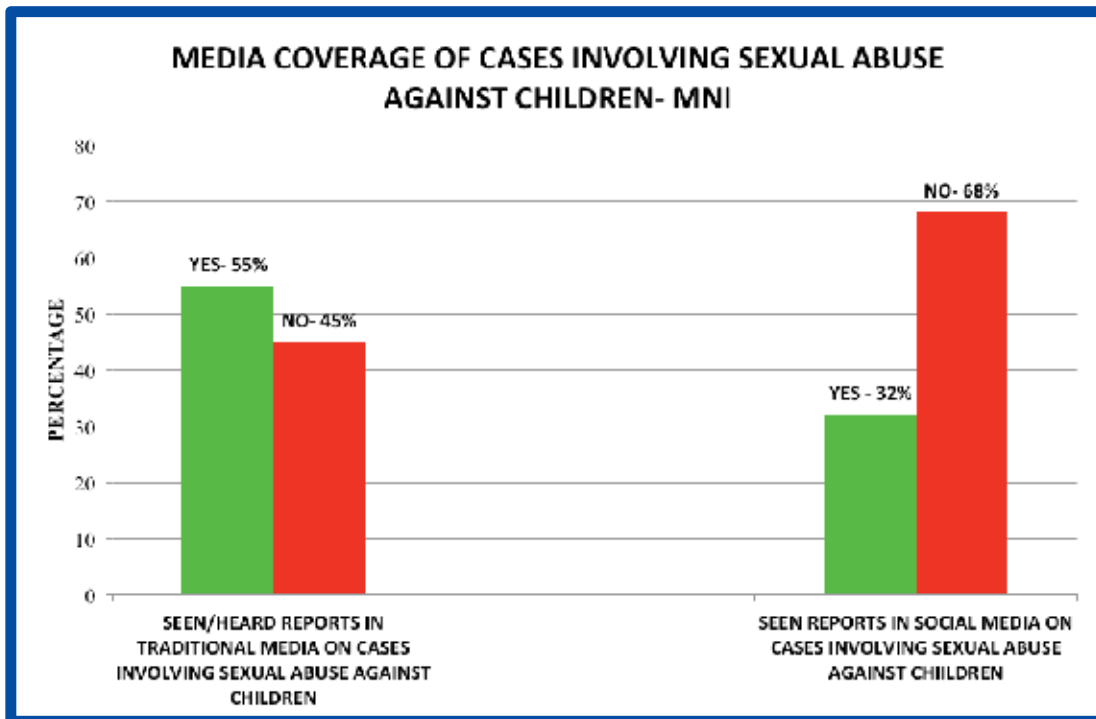
Respondents were asked if they had seen or heard any reports in social media about cases involving sexual abuse against children.

About a third of the respondents (32 per cent) said they had seen such reports. This segment was equally distributed by gender and education, but marginally higher among the 55 years and older age group, and retired persons.

General description of media coverage of cases involving child sexual abuse

Respondents were asked, based on what they had seen or heard, to describe the media's coverage of cases involving sexual abuse against children. Several opinions were put forward and are listed in the table below.

Q401-Media's coverage of cases involving sexual abuse against children	(n)
They are doing a good job	28
Not enough information is provided	24
There is an attempt to protect the child's identity	14
Reporting is indiscreet sometimes	12
Poor	6





Views on media coverage

Respondents were asked to indicate, in their opinion, which of a specific set of phrases reflected the general and social media coverage of cases involving sexual abuse against children.

BEHAVING IN A RESPONSIBLE MANNER

General media

More than a third of the respondents (38 per cent) felt that the general media behaved in a responsible manner. Respondents who were of this opinion were found in marginally higher proportions among females, in the 16-18 and the 19-30 years age groups, students, employed and unemployed persons, and those with secondary and university education.

Social media

One in five of the respondents (21 per cent) felt that social media reported on child sexual abuse in a responsible manner. Respondents who were of this opinion were equally distributed by gender, but higher among the 19-30, and 31-54 year age groups, students and employed persons, and those with secondary education.

INCREASING AWARENESS OF THE ISSUE

General media

Less than half of the respondents (43 per cent) felt that general media increased awareness around child abuse issues. Respondents who were of this opinion were equally distributed by gender, age group, and economic activity but were marginally higher among those with secondary and vocational education.

Social media

Over a quarter of the respondents (27 per cent) felt that social media increased awareness of the issues.

Respondents who were of this opinion were equally distributed by gender, economic activity, and education, but higher among the 16-18, 19-30 and 31-54 years age groups.

SUPPORTIVE OF THE CAMPAIGNS

General media

Less than half of the respondents (47 per cent) felt that general media were supportive of the campaigns.

Respondents expressing this opinion were found equally distributed by gender and age group, but marginally higher among students, employed, and unemployed persons and those with post primary education.

Social media

Just under a quarter of the respondents (24 per cent) felt that social media was supportive of the campaigns.

Respondents of this opinion were marginally higher among males, respondents in the 16-18, 19-30, and 31-54 years age groups, students, employed and unemployed persons, and those with post primary education.

