



USA Swimming Safe Sport Conference

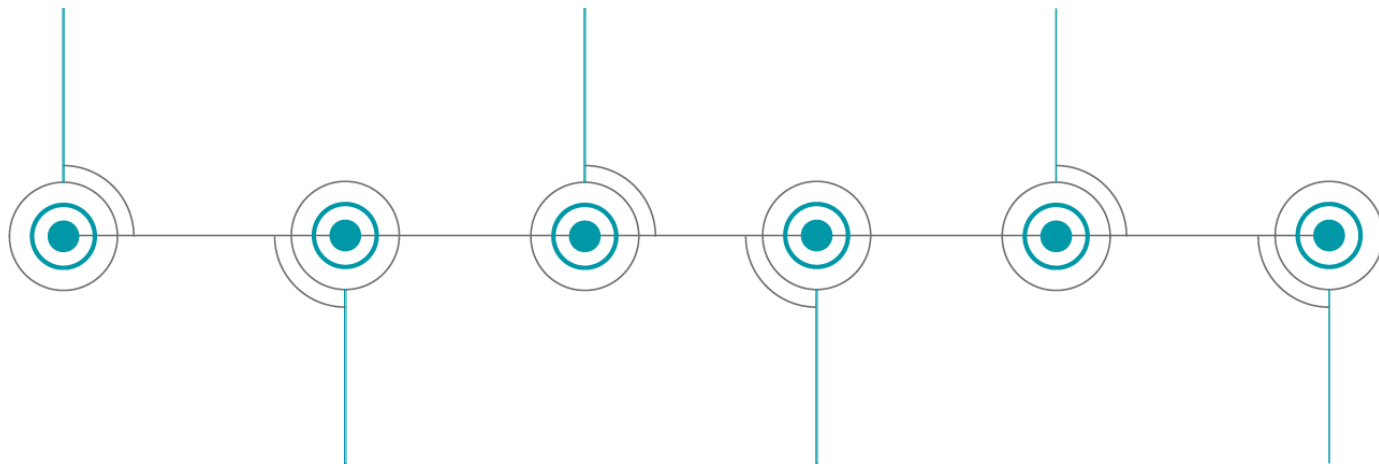
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1 in 10 children will be victims of
child sexual abuse
before their 18th birthday.

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child sexual abuse
before their 18th birthday.

90% are abused by someone they
know and trust.

Darkness
to Light is
Founded
2000



MISSION

Darkness to Light empowers adults to prevent, recognize, and react responsibly to child sexual abuse through awareness, education, and stigma reduction.

VISION

A world free of child sexual abuse.

OUR CORE PHILOSOPHIES

Our core philosophies underline the fundamental beliefs of our programmatic approach.

We value the child first.

We believe that child sexual abuse prevention is the responsibility of adults.

We have faith that adults will make rights-based decisions if educated.

OUR CORE VALUES

Our values represent our core principles which guide all decision making.

We make deliberate decisions.

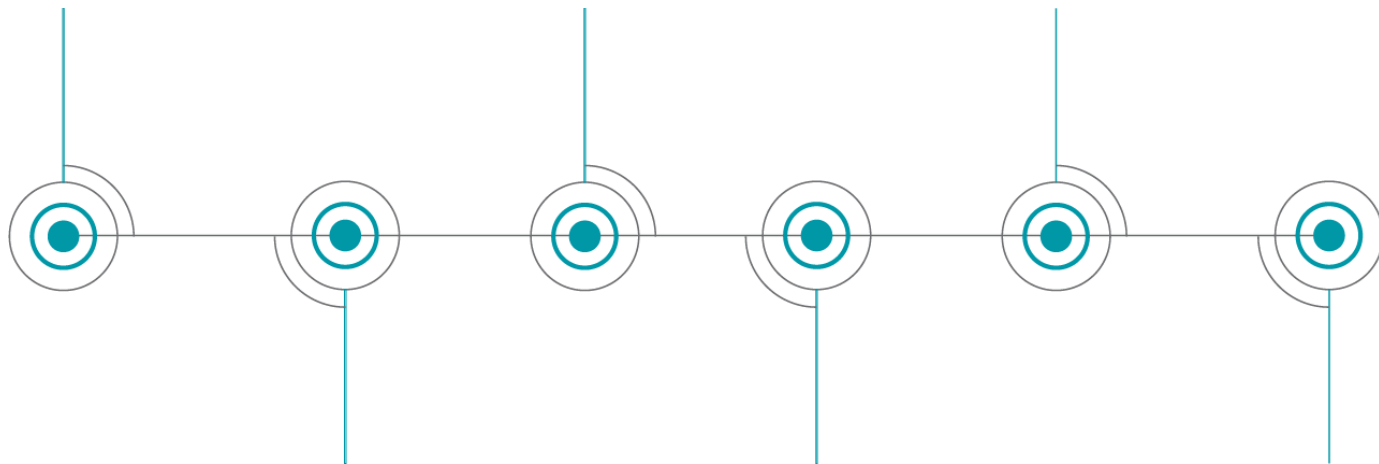
We prioritize the voice of victims and survivors.

