



DIGITAL DIALOGUE

FAMILY & COMMUNITY ENGAGEMENT



Impacting Child Abuse and Neglect at Scale in One Rural County



REDUCE CHILD ABUSE
90% BY 2030 IN LANE COUNTY

CENTER FOR
THE PREVENTION OF ABUSE AND NEGLECT

*Join the National
Conversation
on Child Abuse
and Neglect*



PRESENTER

Phyllis Barkhurst, M.Ed.

Co-Director,
Center for the Prevention of Abuse and Neglect
Director, 90by30



PRESENTER

Jeff Todahl, Ph.D.

Associate Professor, Co-Director & Director of
Research, Center for the Prevention of Abuse and
Neglect



MODERATOR

Nilofer Ahsan

Lead, Knowledge & Partnerships
CANTASD



Reduce Child Abuse 90% by 2030 in one U.S. county – Lane County, Oregon

Population

(2018): 379,611

Area: 4,620 sq. miles

Adults: 291,162

Children 0-17 – 69,848

Children 0-5 – 18,601

5:1 ratio of adults to children

Lane County

Child Abuse reports
(2018)

9,007 reports

Child abuse statewide
reports 84,233 (2018)



Theory of Change: Broad View

Join the National Conversation on Child Abuse and Neglect

- Chosen and led by engaged, local communities (place-based, base building)
- Implementing a blend of proven strategies (scale-down)
- Mapped to and focused on boosting protective factors
- + population-level social norms change



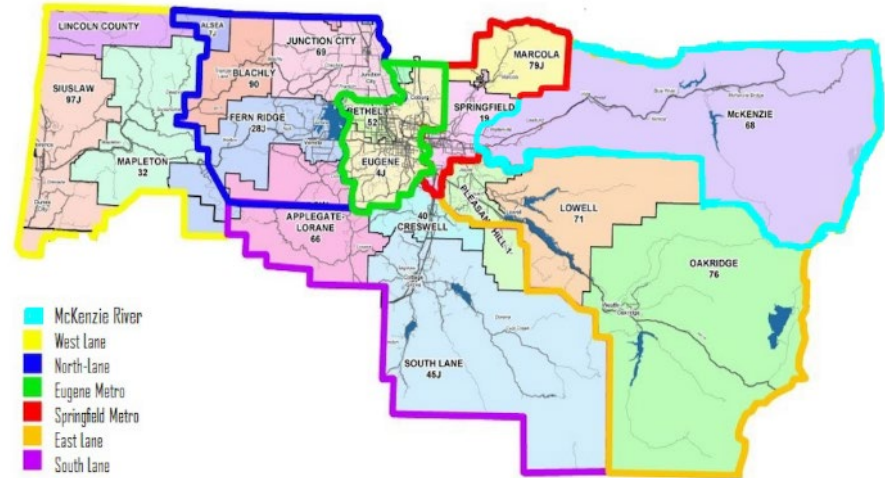
Fosters the conditions for child abuse prevention:

Kids are connected
Families are supported
Community members take positive action

Key Elements

Join the National Conversation on Child Abuse and Neglect

- Place-based – Lane County
- Shift from ‘experts’ to communities; 90by30 as the mechanism
- Primary Prevention
- Collective Impact
- K(no)w More –
 - A connected Child is Protected Child – A Role for Every person and group
- Strength-based, evidence-based and actionable strategies mapped to CSSP Protective Factor Framework



