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Factors that motivate or demotivate young people with sexually abusive behaviours and their families to seek help: a social marketing perspective

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Factors that Motivate or Demotivate Young People with Sexually Abusive Behaviours and Their Families to Seek Help: A Social Marketing Perspective

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(B.Communication)

This thesis is submitted as part of the requirements for the award of the degree of Master of Marketing – Research of the

UNIVERSITY OF WOLLONGONG

2008
I, Janice Bagot, declare that this thesis, submitted in partial fulfilment of the requirements for the award of Master of Marketing – Research in the School of Management and Marketing, University of Wollongong, is wholly my own work unless otherwise referenced or acknowledged. The document has not been submitted for qualifications at any other academic institution.

Name: ________________________________

Date: ______________________________
ABSTRACT

Child sexual abuse is a widespread social problem in Australia and across the world. Young people perpetuate a significant proportion of this abuse and many convicted adult paedophiles begin sexually abusive behaviours in their adolescence. One public health strategy to reduce juvenile sexual offending is to increase the numbers of young people receiving assessment and treatment services to address their behaviour. This requires parents to seek help and access services for their child.

In order to be able to ‘market’ help, this study has aimed to add to the slim body of knowledge about factors that motivate and demotivate young people with sexually abusive behaviours and their families to seek help and utilise treatment services.

The theory of planned behaviour and a social marketing framework were used to inform semi-structured interviews conducted with NSW experts in juvenile sexual offending. The study explores expert opinions about the attitudes, social acceptance, perceived ease or difficulty, benefits and costs that young people and their families experience towards seeking help, including the utilisation of treatment services. Results indicate that young people with sexually abusive behaviours towards children are unlikely to seek help before others detect their behaviour. Factors that contribute to a lack of intention to seek help include:

- unfavourable attitudes towards seeking help prior to their behaviour being detected
- social stigma associated with sexually abusing children and weak social norms around offenders seeking help for their behaviour
- lower perceived behavioural control towards seeking help
- high perceived costs and low benefits associated with disclosing their behaviour.

This study finds that the most common pathway for young people to receive treatment services in NSW is through the voluntary disclosure of the abuse by young victims and the notification of suspected child sexual assault to statutory child
protection agencies by mandatory reporters, and a subsequent investigation and referral. Once their behaviour is detected, young people often display more favourable attitudes towards attending treatment services and experience a range of benefits from attending quality treatment provision. This study finds that young people are generally reliant on their parent(s) to be able to access and attend treatment services.

A key finding of this study is that many parents are motivated to (and do) take action to address their child’s sexually abusive behaviour. Concern about their role as parents and family wellbeing are identified as central drivers for parents who try to keep the crisis within the family or reach out to informal or formal sources of help. However, the study reveals a number of demotivating factors towards help-seeking, such as:

(a) psychological distress and defences once parents become aware of their child’s behaviour
(b) a lack of knowledge about sexual abuse and where to get help
(c) social stigma
(d) unfavourable attitudes at involving external agencies in their family.

Parents can experience a range of benefits if they are able to access and complete effective therapeutic intervention for their child, particularly if this involves the family. Factors that help enable families to utilise treatment services include pressure, support and consequences from statutory authorities and structural factors, such as available, affordable and accessible treatment services.

However, a current lack of expertise and skill by service providers and a dearth of affordable and available services, as identified in this study, can leave families frustrated, dissatisfied and reluctant to seek further help.

This study highlights the need and opportunity to develop a range of social marketing-based interventions to increase the numbers of parents seeking and receiving help to address their child’s behaviour. Before help is marketed to families in NSW, however, more high quality, affordable and accessible services are needed to meet both current and future demand. The study recommends that the benefits of treatment services and mandatory reporting be promoted to government
policymakers, politicians and funding providers, as well as to statutory child protection agencies working directly with young people and their families.

The study also recommends that social marketing strategies to increase the incidence of parents seeking formal help for their child address:

(a) unfavourable attitudes towards seeking help from formal sources, such as statutory child protection services
(b) low community acceptance and stigma associated with help-seeking for perpetrators of child sexual assault
(c) the perception (and actuality) that it is hard for families to seek help and access treatment services in NSW.

This study finds that statutory services play a key role supporting and encouraging parents to seek help for their child. Increasing the favourable attitudes of caseworkers towards treatment and reducing organisational barriers may enable parents to persist with help-seeking. The study also recommends using targeted public campaigns to increase the social acceptability of help-seeking for sexually abusive behaviours. Social marketing-based strategies are also recommended to:

(a) increase the disclosure of sexual abuse by victims
(b) increase identification of abusive behaviours and where to get help for families of young people ‘at risk’ of sexual offending and families in general
(c) align the product of ‘treatment’ with parental desires and motivations.

Further research, conducted directly with young people and families, is needed to more accurately gauge their attitudes, perceived benefits and costs and ease or difficulty in seeking help. This customer-focused research would inform any social marketing-based interventions to increase help-seeking behaviour.
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There are many people who have made it possible for me to bring together my interest in marketing with my desire to help reduce child sexual assault. This has been a great dream to have and a personal marathon to achieve. Luckily, I have had great people to help me ALL along the way.