We demand accountability.

We value diverse partnerships.

We believe in a growth mindset.

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*Stewards of
Children®*
Disrupts Model



Evidence-informed

In-person or Online

2 hour training

5 Steps of Prevention

1. Learn the facts.
2. Minimize opportunity.
3. Talk about it.
4. Recognize the signs.
5. React responsibly.

Our model is to “train the trainer.”



Individuals learn from peers
in their communities.

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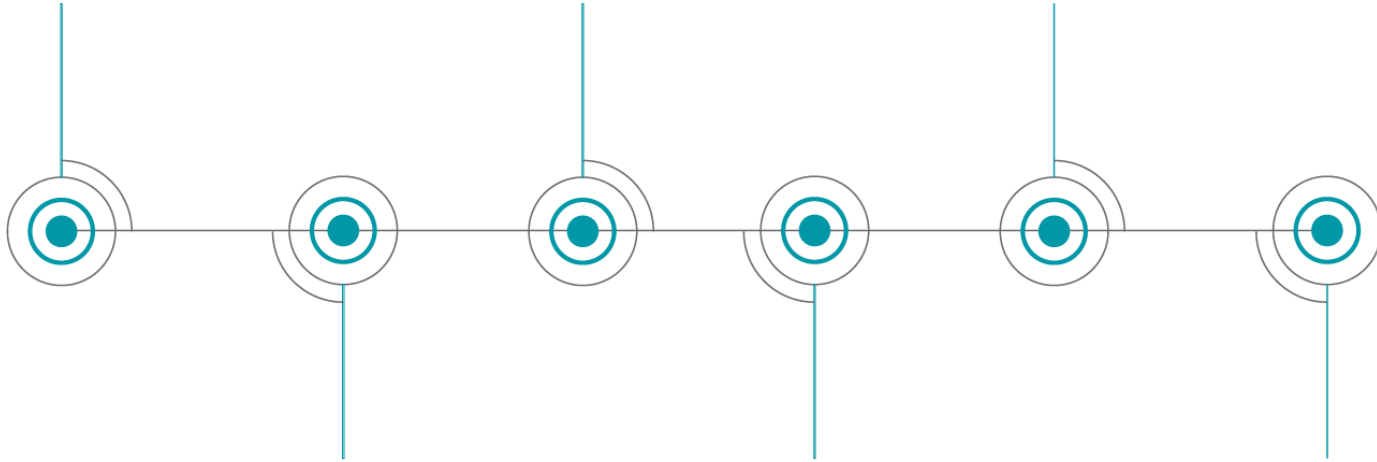
Training
Receives
UN Award

Aly Raisman
Partnership
2018

Stewards of
Children©
Disrupts Model

1.7 Million
Adults
Trained

USASF
mandates
Stewards+
2019



**WHAT
HAVE WE
LEARNED?**

**The stigma of child sexual abuse
can feel debilitating for people.**

**Adults are terrified
to speak about protecting children
from child sexual abuse with other
adults.**

**When trained in CSA prevention
adults are 100% more likely to
take an action to protect a child.**

Community movements
are effective
because of
COURAGEOUS leadership.

A close-up, low-angle shot of several people jumping into a swimming pool. The image captures the moment of impact, with a large, energetic splash of white water dominating the right side of the frame. The legs and feet of the jumpers are visible on the left, wearing various brightly colored swimwear: yellow, pink, blue, and black. The water in the pool is a clear, vibrant blue. The overall scene conveys a sense of fun and summer activity.