SHOWING DISREGARD FOR THE RIGHTS OF THE CHILD

General media

More than one in ten of the respondents (15 per cent) felt that the general media were showing disregard for the rights of the child.

Social media

One in ten of the respondents (10 per cent) felt that social media was showing disregard for the rights of the child.

SENSATIONAL IN A NEGATIVE WAY

General media

Seven per cent of respondents felt that the general media were sensational in a negative way.

Social media

Eight per cent of respondents felt that social media was sensational in a negative way.

ACTING AS IF THEY DO NOT CARE

General media

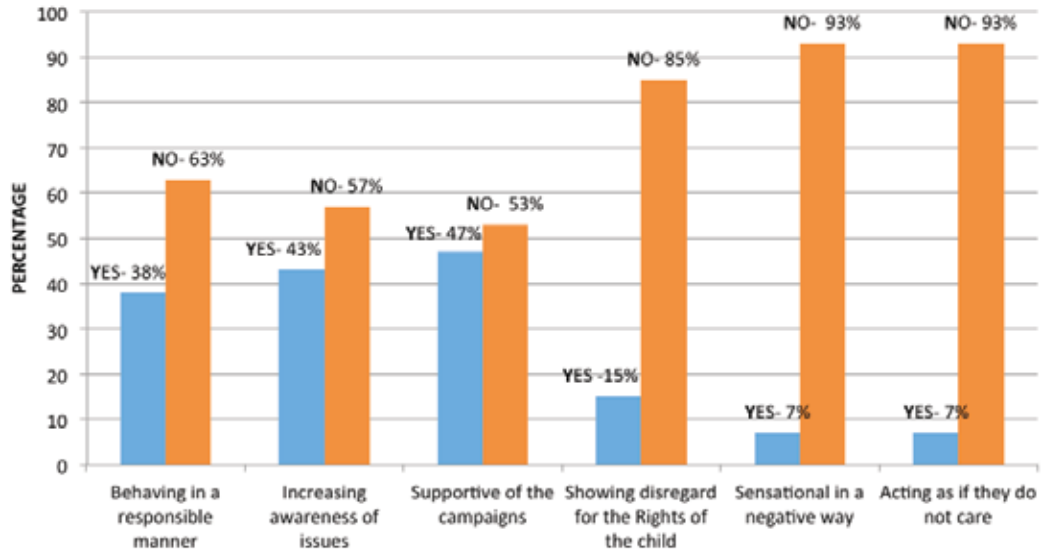
Seven per cent of respondents felt that the general media were acting as if they did not care.

Social media

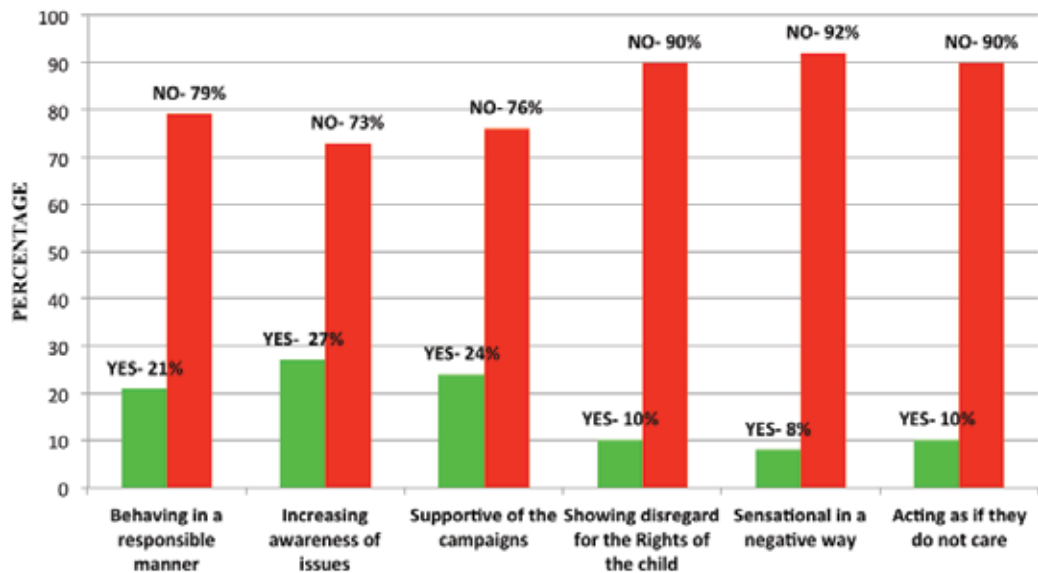
One in ten of the respondents (10 per cent) felt that social media was acting as if they did not care.



OPINION ON GENERAL MEDIA COVERAGE OF CHILD SEXUAL ABUSE CASES- MNI



OPINION ON SOCIAL MEDIA COVERAGE OF CHILD SEXUAL ABUSE CASES- MNI



EVALUATION OF THE 'BREAK THE SILENCE - END CHILD ABUSE' CAMPAIGN

Less than half (44 per cent) of the 66 per cent who had indicated recall of advertising and/or a campaign about sexual abuse of children, had voluntary recall of the 'Break the Silence, End Child Abuse' campaign.