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The experts that I interviewed for this study provide an amazing and invaluable service to young people and their families, which I hope this study has been able to highlight.

I dedicate this work to my precious nephews Rowan, Braden, Gabe and Justin and to all the young people who are growing up to be strong, no matter what.
# TABLE OF CONTENTS

THESIS CERTIFICATION ........................................................................................................ ii
ABSTRACT ............................................................................................................................ iii
ACKNOWLEDGEMENTS .................................................................................................... vi
LIST OF FIGURES .............................................................................................................. ix
1. INTRODUCTION ............................................................................................................. 1
   Background ..................................................................................................................... 1
2. LITERATURE REVIEW ................................................................................................. 5
   2.1 Help-seeking theories, models and concepts ....................................................... 5
      2.1.1 The Behavioural Model of Health Services Use ........................................... 7
      2.1.2 The Health Belief Model ............................................................................. 8
      2.1.3 The social organisation strategy ................................................................. 10
   2.2 Young people with sexually abusive behaviours ................................................. 11
      2.2.1 Young people with sexually abusive behaviours and help-seeking .......... 14
   2.3 Families of young people with sexually abusive behaviours ........................... 16
      2.3.1 Help-seeking by families of young people with sexually abusive behaviours ........................................................................................................... 17
   2.4 Relevant theoretical frameworks ......................................................................... 19
      2.4.1 Benefits, Costs, Others & Self-assurance (BCOS) factors ......................... 23
   2.5 Summary ................................................................................................................. 24
3. METHODOLOGY ........................................................................................................... 26
   3.1 Research design ..................................................................................................... 26
      3.1.1 A qualitative research approach ................................................................ 26
      3.1.2 Theoretical approach .................................................................................. 27
   3.2 Identification of the research questions .............................................................. 28
   3.3 Selection of relevant site(s) and subjects ............................................................. 29
   3.4 Data collection ........................................................................................................ 30
   3.5 Interpretation of data ............................................................................................ 31
      3.5.1 Data preparation .......................................................................................... 31
      3.5.2 Coding ......................................................................................................... 31
      3.5.3 Findings and conclusion ............................................................................. 33
   3.6 Ethical considerations ............................................................................................ 33
   3.7 Validity and reliability .......................................................................................... 33
      3.7.1 Internal validity .......................................................................................... 34
      3.7.2 External validity .......................................................................................... 34
      3.7.3 Reliability .................................................................................................... 35
      3.7.4 Internal reliability ....................................................................................... 35
      3.7.5 External reliability ....................................................................................... 36
   3.8 Summary ................................................................................................................. 36
4. FINDINGS AND ANALYSIS ......................................................................................... 37
   4.1 Help-seeking of young people with sexually abusive behaviours ..................... 38
      4.1.1 Help-seeking behaviours ............................................................................. 38
      4.1.2 Attitudes ....................................................................................................... 40
      4.1.3 Social norms ................................................................................................. 43
      4.1.4 Perceived behavioural control ..................................................................... 44
      4.1.5 Benefits of attending treatment .................................................................. 45
      4.1.6 Costs of seeking help .................................................................................. 47
      4.1.7 Factors that enable young people to attend treatment services ................. 48
4.1.8 Motivations and costs associated with sexually abusing children ..............49
4.1.9 Discussion ..................................................................................................52
4.2. Factors influencing the help seeking of families ...........................................55
4.2.1 Help-seeking behaviour of families............................................................56
4.2.2 Attitudes....................................................................................................58
4.2.3 Social norms............................................................................................63
4.2.4 Perceived behavioural control .................................................................66
4.2.5 Benefits to seeking help and utilising treatment .......................................72
4.2.6 Costs of seeking help and utilising treatment services............................75
4.2.7 Factors that enable parents to seek and access treatment ......................76
4.2.8 Discussion ................................................................................................80
5. RECOMMENDATIONS AND LIMITATIONS .................................................89
5.1 Social marketing implications and recommendations....................................89
5.1.1 Upstream marketing strategies .................................................................89
5.1.2 Downstream marketing strategies .............................................................94
5.2 LIMITATIONS AND FURTHER RESEARCH .............................................98
6. CONCLUSION .................................................................................................100
6.1 Young people with sexually abusive behaviours and help-seeking ............100
   6.1.1 Help-seeking and families of young people with sexually abusive
   behaviours .................................................................................................102
LIST OF REFERENCES ..........................................................................................107
APPENDICES .......................................................................................................117
Appendix 1 – Ethics Approval from the University of Wollongong .................117
Appendix 2 – Participant Information Letter (for non SWAHS participants) ..........119
Appendix 3 – Consent Form (for non SWAHS participants) ............................121
Appendix 4 – Ethics Approval from Sydney West Area Health Service (SWAHS) 122
Appendix 5 – SWAHS Participant Information Sheet .........................................123
Appendix 6 – SWAHS Consent Form .................................................................125
Appendix 7 – Semi Structured Interview Questions .........................................127
LIST OF FIGURES

Figure 2.1 Theory of planned behaviour.............................................. 21
Figure 3.1 Sample coding transcript .................................................. 31