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A Case Study into the Break the Silence Initiative: Communicating the Taboo

A Thesis

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Of

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A case study into the Break the Silence initiative:

Communicating the taboo.

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GLOSSARY OF TERMS

Bacchanal (Miller, 1995)- A frenzied celebration or a scandal

Barriers- anything that prevents people from being together or understanding each other: anything that restrains or obstructs progress, access, etc

Brand Awareness- knowing the names of companies and the products they sell

Conservative- not usually liking or trusting change, especially sudden change

Contextualize- the situation within which something exists or happens, and that can help explain it

Disenfranchise- to take away power or opportunities, especially the right to vote, from a person or group

Framework- 1) a supporting structure around which something can be built

2) a system of rules, ideas, or beliefs that is used to plan or decide something

Ideology - (Collins, 2014)- the set of beliefs by which a group or society orders reality so as to render it intelligible.

Maltreatment- to treat someone cruelly or violently

Print Media- a way of referring to newspapers and magazines

Sexual Abuse- the act of having sex with a child or old person or someone who is mentally ill, against that person's wishes or without that person's agreement

Stigma- a strong feeling of disapproval that most people in a society have about something,

Taboo- an action or word that is avoided for religious or social reasons

Trinbagonian- colloquial term for a native of Trinidad and Tobago

ABSTRACT

Child sexual abuse is a pressing taboo topic in society as it disenfranchises the rights of minors and often leaves remnants of both emotional and physical pain on victims. For this reason, various organizational bodies have been developed to sensitize the public to the issue. Therefore, this study sought to understand the communication processes within the Break the Silence initiative as well as the context in which it operates by using both qualitative and quantitative methods of research. In order to understand the representation of child sexual abuse in the print media, a textual analysis was conducted. To better conceptualize the internal communication processes within the organization, the method of participant observation was undertaken. Finally, to measure brand awareness and the reaction of the public to child sexual abuse, two surveys were conducted. From the analysis of the data collected, two conclusions were drawn; Firstly the fact that child sexual abuse remains a taboo topic in society proves to be a great disadvantage to the effectiveness of the Break the Silence initiative. Secondly, that organizational effectiveness can be achieved through a set strategic plan which would overcome the aforementioned disadvantage.

Keywords: child sexual abuse, taboo, communication, NGO, print media.

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INTRODUCTION

“4-year-old sexually assaulted” (Express- February 14th, 2014)

“6 year old raped at school” (Express- June 15th, 2012)

Headlines such as these are found occasionally on the front pages of national newspapers. They communicate the reality of child sexual abuse which is the violation of a basic human right and therefore it is a criminal activity. (Trinidad and Tobago Sexual Offences Act Chapter 11:28.) It also has adverse effects on the psychological well-being of a child (Eldemire 1986,1991) leading to social problems of underage pregnancies and Human Immunodeficiency Virus (HIV) and/or Acquired Immune Deficiency Syndrome (AIDS). Child sexual abuse is a topic that many abstain from because it inflicts emotional distress and discomfort for victims, those close to them and to the wider society.

The Break the Silence initiative was first established in 2008 as an initiative to address the issue of child sexual abuse (Break the Silence; Executive Summary). _It was founded by members of the Institute of Gender Development Studies (IGDS), senior lecturers of the University of the West Indies (UWI) who were instrumental in its formation; Professor Rhoda Reddock, Deputy Principal, Professor Patricia Mohammed, Head of the Institute of Gender Studies Department, Dr. Sandra Reid, Senior Lecturer and Dr Tia Smith, former Coordinator of the Communication Studies Department. The initiative is a multi-pronged approach to protect children against sexual abuse and the risk of contracting the HIV virus, which, in some instances come as a secondary effect of rape.

One of the aims of the Break the Silence initiative is to detach the element of humiliation from the topic of child sexual abuse; therefore rejecting the stigma associated with the issue which will result in more victims of child sexual abuse coming forward and receiving the

necessary assistance. As such, there would no longer be a stigma of shame and secrecy attached to the issue thus speeding up the healing process of the victims. To achieve this, the Break the Silence initiative conducted research in selected areas of Trinidad and Tobago, spanning from the east-west corridor, Toco, Aranguez and in Tobago. From the research conducted by the IGDS, several documents were prepared on child sexual abuse, but more importantly action based activities which advocated for children to speak out against child sexual abuse.

The final objective of the Break the Silence initiative is to eliminate instances of child sexual abuse through a proactive approach. The initiative serves as a platform for advocacy directed at policy makers, health workers and police authorities to create the protection and treatment services needed to support and care for victims. The initiative has since formed collaborations with the Trinidad and Tobago Coalition against Domestic Violence against Women, and in partnership with the United Nations Children's Fund (UNICEF) and the United Nations Development Fund for Women (UNIFEM). There are also stakeholders that independently carry out activities for the initiative and draw awareness of the Break the Silence initiative, such as Arts in Action and G.O. International, and amongst others.

The trademark logo of the Break the Silence initiative is a blue teddy bear with a plaster on its heart. While the teddy bear image symbolizes love, care and comfort, the plaster over its heart represents the sense of hope and healing for a victim of child sexual abuse. The color blue underlies the idiom for “feeling blue” which emotes hurt, sadness and despair. It is on this premise that the teddy later became the face of the group’s “blue teddy campaign” in 2011. This logo has been adopted by the UNICEF program and its origins are recognized as having been developed by the IGDS, University of the West Indies (UWI), St. Augustine Campus, as a result of the Break the Silence initiative.

Child sexual abuse is a harsh reality that is undoubtedly present in society. When persons are asked to reflect on their happiest days, they usually mention their childhood memories. The belief that all children should have the right to a happy and carefree life should be echoed by society and thus the welfare of children should be sought after. However, the unforgiving truth remains that when a child falls victim to sexual abuse, they are left disadvantaged by having to bear physical, emotional and mental repercussions which ultimately affect their well-being. The public must be called to action to curb these crimes and bring perpetrators to justice since children are our future and therefore they need to be protected from such heinous crimes that will jeopardize their livelihood and disenfranchise their basic human rights.

A nation plays a huge role in the prevention and resolution of the issue of child sexual abuse but the first step involves public education and sensitization in order to eventually eradicate the occurrences of child sexual abuse from society. As such, the case study on the communication in The Break the Silence initiative aims to aid in increasing its effectiveness as an organization, both internally and externally which would benefit children who are susceptible to such abuse and will eventually advocate for a society that fosters the rights of children as equally deserving citizens and future leaders. As such, the following research questions have been formulated:

1. How is the issue of child sexual abuse portrayed in Trinidad and Tobago through the print media?
2. What is the communication style within the Break the Silence network?
3. What are the communication barriers between the Break the Silence initiative and its publics?

LITERATURE REVIEW

Defining Childhood and child sexual abuse.

Defining Childhood as a concept itself is a crucial first step in understanding and determining what is child sexual abuse. This becomes difficult as the definition of childhood varies across cultures and can change over time. For instance, the Children Act of Trinidad and Tobago states that a child is any individual under the age of 18 (Act 12, 2012), while in England and Wales, it stands at individuals under 16 years old (Sexual Offences Act, 2003, s9). However, it is important to note that the “Common understanding of childhood within a particular social structure is brought about through the establishment of rituals, values and organizations that focus on children and guide their early lives” (Davidson, 2008).

While child abuse is defined as “a pattern of behavior with cumulative impacts on the victim/survivor as it continues, damaging the individual’s emotional well-being” (Eldemire, 1986, 1991), child sexual abuse may be defined as the practice of violent acts or nonviolent molestation, pornography, prostitution and incest on immature children. Violent practices are described as using force or threat to induce sex acts; for instance rape. Nonviolent molestation may appear to cause the child no trauma in that there is often no obvious physical evidence (Barclay, 2009).

Causes and Consequences.

Research on young people aged 13-16 undertaken in South Africa by Peterson et al (2005) suggests that several issues give rise to high levels of sexual violence among adolescents. These are namely as a result of the prevailing culture of masculinity and the right of males to domination over females, the normalization of violence and poverty, poor community

management/control of adolescents and low adolescent self-esteem and life changes among the poor. As such, research on child sexual abuse states that demographics as well as family structure, cohesion, communication and the role of adults, the assignment of inferior status of women and children in a family, traditional roles of masculinity where adolescent males were indirectly taught to display affection through sexual encounters and psychological disorders in family members are among many issues identified as critical systems variables within families in which child sexual abuse occurs (Barclay et al., 2009).

As previously mentioned by Eldemire, sexual abuse follows a child from the moment it occurs and throughout the rest of their lives. Wyatt and Powell (1988) describe both the initial and long-term effects of this abuse; the short term being fear, depression, anxiety, anger, guilt and sexually inappropriate behavior. Long term effects are said to be isolation and stigmatization: poor self-esteem lack of trust; and difficulty in conducting adult relationships. Research has concluded that women who are sexually abused in their childhood are three times more at an increased risk for drug or alcohol dependence as adults. (Zickler, 2002 & Swan, 1998).

The problem encountered when combating child sexual abuse

Fontes directly describes interactions related to child sexual abuse as “rife with shame for most people touched by it.” Participating in an activity considered socially taboo leaves victims feeling dirty and ashamed, and for fear of public reputation loss, many have opted to maintain secrecy about these experiences. Victims also may not report for fear of disbelief or for fear of violent reaction on the part of the perpetrator; this is particularly relevant in the case of abuse

within families, where the victim may share a home with the perpetrator. (Powell & Wyatt 1988).

“The shame around sexual abuse intersects with ethnic culture in many ways: responsibility for the abuse, failure to protect, fate, damaged goods, virginity, predictions of a shameful future, victimization and the layers of shame produced by cultural oppression.” (Fontes, 2005) Also, Campbell (1988) highlights that the exposure of child sexual abuse as a much more widespread phenomenon than previously deemed imaginable poses threats for social structures such as the family and male hegemony.

As it has been established, Trinidad and Tobago share a traditional culture where the issue of sex is surrounded by secrecy and shame. Therefore making conversations about child sexual abuse a taboo topic. However, this is not only native to the Trinbagonian culture. “When we enquire about a family’s practices and a child’s well-being, when we ask questions about sleeping arrangements, eating, hygiene, sexual practices and discipline, we are within inches of a terrain that the family may consider too intimate to discuss” (Fontes, 2005).

Dr. Tia Smith writes that with the advances and easy access of technology in the world of today, it becomes difficult to research sex (2011). She adds that in Trinidad and Tobago, cultural gender ideologies of masculinity and femininity that privilege males in power relations, a hyper-sexualized and consumerist popular culture and an absence of sexual education in schools are compounded by the many contradictions and attitudes surrounding sexual expressions still exist today.