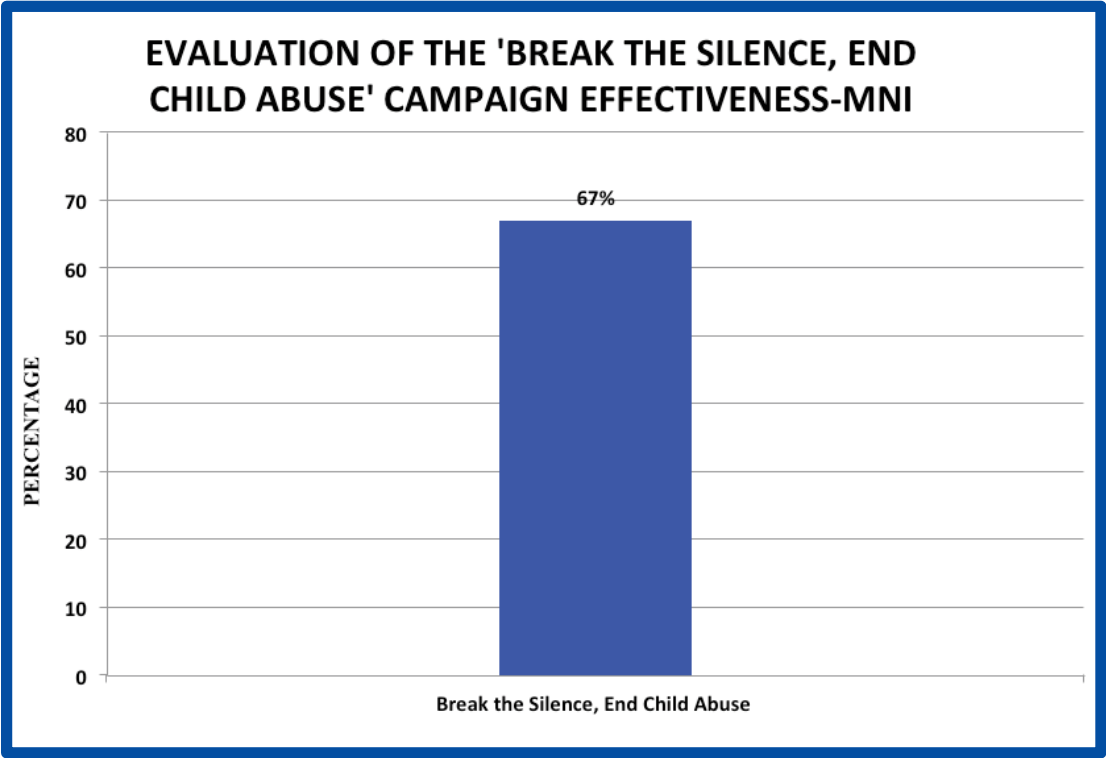
Those respondents who had not volunteered the specific wording recall of the 'Break the Silence, End Child Abuse' campaign were asked if they had any recall of that specific campaign.

Prompted recall of the 'Break the Silence, End Child Abuse' campaign resulted in total recall of 74 per cent among the sample.

Respondents who were able to recall the campaign advertisement were asked to give a score out of ten to rate its effectiveness among those living in Montserrat.

Two thirds of the respondents (67 per cent) gave a positive rating of seven or higher, while a quarter (25 per cent) gave a moderate rating of five or six, and 8 per cent gave a negative rating of less than five.

The campaign received a positive score from respondents in the sample in terms of their evaluation of its effectiveness among the people of Montserrat.





**IMPACT OF CHILD
SAFEGUARDING
CAPACITY BUILDING
WORKSHOPS
ON PROFESSIONALS**

Demographic description of the sample - professionals

The sample targeted fifty professionals who would have participated in sensitization workshops on child protection and child sexual abuse.

SEX

The sample population was 80 per cent female and 20 per cent male.

AGE GROUP

The age group distribution of the sample showed 27 per cent under 30 years of age, and 69 per cent, 30 years and older, and 4 per cent who did not disclose their age.

Sample by gender (%)		Sample by age group (%)	
Male	Female	<30	27
20	80	30+	69
		Not stated	4

Knowledge of the signs of abuse

Questions were asked to ascertain whether professionals could recall the signs of abuse, which would have been covered as a topic in capacity building workshops they attended.



PHYSICAL ABUSE

Several signs were mentioned and are indicated in the table below.

Signs	(n)
Marks on skin, such as cuts and/or bruises	9
Withdrawal	4
Fear	2
Depression	1
Signs of nervousness	1
Body odor and/or unkempt clothing	1
Low self esteem	1
Change in attitude	1
Lack of performance in school	1
Bullying others	1

SEXUAL ABUSE

Several signs were mentioned and are indicated in the table below.

