



## South Lane Child Abuse Prevention Plan: Executive Summary

If South Lane 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.

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

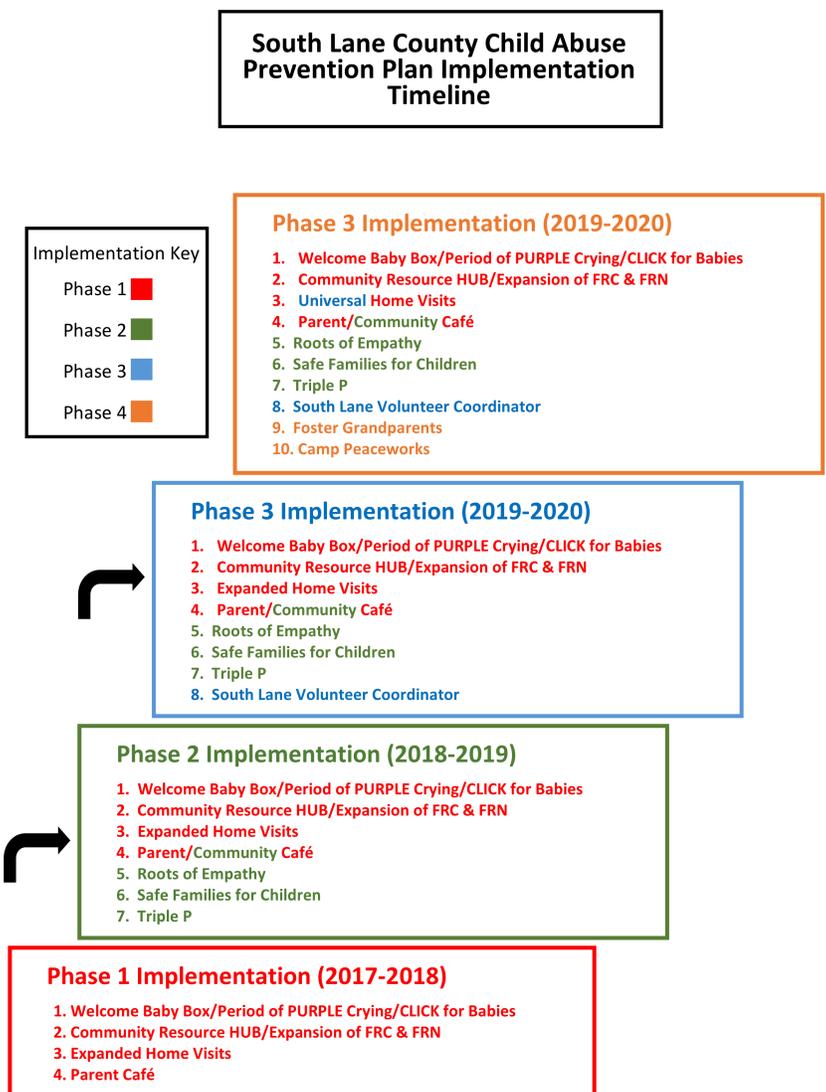
### Background

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 South 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 South Lane 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. Some programs – like home visiting – were available to eligible populations but were not universally available. Others, like Head Start, needed more funding in order to reach the entire region. A lack of collaboration between agencies was a problem, and relatively few services intentionally promote increased connections between social groups, creating a two-tiered community of those with greater social support, wealth, resources and of those without.
  - b. Major challenges in the region included a lack of public transportation, few parental education programs available to the general population, and a lack of child care.

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 five-year implementation period, 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 (2017-2018)

1. **Welcome Baby Box** – a necessity- and resource-filled Smitten Sleep System “box” available to every baby born in South Lane. Delivered directly to each family’s home, the box promotes safe sleep habits, provide parents with information on local resources, and welcome babies into the community with a gift of toys, books, and necessities like diapers and bath supplies. Programs working in tandem with the box include:
  - a. **Period of PURPLE Crying** – information on infant crying that helps prevent shaken-baby syndrome.
  - b. **CLICK for Babies** – baby hats knitted or crocheted by local volunteers.
2. **Expanded Home Visits** – the expansion of home visiting programs available to all parents with no eligibility requirements. Programs with home visiting components that could be enhanced to move toward universal reach include:
  - a. **Healthy Families Oregon** – a parent education home visiting program currently available by referral through Lane County Maternal Health.
  - b. **Family Relief Nursery** – a nonprofit using early intervention to prevent the cycle of child abuse and neglect that offers home visits to the families of children in its classes. The South Lane Plan would expand class offerings and fund respite care.
  - c. **Family Resource Center** – South Lane School District’s support hub for families. Increasing hours of operation will give families greater access to services.
3. **Community Resource Hub** – the expansion of the Family Resource Center into the South Lane Family Support Collaborative will facilitate partnerships in the region and establish a central location for childcare, education, health services, parent support, and other resources.
4. **Parent/Community Café** – the pilot of program offering peer-led, professionally-guided parent support and education groups. Launching this program will engage parents, build protective factors, and promote individual self-reflection and peer-to-peer learning.



*A CLICK for Babies volunteer*

### **Phase 2 Implementation (2018-19)**

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

1. **Roots of Empathy Pilot** – the staged rollout of the research-proven, school-based program in which a parent and infant visit a first-grade classroom throughout the school year. Students develop the empathy, tolerance, and compassion that will help them become good citizens and good parents to their own future children.
2. **Safe Families for Children** – support of an existing faith-based effort to keep children safe and out of foster care by providing respite care for families in need.
3. **Triple P Parenting** – the expansion of a parenting and family support system designed to prevent and treat behavioral and emotional problems in children and teenagers before they become larger issues.



*Roots of Empathy founder and president Mary Gordon at the 2017 90by30 Conference*

### **Phase 3 Implementation (2019-2020)**

In Phase 3, the plan will sustain the programs launched or expanded in Phases 1 and 2, and add the following:

1. **South Lane Volunteer Coordinator** – a single contact point for families to access services and community volunteers to find opportunities to help. The coordinator will ideally work out of the “Hub” of the South Lane Family Collaborative.

### Phase 4 Implementation (2020+)



*South Lane RLT members Jackie Lester and Ana Maria Dudley with a Welcome Baby Box*

In Phase 4, the plan will sustain the programs launched or expanded in Phases 1-3, and add the following:

1. **Universal Home Visits** – the further expansion of the home visiting programs highlighted in Phase 1 into a truly universal resource able to offer services to all./
2. **Foster Grandparents** – supported by the **volunteer coordinator** (see Year 3), community members age 55 and over will stay active by serving as role models, mentors, and friends to local children and youth.

3. **Camp Peaceworks** – a five-day summer day camp for youth ages 13-17 that helps teens explore issues related to the existence of

social injustices and violence in order to foster a fair, caring multicultural. This program will help fill a wide gap in services for older children.

### **90by30's Commitment**

To help the South 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** – the K(no)w Morea 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.



*Friends of 90by30 members show off a Baby Box at the South Lane Community Baby Shower*

The South 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 South Lane County.