Institutional and Legal Framework

According to Barclay, although Regional Governments have agreed to be legally bound by international treaty obligations, they have failed to fulfill them despite understanding that they

are required to change or amend the domestic laws. These laws would be necessary to put the research generated by the Break the Silence initiative into action, which will ultimately have an impact on the practices of citizens of Trinidad and Tobago, and by extension, the world.

In Trinidad and Tobago, the move towards legislative reform has been slow. In 2007, amendments and formulation of a coherent package of children's legislation were introduced to the parliament which intended to repeal and replace the 1925 Children's Act, Chapter 46:01. However, as a result of parliament remodeling after the mid-term elections of May 2010, the Children's Bill 2007 remained without being passed until 2012.

Communication within an NGO:

Hence, it is understood that within an NGO, there is a common goal. According to an article published by the 'UNITED for Intercultural Action', it is stated that within a Non-Governmental Organization, "people will work together better if they have planned together, if they are involved in the future of the organization." The article adds that "a network is a collection of contacts that are not hierarchical. They are not based on someone having power over someone else." However, this does not mean that someone is not 'in charge'. The organization UNITED also claims that the aim of a network within a Non Governmental Organization has as its goal to be effective, dynamic and action oriented.

Therefore, the formation of coalitions are said to be crucial in order to achieve necessary goals of an organization. Smith (2013) writes that Coalitions seek to forge relationships with groups that share similar values and concerns." in January of 2008, the UN Trust Fund to End Violence Against Women (managed by UNIFEM), UNICEF, and the Institute for Gender and Development Studies (IGDS) of the University of the West Indies, St. Augustine campus signed

a partnership to advance the Break The Silence action research project. It was then joined by The Ministry of Gender and Development on January 15th, 2014 (“Breaking the Silence”, 2014).

The Segal Family Foundation (2014) suggests that a key to having a successful NGO lies in the creation of an annual strategic plan for communication as it helps raise awareness, shows the impact of an organization and attracts funders. Additionally, the foundation states that an NGO should find various channels of communication through which they can develop and send effective messages. These are listed as Social Media Websites, E-Newsletters, Blogs and Websites.

Child sexual abuse and the media.

Research by the Berkeley Media Studies Group (2011) states that news coverage is essential as it presents issues to the public and policy makers. The research shows that “news coverage of child sexual abuse is doubly important because the abuse is often hidden from view. For many people—including many policy makers—news coverage will be the only way they learn about the issue.” In order to answer the Research Question of how child sexual abuse is represented in the media, the research group, conducted a study on 348 newspaper articles on child sexual abuse in US newspapers from 2007 through 2009 found that “the overwhelming majority of articles (236, or 91%) focused on one or more specific child sexual abuse incidents. The remaining 24 pieces reported on a general theme relating to child sexual abuse (such as the stranger danger misconception) but did not include details of a specific incident.”

While their research shows that in 90-95% of the cases, the victims knew their abuser, it was found that the coverage held a variety of content; ranging from the relationship between abuser and abused, the type of abuse, solutions proposed for dealing with sexual abuse, barriers and misconceptions and who comments on stories of child sexual abuse. The concluding

statistics of the study showed that most of the coverage of child sexual abuse was episodic (80%), highlighting a specific crime. The rest of the news on child sexual abuse (20%) was thematic, including statistics or other contextualizing information.

In Trinidad and Tobago, the discourse on incest has been reactive based on media reports about children who have suffered extreme sexual abuse and some who died as a result. (Barclay et al., 2009) In this way, many cases of child sexual abuse are not recorded or portrayed to the public lens. However, Barclay et al. (2009) claims that the stories of these unreported cases are reflected in the country's rate of teenage pregnancies, domestic violence, prostitution, substance abuse, depression, homelessness, community violence and risky sexual behaviors.

The National Centre for Victims of Crime suggests that in reporting, victims' perspectives should be included in stories about child sexual abuse, so that the public could learn about the complex issues involved and the important impact of these crimes on society. This is key since Davidson (2008) refers to several instances where media coverage of certain reports had a great impact on public reaction and opinion and this, therefore, lead to her examination of "the questionable credibility of several government agencies and social workers in response to their dealing with the increasing problem of child sexual abuse." (Roberts, 2011)

In spite of this, change is apparent as the Trinidad and Tobago Rape Crisis Society's Annual Report for 2006 states that reports of abuse have increased since 2004 which was due to the increase in media coverage and public education on child sexual abuse.

Prevention Campaigns and Public Awareness.

Plummer (2004) states that sexual abuse prevention is more ideologically charged than other forms of child maltreatment prevention and discusses the existence of ideological

constructs that children are property, women are sex objects and pornography is harmless, among others. Therefore, Plummer calls for a look at society's unexamined values in order to successfully run a preventative campaign. Fontes et al. (2005) describes Primary Preventative Programs as a category of campaigns which are directed to the general population and aims to stop maltreatment from occurring. Primary Prevention Programs therefore typically raise awareness of the general public, service providers and decision makers about child maltreatment.

Agencies may have to seek corporate sponsors for advertising and public outreach. "These ads should be letting people know about child development, about norms for attentive, non-violent child rearing and letting people know about available community services" (Fontes et al., 2005). Past Acquired Immune Deficiency Syndrome (AIDS) campaigns have employed the use of advertising materials in supermarkets, nail salons, bathrooms and bars among other public spaces and have been successful in raising awareness. Fontes et al. suggests that child abuse professionals should use the same approach as well as employ comprehensive school-based programs which have already been effective in improving children's knowledge of sexual victimization which ultimately have increased the likelihood that children will disclose victimizations or attempted victimizations.

Theoretical Framework:

Altman and Taylor's Social penetration theory falls under the Socio- Psychological Tradition of Communication Theory which deals with interpersonal interaction and influence. This theory, therefore, serves as an approach to how and why relationships form. It is described as "the process of developing a deeper intimacy with another person through mutual self-disclosure and other forms of vulnerability" (Griffin, 2012). Sandra Petronio further develops

this theory into how it is put into play in Privacy Management. While Altman and Taylor's theory deals with self-disclosure, Petronio focuses on the disclosure of private information. She bases her theory on the premises that people like to believe that they own and have a right to control their own private information and as such, each individual has their own rules for concealing and revealing private information. Additionally, she believes that once information is shared, the receiver of the information becomes a co-owner of the information who must then negotiate mutually agreeable privacy rules about telling others.

Within the Sociocultural approach to Communication Theory is the theory of Symbolic Interactionism which was coined by Herbert Mead (1969). The three basic principles of this theory which examines the process of formation of meanings for individuals are: Meaning, which is an assigned construction of social reality, Language or symbolic naming and Thought; the interpretation of symbols. Mead explains that these three premises help to define 'The self.' which can be categorized into the Looking Glass Self and the Generalized Other.

The theory of the looking glass self allows humans to reflect on themselves and imagining how they look through the eyes of others. This 'self' is divided into the 'I' or the unpredictable and essential part of the individual, and the 'Me' which refers to the individual perceived through the eyes of other people. The Generalized other, however, draws heavily on society's expectations of how one should look or act. Therefore, an individual would act according to the status quo in order to gain social acceptance within their cultural sphere.

Similar to the theory of Social Penetration, the theory of Agenda Setting is categorized as a Socio-Psychological approach to Communication Theory. This theory comes from Maxwell Mccombs and Donald Shaw's research into the presidential campaigns in the 60s and 70s, when they discovered that the mass media had the power to influence the public. This theory has been

further developed by modern theorists that assume that the press and the media do not reflect reality, but they filter and shape it. Additionally, they claim that media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues. Finally, they agree on the basis that the media not only tells its audiences what to think, but what to think about. (Griffin et al., 2012.) A great part of this theory deals with framing, as described by Scheufele (1997), to be “individual mentally stored clusters of ideas that guide individuals’ processing information.” Framing is important because, within them, agendas can be set. Edelman (1993) states that “the choice of frames often is driven by ideology and prejudice.”

Ronald Smith states that an important part of formative research in Public relations is to analyze the organization and its processes, as “the basis of effective communication is self-awareness” (2013). In order to analyze an organization, it is necessary to focus on what the organization is, does and aspires to be. This analysis can be done through an audit to evaluate three main things.

First, it may serve to evaluate an organization’s internal environment: the communications audit helps to analyze the structure of the public relations operation within the organization. One particularly important consideration is whether public relations sits at the management table as part of the organization’s decision-making process or whether it merely receives orders after the decisions are made by others. (Smith, 2013) Another important part of this audit is to determine whether there are internal impediments or obstacles that may limit the effectiveness of the public relations programme. Secondly the audit helps to determine public perception in terms of visibility and reputation. Visibility examines the extent to which an organization is known, and to evaluate its public presence. An organization’s reputation is thus based on its visibility; it looks at the impression that people have of the organization. Finally, the

communication audit serves as an external way to analyze the external environment; who exactly are supporters, competitors and opponents, and what roles they play in the development of the organization's public relations programme.

METHODS

Overview

The purpose of this report was to examine the type of communication employed within the Break the Silence initiative's network. As an action based research project, the Break the Silence initiative aims to raise awareness of child sexual abuse and HIV in Trinidad and Tobago. Therefore, the report also examines how child sexual abuse was viewed in Trinidad and Tobago before and after the establishment and campaigning of the Break the Silence initiative, with special attention to print media. The network consisted of academic individuals, NGO's, a Governmental Ministry and community-based activists. Their main goal was to bring child sexual abuse to the forefront of Trinidad and Tobago's society, in hopes of removing this taboo.

In order to examine the communication practices of the organization, mixed methods of research were used. This ensures that both qualitative and quantitative approaches were employed. Qualitative methods are designed to aid researchers to understand their social world (Myers, 2004) and typically involves an inductive method. Inductive research refers to collecting specific data, followed by developing a general theory that explains the data (Frey, 1992). In this instance, documentation of the organization's communications network was internally conducted through an audit of the network's communication processes. After an analysis and interpretation, a hypothesis was developed. A quantitative method was also carried out to determine the public's perception of the initiative. Quantitative approaches lead to statistical data, which is a numerical description of a population (Chambliss, 2012). This analysis was done to uncover how successful the external communication of the Break the Silence initiative was.

Research Design

• Qualitative

Gathering information on the topic of child sexual abuse was the first step, which entailed a textual analysis of secondary material concerning child sexual abuse both within the Caribbean region and internationally. “Textual analysis means to understand terms/ concepts and write about them” (Frey et al., 1992). Data explaining the external communication were collected from secondary sources. A secondary source refers to already existing information that was gathered from published material (Motilal, 2010). Sources of secondary data consisted of newspaper archives and articles written on Break the Silence or child sexual abuse.