Signs	(n)
Withdrawal from friends or usual activities/uncomfortable around people	7
Afraid to talk/does not speak much	3
Depression	1
Inappropriate behavior and dress	1
Inappropriate behavior around people	1
Extremes between exposing too much of their body to not exposing their body at all	1
Bedwetting	1
Does not allow physical touch from others	1
Jumpy/has nightmares	1

EMOTIONAL ABUSE

Several signs were mentioned and are indicated in the table below.

Signs	(n)
Withdrawal from friends or usual activities/does not want to speak	7
Depressed/unhappy/sad facial expressions	3
Rebellious/destructive behavior	3
Low self esteem	2
Does not want to go home	1
Embarrassed	1
Lack of trust	1
Uncomfortable around people	1
Afraid	1

BULLYING

Several signs were mentioned and are indicated in the table below.

Signs	(n)
Withdrawal from friends or usual activities	5
Destructive behavior/lashing out	4
Poor performance in school	3
Fearful/crying/nightmares	3
Does not want to go to school	3
Uncomfortable around people	2
Bruises	1
Draws disturbing and/or sexually suggestive pictures	1
Low self esteem	1



NEGLECT/ABANDONMENT

Several signs were mentioned and are indicated in the table below.

Signs	(n)
Body odor and/or unkempt clothing	6
Quiet	3
Always hungry	2
Aimless wandering/roaming around	2
Always sleepy	2
Underweight	2
Looking for comfort	2
Crying	1
Lack of performance in school	1

MONTSERRAT AUTHORITY WHERE CHILD SEXUAL ABUSE WOULD BE REPORTED TO FIRST

Respondents were asked to state the first place they would go in Montserrat to report child sexual abuse.

The sample of professionals mentioned Social Services and the police as the first two places they would go to report child sexual abuse.

Entities mentioned by the professionals are listed in the table below.

First place to report child abuse	(n)
Police station	23
Social services	23
Child protection authority	1
Community authority figure	1

Attitude towards corporal punishment

BAN IN THE HOME

When asked whether they thought that corporal punishment should be banned in the home, a quarter of the professionals (25 per cent) said that they felt so, while almost two thirds (63 per cent) did not feel that way, and 12 per cent were not sure.

Reasons for supporting the banning of corporal punishment in the home

Those who felt that corporal punishment should be banned in the home were asked to motivate their opinion. A few reasons were given and are outlined in the table below.

Reasons	(n)
There are better ways to discipline a child	4
Violence breeds violence	2
Parents overdo it in anger	1
To avoid causing physical harm	1

Reasons for not supporting the banning of corporal punishment in the home

Those who felt that corporal punishment should not be banned in the home were asked to motivate their opinion. A few reasons were given and are outlined in the table below.

Reasons	(n)
Children need to be disciplined	9
It is necessary, but not to the extent of abuse	8
Children need to be punished so they will not get out of control	3
It is a form of discipline	3
Do not "spare the rod and spoil the child"	1



BAN IN SCHOOLS

When asked whether they thought that corporal punishment should be banned in schools, more than half of the professionals (55 per cent) said that they felt so, while a third (33 per cent) did not feel that way.

Reasons for supporting the banning of corporal punishment in schools

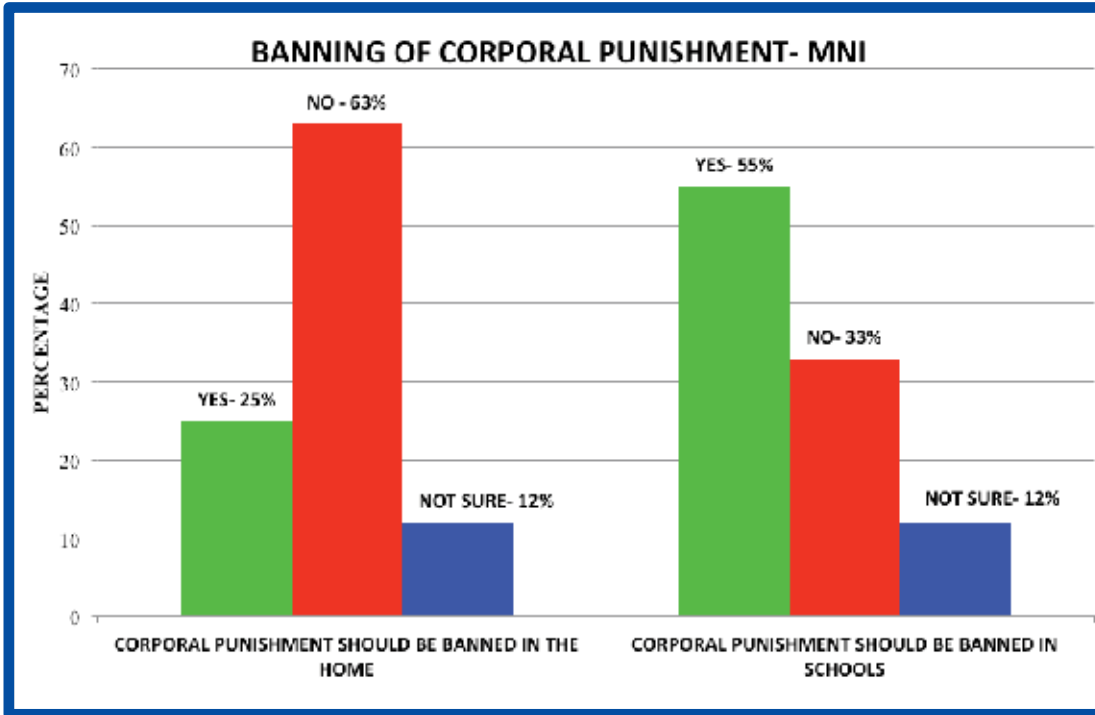
Those who felt that corporal punishment should be banned in schools were asked to give reasons for their opinion. A few reasons were given and are outlined in the table below.

