



## GRANT REPORT – The 90by30 Initiative

Reporting Period 3/1/2018 – 2/28/21

### CENTER FOR THE PREVENTION OF ABUSE AND NEGLECT

University of Oregon

January 2021

#### **CPAN/90by30 Central Office Staff**

Jeff Todahl, CPAN and 90by30 Director

Sara Loveless, 90by30 Associate Director

Simone Piper, Research Coordinator

Emily Keizer, Communications Coordinator

Donna Simpson, Administrative Assistant

Abby Hepperle, Research Assistant and Community Relations

Maddie Correia, Research Assistant and Community Relations

Celeste Mena Morales, Research Assistant, Translation, Community Relations

Nick Capell, Research Assistant, Data Analysis

Sophia Prince, Communications Specialist

Emla Solaita, Student Intern

Robyn Nova, Student Intern

Remington Slicker, Student Intern

Keith Stierwalt, Student Intern

#### **Rural Coordinators and Urban Co-Chairs**

Jeanne Shannon, West Lane

Susan Hardy, East Lane

Terah Van Dusen, North Lane

Caroline Madigan, Eugene

Angela Albin, Eugene

Cynthia Nagao, Springfield

Caleb Fjarli, Springfield

#### **Friends of 90by30**

Stacy Dervin

Julie Fischer

Lana Blair

Maddie Correia

Abby Hepperle

#### **Steering Committee**

Maritza Herrera

Annette Marcus

Heather Murphy

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We write this report with much appreciation for the work being done in our community and with a strong sense of hopefulness that we are on a promising path toward a 90% reduction of child abuse and neglect in Lane County, Oregon.

During this grant period we prioritized 1) completion of regional prevention plans, 2) implementation of regional prevention plans, 3) ongoing cross-sector collaboration, and 4) promotion of specific actions that community members *can do and can see themselves doing* to directly support 90by30's aspirational goal. All activities – rooted in protective factor, public health, and collective impact frameworks – serve our core belief that child abuse and neglect is most likely prevented when a) kids are connected, b) families are supported, and c) community members take positive action.

Grant funds were used to support the efforts in the five regions of rural Lane County, including a part-time coordinator in each of our rural regions (East, West, South, North Lane and McKenzie River) and mileage, supervision, training and development, and supplies/materials in support of their prevention activities. The Ford Family Foundation's resources also supported a portion of the salary of the 90by30 Director, the Communications Coordinator, and administrative and fiscal assistance necessary to implement rural strategies. Funds also were instrumental toward developing and publishing our websites, E-letters, annual retreats, and annual conference costs.

We have worked hard to be efficient and productive stewards of The Ford Family Foundation's resources.

### Activities and Deliverables

1. Completion and implementation of all regional prevention plans. All regions, now including more recently Eugene and Springfield, have completed their regional prevention plans and all are actively implementing prevention strategies (Note: McKenzie and South Lane currently do not have a coordinator. A search for a new paid coordinator in both of these regions will begin in March) . A one-page summary of prevention plan strategies is included in the appendix. Strategies currently being implemented include: Welcome Baby Bundle, Roots of Empathy, Parent and Community Cafés, Safe Families for Children advocacy, Child Abuse Prevention Month, and K(no)w More. An example of a regional prevention plan (West Lane) is included in the appendix and reflects their plan for phase 2 expansion, i.e., 40 Developmental Assets and Foster Grandparents.
2. Development of community engagement website: K(no)w More. In an effort to create a county-wide mechanism to point to practical actions that community members can take to prevent child abuse and support families, we created a public-facing website and engagement strategy. In consultation with a local marketing firm and in collaboration with our regional teams and stakeholders, we created the 'K(no)w More' campaign and the website [knowmorelanecounty.org](http://knowmorelanecounty.org). This includes a series of community engagement marketing recommendations, many of which we have implemented during child abuse prevention month and as a part of our '5000 Strong' campaign, to be launched in April, 2021. K(no)w More was first launched and promoted during Child Abuse Prevention Month 2019. Our K(no)w More communications plan is included in the appendix.
3. Development of CPAN website. The 90by30 Initiative is housed in the University of Oregon's Center for the Prevention of Abuse and Neglect (CPAN). CPAN serves as 90by30's backbone organization; CPAN resources have been used to leverage several portions of the 90by30 Initiative – from

evaluation, to staff expertise, and exposure due to the university's public profile. As a part of this context, our team developed the new [CPAN website](#) which includes a section that features our 'Research in Practice,' including the 90by30 Initiative.

