



LET'S END CHILD SEXUAL ABUSE
**ONE TALK
AT A TIME**



STAKEHOLDER KIT

October 2023



Australian Government
National Office for Child Safety

Contents

3 About the campaign & key messages

4 Watch the ads

6 Tools and resources

7 Social tiles

10 Contact us

Support

Help is available if you or someone you know has experienced, are experiencing, or are concerned a child or young person may be at risk of harm including child sexual abuse. If you need assistance or support, our [Get support page](#) provides a list of dedicated services. If you need information or resources for reporting child safety concerns, please visit our [Make a report page](#).

About the campaign

The Australian Child Maltreatment Study estimated that around 1 in 4 Australians aged 16 years and over have experienced child sexual abuse.¹

It can happen within families, by other people the child or young person knows or does not know, in organisations and online. Child sexual abuse can have profound, long-term impacts across all aspects of a person's life, including their physical and mental health, education, employment and relationships.

'One Talk at a Time' aims to help prevent child sexual abuse by encouraging adults to learn about the issue and have ongoing, proactive, preventative conversations with children, young people and other adults. The campaign is aimed at adults with children and young people in their lives.

Its core message is conversations have the power to prevent child sexual abuse.

People do not need to be an expert on the topic to have these conversations. Nobody knows the people in their life better than they do and we all have a role to play in creating safe environments for children.

The campaign conveys that important message through a range of ads and supporting tools and resources. Those tools and resources provide information about the topic and guidance on how to have those conversations.

This kit includes information on how the campaign materials, tools and resources can be shared and promoted. We hope you will help us spread the message and encourage people to play an active role in preventing child sexual abuse in Australia.

Campaign key messages

'One Talk at a Time' has a clearly defined set of key messages which feature throughout the campaign. Please include these in interactions you may have with your own networks.

- Child sexual abuse is preventable
- Conversations with children, young people and other adults have the power to prevent child sexual abuse
- We can end child sexual abuse, one talk at a time
- Proactive conversations can be simple, age-appropriate and positive
- By having these conversations, you can be part of the solution
- All adults have a role to play in preventing child sexual abuse
- There are tools and resources available to help
- Visit childsafety.gov.au

¹Mathews B, Pacella RE, Scott JG, et al 2023, 'The prevalence of child maltreatment in Australia: findings from a national survey', *The Medical Journal of Australia*, 218

Watch the ads

'One Talk at a Time' features four ads: one 60 second ad, and three 30 second ads which include examples of conversations adults can have with children and young people in their lives about child sexual abuse.

You can [watch the ads](#) on the website.

How to share the ads

For your ease, we have prepared some suggested text to accompany each of the ads so you can share them on your social media channels. All you have to do is copy and paste this text, along with the relevant YouTube link, and share on your channels.

You can also tag the National Office for Child Safety with the following handles:

 @childsafetygovau

Suggested social media posts



Watch One Talk at a Time – 60 second advertisement on [YouTube](#)

To help prevent child sexual abuse, the Australian Government has launched 'One Talk at a Time'.

The campaign encourages adults to learn about the issue and have ongoing, proactive, preventative conversations with children, young people and other adults.

Conversations have the power to prevent child sexual abuse.

You don't need to be an expert on the topic to have these conversations. Nobody knows the people in your life better than you. Let's end child sexual abuse, One Talk at a Time.

You can learn more about how, when, and where to have these conversations and access a range of tools and resources at childsafety.gov.au.

LET'S END CHILD SEXUAL ABUSE
**ONE TALK
AT A TIME**

One Talk at a Time – at the park – 30 second advertisement



Watch One Talk at a Time – at the park – 30 second advertisement on [YouTube](#)

Post copy: Talking to children about child sexual abuse has the power to prevent it.

Knowing how to bring up the topic can be challenging but it doesn't need to be.

Find out how at [childsafety.gov.au](#)

Let's end child sexual abuse.

One talk at a time.

One Talk at a Time – at the bus stop – 30 second advertisement



Watch One Talk at a Time – at the bus stop – 30 second advertisement on [YouTube](#)

Post copy: Preventing child sexual abuse is the responsibility of all adults.

Talking to children about the topic is an important way to prevent it.

Find out how at [child safety.gov.au](#)

Let's end child sexual abuse.

One talk at a time.

One Talk at a Time – reading a book – 30 second advertisement



Watch One Talk at a Time – reading a book – 30 second advertisement on [YouTube](#)

[Watch ads](#) in other languages.

Post copy: Conversations with children are a powerful way to help prevent child sexual abuse.

Understanding how, when, and where to have these conversations is an important first step.

Find out how at [childsafety.gov.au](#)

Let's end child sexual abuse.

One talk at a time.

