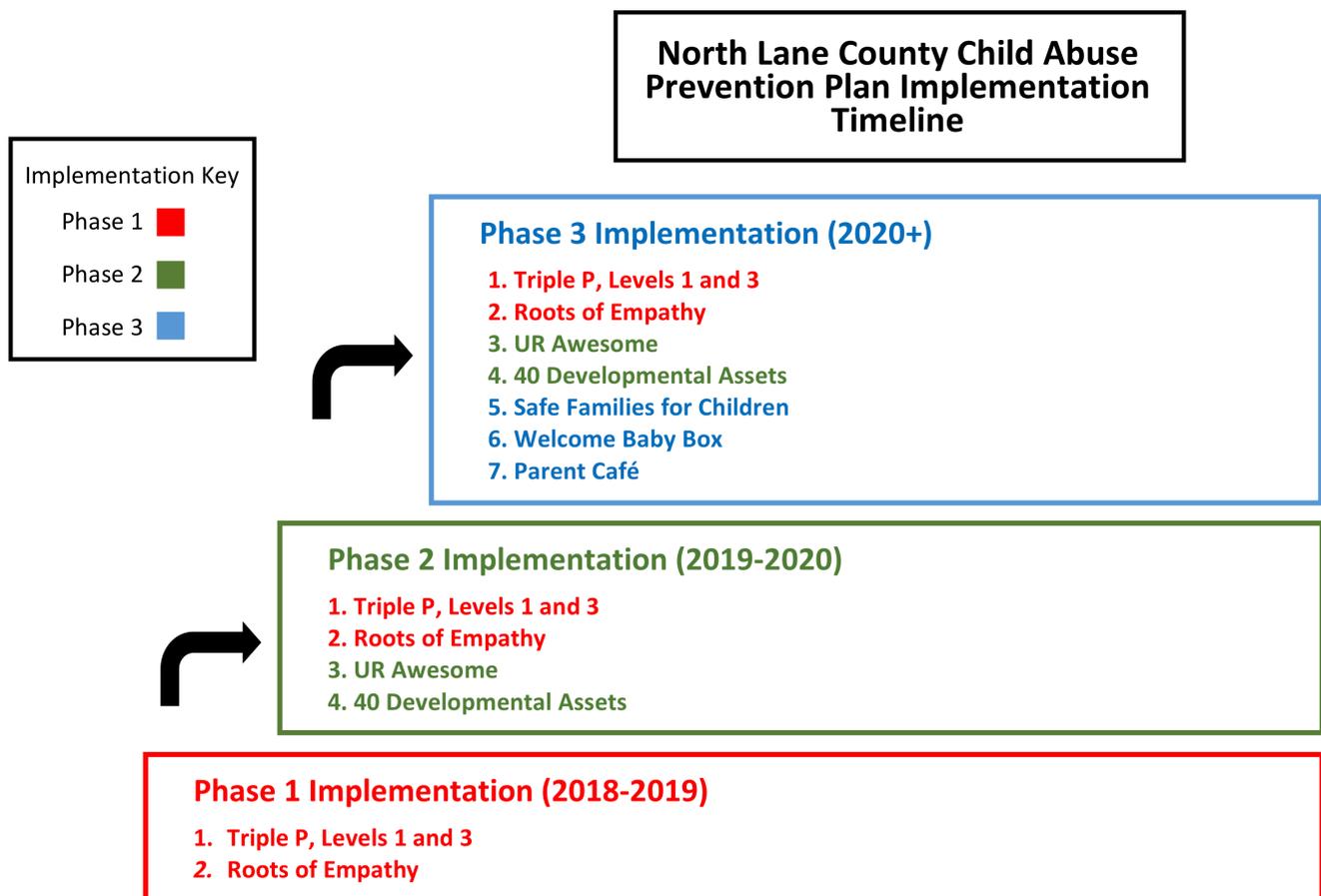




North Lane Region Child Abuse Prevention Plan: Executive Summary

If the North Lane Region is to meet the aspirational 90by30 goal of reducing child abuse and neglect in Lane County 90% by the year 2030, we must have a plan of action. That plan – and any successful prevention effort – must be led by community members and engage the community as a whole. There is a role for every person and group in protecting children. 90by30, a campus-community partnership housed at the University of Oregon College of Education, combines research on evidence-based strategies with grassroots level decision-making and implementation.