**SO WHAT
CAN
WE DO?**



THE METHODOLOGY

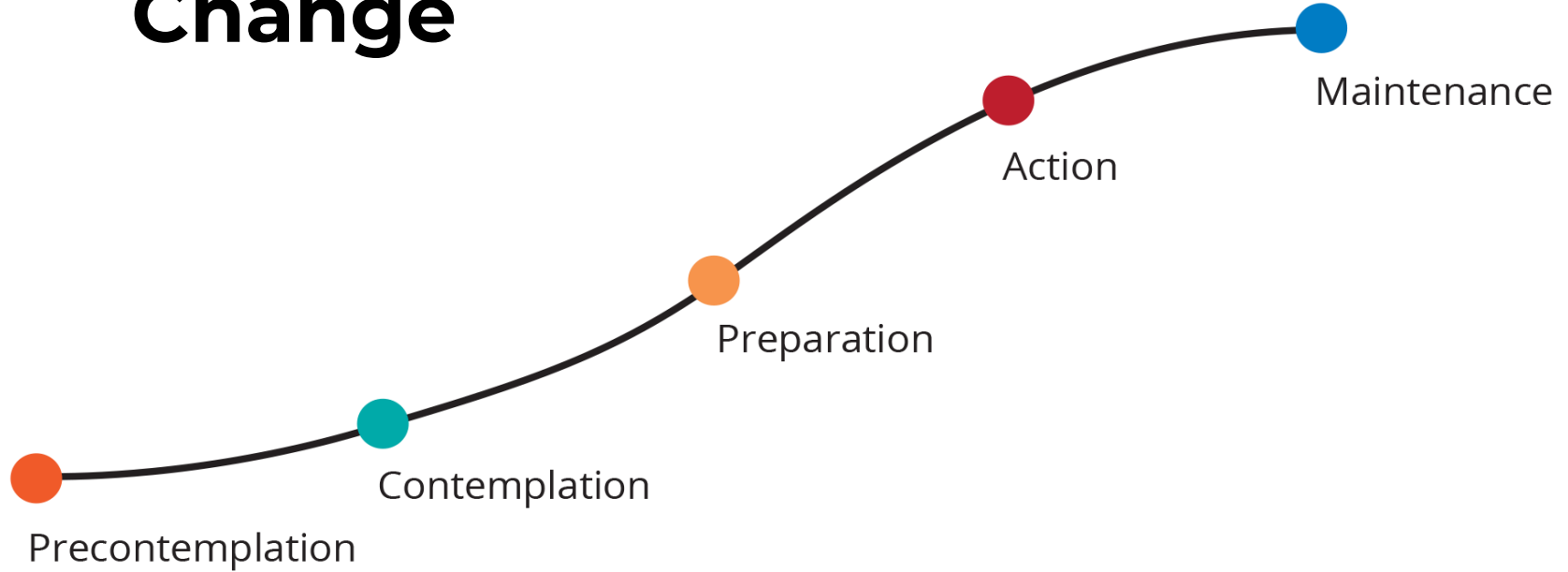
Social Behavior Change is a communication methodology designed to promote