4. Significant Revision of the 90by30 website. In an effort to incorporate knowledge gained from our K(no)w More consultants and to streamline the 90by30 website with current best practices, in early February 2021 we will post a new website. The website is designed to very clearly answer each of the following questions: 1) What is the 90by30 Initiative? 2) How does this group of people plan to reduce child abuse and neglect? and 3) how can I participate – what are my options? The new website was also designed to foster hopefulness and point to clear pathways for action. The [90by30 website](#) is posted in English and Spanish.
5. Parent and Community Café. Several regions include Parent Cafés in their prevention plans – and 3 regions have implanted Cafés, including several pilot cafés in 2019. In the spring of 2020, 4 members of our regional teams attended, along with Head Start of Lane County staff, the Be Strong on-line Parent Café 3-day training. Due to this training, our regional team members are now able to provide Parent Cafés on-line following Be Strong's fidelity parameters. A series of on-line and COVID-adjusted cafés are being delivered beginning in January 2021.

The CPAN research team provided evaluation support for the pilot Cafés as a part of continuous improvement.

6. Welcome Baby Bundle. The Welcome Baby Box was re-branded in 2020 to the 'Welcome Baby Bundle' (WBB). Forty-five community members from four regions have undergone WBB training to make home visits to families with new babies; Bundles continue to be delivered through the pandemic with COVID adjustments. WBB closely partners with United Way of Lane County, Well Mama, Doulas of Lane County, Lane County Prevention, Nurturely, regional Family Resource Centers, and several additional organizations. More information about the Welcome Baby Bundle is linked [here](#).

The CPAN research team provides evaluation support for Welcome Baby as a part of continuous improvement.

7. Roots of Empathy. More than 1,200 students in 50 Lane County classrooms have experienced this curriculum that has been shown to reduce aggression – including bullying – and increase pro-social behavior. Thirty-four community members from all seven regions have undergone a four-day training to deliver the program to classrooms in every region. Program implementation for the 2020-2021 school year includes a virtually-delivered curriculum written to specifically address emotional needs for children through the pandemic. More information about Lane County's Roots of Empathy program may be found [here](#).

The CPAN research team provides evaluation support for Roots of Empathy as a part of continuous improvement.

8. 2018 and 2019 90by30 Annual Conference. The 90by30 annual conference continues to be an important gathering of regional team members, strategic partners, and community members at-large. The 2018 6<sup>th</sup> annual conference, themed *Finding and Making Connections*, featured Duncan

Campbell/Friends of the Children and Carmen Urbina, Deputy Director, Oregon Department of Education. The 2019 7<sup>th</sup> annual conference, themed *Moving Forward: A Connected Child is a Protected Child*, featured Raise Up Oregon and Miriam Calderon, Director, Oregon’s Early Learning Division and Corey Best, Parent Cafés. The 2020 conference was cancelled due to COVID-19. Conference agendas for 2018 and 2019 are included in the appendix.

The CPAN research team provides evaluation support for the 90by30 conference as a part of continuous improvement.