Published cases of child sexual abuse were collected from the newspaper archives at the School of Education Library, UWI, St. Augustine and the Trinidad Express Newspaper online publication. This data was obtained for the period before the campaign was launched, encompassing 2009 to 2011 and after the campaign was established, which includes information collected for the years 2011 to 2014, within the Express Newspaper. Reported cases of child sexual abuse were also gathered from the Ministry of National Security’s Strategic Plan for the years 2011 to 2013. This was done to determine whether the campaign was effective in persuading members of the public to speak up about child sexual abuse, through a comparison of the published cases against the reported cases. Hence, the decrease or increase in these cases will indicate if the campaign was a success or failure. This also allowed the research question of “How is the issue of child sexual abuse portrayed in Trinidad and Tobago through the print media?” to be answered and the objective of this report to be achieved. Keywords were obtained, which led to an understanding of the language used to describe child sexual abuse. Looking at newspaper articles will explore how the media sets the agenda for the public.

When observing the factors affecting the public's view of child sexual abuse, consideration of various variables and/ or constants were determined. The constant concept is child sexual abuse being a taboo topic, as this has not changed throughout the time frame of the study. Whilst the variables are a lack of information and media agenda, these were variables because they were inconsistent while the research was being conducted. The indicator for these variables were how much literature was accessible about child sexual abuse to the general public and how often within the past six months have they seen cases of child sexual abuse published on any daily newspaper, respectively.

To learn more about the Break the Silence campaign, a content analysis was executed whereby the analysis was conducted on secondary qualitative data about the Break the Silence initiative. An article entitled 'Performing the Taboo in Blue: child sexual abuse and The Non-Flash – Flash Mob in Trinidad and Tobago' written by Dr. Tia Smith was examined. Dr. Smith was one of the founding members of the Break the Silence campaign, playing an active part in planning and taking part in the activities. Having a background as a communication researcher, allowed Dr. Smith to centre the article on the communication tactics used by the campaign to reach its public; that entailed the metamessage of breaking the silence. The paper gave insight to partially answering the thesis group's third research question: What are the communication barriers between the Break the Silence initiatives and its publics?

Subsequently, the data collected was interpreted; interpretation is always based on knowledge and collected by the textual analysis, which led to an etic focus. The etic focus meant that here on out; the setting will be represented within the researchers' terms (Frey et al., 1992). After background information was collected to give context, the thesis research team moved onto primary research.

Research about the communication among the networks' members was gathered mainly through observation and participant observation. Observation entailed the research team simply looking on at the happenings, while participant observation is a more hands on approach. However, both tools were accompanied by field notes. The field notes, which were made by the research team, detailed the participants, atmosphere, mood, speech and body language. This information was crucial in analyzing and interpreting the channel of communication among the network.

The communication processes that took place between the members were studied. Additionally, the thesis group members interacted with various individuals from the Break the Silence group, at incongruent times via electronic means and face to face interaction. Conducting observation and participant observation led to gaining an understanding of the internal communication system within the Break the Silence's organization.

The population sample considered for the qualitative study was determined by current, active participation on or behalf of the Break the Silence campaign. For the purposes of the research project the research team was put into contact with Professor Rhoda Reddock, as she was the key researcher for the initial action based research project, which occurred from 2008 to 2011; as well as Ms. Kathryn Chan, former Coordinator and Ms. Zeleca Julien, current Campaign Coordinator. These three individuals were the main personnel from the organization with whom the thesis group liaised via official e-mails, phone contact and formal meetings. First contact was habitually initiated by the research team to these individuals, who would then specify a convenient date, time and place to hold the meetings. For most intervals, meetings were orchestrated and carried out on a short notice of two to three hours before hand.

The first official meeting was held on the 20th of October, 2014 with Professor Patricia Mohammed at the Gender Studies office, which was beneficial towards obtaining background information about the origin of the Break the Silence initiative sponsored by the office of the IGDS. The second meeting was with Ms. Chan on the 14th of November, 2014, where background information about the initiative's marketing was obtained. The third meeting occurred with Professor Reddock at the Office of the Campus Principal's office on the 21st of November, 2014, where a plan of action was agreed upon and progress up until that point was stated. Subsequent meetings were generally conducted between Professor Reddock, Ms. Zeleca Julien and members of the research team where ideas and updates were discussed.

A significant meeting was held on the 21st March, 2015 between Professor Rhoda Reddock, Ms. Zeleca Julien, interested activists and various non-profit groups, such as Fire circle and Toco Foundation among others. This meeting was informative in terms of how the campaign was communicating within the organization and how they planned to communicate with the public. Through concerns raised at the meeting, knowledge was gained to understand the communication style within the Break the Silence network as well as establish some of the previous communication barriers between the Break the Silence initiative and its publics.

Information for the internal communication of the Break the Silence network and external findings of how they communicate with their publics were successfully obtained from the qualitative and quantitative methods employed. However, continually encountering new information via meetings, secondary data or media created a progressive focus. Progressive focusing is "a process by which a qualitative analyst interacts with the data and gradually refines his/ her focus" (Frey et al., 1992). Thus, based on each meeting the thesis group attended,

different information led towards a novel plan of action. This subsidized some of the limitations of the study, which will be highlighted later on in this section.

- Quantitative

Quantitative data analysis is defined as “statistical techniques to describe and analyze variation in quantitative measures” (Chambliss et al., 2012). Unlike the qualitative measures previously employed, quantitative methods utilize numbers/ statistics to draw a conclusion. Within the study, two measures to collect relevant quantitative data were carried out. The first was a poll and the second; an online survey.

The poll was carried out at the University of the West Indies, St. Augustine campus from February 2nd to 6th, 2015. The sample was random, in that any individual at any point of time was selected to participate. There was no criterion for the population. A close-ended question posed to participants was, “Do you think child sexual abuse is discussed openly in society?” By asking this question, the research team would be able to account a percentage of people at the university, that believe talking about child sexual abuse is a taboo, as the answer was either ‘Yes’ or ‘No’.

The second level of measurement, the online survey, consisted of four questions (see Appendix A) and was open from April 3rd to April 5th. The questions were straight forward and sought information from the general public about if they were aware of the Break the Silence campaign and its cause. The purpose of data collected from the survey was a method to analyze how effective the communication between the campaign and the public was. The survey was made available through a link which was published to Facebook by the members of the thesis group. Facebook was used as it is the largest social media site with over 7 million users within

the Caribbean (Internet World Stats, 2013). Due to the way the survey was created, the identities of participants were unknown. This would lead to unbiased data collection. Also, the survey generator program prohibited a single user more than one chance to fill out the information.

Both measures for quantitative analysis were primarily for gathering information from the public about how they viewed the Break the Silence initiative. The responses were used as statistical data, which, once analyzed, assisted in answering the third research question “What are the communication barriers between the Break the Silence initiatives and its publics?” The poll and survey provided information to develop an understanding of the communication between the campaign and its publics. In turn, concluding what the barriers were, if there were any.

Additionally, the initiative’s Facebook page was observed and audited from a communications perspective. The number of ‘Likes’ on the page were monitored from the period of November 2014 to April 2015. This was done to give a count of the social media presence of the campaign and its effectiveness in shaping the public’s opinion of child sexual abuse. The audit was conducted by observing the type of posts published on the page, as well as the contents of these posts and the amount of ‘likes’ or ‘comments’ received.

Time Period and Procedure

The case study was presented to the thesis group within the month of October 2014; however, initial contact with the organization was not established until November 20th, 2014. Communication occurred between the group and the campaign from November 2014 until May 2015. During this seven month period, there were many periods where there was no contact due to the unavailability of the main point person, Professor Reddock.

The group became familiar with Ms. Chan and Professor Reddock through face to face meetings before conducting the communication audit. During these meetings, formal procedures, introductions and information sharing was done. At the first meeting with each individual, information about the assignment/ research at hand was explained in detail. Ethical and legal considerations were also practiced, as the group obtained consent from members of the campaign to study its network. It was also ensured that the research project will be carried out in the most credible and reliable way to avoid deception and false findings.

Ethical Considerations

When any form of research is being conduct, the onset is upon the researcher/s first and foremost to follow ethical procedures where the subjects are concerned. "Research codes of ethics address individual rights to dignity, privacy, and confidentiality, and avoidance of harm" (Bresler, 1995). The researcher must ensure the participants are fully informed about the topic of concern, as well as an expected outcome.

Complying to these, the thesis group made contact with members of the Break the Silence and informed them about the communication audit as part of the final year project, and what they were hoping to achieve at the end of the internship. This also meant obtaining consent from highly ranked individuals of the Break the Silence initiative, to ensure that they were comfortable with making information public, which was typically private.

The information being disseminated must be representative and truthfully reflective of the subjects/ participants. This entails the researchers being subjective while collecting data, as well with the writing or verbally discussing findings to a public. Being unbiased will avoid deception in research, making it more credible and accurate. This was achieved by the four

members of the thesis group carrying out the same activities then correlating information with each other to check similarities or differences.

All ethical measures were carried out and were within the interest of protecting the subjects. Ensuring the correct information was illustrated, and that it was not tarnishing the status of the participants.

Deliverables

Apart from conducting research the thesis team also undertook responsibilities to raise awareness and gain sponsorship for the Break the Silence campaign. Raising awareness took the form of a nationwide art competition entitled “Breaking the Silence on child sexual abuse” which ran from March 20th to April 20th, 2015. The competition was geared towards targeting children, teenagers and adults, through the three categories of: A- 7 to 12 year olds, B- 13 to 17 year olds and C - 18 years and older. It is proposed that the winning pieces from the competition be used to host a dinner and charity auction in May, 2015. The auction will be aimed to reach an adult audience in order to form relationships with companies and future stakeholders. Also for the dinner and auction, sponsorship letters of request were made and sent to various businesses and organizations to assist with the cost.

A flyer was produced to execute the Art Competition and guidelines for participation (see Appendix B for flyer). Additionally, sponsorship letters were prepared and delivered to various organizations and corporate companies such as Agostini Interiors, ANSA McAL Group, Jaipur Trading Limited, Nigel R.Khan Bookseller Limited and the Daren Ganga Foundation, to name a few (a sample letter can be found in Appendix C). Thus far, the research group was able to raise

a total of \$11,000.00 for the initiative through sponsorship requests (cheques can be seen in Appendix D). Additional funding is expected to be raised with the auctioning of the Art pieces.

ANALYSIS

Overview

Firstly, In order to answer the research question of how child sexual abuse was represented in the print media, the research team conducted a content analysis of national newspapers; mainly the Trinidad Express. In total, 56 cases of child sexual abuse were examined. Secondly, in order to determine the communication style within the Break the Silence initiative, the research team engaged in participant observation and conducted an audit of the communication within the organization. Finally, in order to respond to the final research question regarding the barriers between the Break the Silence initiative and its publics, the team conducted a face to face poll as well as an online survey. This chapter presents the data that were collected:

Child Sexual Abuse in the Print Media

In the content analysis of 14 cases of child sexual abuse from the Express Newspaper between the years of 2009 and 2011, it was found that 100% of the articles hid the identity of the victims (see Appendix E). A vast majority of these cases (92.8%) were offences committed against females. 21.4% of victims were under the age of 10 while 78.5% of cases involved children between the ages of 10-18. Furthermore, 28.5% of the perpetrators were found to be over the age of 30 and 50% of the perpetrators were found to be under the age of 30. While 28.5% of the offenders were family members, it was found that 42.8% of the offenders' identities were hidden. The data showed no vast differences in the demographic locations of sexual offenses, as 35.7% occurred in Central and South Trinidad while the same percentage occurred in West Trinidad.