Many of those people and groups have come together to produce the North Lane Child Abuse Prevention Plan, which lays out the strategies we believe can make a difference in abuse and neglect rates in the West Lane Region.



Background

In Oregon, according to the Oregon Department of Human Services, there were nearly 70,000 reports of abuse and neglect received in 2015. In Lane County in 2015, there were 2,622 allegations of child abuse and neglect.

Although these reported rates are unacceptable, surveillance data indicate that actual rates of child abuse and neglect are much higher.

90by30's research in Lane County, including a randomized phone survey and thousands of questionnaires given to county residents, has informed the planning process. We learned, among other things, that:

- Lane County residents believe that child abuse can be significantly reduced, but reported discouragement about the likelihood of actual success.
- Many did not believe intervening in a situation of potential abuse or neglect would make a difference.
- Even fewer people had a clear sense of the key steps needed to reduce child abuse and neglect overall.

90by30 – and the plan set forward by North Lane – is a roadmap for change. It is an effective, actionable plan that the community can rally around.

The framework:

1. We take a strength-based approach, focusing on protective factors like social connections and knowledge of parenting and child development to help people deal more effectively with stressful events and mitigate or eliminate the risk of child abuse.
2. We focus on primary prevention and universal access, aiming to stop child abuse before it occurs and make our prevention strategies accessible to all people, not just a targeted group.

How were strategies selected?

1. Asset mapping. To avoid duplicating efforts, we looked at the current organizations and efforts in the North Lane area that support a healthy, caring and nurturing environment for children and families. Could some of those services be increased? Could we reduce barriers to services, such as stigma/embarrassment, lack of knowledge of services, or lack of trust in the provider? The findings helped us to prioritize strategies that could address these gaps.
 - a. Isolation is a major problem for residents of the North Lane region. The lack of reliable public transportation paired with the expense of a private vehicle are not only economic concerns but social ones, as an inability to travel contributes to loneliness and prevents parents from accessing resources. Parents in the region can feel as if they have no one to turn to when problems arise. Formal supports may be impossible to access, and even informal supports like parenting groups, faith communities, and extended family are more difficult to tap into if they are a half hour's car trip away. Long work hours increased by extended commutes for those who do have access to transportation makes developing friendships or connecting with those who might help in difficult times a challenge. Of the protective factors, Parental Resilience was identified by the asset mapping process as having the fewest services, with only nine strategies. Triple P, a program that develops positive parenting skills, was chosen by the Leadership Team to address this problem.
 - b. Several new programs in North Lane have the potential to grow into more comprehensive support for families. KITS (Kids in Transition to School), new Family Resource Centers, and Make Parenting a Pleasure classes in Fern Ridge. However, even the most helpful programs tend to serve specific localities and not the region as a whole. Only half the population lives in the



The North Lane Regional Leadership Team

incorporated cities of Junction City and Veneta; the rest lives in unincorporated or rural communities that may not be close to services. The region is fragmented, with little coordination between the population centers. North Lane has four school districts – Junction City, Fern Ridge, Blachly, and Crow-Applegate-Lorane – and the complicated overlap of jurisdictions makes organizing in the region difficult.

The Five Protective Factors
(developed by the Center for the Study of Social Policy)



Knowledge of Parenting & Child Development



Social Connections



Concrete Support in Times of Need



Parental Resilience



Social & Emotional Competence of Children

The Prevention Plan will implement strategies to strengthen the five protective factors: knowledge of parenting and child development, social connections, concrete supports in times of need, parental resilience, and social and emotional competence of children. The following strategies, as they are rolled out over a three-year implementation period (2018-2020), will bolster the resources currently promoting certain protective factors and introduce new programs to ensure all five factors are fully addressed.