9. Safe Families for Children. Safe Families for Children was introduced to our community as a featured strategy by the 90by30 Initiative at the 90by30 conference. Since that time, Christians as Family Advocates adopted Safe Families as one of their core community outreach efforts. Safe Families is now in 4 Lane County regions and includes over 20 churches and 100 active host volunteers. Safe Families, with 90by30 support and broad community interest, intends to expand to all Lane County regions – and has been bolstered by funding from Oregon’s Department of Health Human Services. Safe Families is now also piloting “Mommy Mentors,” an effort that pairs a community volunteer with a new parent mother. 90by30 and Safe Families for Children have an established MOU (included in the appendix) that outlines our working partnership. More information about Safe Families for Children of Lane County is linked [here](#). A direct link to CAFA’s Safe Families website is [here](#).
10. Child Abuse Prevention Month. Child Abuse Prevention Month (CAPM) continues to create broad county-wide exposure to child abuse and its prevention in our communities. Every year, each regional team creates its own plan – and these plans are supplemented by activities from 90by30’s ‘central office.’ For example, in 2020 and in the midst of COVID, 90by30’s Communications Coordinator posted a thank you on our Facebook page every day to first responders. We did this as both an awareness campaign for our strategies around the county – and as an adaptation given COVID. Since 90by30’s inception, CAPM in Lane County has included the following activities: 1) pinwheel gardens, 2) billboards, 3) advertisements inside Lane Transit District buses, 4) Facebook posts, 5) mayor proclamations, 6) guest commentaries in all area newspapers, 7) radio public service announcements in English and Spanish, 8) presentations to community groups, 9) TV interviews, 10) Blue Sunday, 11) window painting, blue ribbons and posters in strategic areas of Lane County cities and towns, and more.
11. E-letter. We produce and distribute an e-letter at least eight times annually. The e-letter generally features the ‘Director’s Corner,’ updates from our regions, key upcoming events, and promotes our partners’ related efforts. The e-letter is distributed to our full e-list – which is received by community members in all regions and by interested parties across Oregon and throughout the U.S., Australia and Europe. An example of our e-letter is included in the appendix.
12. Facebook. Our Facebook page includes posts on a near-daily basis – and commonly multiple posts/day. Managed by our Communications Coordinator, our Facebook posts promote the Center for the Study of Social Policy’s 5 protective factors, 90by30 activities/events/strategies, our partners’ activities and events, and primary prevention materials. Our Facebook page is linked [here](#).
13. OCAPS legislation. Measuring 90by30’s impact of child abuse and neglect prevalence is a priority of the 90by30 Initiative. With vital support from The Ford Family Foundation (the ‘OCAPS’ grant), we

piloted the prevalence study in Lane County. Additionally, Phyllis Barkhurst and Jeff Todahl have, actively pursued legislative funding for a full Oregon-wide implementation. The prevalence study has been included as a priority item with the Children’s Agenda (Our Children Oregon), endorsed by over 20 Oregon organizations, and has been included in House Bills 4112, 3180, and 3179. OCAPS is currently included in HB 2830, though as yet we have not successfully funded a full statewide study. This remains a 90by30 priority.

14. Friends of 90by30. We continue to partner actively with Friends of 90by30 – a non-profit organization established by community members with a sole aim to support the success of the 90by30 Initiative. In 2020, 90by30 and Friends of 90by30 have developed a public awareness and fundraising campaign called ‘5,000 Strong.’ 5,000 Strong will include a soft launch in March, 2021 and a full launch as a part of Child Abuse Prevention Month in April, 2021. Our objectives with 5,000 Strong include: 1) raise the profile of 90by30 by drawing attention to the problem of child abuse and, in particular, its solutions; 2) accelerate the 90by30 Initiative by generating funds to directly support full implementation of all regional prevention plans; and 3) demonstrating a strategy for raising often hard-to-find primary prevention dollars – and that may benefit communities across Oregon and beyond. Ninety percent of funds raised by regional teams will stay within their regions. Friends of 90by30 will retain 10% of funds for their own operational costs. Friends of 90by30 is linked [here](#).
15. Sharing our work with other communities. As the 90by30 Initiative has developed and matured, we have worked to more fully share what we have learned with other communities. Our work, we are finding, is being very well received by communities all over the U.S. This has ranged, for example, from follow-up interest after national presentations to direct consultation with groups in other regions (e.g., Jeff Todahl provided consultation to a child abuse collaborative in Humboldt County, CA most recently in January 2021). Most parties have inquired about a) our community engagement strategies, b) measurement – and especially OCAPS, and c) our K(no)w More website. We freely share all materials when requested.