Reasons	(n)
Teachers abuse the children	7
There are other means and ways of disciplining children	5
Parents should be the only one to administer corporal punishment	4
Only the head teacher should be allowed to discipline	2

Reasons for not supporting the banning of corporal punishment in schools

Those who felt that corporal punishment should not be banned in schools were asked to give reasons for their opinion. A few reasons were given and are outlined in the table below.

Reasons	(n)
It is a form of discipline and control	4
Only the head teacher should be allowed to discipline	4
There should be a balance	3



Attitude changes following exposure to sensitization workshops

Respondents were asked to indicate what they were doing differently and/or whether they had made changes to prevent/protect children from abuse following their exposure to sensitization workshops.

Several changes were mentioned and are listed in the table below.

What professionals do differently/changes following workshops	(n)
Talk to children	6
Educate children and parents to always report	3
Nothing	2
Behave more sensitively	1
Discourage abuse related behavior	1
Educate and sensitize the public	1
Report suspicious behaviour	1



WERE PROFESSIONALS MORE INCLINED TO REPORT CHILD ABUSE FOLLOWING THE WORKSHOPS?

The vast majority of the professionals (92 per cent) said they were more inclined to report child abuse.

Professionals' opinion on media coverage of child abuse cases

Respondents were asked a series of questions that would evaluate their opinions on the manner in which child abuse cases were treated by the media.

SEEN/HEARD REPORTS IN GENERAL OR SOCIAL MEDIA ON CASES INVOLVING CHILD SEXUAL ABUSE

Respondents were asked if they had seen or heard any reports in the traditional media on cases involving sexual abuse against children.

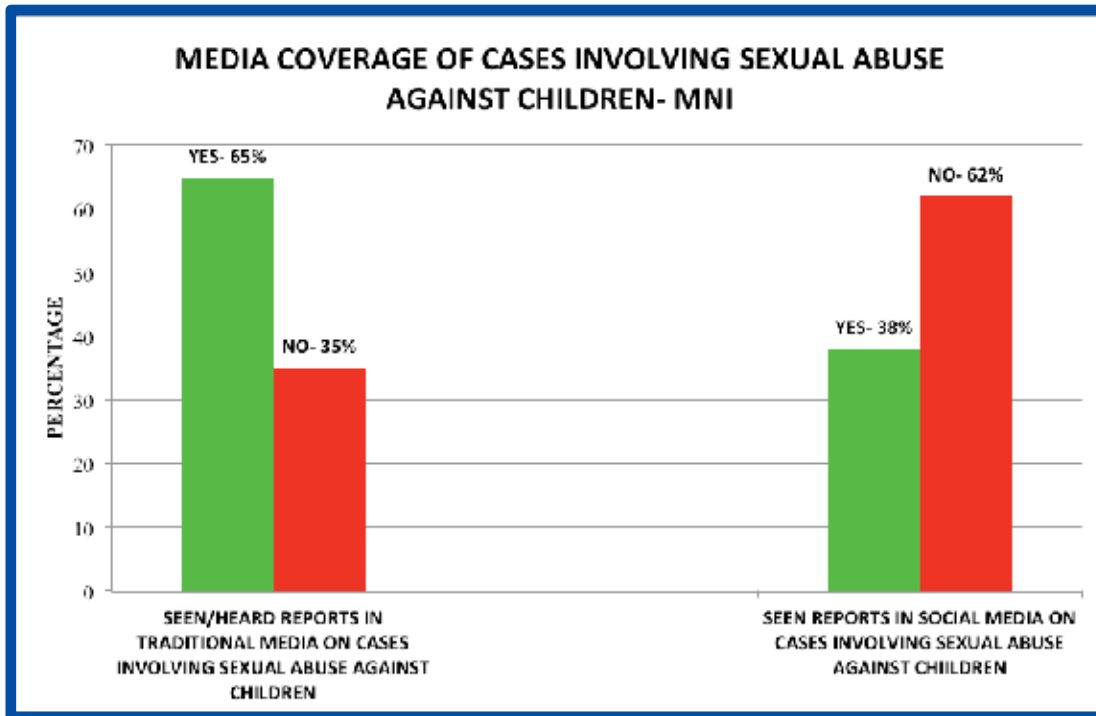
Almost two thirds of the professionals (65 per cent) said they had seen such reports in the general media, while 38 per cent had seen such reports in social media.