For the period of 2012-2014, 40 cases of child sexual abuse from the Express Newspaper were examined via content analysis (see Appendix F). It was found that 95% of the victims were not named, in the remaining 5% which constituted to 2 cases; victims were named as the crime resulted in death. In 90% of the cases, the victims were females and 5% were males. The sexes of the remaining 5% of victims were not revealed. The victims' ages range from as early as 3 to 17 years old; 27.5% of which were under the age of 10 while 52.5 % of cases involved children between the ages of 10-18. There were 20% of the cases that did not state the age of the victims,

It was noted that 45% of perpetrators were known to the victims while 55 % of perpetrators were unknown or not stated. Furthermore, 35% of the perpetrators were found to be family members or a family friend while 7.5% were schoolmates and 7.5% of perpetrators were found to be Police Officers. 32.5 % of the perpetrators were found to be 30 years and older and 42.5% of offenders were stated to be below the age of 30. The ages were unknown for the remaining 25% of offenders. Also, 42.5% of the perpetrators' identities were stated, whilst 57.5% were not.

The Communication Style within the Break the Silence:

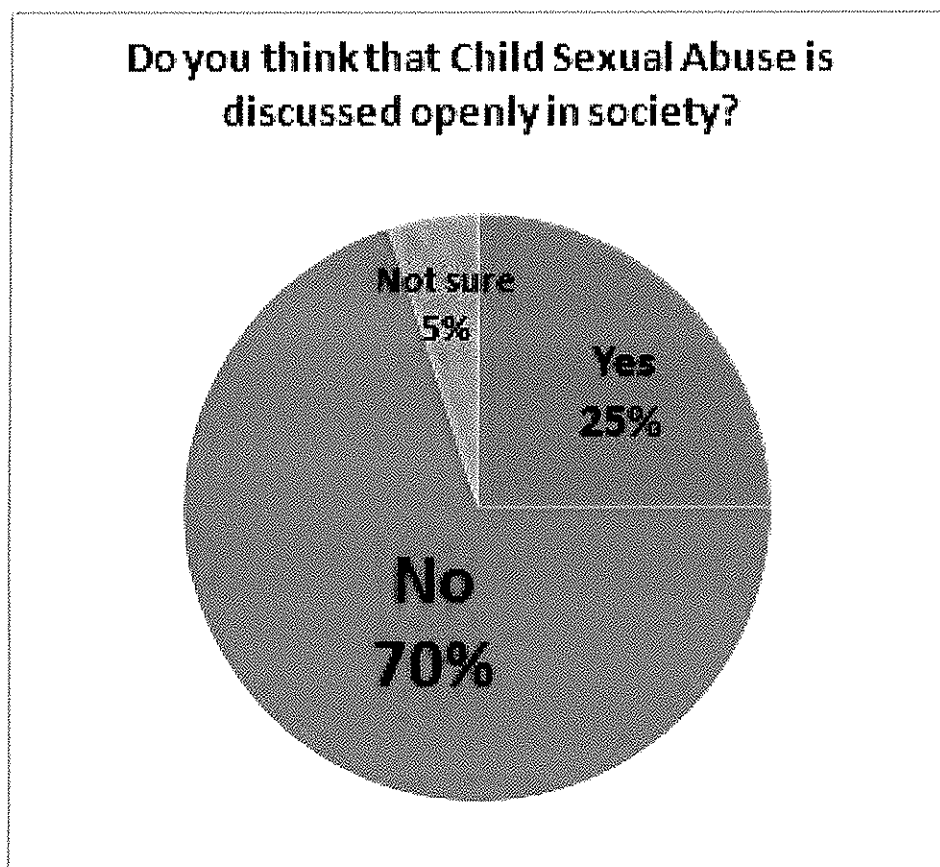
During the process of conducting participant observation, it was made clear that the organizational structure of the Break the Silence initiative was a network rather than a bureaucratic and hierarchical structure of management as initially thought, there existed a network-based structure of communication within the organization. Additionally, while financial resources are limited, the organization is dependent on volunteerism as its workforce.

Based on the Network meeting in March, the following NGOs were found to be some of the key stakeholders in the Break the silence initiative: The Toco foundation, The Organization for Abused and Battered Individuals (OABI), Fire Circle, GO International and Arts in Action.

It was the first meeting for the group in over a year that included all these parties, and they discussed the way forward for the upcoming months. This meeting was overdue since the network was inactive for a while after the Ministry of Youth and Gender Development came onboard. During this meeting, each person in attendance gave a synopsis of their interest and participation with the initiative, and activities undertaken under the Break the Silence brand. Ms. Julien then spoke about upcoming activities for the month of April, which is Child Awareness month.

Apart from this, it was discovered that the network heavily relies upon three methods of communication; Facebook, electronic mail, and a newsletter published by the IGDS. E-mails are used to send the link to the newsletter, which provides information and updates of Break the Silence's initiatives to both the network members and the general public. The newsletter (as seen in Appendix G), which was sent via email to stakeholders was also accessible to the public via the Facebook page and through the IGDS website. However, it was seen that on the Facebook page (screenshot via Appendix H) there were generally posts every two days from the page, however, in some instances, more than two weeks were allowed to pass with no visible communication. Additionally, although there was a domain that could be used by other Facebook members to the page, there was little to no interaction on the part of the public.

The table (see data on Appendix I) shows the efficiency of the Facebook page in public outreach over a 6-month period. In the first instance; November 2014, the number of likes were set at 587. This was pre-intervention by the research group. Over the next two months, this number increased by 14 likes. However, in the 2 month period after that, the number increased by 52 likes when revised on March 20th, 2015. Worthy of note, however, was the vast increase noted when monitored on May 1st, 2015 as the number had risen by 195 likes.

Communication Barriers between the Break the Silence initiative and its publics.**Figure 1**

Responses of participants to the question: Do you think that child sexual abuse is discussed openly in society?

In order to reveal if there were any impediments to the achievement of the goals of the Break the Silence, a question was asked to various students of the UWI. The question posed was “Do you think that CSA is discussed openly in society?” The pie chart (refer to Figure 1 above) shows the actual responses of the respondents. It was seen that the majority of respondents (70%) believed that child sexual abuse was discussed openly in society. However, 25% of respondents

stated the opposite while a small percentage (5%) of respondents stated that they were unsure if the issue was openly discussed in society.

The first bar chart (see Appendix J) shows that when the respondents were asked if they recognized the blue teddy, 79% replied yes and 21% of respondents stated that they did not recognize the logo. The next bar chart (Appendix K) illustrates the responses of participants when asked the question: "What does the blue teddy represent." It was seen that 9 respondents (9.28%) thought that it represented a logo for a child's toy, 83 respondents associated it with child sexual abuse (85.57%) and 5 respondents (97%) related it to the thought of a baby boy. These responses were given by 97 of 100 respondents since 3 participants decided not to answer this question. Furthermore, when asked if they had ever heard about the Break the Silence initiative, 69.4% of respondents replied yes while 30.5% of respondents answered no. The remaining percentage of respondents opted to skip this question as seen in the subsequent Figure 2.

Have you ever heard about the Break the Silence initiative?

Answered: 95 Skipped: 5

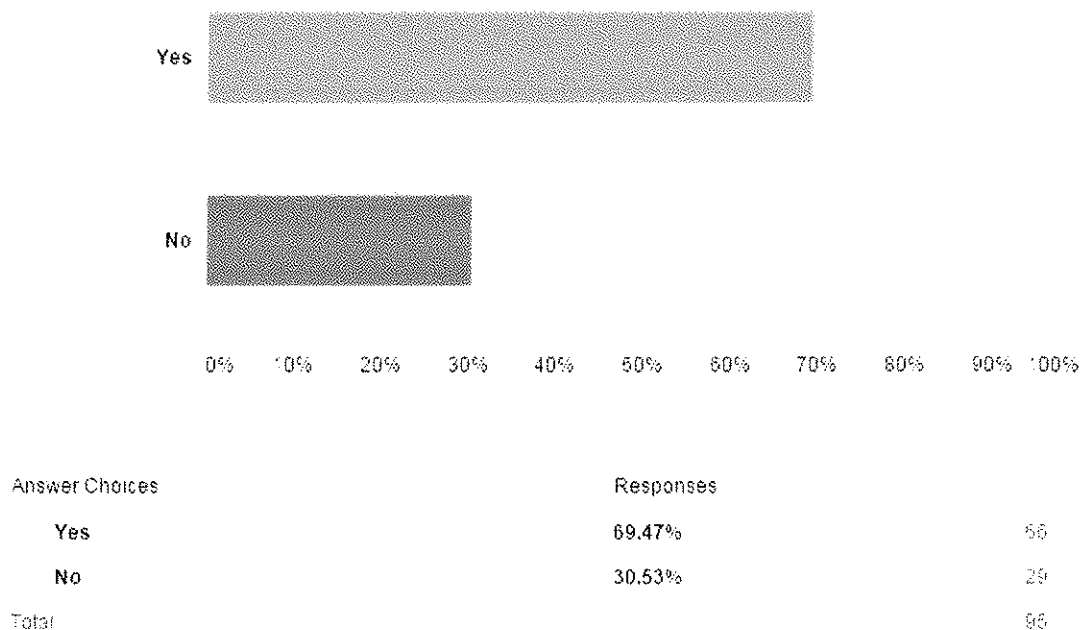


Figure 2

Bar Chart illustrating the answers from respondents when asked if they had ever heard about the Break the Silence initiative.

Finally, the bar chart (Appendix L) shows the results from participants when asked what they knew about the break the silence initiative. It was discovered that only one person (1.06%) thought that it spoke out about policies, 87 persons (92.55%) knew that it spoke out against child sexual abuse and 6 persons were not sure as to what the break the silence initiative was about. This totaled only 94 out of a total of 100 respondents. Therefore, it was noted that 6 respondents opted not to answer this question.

Summary

Therefore, as seen in this chapter it is clear that the response to the first research question is that child sexual abuse cases are represented on a small scale in the print media; and largely only by one newspaper company. In addition to this, the findings show that the majority of victims are females and that their abusers are usually known to them. With regard to the second research question about communication within the Break the Silence initiative, it was established that the internal organizational structure is one of a network with various volunteer groups and individuals. Their manner of communication was refined to social media networking, an E-newsletter, and electronic correspondence. Finally, as shown above, the response to the communication barriers showed that there was a general understanding that child sexual abuse is not a topic for open discussion in society.