Our work has also included partnerships with the U.S. Children’s Bureau, CANTASD, and The Center for the Study of Social Policy (CSSP). Currently, we are actively participating in a national effort with CSSP, Safe and Sound (San Francisco), and several additional organizations to identify community level protective factors. CSSP – the originators of the Strengthening Families Protective Factor Framework – have identified 90by30 as among national leaders in strategically applying community-level protective factors. This collaboration has generated two reports, several presentations, and a likely partnership with The Casey Family Foundation. Examples of the reports and presentations include:

- Todahl, J., Schnabler, S., O’Connor, C., Harper-Brown, C., Collier, P., & Naemi Jimenez, P. (2020). *Community Conditions That Strengthen Families: Protective Factors Work at the Community Level*. Washington, DC: Center for the Study of Social Policy, December 2020. Available at: <https://cssp.org/resource/community-conditions-report/>.
- Todahl, J., Schnabler, S., O’Connor, C., Harper-Brown, C., Collier, P., & Naemi Jimenez, P. (2020). *Community Conditions That Strengthen Families: Protective Factors Work at the Community Level – Executive Summary*. Washington, DC: Center for the Study of Social Policy, December 2020. Available at: <https://cssp.org/resource/community-conditions-report/>.

- O'Connor, C., Todahl, J., Piper, S., Harper-Brown, C., Collier, P., & Naemi Jimenez, P. (2020, December). *Community Conditions that Strengthen Families: Survey Report – Envisioning Community-Level Protective Factors*. Strengthening Families Networking Webinar, Center for the Study of Social Policy.
  - O'Connor, C., Harper-Brown, C., Todahl, J., & Albright, K. (2020, October). *Community Conditions that Strengthen Families*. Together for Families Annual Conference, Center for the Study of Social Policy.
  - Todahl, J., & Barkhurst, P. (2019, October). *Impacting child abuse and neglect at scale in one rural county*. The National Child Abuse and Neglect Technical Assistance and Strategic Dissemination Center (CANTASD). U.S. Children's Bureau. Digital Dialogue. Washington, D.C.
  - Barkhurst, P., & Todahl, J. (2019, September). *Engaged communities preventing child abuse: The 90by30 story*. Center for the Study of Social Policy, Strengthening Families Network and National Alliance for Children's Trust and Prevention Funds National Webinar. Chicago, IL.
16. CPAN and 90by30 Organization Chart. As a part of Phyllis Barkhurst's resignation, CPAN and 90by30 re-organized to improve administrative efficiencies. CPAN moved from a Co-Director model to a single director (Jeff Todahl, Associate Professor). Jeff Todahl also now serves as the 90by30 Initiative Director and Sara Loveless serves as the 90by30 Associate Director.
17. Universal and Primary Prevention Promotion in Lane County, Oregon and the U.S. We have worked to both learn from other communities and share what we've learned with communities who have an interest in the 90by30 Initiative. This has taken multiple forms, including local media (radio, TV, print), peer-reviewed publications, local presentations, and national presentations. Several of these activities are listed below (this is not an exhaustive list).

#### 90by30 Specific Publications

- Todahl, J., Brown, T., Barkhurst, P., Cline, B., & Maxey, V. (2019). Pathways to child abuse prevention: Seeking and embedding public opinion. *Journal of Interpersonal Violence*. +DOI: 10.1177/0886260519845714.
- Todahl, J., Barkhurst, P., Watford, K., & Gau, J. (2019). Child abuse prevention: A survey of public opinion toward community-based change. *Journal of Public Child Welfare*, 14(3), 277-295. DOI: 10.1080/15548732.2019.1612499.
- Todahl, J., Barkhurst, P., & Schnabler, S. (March, 2019). *The Oregon Child Abuse Prevalence Study: A High School Pilot*. The Center for the Prevention of Abuse and Neglect. Eugene, OR.
- Todahl, J., Barkhurst, P., Loveless, S., Schnabler, S., Madigan, C., & Simpson, D. (May 2018). *Eugene Asset Mapping: An Analysis of Strengths, Gaps and Unmet Needs*. An aggregate report presented to the Eugene Leadership Team and community partners.

- Boyer, C., Todahl, J., & Weismann, J. (2018). Everyone has a part to play in prevention of child abuse. *The Register Guard*, Guest Opinion, April, 2018.

