



NATIONAL SUMMIT

From Sexploitation to Health:
The National Summit to Prevent the
Sexual Exploitation of Children



Mayo Clinic
Rochester, Minnesota
April 8-9, 2010

www.mayoclinic.org/prevent-sexual-exploitation-summit

Co-Hosted by:



This may be “JUST THE WAY IT IS”...

A group of middle school girls play in their rural school playground using the tether ball pole to demonstrate their newly learned strip pole dance skills.



A kindergarten boy is pulled away from the school lunch line for acting out a graphic sex act. He was showing off his dance moves and had no idea what the uproar was about. He thought he'd done a good job.

Dolls dressed as prostituted girls and g-strings for prepubescent girls, bling jewelry and “muff dive master” onsies for baby boys... only a few of the products marketed for children.

A 15 year old boy convinces his 14 year old girlfriend to let him take pictures of her performing a sex act. He doesn't realize he's producing and (when emailing it to his friends) disseminating child pornography.



13 & 14 year old girls watch porn at slumber parties to learn about sex and what boys want.

A mother takes her 3 year old son trick-or-treating on Halloween. She is costumed as a prostitute, he as her pimp.



A company uses images of scantily clad children posing in sexually seductive ways to sell their product. Outraged responders are accused of over-reacting and perpetuating undue fear.

A man convicted of sexually molesting a child admits that the hyper-sexualized society had made his task of grooming his child victims much easier.

But it is not the way it should be!*

It's Time to Invest in Prevention!

** These examples of sexual exploitation or the sexualization of childhood are based upon actual events that have occurred in the United States from 2006-2008.*

From Sexploitation to Health: The National Summit to Prevent the Sexual Exploitation of Children

April 8-9, 2010
Mayo Clinic, Rochester, Minnesota

Convening a National Summit to prevent the sexual exploitation of children is a significant step toward making this issue a priority in the United States.

The Summit will:

- Increase awareness of the problem of the sexual objectification, abuse and exploitation of children in all of its forms — whether on-line, face-to-face, for commercial or non-commercial reasons.
- Increase the recognition of child sexual exploitation as a significant health, public health and public safety problem.
- Identify prevention strategies to counter the sexual objectification and normalization of sexual harm and the ways that such normalization feeds the demand for the sexual exploitation of children.
- Advance the National Plan to Prevent Child Sexual Exploitation including:
 - Increase the momentum for significant investment in prevention of sexual exploitation of children
 - Engage a broad range of policy, media, government and industry leaders as champions for prevention

*Our children's health and well-being cannot be for sale
and the excuse that "sex sells" can no longer absolve those using it
of their role in the sexual exploitation of children.*

Why is a Prevention Summit Needed?

This summit is necessary to advance a national prevention plan for actions to assure that all children grow up free from individual or commercial sexual exploitation in both physical and digital environments. Only when children are free of sexual exploitation will they have the opportunity to become healthy adults capable of caring connections and healthy relationships.

The problem of child sexual exploitation cannot be solved by prosecution, treatment or education alone. The majority of prevention efforts to date have focused on parents or non-profits educating potential victims of sexual abuse to reduce their risks. Although this education is a key part of comprehensive prevention efforts, it is not enough to:

- stop the demand for hyper-sexualized materials,
- reduce the number of perpetrators,
- reduce the profit from sexually exploiting children, or
- reduce societal acceptance of the sexually toxic environment in which children are developing and exploitive behaviors thrive.

Popular culture and media have a broad reach and strong impact on children, and when offered in high doses, easily trump parental influences. Children have difficulty developing healthy identities and peer relationships when confronted by a culture portraying toxic sexualized messages. **Research has shown that girls exposed to sexualizing and objectifying media are more likely to develop body image dissatisfaction, eating disorders, depression, low self-esteem and possibly lower academic functioning** (APA Task Force on the Sexualization of Girls, 2007). Such messages also impact the gender role socialization of boys and their regard for females. Ultimately, sexual exploitation impacts relationships and alters normal sexual development. Despite all of the harm and costs from sexual exploitation of children, these and many other negative consequences can be avoided through comprehensive prevention efforts.



“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

– Institute of Medicine (2001)

Efforts to prevent cigarette smoking provide examples of the importance of targeting environmental influences. Educating individuals about the health risks of smoking and how to quit smoking were important interventions, but smoking prevalence was reduced most effectively by changing social norms so that smoking was not the easy, cool and sexy choice. Social change was facilitated by litigation and the development of policies and organizational practices to make the decision not to smoke the easy choice.

Primary prevention involves:

- Taking action to prevent health and social problems before their onset.
- Emphasizing the value of fostering health-supportive community environments and of making the healthy choice the easy choice.
- Targeting not just individual behaviors but also the environment in which they occur.

– Prevention is Primary (2007)

The United States cannot afford to continue to “chase the ambulance” by paying thousands of dollars annually to address the downstream effects of child sexual exploitation rather than embracing prevention. We must move beyond simply expanding the numbers of prisons or medical, legal and treatment services by countering the negative impacts of media and technology and transforming these influences to facilitate our children’s healthy development. Our children’s health and well-being cannot be for sale and the excuse that “sex sells” can no longer absolve those using it of their role in the sexual exploitation of children. **It is time to help people see the sexual exploitation of children that is “hidden in front of our eyes.” It is time for social change, time to invest in prevention – time to invest in children.**

Summit Participants:

The Summit will invite a select audience of 200 issue experts, government policy makers, elected officials, media and entertainment industry leaders, advertising experts, nonprofit foundations interested in children's welfare, and other influential voices. To motivate attendance by this select audience, no registration fee will be charged for the Summit and the speakers and select special guests (30 total) will receive reimbursement for costs incurred in their attendance.