DISCUSSION

Child sexual abuse in the media versus child sexual abuse in reality.

Firstly, in analyzing the data obtained from the content analysis, it was deduced that cases of child sexual abuse are difficult to source since the information was gathered entirely from the Trinidad Express Newspaper. There was a lack of accessibility to other newspaper archives via the internet and School of Education Library, UWI and online resources. Secondly, it was equally important to note that there was a great increase in the number of reportings of child sexual abuse in the Trinidad Express Newspaper in the time period of 2012-2014. There were almost three (3) times more available news articles in the period of 2012-2014 than in 2009-2011. This rise in reportings coincides with the period of the campaign launch of the Break the Silence initiative in 2011, and therefore suggests that the nationwide activities carried out by the organization were successful in sensitizing a percentage of the public to the issue of child sexual abuse and educating them on methods and options to help stop such abuse on children in the country.

In terms of victim demographic, the ratio of females to males in 2009-2011 was 13:1 and 20:1 in the period 2012-2014. In the first period, it was noted that very few victims were under the age of 10 while the majority of cases involved children between the ages of 10-18. However, it was found that in the second period the amount of reported cases of children 10 years and younger had risen by 6% and the percentage of cases involving children between the age of 10-18 had dropped by 26%. Furthermore, as exhibited in the content analysis, the majority of the perpetrators were below the age of 30 in both time frames. In both cases, the majority of perpetrators are listed as unknown to the victim.

When the number of cases were compared to the statistics of the Police Force Strategic Plan, however, it became clear that there is a huge disconnect between the number of cases reported and the number of cases covered by the print media. According to the Strategic Plan 2014 of the Trinidad and Tobago Police Service (TTPS), a division of the Ministry of National Security for the period 2011-2013 the total number of reported cases for rape is 2134, the actual breakdown between rapes, incest and child sexual abuse were not provided, the TTPS used a holistic figure on rapes. This number starkly contradicts a reporting from the Witness and Victims Support Unit of the TTPS on a televised interview with the Manager, Ms. Margaret Sampson Browne which indicated that there were approximately 3000 cases in a six-month period of 2013. According to the Strategic Plan of the TTPS, the total number was 551 this was inclusive of rapes, incest and child sexual abuse. Additionally, in 2011, there were 650 reported cases, whilst in 2012 the number rose to 933 speculating that the campaign resulted in more persons reporting the crime.

This ultimately leads one to think why and for what reason does the print media frame child sexual abuse in this way. The questions remains as to whether the prevalence of child sexual abuse in Trinidad and Tobago is being downplayed to protect identities and prevent public shaming or to shine light on other criminal offences that are considered to be more serious. The information projected by the media paints a picture of what child sexual abuse looks like in Trinidad since; as the Berkeley Media Studies Group (2011) suggests; for a vast majority of the population, the main source of information on current events is the newspaper and newscasts. In this event, the media is constructing a social reality for citizens, in what they should think about child sexual abuse.

In addition to this, it was discovered that the cases published are rarely front cover headlines but they are published in small articles, with very basic information. However, in cases where there are grievous offences, such as a result in death by the perpetrator are published on the front cover as in older cases such as that of Sean Luke, Akil Chambers and Hope Arismendez. Additionally, it was noted that only in these cases, victims' identities were released. While it may be true that the names of victims are usually hidden due to their ages, the issue of public shaming and marginalization once again comes into play. Many victims chose to keep their stories and identities secret in order to fit into the status quo of society and not be shunned for what has happened to them.

In the case of the period between 2009-2011, conclusions could be drawn that sexual abuse happens mainly to females and that offenders are mostly men under the age of 30. The fact that the dominant age of abused individuals remained at 18 years which coincides with the Children's Act of Trinidad and Tobago's (Act 12, 2012) definition of a child guided the selection of cases, although in most of the reportings the words "child sexual abuse" were rarely found. Aside from this, the reportings of cases rarely proved to use the opportunity to educate readers about child sexual abuse, measures to protect children and prevent these offences. Additionally, there were hardly any comments by influential individuals or policy makers and there were never any mentions of the Break the Silence initiative within the articles. This proves that the reportings are more 'episodic' than 'thematic as discussed by the Berkeley Media Studies Group (2011). This may prove to be a hindrance in the public's ability to connect child sexual abuse to the break the silence initiative.

For the purpose of analyzing the data collected from the content analysis, the theory of Agenda Setting as proposed by Maxwell Mccombs and Donald Shaw, in the 1972 *Public*

Opinion Quarterly was used. Since this theory suggests that the media has a powerful influence over the way that people think about things, it can be stated that the agenda setters or gatekeepers filter and restrain the information that reaches the public sphere through journalism and newscasts. This is done in the attempt to perpetuate the hegemonic ideals of those at the pinnacle of society to the masses.

From the information gathered from the content analysis of a total of 61 newspaper articles, it is seen that the print media paints a certain image of what child sexual abuse in Trinidad should look like. This image consists of the framing of the issue as a rare occurrence-based on the large scale of under representation- which happens mostly to females and the perpetrators are usually known to them or are family members. Cases that are given most attention are those that result in death and therefore are placed at the front page of the newspapers. This comes as a rather contradictory gesture as other sex based crimes and issues are highlighted in the newspapers and given more importance over others. This is an annual reality; during Carnival time; where full features are given to scantily clad masqueraders and lose politicians. Regardless of this, the local government reflects the conservative nature of a great majority of the society and therefore shelters the public from the harsh reality of sexual issues, while contradictorily; the theme of 'bacchanal' sells to the public in news stories. This observation supports the argument by Dr. Smith (2011) that "there exists many contradictions and attitudes surrounding sexual expressions" in Trinidad and Tobago. It is due to this reason that more pressing issues such as the dominant prevalence of child sexual abuse is passed off as less important.

The communication Style within the Break the Silence Network

Through the audit of the internal communication style within the Break the Silence initiative, the research group was able to better understand the structure and operations within the organization. The Break the Silence initiative was first started as a community-based action research project in 2008, which began with senior lecturers of the Institute of Gender Development Studies of the University of the West Indies, St Augustine Campus. In 2011, the IGDS formed a coalition with United Nations Children's Fund (UNICEF) and UNIFEM where a nationwide campaign emerged advocating for children to speak out on sexual abuse, whilst promoting change in behavior of perpetrators. The Break the Silence initiative has since evolved into a network, through its trademark logo of a blue teddy with a plaster on its heart, and any individual, organization, school or company has the opportunity to promote and advocate for a change in the prevalence of child sexual abuse using their brand.

Lipnack and Stamps (1994) define a Networked Organization as one "where independent people and groups act as independent nodes, link across boundaries, to work together for a common purpose; it has multiple leaders, lots of voluntary links and interacting levels." Therefore, contrary to the initial assumption that the organization was headed by a point person or certain individuals it was evident that all stakeholders were regarded on an equal level. It was noted that all stakeholders held the authority to hold awareness raising activities under the Break the Silence name in order to contribute to a more widespread public outreach.

These efforts in theory prove to be beneficial, especially since in this case the Break the Silence initiative depends on volunteerism by persons interested in accomplishing the same goals. However, although the Break the Silence initiative is partnered with many other NGOs, small businesses and volunteers, factors such as lack of funding and the fact that the topic of

child sexual abuse is associated with shame still exists. This is unfortunate as the power in numbers principle can be implemented in this case; these united bodies should provide enough workforce to achieve more changes at a quicker pace.

From the annual meeting with stakeholders, it was understood that each NGO engaged in their own events and promotional activities for the Break the Silence initiative. The NGO's or interested activists would plan and orchestrate events to raise awareness of the initiative and child sexual abuse. There would be no consultation with head members of the campaign before moving forward with events. Only during the yearly meeting activities done would be shared with the team. There has not been any integration amongst NGO's that will facilitate support and generate more awareness. Additionally, the communication style within the organization is disadvantaged as there is no formal chain of management through which decisions are made. Furthermore, this made the execution of tasks difficult as there was no one point person who would approve or provide feedback on the activities carried out by the research group. The relationships between members who interacted with the research team were all interdependent.

Apart from the internal structure, the process of observation allowed for an analysis of the Break the Silence's Facebook page as it was monitored over a six month period beginning pre intervention of the research group in November of 2014 and leading up to May of 2015. The findings from this analysis suggested that the page was not interactive and did not engage its publics in meaningful discourse. As observed, publications were sporadic, in that some occasions they were posted every two days while other instances there was more than two weeks apart without visible communication. although within this period there was reporting on child sexual abuse in the newspaper. The page also lacked realism and pragmatism on the issues of child sexual abuse, as often a link will be shared with little or no meaningful commentary to

accompany it. This does not ensnare a reader nor does it provide the opportunity to influence a person into a particular mode of thinking.

Additionally, there have not been any updates on Facebook to either promote activities or to provide post-activity updates or summaries to inform its publics on current undertakings of the Break the Silence initiative with an exception of the publicity of the Art competition which was undertaken by the research group as a deliverable to raise awareness. Their dissemination also lacks content since there are very few postings of links to newspapers on child sexual abuse cases within Trinidad and Tobago. This appears to be unfortunate since issues of child sexual abuse and its prevalence, once spread across social media websites can be used to provoke activism on the part of the common citizen. This has been a tactic employed by various campaigns to raise awareness on issues such as Amyotrophic Lateral Sclerosis (ALS) and Autism among many others. The ALS Association stated that between July 29, and August 12, 2014, they had received an astonishing \$4 million in donations compared to \$1.12 million during the same time period in the previous year thanks to a worldwide Facebook challenge called the 'ALS Ice Bucket Challenge' to raise awareness of the illness. (2014)

This proves that the Facebook page as a means of public outreach has the potential to provoke prosocial activity on the part of various publics as well as to attract potential sponsors if utilized properly. Social media is used by organizations to connect with society, relate a message to them and encourage personal connections through the medium of two way communication (Using Social Media to Enhance NGO Impact, 2011). Considering the aforementioned, the Break the Silence's method of communication therefore needs to be improved as it is not maximizing the full potential of what a social media campaign can produce. The Break the Silence initiative ought to be informing NGO's and interested persons of events, activities and

happenings of the network. This will draw a larger support amongst NGO's and engage its publics thereby raising more awareness. This does not reflect its core aim of curbing its prevalence and awareness.

Regardless of this, a vast difference was noted at the last two intervals of monitoring; March and May, 2015 where the number of likes on the Facebook page increased first by 52 by March 20th and then 195 by May 1st. This coincides with the Research Day event in which the research team was able to display their research to fellow intellectuals and the general public. During this event, the opportunity was grasped to simultaneously display research findings as well as to raise awareness and provoke meaningful discourse. Additionally, the month of April is known as Child Abuse Prevention Month and thus the Actual Project Coordinator had carded various activities to be executed throughout the month to expand on public outreach and revive the interaction between the organization and its publics. Both factors may have contributed to the growing popularity of the Facebook page.