#### 90by30 Specific Local Presentations and Advocacy

- Todahl, J. (June, 2020). *COVID-19 Impact on Families, Parents and Child Well-Being*. Parenting Now! Family Matters. Eugene, OR.
- Barkhurst, P., & Todahl, J. (February, 2020). *The 90by30 Story: Violence Prevention Across the Lifespan*. The Oregon Attorney General's Sexual Assault Task Force Quarterly Meeting Keynote. Salem, OR.
- Todahl, J. (January, 2020). *A Public Private Partnership for Decision-Makers, Youth and the Oregon Community: The Oregon Child Abuse Prevalence Study*. Legislative Concept 56, House Interim Committee on Human Services and Housing, Representative Keny-Guyer, Chair. Salem, OR.
- Todahl, J., Barkhurst, P., & Schnabler, S. (March, 2019). *The Oregon Child Abuse Prevalence Study: A High School Pilot*. *The Center for the Prevention of Abuse and Neglect*. Eugene, OR.
- Keizer, E., & Todahl, J. (2019, November). *Poster Presentation: The 90by30 Initiative – Applying Collective Impact in Lane County, OR*. United Way of Lane County Collective Impact Forum. The Graduate Hotel. Eugene, OR.
- Barkhurst, P., & Todahl, J. (2019, November). *Moving Forward: Child Abuse Prevention in Lane County Plenary Session*. 90by30 7<sup>th</sup> Annual Conference – A Connected Child is a Protected Child. Lane Community College, Eugene, OR.
- Todahl, J. (2019, June). *Public health and systemic applications for child abuse prevention*. Sino-American Family Therapy Institute, Fudan University. Shanghai, China.
- Todahl, J., & Schnabler, S. (2019, November). *Oregon Child Abuse Prevalence Study*. 90by30 7<sup>th</sup> Annual Conference – A Connected Child is a Protected Child. Lane Community College, Eugene, OR.
- Barnes, M., Helm, C., Robinson, R., Smith, J., & Todahl, J. (2019, October). *Uniting for a safer community: Steps toward preventing domestic violence*. Womenspace and McKenzie River Men's Center, Domestic Violence Awareness Month. St. Thomas Episcopal Church. Eugene, OR.
- Todahl, J. (2019, August). *Roots of Empathy: Volunteerism and Community-Based Strategies for Child Abuse Prevention*. Doulas of Lane County. Eugene, OR.
- Barkhurst, P., Todahl, J., & Schnabler, S. (2019, May). *The Oregon Child Abuse Prevalence Study in the Context of the 90by30 Initiative*. Oregon Network of Child Abuse Intervention Centers. The Ford Family Foundation, Roseburg OR.
- Todahl, J. (2019, April). *Springfield Prevention Plans: Asset Mapping and Research Informed Strategy Selection*: Springfield Regional Leadership Team Strategy Selection Committee. Hamlin Middle School, Springfield, OR.

- Todahl, J. (2019, March). *Springfield Prevention Plans: Asset Mapping and Strategic Protective Factor Priorities*: Springfield Regional Leadership Team Strategy Selection Committee. Hamlin Middle School, Springfield, OR.
- Todahl, J. (2019, March). *Springfield Prevention Planning: Data Based Decision Making*: Springfield Regional Leadership Team Strategy Selection Committee. Hamlin Middle School, Springfield, OR.
- Williams, J., Todahl, J., Callister, J., & Jennings, S. (July, 2018). *Collaborating on Data, Measurement and Evaluation*. Collective Impact Symposium, United Way of Lane County, Eugene, OR.
- Todahl, J., Barkhurst, P., Loveless, S., Schnabler, S., Madigan, C., & Simpson, D. (May 2018). *Eugene Asset Mapping: An Analysis of Strengths, Gaps and Unmet Needs*. An aggregate report presented to the Eugene Leadership Team and community partners.
- Todahl, J., & Loveless, S. (2018, May). *Eugene Asset Mapping: An Analysis of Protective Factor Strengths, Gaps, and Unmet Needs*. Eugene Regional Leadership Team Strategy Selection Committee. Roosevelt Middle School, Eugene, OR.
- Barkhurst, P., & Todahl, J. (December, 2018). *A Strategy for Accurate Measurement: The Oregon Child Abuse Prevalence Study Pilot*. Child Abuse Prevention and Intervention Work Group, House Interim Committee on Human Services and Housing, Representative Keny-Guyer, Chair. Salem, OR.