GENERAL DESCRIPTION OF MEDIA COVERAGE OF CASES INVOLVING CHILD SEXUAL ABUSE

Respondents were asked, based on what they had seen or heard, to describe the media's coverage of cases involving sexual abuse against children.

Several opinions were put forward and are listed in the table below.

Opinions	(n)
Reports do not mention the child's name	5
Reports lack information	4
The reporting is not sensitive towards the story	4
It can be improved	3
Reporting is based on rumors and sensationalism	3
The reporting is very good and positive	3
It helps advise the public	1
The reports are very informative	1
More investigation is needed	1



Views on media coverage

Professionals were asked to indicate which of a specific set of phrases in their opinion reflected the general and social media coverage of cases involving sexual abuse against children.

BEHAVING IN A RESPONSIBLE MANNER

General media

More than half of the professionals (55 per cent) felt that the general media behaved in a responsible manner.

Social media

More than one in ten of the professionals (12 per cent) felt that social media behaved in a responsible manner.

INCREASING AWARENESS OF THE ISSUES

General media

Almost two thirds of the professionals (65 per cent) felt that the general media increased awareness of the issues.

Social media

Less than one in five of the professionals (18 per cent) felt that social media increased awareness of the issues.



SUPPORTIVE OF THE CAMPAIGNS

General media

Just over a third of the professionals (35 per cent) felt that the general media were supportive of the campaigns.

Social media

About one in six of the professionals (16 per cent) felt that social media was supportive of the campaigns.

SHOWING DISREGARD FOR THE RIGHTS OF THE CHILD

General media

More than one in ten of the professionals (12 per cent) felt that the general media were showing disregard for the rights of the child.

Social media

Less than one in ten of the professionals (6 per cent) felt that social media was showing disregard for the rights of the child.

SENSATIONAL IN A NEGATIVE WAY

General media

Less than one in ten of the professionals (4 per cent) felt that the general media were sensational in a negative way.

Social media

Less than one in ten of the professionals (6 per cent) felt that social media was sensational in a negative way.

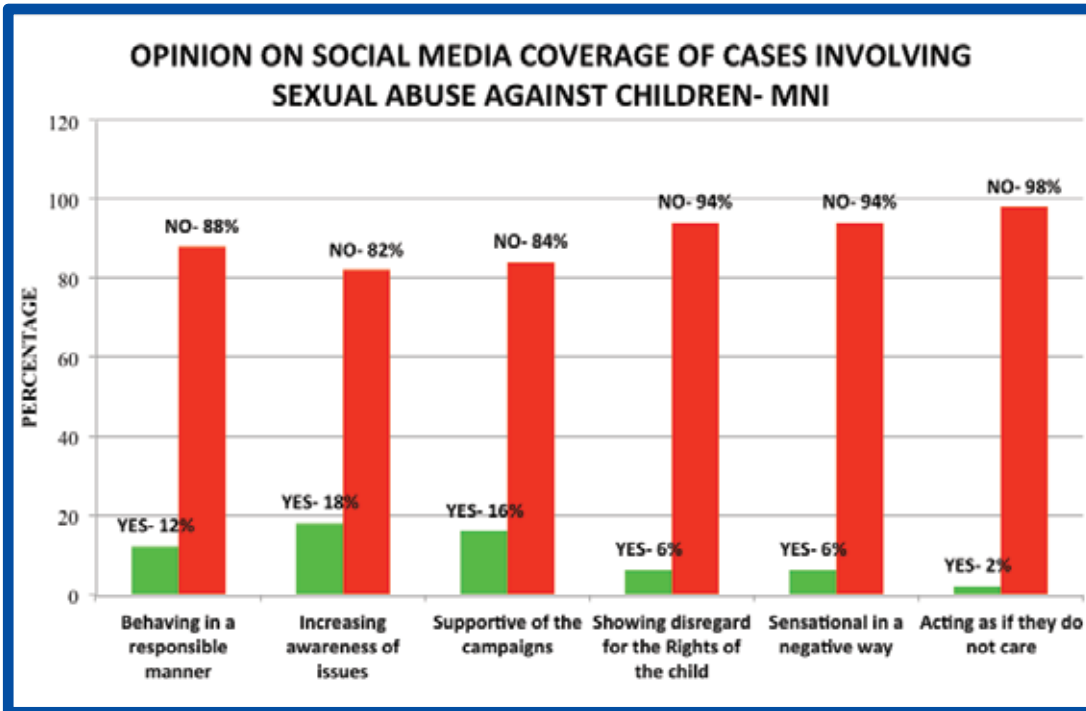
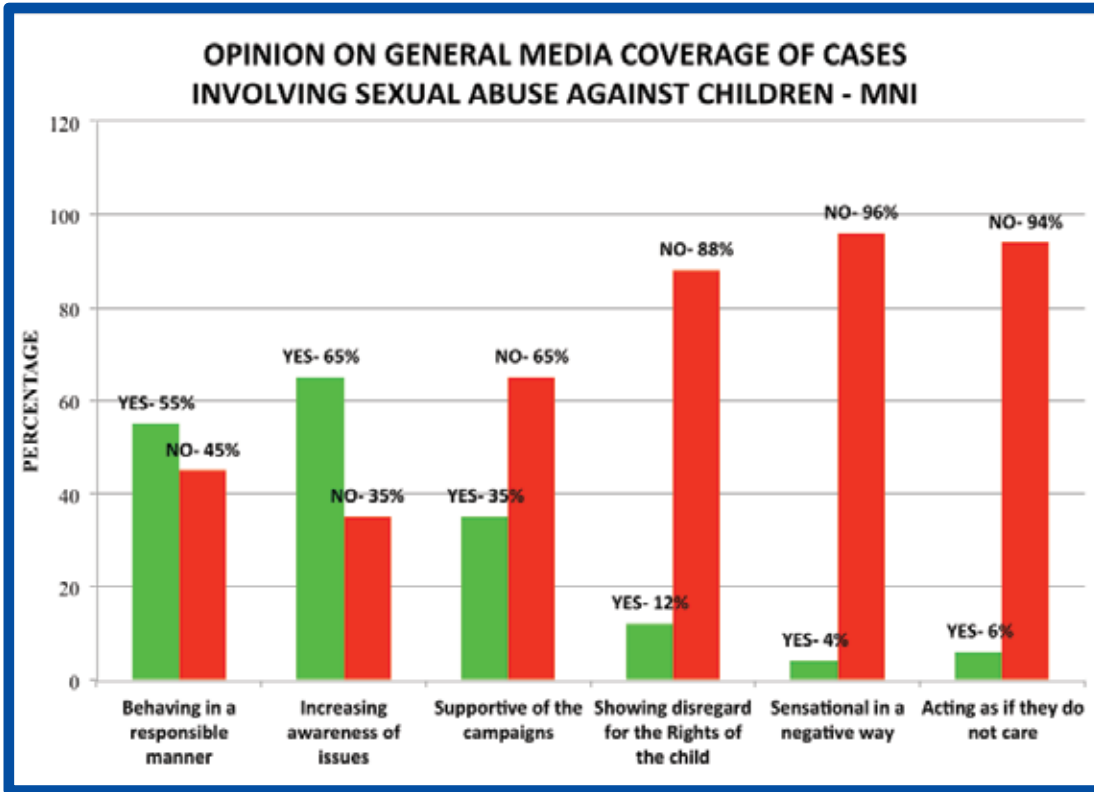
ACTING AS IF THEY DO NOT CARE