Taking into consideration, the fact that the tenure of the research team lasted only for a short period of time, at an instant where the Break the Silence initiative was picking up after a silent period, the suggestion for the implementation of an annual strategic communication plan should be considered as the Segal Family Foundation (2014) suggests This strategic plan would govern all strategies and tactics in order to achieve the goals of the organization and establish and maintain a better relationship with its publics. (Smith 2013)

Communication Barriers between the Break the Silence initiative and its publics

There is a usual nationwide outcry in instances of a traumatic experience which led to the death of a victim, an outcry for justice and change as evidenced in the cases of Sean Luke, Akiel

Chambers, and Amy Annamunthodo. These deaths touched the very core of all and as a nation there were public appeals and emotional reactive actions.

From the results of the poll executed, it is evident that child sexual abuse is not an openly discussed topic in Trinbagonian society. For this reason, the Break the Silence initiative faces the challenge of communicating a taboo topic to a dominantly patriarchal and traditional public. Hence, precautionary measures of its content must be adhered to as the topic of sexual abuse not only has the potential to affect and inflict pain and disgust amongst individuals but it also proves to be a delicate topic in a culture that is understood to be sexually oppressed and restrained. One may find that private information such as sexual activity is kept very close to individuals and especially victims of child sexual abuse who feel like they may face public shaming, family neglect and other negative ramifications should they disclose this type information to others about themselves.

Sandra Petronio (1991) develops the theory of Social Penetration (Altman and Taylor, 1971) to explain exactly this. A reason as to why members of the larger public may not want to associate themselves with the Break the Silence initiative or engage in public discourse on child sexual abuse is due to the fact that people like to feel that they own their private information, and the moment that this information is shared, the other person would become a part owner of that information. In a society that is dominantly religious to a great extent; formed by more than one religious faith, themes such as sexuality is not discussed openly and honor is revered. Therefore victims run a threat by disclosing information about themselves in fear of being shamed or marginalized by society. Additionally, as in the study conducted by Peterson et Al (2005) the Trinbagonian society is heavily patriarchal and thus "the prevailing culture of masculinity and the right of males to domination over females: normalizes instances violence between the sexes.

Furthermore, Herbert Mead's Symbolic Interactionism which explains the looking glass self and the generalized other may prove as a reason as to why people chose to disassociate themselves from a cause surrounding the issue of child sexual abuse since it may suggest that persons associated with the cause have suffered from child sexual abuse themselves. After extending letters of outreach requesting sponsorship for the execution of a Charity Auction as a deliverable on behalf of the research team for the initiative, it was understood that Social Penetration theory and the theory of Symbolic Interactionism is applied not only on a personal level but definitely also on an interpersonal level which affects a public image and reputation. The lack of responses to the Sponsorship letters leads to the understanding that if members of society are not open to discussing issues of child sexual abuse on an individual level, there would be great difficulty in communicating about it for impact on a corporate level.

The second method of quantitative data collection, the Facebook Survey powered by Survey Monkey was used to measure brand awareness. Based on the sample, it appeared that most respondents were aware of the logo of the blue teddy as an indicator of child sexual abuse and 69.4% of respondents had heard about the Break the Silence initiative. Therefore, it can be said that the respondents of the survey were aware of the Break the Silence initiative's presence in society and what it represents, but the question lies in if the sample is representative of the whole society at large and whether they are aware of the publications and activities of the Break the Silence Initiative.

CONCLUSION

The case study into the Break the Silence initiative has afforded a better understanding of the network's communication, both internally and externally. Through both qualitative and quantitative methods, the research team was able to gather sufficient data to answer the research questions; how is child sexual abuse represented in the print media, what is the communication style within the Break the Silence initiative and what are the communication barriers between the Break the Silence initiative and its publics. These methods took the form of participant observations, content analysis, a communications audit, an online survey and a face to face poll. The theories used to examine these aspects were: Agenda setting and Framing theory, the theory of strategic planning, social penetration theory and the theory of Privacy management. Altogether, upon analyzing the data collected, it was concluded that: child sexual abuse is underrepresented in the print media, improvements can be made within the communication processes of the Break the Silence initiative to strengthen effectiveness and that the taboo element of the issue of child sexual abuse proves to be a major deterrent to the outreach to the initiative.

The content analysis provided a better way to understand the context in which the initiative functions. Child sexual abuse is not only under-reported in Trinidad and Tobago's print media, but also has not taken precedence as a topic that warrants the awareness and attention from media personnel. It is also stereotyped as an offence mainly to females by family members. The participant observation lead to the conclusion that the lack of a fixed organizational structure affects the communication within the organization and serves as one reason for the ineffective relationship they share with their publics. The surveys aided in the conclusion that although

members of the public are aware of the existence of the Break the Silence initiative, the topic of child sexual abuse still stands as a taboo topic that many refuse to discuss openly.

This report, which provides a communication based outlook on child sexual abuse and the Break the Silence initiative will be beneficial to the Break the Silence initiative itself as it sheds light on certain areas for improvement in order to achieve maximum effectiveness. Whilst the concept of the network has its benefits, the lack of communication amongst stakeholders does not allow for a measurable impact on its activities. Additionally, this report will be especially beneficial to policy makers and media professionals as it provides an understanding into the importance of an organization such as the Break the Silence initiative in a Trinbagonian context. A nation's role in the prevention and resolution of the issue of child sexual abuse is crucial. However, this process is multi-sectoral and depends equally on the individual, corporate and legislative level.

LIMITATIONS

The main point person and supervisor of this research group, Professor Rhoda Reddock holds the post of Deputy Principal of the UWI, St. Augustine Campus, and as such it was difficult to reach her and subsequently to have frequent meetings with her for guidance and information. As a result of this, the research started one month later than expected due to her frequent unavailability. The team's primary mode of communication was via e-mails, however Professor Reddock e-mails didn't suggest any clear guidance and the team was often unsure of whether or not to proceed with activities. This form of communication posed several delays and setbacks. As such we often suggested meetings for further directions, but it was difficult to do so with Professor Reddock's schedule.

As a result of Professor Reddock's limited availability, the Research Team was assigned to Ms. Zeleca Julien. Contact was made with her on 27th February via e-mail and a subsequent meeting on 3rd March. The change in the point person in itself put the team at a disadvantage in relation to time constraints for the successful execution of the thesis as well as the initiatives that the team expected to undertake in raising awareness and funding. Although Ms. Julien was available to meet and provide guidance, the research team still had to channel information to Professor Reddock and Ms. Chan for approval. Additionally, Ms. Julien was a candidate for the 2015-2016 UWI Guild President and her schedule was hectic during the time of elections.

In the attempt to undertake the role as interns with the given agenda of raising awareness and funding, the research team proposed two activities, one of which was successfully executed, and the second- an outcome of the first, is to be completed in June. For the first project, the team was often left to speculate, as there was hardly any support in this endeavor, with the exception of Ms. Chan posting the information on the Break the Silence Facebook Page and Newsletter. As

a result of the delays and change in point persons, the team ultimately had to postpone deadline dates and this in effect impacted negatively on the research given the time frame in which it was meant to be conducted and completed.

Working with a not for profit is challenging, due to the difference in structure where organizing bodies are voluntary, as opposed to private or public corporate companies where there is a greater commitment for gain. However, the team found ways to maneuver their way around the shortcomings in order to effectively carry out the research.

There has been a disconnect among members of the network, following January of 2014, when the Ministry of Gender Youth and Child Development took ownership of the campaign. Members were not keeping efficient contact with each other, as no meetings were scheduled. This created a lack of communication amongst members of the network. Due to the minimal interactions between members, the team was finding it difficult to contact individuals. This also meant activities were being carried out, and other stakeholder members were not aware of them. This means that relevant information may have been left out of the research project.

Finally, because the topic of child sexual abuse is deemed taboo in Trinidad and Tobago, statistical data was not forthcoming and difficult to obtain, a request was made verbally and followed by a subsequent e-mail for the number of reported cases on child sexual abuse in Trinidad and Tobago from the TTPS in March and to date there was no response. Therefore, in order to collect this information, data was sourced from published materials of the TTPS Strategic Plan.

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Publications.

APPENDICES

Appendix A

Questions to the online survey conducted through Facebook from April 3rd to April 5th

1. Do you recognize the blue teddy?
 - yes
 - no
2. What does the blue teddy represent?
 - logo for a child's toy?
 - child sexual abuse
 - a baby boy
3. Have you ever heard about the Break the Silence initiative?
 - yes
 - no
4. What do you know about the Break the Silence initiative?
 - speak out against policies
 - speak out against CSA
 - not sure

Appendix B

Break the Silence's first Art Competition Flyer

BREAKING THE SILENCE

on child sexual abuse

art competition

Amazing Prizes to be Won!!

What can be submitted:

- Photographs
- Digital Imaging
- Drawing
- Illustration
- Poetry
- Poster/Graphic Design

Please contact Break the Silence at 744-5875 or 202-3945 or visit our website and Facebook Fan Page for further information and for registration forms.

www.breakthesilence.org/index.asp
www.facebook.com/breakthesilenceusa

Category A - 7 to 12 years old
Category B - 13 to 17 years old
Category C - 18 years old and above

All entries must be accompanied with a completed registration form, a copy of an identification and a short description on how the concept includes the theme: "Breaking the Silence on Child Sexual Abuse"

Please submit by **April 20, 2015** to:
Ms. Zuleica Julien
 The Institute for Gender and Unmanagement Studies
 The University of the West Indies
 St. Augustine Campus

Appendix C

Sponsorship Letter



Break the Silence:
end child sexual abuse

12th February, 2015

Mr Dexter Charles,
Group Communications Manager,
First Citizens Bank,
Queen's Park East,
Port-of-Spain

Dear Mr. Charles,

Re: Request for Sponsorship for Break the Silence's 1st Charity Auction

We are pleased to inform you that the Break the Silence campaign is hosting its 1st Charity Auction, themed *"Breaking the Silence: Give children a voice. Be heard"* to be held on March 22, 2015 at the Green Meadows, Santa Cruz. The objective of the Charity Auction is to create a platform for people to speak out against the pervasiveness and address the negative effects on child sexual abuse. It is expected that the Break the Silence network will share information and build knowledge on the subject. At the end of the Auction, it is envisaged that partnerships will be formed with possibilities of working together to build a sustainable mechanism to facilitate the process of curbing sexual abuse. The Charity Auction also hopes to raise awareness and funding for continued action to address sexual abuse.

In this regard our campaign is kindly requesting your support. We are asking for a contribution from your organization to contribute to the costs for the auction.