#### 90by30 Specific Local Media

- Todahl, J. (2020). Parenting in the context of COVID-19. *The Register Guard*, Invited Guest Opinion, Parenting Now, August, 2020.
- Boyer, C., Todahl, J., & Weismann, J. (2018). Everyone has a part to play in prevention of child abuse. *The Register Guard*, Guest Opinion, April, 2018.

Note: Additionally, 36-40 TV interviews, radio interviews and newsprint articles in The Register-Guard, The Eugene Weekly, Siuslaw News and additional regional papers.

#### 90by30 Specific National and International Presentations and Reports

- Todahl, J., Schnabler, S., O'Connor, C., Harper-Brown, C., Collier, P., & Naemi Jimenez, P. (2020). *Community Conditions That Strengthen Families: Protective Factors Work at the Community Level*. Washington, DC: Center for the Study of Social Policy, December 2020. Available at: <https://cssp.org/resource/community-conditions-report/>.
- Todahl, J., Schnabler, S., O'Connor, C., Harper-Brown, C., Collier, P., & Naemi Jimenez, P. (2020). *Community Conditions That Strengthen Families: Protective Factors Work at the Community Level – Executive Summary*. Washington, DC: Center for the Study of Social Policy, December 2020. Available at: <https://cssp.org/resource/community-conditions-report/>.



- O'Connor, C., Todahl, J., Piper, S., Harper-Brown, C., Collier, P., & Naemi Jimenez, P. (2020, December). *Community Conditions that Strengthen Families: Survey Report – Envisioning Community-Level Protective Factors*. Strengthening Families Networking Webinar, Center for the Study of Social Policy.
- O'Connor, C., Harper-Brown, C., Todahl, J., & Albright, K. (2020, October). *Community Conditions that Strengthen Families*. Together for Families Annual Conference, Center for the Study of Social Policy.
- Todahl, J., & Barkhurst, P. (2019, October). *Impacting child abuse and neglect at scale in one rural county*. The National Child Abuse and Neglect Technical Assistance and Strategic Dissemination Center (CANTASD). U.S. Children's Bureau. Digital Dialogue. Washington, D.C.
- Barkhurst, P., & Todahl, J. (2019, September). *Engaged communities preventing child abuse: The 90by30 story*. Center for the Study of Social Policy, Strengthening Families Network and National Alliance for Children's Trust and Prevention Funds National Webinar. Chicago, IL.
- Todahl, J. (2019, June). *Public health and systemic applications for child abuse prevention*. Sino-American Family Therapy Institute, Fudan University. Shanghai, China.
- Todahl, J., Barkhurst, P., & Schnabler, S. (2019, April). *Oregon child abuse prevalence study: Determining better child abuse prevalence rates*. 21<sup>st</sup> National Conference on Child Abuse and Neglect, U.S. Children's Bureau, Department of Health and Human Services. Washington, D.C.
- Barkhurst, P., Todahl, J., & Loveless, S. (2019, April). *Building rural capacity and engaging rural communities to prevent child abuse in Lane County, Oregon*. 21<sup>st</sup> National Conference on Child Abuse and Neglect, U.S. Children's Bureau, Department of Health and Human Services. Washington, D.C.

## APPENDIX | SUPPLEMENTAL MATERIALS

### Appendix/Attachments:

1. Regional Prevention Plans 1-pager
2. West Lane prevention plan
3. K(no)w More marketing campaign
4. Parent Café invitation – Finding Joy
5. 5,000 Strong 2-pager draft
6. 2018 90by30 Conference Agenda
7. 2019 90by30 Conference Agenda
8. Safe Families for Children MOU
9. e-letter examples
10. OCAPS report
11. CPAN/90by30 Org. chart