Summit Format and Topics:

The National Summit to Prevent the Sexual Exploitation of Children is not a conference offering didactic lectures and continuing education credits to professionals all within the same or similar areas of interest. Rather, the National Summit should be considered to be "a working meeting" that will bring together experts in child sexual exploitation with experts in a variety of other fields to advance a national prevention plan. We will be seeking broad media coverage of this event. In addition, we will make a live webcast of the event available to agencies interested in viewing the presentations and discussions via the internet.

The Summit agenda will include two components. First, the scope of the child sexual exploitation problem will be delineated so that all members of this broad audience representing a variety of professional fields begin to share similar levels of understanding of the breadth and nature of this significant public safety and public health issue. Second, participants will be engaged through dialogue and action planning to identify major prevention initiatives to be launched in 2010.

Presentations will include topics such as:

- Child Sexual Exploitation as a Health Issue
- Countering Normalization of Sexual Harm
- The Impact of Technology on Child Sexual Exploitation
- Pornography, Child Pornography, and Children's Health
- The Impact of a Consumer Culture & Marketing to Children
- The Spectrum of Prevention: The Role of Policy & Organizational Practice



Summit Outcomes:

- 1) The National Plan to Prevent Child Sexual Exploitation will be strengthened with actions identified at the Summit.
- 2) The Summit will generate widespread media coverage reaching 5-10 million Americans through print, internet, or television news stories.
- 3) Each attendee will commit to at least 1 action step within their own organization or circle of influence. Attendees will be asked to define their action step at the end of the Summit and their progress toward achieving these goals will be assessed through a 3 month post-Summit follow-up evaluation. Prevention actions may include, but are not limited to the following:
 - Sponsor a congressional hearing on the need for investment in prevention of sexual exploitation
 - Increase funding at state and national levels for prevention programs
 - Propose state or federal legislation focused on prevention
 - Produce a documentary or major news story about child sexual exploitation
 - Hold public awareness campaigns
 - Remove references and depictions of children/teens from legal adult porn sites
 - Create advertising guidelines that eliminate sexual objectification of children
 - Publicly announce a commitment to eliminate sexually exploitive materials from media sources.
- 4) A "White Paper" summarizing the Summit discussions and conclusions will be written, published in a major pediatric medical journal and disseminated throughout the country through the National Coalition electronic and member networks.
- 5) A Summit website will be developed and generate more than 10,000 visits in the three months following the Summit. This website will include links to other organizations engaged in prevention of child sexual exploitation, major news stories relevant to this topic, the National Plan to Prevent Child Sexual Exploitation, and the Summit "White Paper." Information from the Summit website will be posted on at least 20 other national agency websites.
- 6) A long term goal of the Summit is a significant increase in funding for prevention from governmental and non-governmental sources. At this Summit commitments for funding the prevention of child sexual exploitation will be generated from at least 3 governmental or nongovernmental agencies.
- 7) Summit participation will generate a statistically significant increase in attendees' level of commitment to the prevention of child sexual exploitation that will be maintained at 3 months follow-up.



Summit Hosts:

Mayo Clinic Child and Family Advocacy Program, Mayo Clinic Department of Pediatric and Adolescent Medicine, and Mayo Clinic Department of Psychiatry and Psychology are co-hosts of the Summit because of their recognition of the significant public health and mental health impact of child sexual exploitation.

The National Center for Missing & Exploited Children (www.missingkids.com) and the National Coalition to Prevent Child Sexual Exploitation are equal partners in co-hosting the Summit with Mayo Clinic. The National Coalition includes more than 30 major non-profit agencies and experts nationwide working together to make prevention a priority (www.missingkids.com/preventioncoalition).

Summit Sponsors:

The Summit co-hosts are seeking funds to cover the costs of holding the Summit. The co-hosts are also providing in-kind donations to the Summit. Individuals or organizations interested in funding the Summit may contact Summit organizers to request the budget and additional information about sponsorship.

Contact Information:

Cordelia Anderson

Chair, National Coalition to Prevent Child Sexual Exploitation
(612) 824-5217
Cordelia@visi.com

Dr. Daniel Broughton

Director, Mayo Child and Family Advocacy Program
Consultant, Mayo Clinic Department of Pediatric and Adolescent Medicine
Becky Wait
(507) 266-4598
dbroughton@mayo.edu

Mr. Ernie Allen

President and CEO, National Center for Missing & Exploited Children
Julie Patrick
(703) 778-6469
jpatrick@NCMEC.org

For More Information:

www.mayoclinic.org/prevent-sexual-exploitation-summit

Summit Site Coordinator, Jennifer L. Fisher, Ph.D.

Consultant, Mayo Clinic Department of Psychiatry and Psychology
(507) 284-2649
Fisher.Jennifer@mayo.edu





200 First Street SW
Rochester, Minnesota 55905

NATIONAL SUMMIT

From Sexploitation to Health:
The National Summit to Prevent the
Sexual Exploitation of Children

April 8-9, 2010
Geffen Auditorium, Gonda Building
Mayo Clinic
Rochester, Minnesota

Hosted by:
*Mayo Clinic, National Center for Missing & Exploited Children,
and National Coalition to Prevent Child Sexual Exploitation*