

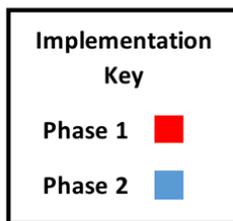


## West Lane Region Child Abuse Prevention Plan: Executive Summary

If the West 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 West 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.

### West Lane County Child Abuse Prevention Plan Implementation Timeline



#### Phase 2 Implementation (2019-2020)

1. **Roots of Empathy**
2. **Home Visits/Healthy Families**
3. **Welcome Baby Box/Period of Purple Crying**
4. **40 Developmental Assets**
5. **Foster Grandparents**

#### Phase 1 Implementation (2018-2019)

1. **Roots of Empathy**
2. **Home Visits/Healthy Families**
3. **Welcome Baby Box/Period of Purple Crying**

## 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 West 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 West 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 pinwheel garden in Florence during Child Abuse Prevention Month*

- a. Geography is perhaps the largest hurdle to providing services that address the full complement of protective factors. West Lane’s population is scattered over a large geographic area, which makes it complicated to access services and supports. Without reliable public transportation and without the financial resources to afford extra gas, parents find it hard to access the services that provide help, education, and socialization opportunities. The protective factors of Parental Resilience, Concrete Supports, and Knowledge of Parenting and Child Development had the fewest resource assets in the region.
- b. One of the region’s biggest assets is its large population of retirees, whose ability to devote time to volunteering and forming connections with younger families will benefit several strategies chosen by the team. In addition to the Foster Grandparents program, which connects children to “grandparents” who can serve as mentors and provide support during critical developmental years in childhood and adolescence, 90by30 is considering modifying the Welcome Baby Box strategy to include older residents as part of the delivery method for each box, and sees in the retired population a pool of knowledgeable adults who could serve as Instructors for the Roots of Empathy program.

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. **Roots of Empathy** – a research-proven, school-based program in which a parent and infant (accompanied by a trained ROE facilitator) 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. **Home Visitation** – an added layer of home visiting for new parents that will supplement the efforts of Lane County Public Health’s Healthy Families program that currently serves families with children 0-3. An additional program would enable home visits to be offered on a truly universal level, not just to a targeted population, and the increase in staff would enable 90by30 to reach families in the rural parts of the region that currently lack access to home visits.
3. **Welcome Baby Box/Period of Purple Crying** – 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”).



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

### Phase 2 Implementation (2019-20)

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

1. **40 Developmental Assets** – a framework of support that promotes proper child development. This strategy from the Search Institute identifies 40 positive supports and strengths that young people need to succeed. Half of the assets are “external,” focusing on the relationships and opportunities youth need in their families, schools, and communities. The other half are “internal” and foster the social-emotional strengths, values, and commitments that healthy kids and teens develop from within.
2. **Foster Grandparents** – a mentorship program that connects children to “grandparents” (age 55 and older) and provides an additional layer of support during critical developmental years in childhood and adolescence. A potential modification to this effort may include seniors as part of the delivery method for the Welcome Baby Box and as a pool of recruits for the Instructors that accompany the infant-caregiver team into the classroom for Roots of Empathy.

## 90by30’s Commitment

To help the West 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.



*West Lane RLT members accept a check from the Florence Rotary*

The West 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 West Lane region.