General media

Less than one in ten of the professionals (6 per cent) felt that the general media was acting as if they did not care.

Social media

Less than one in ten of the professionals (2 per cent) felt that social media was acting as if they did not care.





EVALUATION OF THE 'BREAK THE SILENCE - END CHILD ABUSE' CAMPAIGN BY PROFESSIONALS

Professionals were asked if they could recall seeing or hearing the 'Break the Silence, End Child Abuse' campaign.

The vast majority (84 per cent) said they could.

Professionals who were able to recall the campaign advertisement were asked to give a score out of ten to rate its effectiveness on people in Montserrat.

Fewer than two thirds of the professionals (61 per cent) gave a positive rating of seven or higher, while a quarter (24 per cent) gave a moderate rating of five or six, and 15 per cent gave a negative rating of less than five.

Time for another child protection/child safeguarding campaign

Professionals were asked if they felt it was time for an updated 'child protection/child safeguarding campaign'.

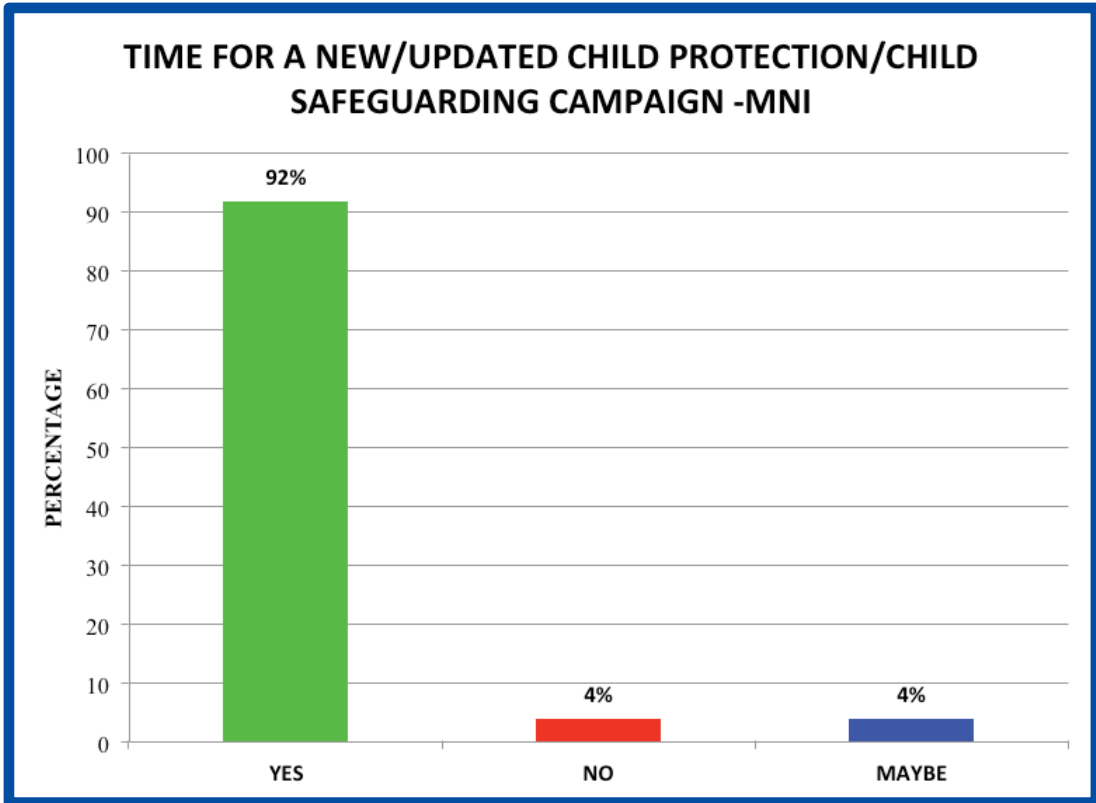