The Break the Silence campaign is an outcome of the Break the Silence action research project carried out by the Institute of Gender and Development Studies of the UWI, St. Augustine Campus between 2008 and 2011. The Break the Silence Network is a group of interested persons working on different areas but committed to the elimination of Child Sexual Abuse. The Break the Silence Initiative is a multi-pronged approach to protect children against sexual abuse and the risk of HIV. On the one hand it aims to empower survivors and their families with a message to speak out and denounce the stigma and shame that surrounds the issue of child sexual abuse as a first step to seek help. At the same time, the initiative is an advocacy platform directed at policy makers, social services, the health system, the justice system and others to create the protection and treatment services needed to support and care for the victims. For further information, please see enclosed Executive Summary of Break the Silence.

Since 1953, April has been designated as the month for Child Abuse Prevention, it is at this juncture that Break the Silence wishes to acknowledge and highlight the degradation of a child's right when abused. It is Break the Silence's aim to invoke awareness that no child is sexually abused.

Should you require further information, please do not hesitate to contact Ms. Kira Rajasingh via mobile, 4907723 or e-mail: kirarajasingh@yahoo.com

Yours Sincerely,

Dr Rhoda Reddock
Deputy Principal

One of the letters sent to corporate companies to obtain sponsorship, addressed to First Citizens Bank Limited.

Appendix D

Deliverables for the Break the Silence Initiative

THE NEAL & MASSY FOUNDATION
#63 Park Street
Port of Spain

CHEQUE NUMBER 0004834

DATE 24 3 2015

PAY Institute of Gender and Development Studies

THE SUM OF THE SUM TTD 10,000.00 DOLLARS

RBC ROYAL BANK (TRINIDAD & TOBAGO) LIMITED
19-21, PARK STREET, PORT OF SPAIN

Angela Lind
AUTHORIZED SIGNATURE

Quia
AUTHORIZED SIGNATURE

In response to the sponsorship letters sent out The Massy Foundation donated \$10, 000.00 for the cause.

Republic Bank Limited RBMC 14413053

Branch 10 March 2015 Date

Pay to the order of INSTITUTE OF GENDER AND DEVELOPMENT STUDIES

EXACTLY 1,000 DOLLARS

\$1,000.00

For and on behalf of Republic Bank Limited
Authorized signature *Sophia* NUMBER 689

NOT NEGOTIABLE
NOT EXCEEDING

Republic Bank Limited also reached out and donated \$1, 000.00 to the initiative.

Appendix E

Table of content analysis for the years 2009-2011

Trinidad Express Newspaper – Reporting of Child Sexual Abuse Cases (2009-2011)

No	Victim	Age	Sex	Perpetrator/s	Age/s	Perpetrator's Relation	Location	Date	Status/Headline
1.	Not stated	11	F	Not Stated	34	Father and daughter	San Fernando	Happened - 2009... Written- Jun 29, 2011	Father gets 20 years for raping daughter
2.	Not stated	9	F	Anthony Aitum	30	Not stated	Clouston Bay	Feb 4th, 2011	No bail for man on rape charge/ rape bugged
3.	Not Stated	17	F	Not Stated (Police Officer)	53	Not Stated	Debe	Feb 7th, 2011	Teen raped; cop gives himself up/ rape
4.	Not Stated	5	F	Not stated	20	Family friend	Petit Valley	Oct 14th, 2011	Suspect held in child rape
5.	Not stated	12	F	Not stated	16 years and 17 years	School-mates	Secondary School in West Trinidad	Oct 15 th , 2010	Form 1 pupil raped; 5 teens surrender
6.	Not stated	15	F	Not stated	Not stated	Victim knew the perpetrator	Warrentville	July 1st, 2011	Schoolgirl, 15, abducted, raped by passenger
7.	Not stated	12	F	Seelochan Seegal	63		Not Stated	Oct 3rd, 2011	No bail for 63-year-old charged with sexual assault of girl, 12
8.	Not stated	15	F	Not stated	29	Teacher and Student	A Port of Spain School	Oct 12 th , 2011	Sexual school: teacher under probe
9.	Not Stated	8	F	Not stated (m) Crystal Sanchez (f)	17 (m) and 23 years (f)	Babysitters	Not Stated	Happened- 2007... Written- Jan 26, 2011	Two on trial for rape of eight-year-old girl The two were each placed on \$50,000 bail
10.	Not Stated	10	F	Not Stated	Not Stated	Father and daughter	Central Trinidad	Feb 7, 2011	My father raped me, says 10-year-old girl
11.	Not Stated	12	F	Not Stated	15-17	Not stated	Not stated	Nov 7, 2011	6 teens in court for raping girl, 12
12.	Not Stated	13	F	Jonathan Williams & Ronald Davis	18	Not stated	Never Dirty, Morvant	Nov 7, 2011	rape of a 13-year-old girl

Trinidad Express Newspaper – Reporting of Child Sexual Abuse Cases (2009-2011)

13	Not Stated	13 & 14	F	Not Stated	16	Step Brother and Cousin	Not Stated	Nov 2, 2011	16-year-old charged with raping half-sister, cousin
14	Not Stated	12	M	Not Stated	Not Stated	Relatives	High Plain Road, Diego Martin	Mar 2, 2011	Cops probing reports of buggery, rape

Table of content analysis for the years 2012-2014

No	Name	Age	Sex	Perpetrator	Perpetrator's Age	Relation	Location	Date	Status/ Headline
1	Not stated	17	F	Not stated	64	Hindu Punjabi -Family Friend	South Queensland	Arrest Date: 22/01/ 2015 Actual Date: August 2014	Hindu Punjabi arrested in teen rape case
2	Not stated	4	F	Not stated	11, 8 & 5	Not stated	Not stated	14/02/2014	3 Children attempted to have sex with the girl
3		8	F	Sean Arthur	19	Not stated	Tobago	18/11/2014	Girl was attacked in school compound and principal intervened
4	Kevin Cumberbatch	6	F	Not stated	Not stated	Family Friend	Maloney	25/11/2013	Died
5	Not stated	7	F	Not stated	Not stated	Step-brother	Not stated	Published: 8/06/ 2014	Video
6	Not stated	7	M	Not stated	Not stated	Father	Valencia	30th 2 and August 26 2013	
7	Not stated	11	F	Not stated	35	Family Friend	Point Fortin, but CSA occurred in La Brea	23/09/2012	
8	Not stated	Teenager	F	Not stated	Not stated	Not stated	Tobago	October 2013	Gang raped at school football match, parents have remained silent
9	Not stated	9	M	Not stated	12-15 year olds	School mates			School mates between the ages of 12-13 have been sexually assaulting fellow school children
10	Not Stated			Samuel De Silva	25	Not stated	GOVA, FREEDOT, CHARLOTTES and QUAYES		A 29-YEAR-OLD Waterloo man appeared in court on Tuesday on 19 offences of rape.
11	Not Stated	15	F	Not Stated		Not Stated	Santa Flora	15/05/ 2013	
12		3	F	Omario David	19	Not stated	Jaboune	25/09/ 2014	

Trinidad Express Newspaper – Reporting of Child Sexual Abuse Cases (2012- 2014)

13	Not Stated			Alvin Thomas	29	Not Stated	Port-of-Spain	Between 2012 and 2014	Statutory Rape
14	Not Stated	16	F	Nicholas Balesh Jessie Balesh Khan Hemant Balesh	18 19 20	Not Stated	Claxton Ray / Gaspard	Story published February 7, 2014	
15	Not Stated	13	F		31	Male Relative		1 to 31	
16	Not Stated	7	F	Not Stated	60	Grandfather		December 2013	
17	Not Stated	Minor		Not Stated	30	Police Officer		24/03/2014	
18	Not Stated	8	F	Father & Mother	38 & 31	Parents	Chabellus	Story published 4, July 2014	Police officer accused of sex with a child
19	Not Stated	12	F	Mohan Singh Anand Singh Ravi "Piggy" Singh	Not Stated	Not Stated	Not Stated	Story published Mar 21, 2014	Father charged with raping daughter and mother charged with using sex toys - occurred in December 2013
20	Not Stated	Under 14 14 15	F F F	Brandon Wrickham Roger Pemyman	18 21	Not Stated	Claxton Ray Williamsville	Committed 29 July 2014	3 Brothers raped girl in 3 separate incidents in 2005-2006
21	Not Stated	12	F	Quinton Williams	31	Not Stated	Williamsville	Story Published 24 February 2014	Two in Court for rape of Minors
22	Not Stated	Under 16	F	Sheldon Walker	21	Not Stated	Marabella San-Fernando	Story published Jul 11, 2014	One article, separate incidences
23	Not Stated	15	F		36	Father- Parent	Marabella	2012, committed on 18 August 2013	One article, separate incidences
24	2 Girls		F	Winston Baisey	57	Not Stated	Quorra	Not 28, 2014	Raped his daughter 3 times
25	Not Stated	Under 16	F	Not Stated	Teenager	Not Stated	Williamsville	Story published April 12, 2013	Four sexual offences for grandfather
									Allegedly raped a girl on March 3, 2013 Also has a criminal record showed that the young man had pending matters, including an allegation of having sexual intercourse with a girl between the ages of 14 and 16.

Trinidad Express Newspaper – Reporting of Child Sexual Abuse Cases (2012- 2014)

26	Not Stated	12	F		32	Family Friend	La Brea	September 2014	Sexual Assault of 12 year old
27	Not Stated	3	F		17	Family Friend/Relative	Trinidad	25-01-2014	
28	Not Stated	13	F	Rayon Neil Rodriguez	21	Not Stated	St. Madeline	27 March 2014	Taxi Driver on rape charge
29	Not Stated	13	F	Anthony Hampton	29	Police Officer	Channon Bay	Not Stated Arrested Feb 11, 2014	Cops kill suspected child rapist murderer
30	Not Stated	12	F	Not Stated	Not Stated	Family Relative	Sparrow	Between February 14 and November 2014	Cops hunt suspected child molester
31		15	F	Not Known-2 men	Not Stated	Not Stated	Central	25-10-2014	Teen gang raped at gun point (2 men who robbed and raped the girl, 50 000)
32	Not Stated	12	F	Derrick Martinez	23	Not Stated	Archer	Incident occurred in 2012 (approx 18 months ago) but court case was on 28-11-2014	50000 bail for man charged with raping girl, 12. The girl had a baby as a result of the rape, and no conviction as yet
33	Not Stated Trinidad Express Tookle	16 40	F F	Paul Vincent	33	Not Stated	Sparrow Region	22/03/2015 15/04/2015 Convicted 11/05/2015	Pole was raped six times before murdered Vincent was also charged with the murder of Tookle
34	Not Stated	15	F	Dane Spitzberg	Not Stated	Police Officer-15 years of service	Not Stated	Rape date: 2-04-2011 Arrested 04-2014	No statements yet in cop's rape charge 3 years later and there is no complete filing against the Sergeant who raped a child
35	Not Stated	12	F	Not Stated	33	Step-father	Maricao	May 13, July 2013	Man held for raping step-daughter, 12
36	Two sisters	7 8	F F	Not Stated	27	Father	Channon Bay	21/11/2014	11 sexual offenses against step daughter Father charged with sexually assaulting his daughters