The Plan

Phase 1 Implementation (2018-19)

1. **Triple P** - a positive parenting program for parents of children birth to 16 years of age; Level Three specifically targets parents of “tween” youth, though there is room to expand the program after Phase 1 to include all ages. Triple P draws on social learning, cognitive behavioral, and developmental theory to prevent and treat behavioral and emotional problems in children and teenagers. By giving parents the confidence and skills they need to deal with challenges without ongoing support, it fosters positive relationships in the family and aims to prevent problems before they arise. Level Three tackles problems through two-hour group discussions about everyday parenting issues.
2. **Roots of Empathy** – a school-based program to increase empathy and reduce aggression and bullying behaviors in elementary school children. It is based on the interactions between a class of first-graders and a local infant and caregiver who visit the classroom throughout the school year, accompanied by a trained ROE facilitator. Research has demonstrated that the program helps children gain insight into how others feel and develop a sense of social responsibility. It is also thought that they will be less likely to neglect or abuse their own children in 15-20 years.



Roots of Empathy founder Mary Gordon at the 90by30 Conference

Phase 2 Implementation (2019-20)

In Phase 2, the plan will sustain the programs launched or expanded in Phase 1, and add the following:

1. **UR Awesome** – a new program being offered in Eugene that promotes empowered leadership through service, building relationships, authenticity, and openness. Through the framework of “Kindness Coaching,” it offers workshops that help students and educators succeed. Evaluations from the Eugene program will be used to determine what specific activities will be incorporated into the North Lane program.
2. **40 Developmental Assets** – a set of positive experiences, behaviors, and qualities that promote healthy youth development. This strategy from the Search Institute identifies 40 external supports and internal strengths that young people need to become caring, responsible adults. The program offers workshops to a variety of people and institutions – parents, schools, nonprofit organizations – and enables them to spread the “Asset Message” to others in their community using a “train the trainer” model.

Phase 3 Implementation (2020+)

In Phase 2, the plan will sustain the programs launched or expanded in Phases 1 and 2, and add the following:

1. **Safe Families** - a faith-based effort to support families in crisis by providing respite care. Host families care for children and provide a network of support to parents while they get back on their feet. The program’s goal is to keep kids safe and out of foster care.
2. **Welcome Baby Box** – a community-based program that provides all parents with a new infant with a safe sleep system (the “box”) filled with essential items for newborns (e.g. bedding, clothing, informational books, toys). The program provides not only the concrete resource of supplies but links parents to infant care options and offers parent education via informational books and incorporation of the 40 Developmental Assets and the Period of Purple Crying, a medical-based program that helps parents understand the stages of normal infant development. The Period of Purple Crying normalizes the crying that may often seem excessive to parents, caregivers, and community members and highlights the dangers of shaking a baby (i.e. “shaken baby syndrome”).
3. **Parent Café** - an updated version of the traditional parent support group, Parent Cafés feature hosted table conversations and guided discussions that increase parenting knowledge, reduce stress, and promote community bonding that makes parents feel less alone. It is a space for parents to interact and ask questions, and – like the Baby Box – it touches on several protective factors, including Parental Resilience and the Social and Emotional Competence of Children, at once.



Team members present at the 90by30 Conference

90by30’s Commitment

To help the North Lane team succeed, 90by30 has pledged the following resources:

1. **People Power** – the expertise and resources of its staff, volunteers, Steering Committee, Coordinating Council and its Regional Leadership.
2. **A County-wide Strategy** – “K(no)w More,” a media campaign modeled on NAPCAN’s “Play Your Part” campaign in Australia, which sought to change social norms around child abuse prevention. 90by30 will also continue to support each region during Child Abuse Prevention Month.

3. **Funding** – financial backing for the specific strategies that are being implemented under the auspices of 90by30, support for the partners funding strategies being implemented by others, and collaboration with the Regional Team as it raises its portion of necessary funds.
4. **Commitment to Equity and Inclusion** – the commitment to eventually make all strategies implemented truly universal.
5. **Evaluation** – a plan to evaluate the Child Abuse Prevention Plan, the media campaign, and other projects, so that we can draw on successes and learn from setbacks to adapt future efforts.

The North Lane Prevention Plan represents the work of hundreds of hours of collaboration among and between organizations, groups, and individuals committed to preventing child abuse and neglect. It will be reviewed and updated annually to adapt to changing circumstances and reflect the continuing commitment to make all strategies accessible to the entire population of the North Lane region.