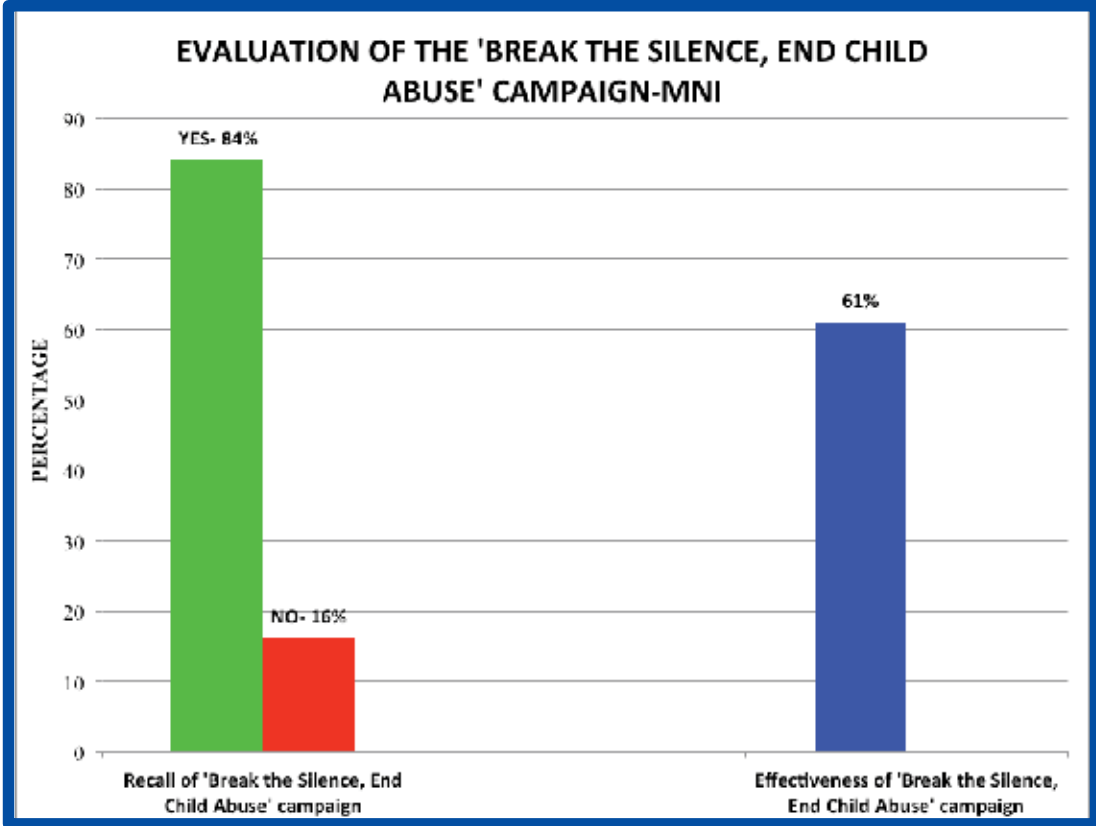
The vast majority of the professionals (92 per cent) felt that to be the case.

Professionals were also asked about new or additional elements they would like to see incorporated into such a campaign.

Several items were mentioned and are listed in the table below.

	(n)
More public awareness/involvement of schools etc.	10
Allow the voices of children and parents to be heard	5
Encourage people to speak up	4
Arrange for more radio talk shows to discuss child protection	2
The public and parents need to be educated	2
Focus more on the sexual abuse aspect of child abuse	1
Encourage affected people to speak out	1
More direct engagement with the abuser	1
More policies and guidelines in terms of how the accusers should be dealt with	1
Distribute flyers and posters	1
Change the focus and address the other areas of abuse	1

The campaign received a positive score from professionals in the sample in terms of their evaluation of its effectiveness on the people of Montserrat.







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