Trinidad Express Newspaper – Reporting of Child Sexual Abuse Cases (2012-2014)

37	Not stated	Under 15	F	Not stated	17	School mate	Princes Town	June 2014	Schoolboy gets bail on rape charge
38	Not stated	15	F	Not stated	15	Schoolmate	Princes Town	February and March 2014	Bail for 2 teens on rape charge
39	Two children	11 7	F F	Dexter Greenidge	n/a	Not stated	La Bonaire	January 27 and October 9 2014	\$50,000 bail for accused child rapist
40	Not stated	13	F	Michael Harrison	45	Not stated	St. Vincent	Commenced on 20 November 2014	Margaret 6 years for three rape offences

Appendix G

A Break the Silence Publication

Break the Silence Network Newsletter October 2013

[View this email in your browser](#)



Break the Silence:
end child sexual abuse

General Meeting of the Break the Silence Network

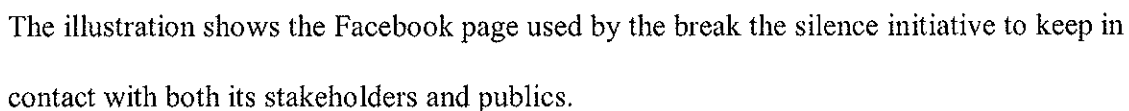
You are invited to the first General Meeting 2015 of the Break the Silence Network, to be held on **Saturday 21st March, 10:00 a.m. - 12:00 Noon** in the Seminar Room at the Institute for Gender and Development Studies (I.G.D.S.), The UWI, St. Augustine Campus.

The Agenda for the meeting is as follows:

1. Welcome and introductions
2. Update on the BTS Campaign
3. Members sharing
4. Taking the campaign forward - fund-raising, etc
5. Child Abuse Awareness Month
6. The future role of the Network
7. The Communication Studies BTS Project
8. Any other business

The illustration above shows one of many newsletters published by the Break the Silence initiative to inform stakeholders of meetings and other happenings.

The Break the Silence initiative's Facebook page



Appendix I**'Like' count of the Break the Silence Facebook page**

DATE	Number of likes on Facebook
November 20th 2014	587 likes
January 03 2015	601 likes
March 20th 2015	653 likes
May 1st 2015	848 likes

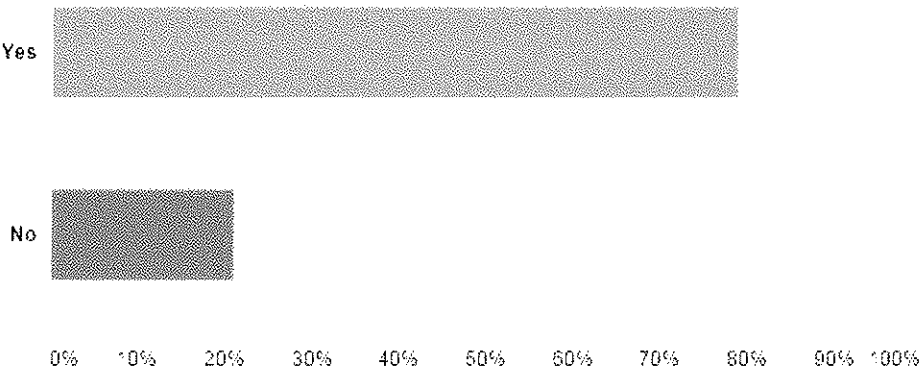
The table shows the amount of likes on the Break the Silence Facebook page during the period of November 2014 to May 1st.

Appendix J

Result to Question 1 of the online survey held April 3rd to April 5th, 2015

Do you recognize the blue teddy?

Answered: 100 Skipped: 0



Answer Choices	Responses	
Yes	79.00%	79
No	21.00%	21
Total		100

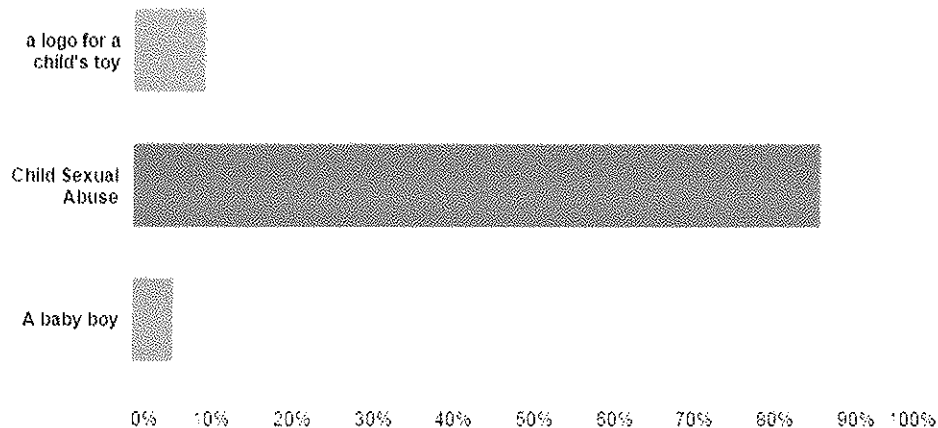
Results for the first question of the online survey held between April 3rd and April 5th, 2015.

Appendix K

Result of Question 2 for the online survey

What does the blue teddy represent?

Answers: 97 - 98.9%



Answer Choices	Responses	
a logo for a child's toy	9.28%	9
Child Sexual Abuse	85.57%	83
A baby boy	5.15%	5
Total		97

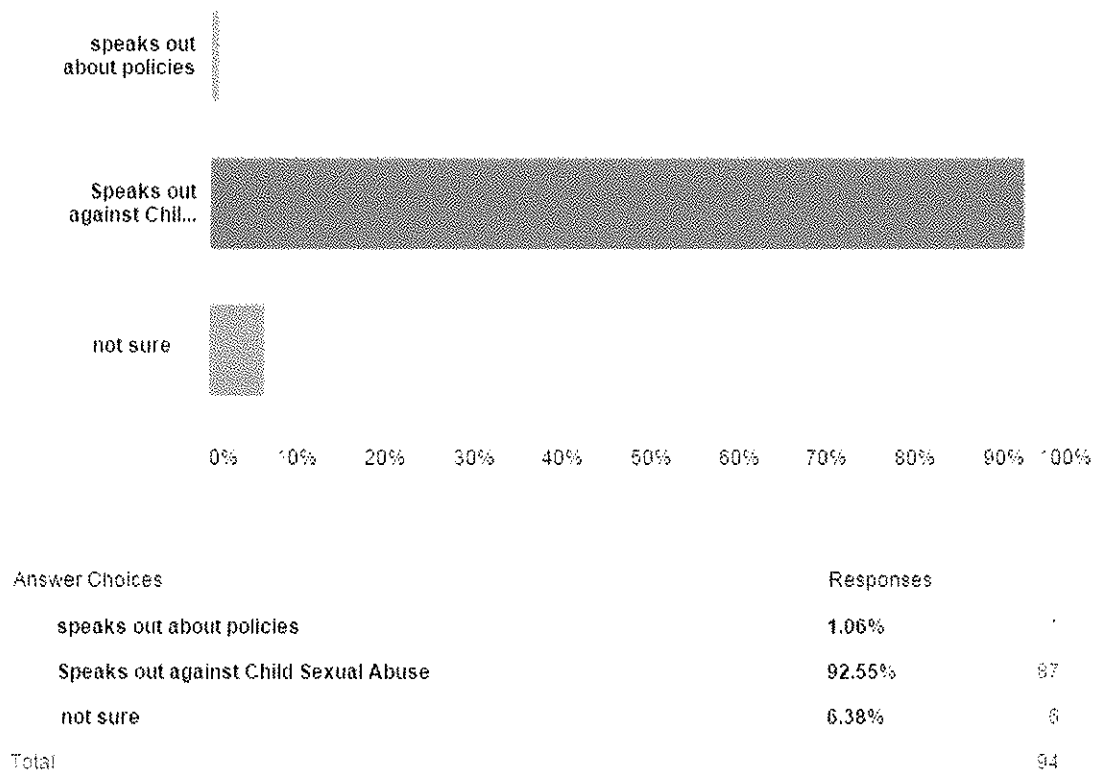
Results for the second question of the online survey held between April 3rd and April 5th, 2015.

Appendix L

Result of Question 4 for the online survey

What do you know about the Break the Silence Initiative

Answered: 54 Skipped: 0



Results for the fourth question of the online survey held between April 3rd and April 5th, 2015.

Appendix M**Financial Account of the thesis group**

Income Statement Thesis Group March 1st to May 1st		
Cash from Donations		<u>\$2,900.00</u>
TOTAL REVENUE		<u>\$2,900.00</u>
LESS Expense:		
Cloth	\$300.00	
Decorations	\$382.42	
Giveaways	\$238.45	
Poster	\$1,155.00	
Props	\$212.90	
Printing of thesis	<u>\$600.00</u>	
Total Expense		<u>\$2,888.78</u>
OPERATING RESULT		<u><u>\$11.23</u></u>

The above table shows the Revenue and Expenditure of the thesis group during the period of March and May, 2015.

Appendix N

Budget Breakdown: Funds and Allocation

- February and March 2015 - Donations:

- Anthony Simmons: \$300.00
- Christine Jagmohan: \$100.00
- Kira Ragbirsingh: \$1,200.00
- Kumar Mahabir: \$200.00
- Lorenzo Molligan: \$300.00
- Meena Gajadhar - \$300.00
- Praveena Kalloo: \$300.00
- Rajeev Sankar: \$100.00
- Sheena Mohammed: \$100.00

Total: \$2,900.00

- April 2015 - Expenditure:

- Poster presentation material:
 - Cloth: \$300.00
 - Decorations: \$382.42
 - Giveaways: \$238.45
 - Poster: \$1155.00
 - Props: \$212.90

Total: \$2,288.77

- Printing and binding of thesis document:

- Printing: 140 pages x \$4.00 per page = \$560.00

- Binding: 2 copies x \$20.00 = \$40.00

Total: \$600.00

- April 2015 - Sponsorship:
 - Materials for poster presentation
 - Carpets : \$800.00 - American Home Furnishing
 - Cloth: \$100.00 - UWI Student Guild
 - Decorative Plants: \$280.00 - Aranguez Nurseries
 - Paraphernalia: the Break the Silence initiative
 - Pamphlets: \$4,000.00 - provided by an organization that wishes to remain anonymous
 - Printing of Images: \$200.00 - UWI Student Guild