LET'S END CHILD SEXUAL ABUSE
**ONE TALK
AT A TIME**

Tools and resources

'One Talk at a Time' aims to help prevent child sexual abuse by encouraging adults to learn about the issue and have ongoing, proactive, preventative conversations.

Knowing how, where, and when to best have these conversations is important. We have prepared a range of tools and resources to support adults to know how, where and when to have these conversations. These materials are available at childsafety.gov.au

The tools and resources include:

Having conversations - toolkit

This is a suite of online guides to help adults have preventative conversations about child sexual abuse with children and young people, other adults and organisations.

The toolkit is available at childsafety.gov.au/conversations

It is split into three distinct sections:

Having conversations with children and young people - topics and conversation starters to help people talk to preschool and school-age children and teenagers about child sexual abuse. This guide has been created in partnership with Raising Children Network.

Having conversations with other adults - suggestions for how to start talking about the topic of child sexual abuse with other adults.

Having conversations with organisations that work with children and young people – suggested questions to ask staff or volunteers at organisations that children engage with, to make sure their practices and policies safeguard children. These organisations include early learning centres, schools, after school care providers, and sports clubs.

Looking after your wellbeing - Talking about child sexual abuse can be difficult because it means engaging with a topic that can feel hard to think about. It can be especially hard for adults who have their own histories of childhood trauma, including child sexual abuse, as having conversations may bring up difficult memories and emotions. We have developed a guide that provides people with advice on how to prepare for having these conversations and look after their mental health.

How to share the tools and resources

The 'having conversations' toolkit is an online resource that has its own dedicated page on childsafety.gov.au

You can easily share this with your networks by providing people with the link and encouraging them to visit the page.

We have also prepared some social media tiles that encourage people to find out how to have conversations about child sexual abuse. You can easily share these on your own channels (LinkedIn, Facebook, and Instagram).

You can also tag the National Office for Child Safety with the following handle:



@childsafetygovau

Social tiles

Dimensions: 1080 x 1080px
Best for Instagram and Facebook

These are available for download at childsafety.gov.au



Post copy:
Adults have the responsibility to help end child sexual abuse.



Post copy: *Find out how to have conversations to prevent child sexual abuse at childsafety.gov.au*



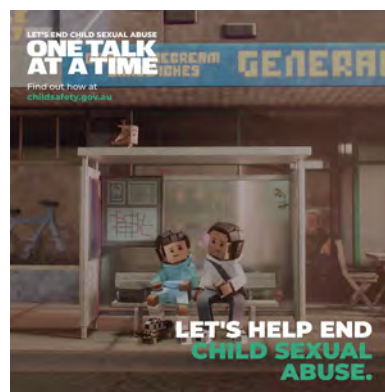
Post copy:
We can help prevent child sexual abuse. Find out how at childsafety.gov.au



Post copy:
Conversations have the power to prevent child sexual abuse. Find out how at childsafety.gov.au



Post copy:
Find out how you can help prevent child sexual abuse at childsafety.gov.au



Post copy:
Conversations are a powerful step to help prevent child sexual abuse. Find out how at childsafety.gov.au

LET'S END CHILD SEXUAL ABUSE
ONE TALK AT A TIME



Post copy:
Adults have a responsibility to have conversations to help prevent child sexual abuse. Find out how at childsafety.gov.au



Post copy:
Conversations can help end child sexual abuse. Find out how at childsafety.gov.au

Dimensions: 1200 x 627px

Best for LinkedIn

These are available for download at childsafety.gov.au



Post copy: *Adults have the responsibility to help end child sexual abuse.*



Post copy: *Find out how to have conversations to prevent child sexual abuse at childsafety.gov.au*



Post copy: *We can help prevent child sexual abuse. Find out how at childsafety.gov.au*



Post copy: *Conversations have the power to prevent child sexual abuse. Find out how at childsafety.gov.au*

LET'S END CHILD SEXUAL ABUSE
ONE TALK AT A TIME



Post copy:
 Find out how you can help prevent child sexual abuse at childssafety.gov.au



Post copy: Conversations are a powerful step to help prevent child sexual abuse. Find out how at childssafety.gov.au



Post copy: Adults have a responsibility to have conversations to help prevent child sexual abuse. Find out how at childssafety.gov.au



Post copy: Conversations can help end child sexual abuse. Find out how at childssafety.gov.au

Contact us

If you need any more information, you can contact us directly at NationalOfficeForChildSafety@ag.gov.au

The National Office for Child Safety leads the development and implementation of several national priorities recommended by the Royal Commission into Institutional Responses to Child Sexual Abuse, including the National Strategy to Prevent and Respond to Child Sexual Abuse 2021-2030.

Find more information on child safety, support and making a report on chidsafety.gov.au

“

LET'S END CHILD SEXUAL ABUSE
**ONE TALK
AT A TIME**

”

THANK YOU



Australian Government
National Office for Child Safety