standard operating behaviors

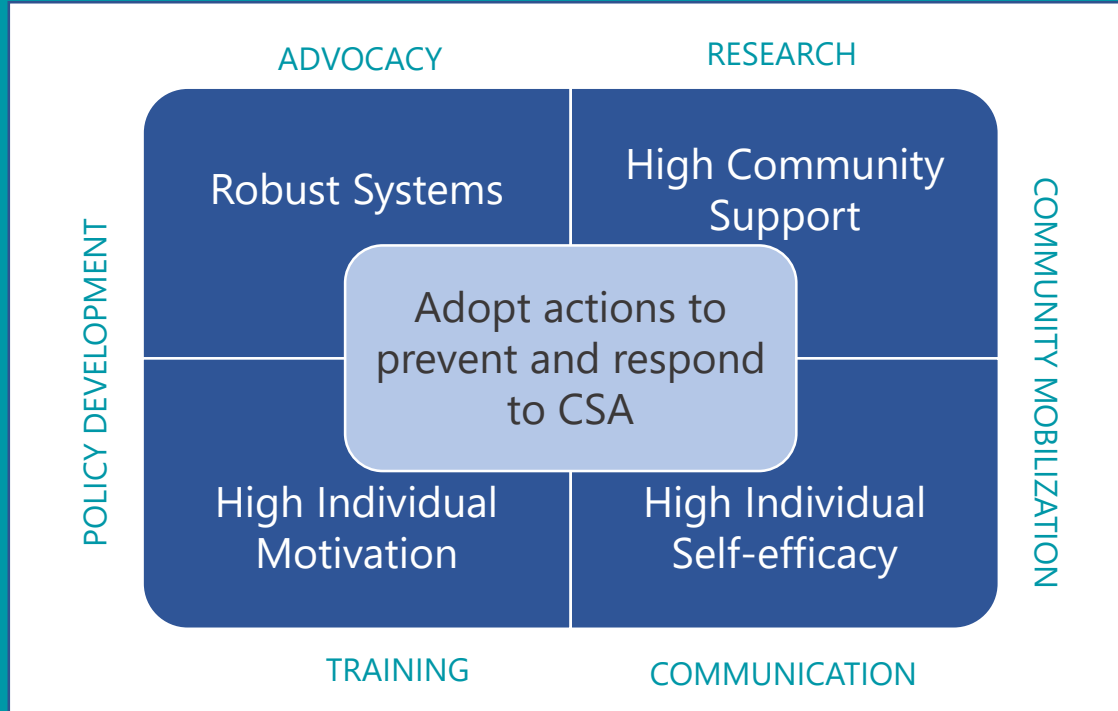
which result in

positive health outcomes.

Stages of Change



COMPONENTS OF SBC



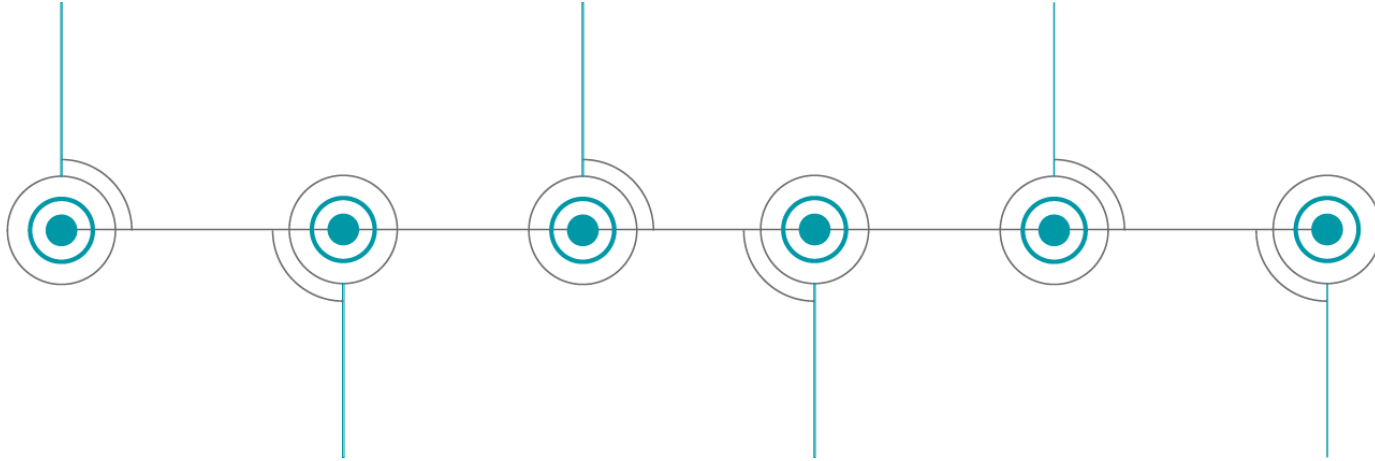
- Promoted behaviors
- Enabling conditions
- Program activities

**How do you
take this home?**

Understand
the
situation

Create a
reasonable
plan

Evaluate
and adapt



Design the
strategy the fits
your organization

Implement
and
Monitor

Repeat

Use your resources

Partner with
a CAC

Include
Prevention in
HR reviews

Lobby state and
local officials

Become a
Darkness to
Light
Partner in
Prevention

Include
Prevention in
membership
onboarding





The Darkness to Light team
is here to help!



**Invest in
THEM.**