Strengthening Families Protective Factors

*Join the National
Conversation
on Child Abuse
and Neglect*



Concrete Support in
Times of Need



Parental Resilience



Social & Emotional
Competence of Children



Social Connections



Knowledge of Parenting &
Child Development



Building a Local Approach to Child Abuse Prevention

Join the National Conversation on Child Abuse and Neglect

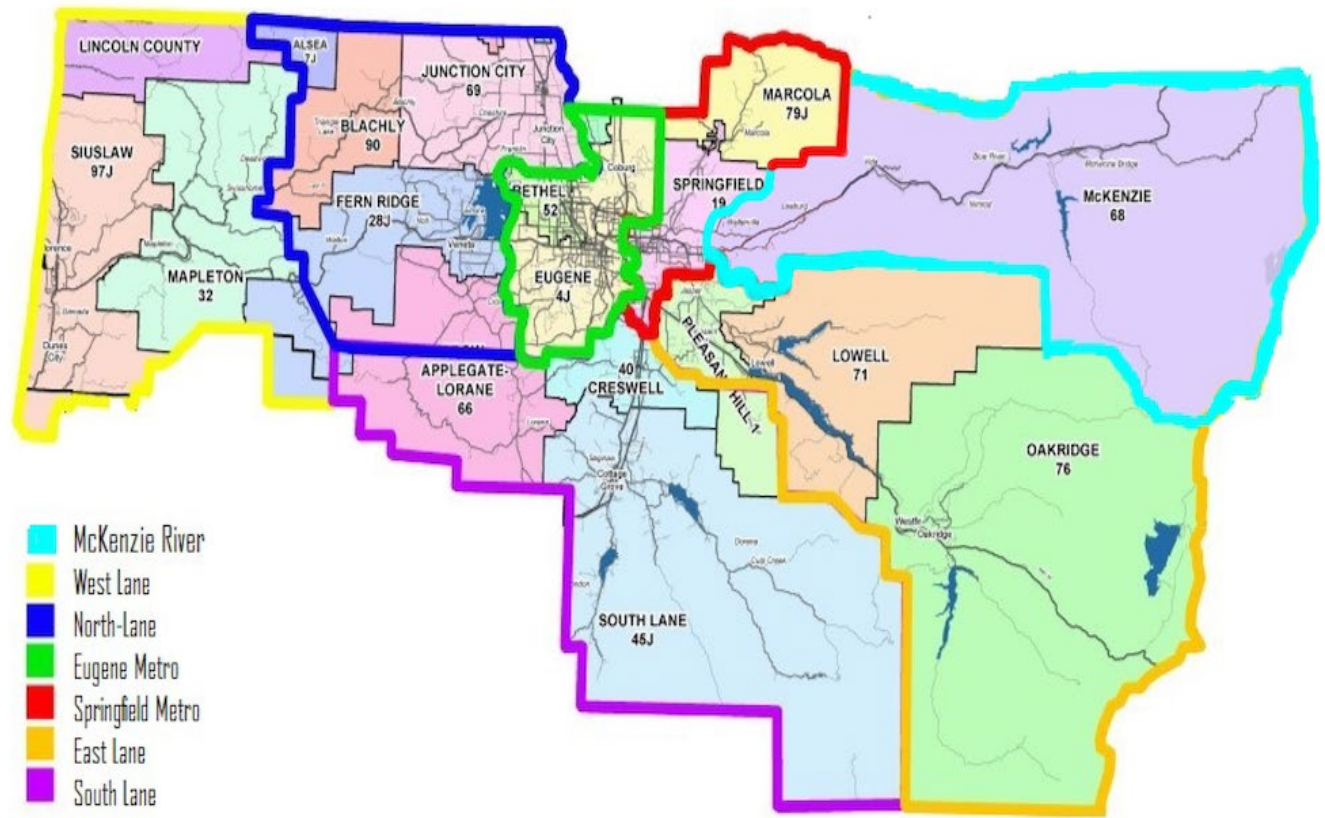
- 1. Organize Regional Leadership Team (RLT) – Year 1**
Up to 25 people - Build Team - Determine Structure - Reflect regional demographics
- 2. Collect Data – Year 2**
Community Data Project: 200-400 Adult Community Surveys per Region
- 3. Inventory Community – Year 2**
Identify Risk & Protective Factors - Asset Mapping - Gap identification
- 4. Finalize Strategic Plan in Region – Year 3**
Choose Strategies - Fill in Gaps - Identify Funds
- 5. Implement and Evaluate – Years 4 - 18**
Implement Strategies - Fund Strategies - Support Social Norm campaign - Evaluate & Adapt

cantasd.acf.hhs.gov



Lane County Regional Organizing

Join the National Conversation on Child Abuse and Neglect



Examples of Strategies

*Join the National
Conversation
on Child Abuse
and Neglect*

- [Roots of Empathy: School-based](#)
- [Welcome Baby Box: Community-based](#)
- [Safe Families for Children: Faith-based in partnership](#)
- [K\(no\)w More Lane County](#)
- [Parent and Community Café's: Community-based in partnership](#)
- [Foster Grandparents: Community-based](#)
- [40 Developmental Assets: Community-based in partnership](#)
- [Secret Survivors – Community Theatre-based in partnership](#)
- Welcome our Neighbors: Neighborhood-based in partnership (locally developed)

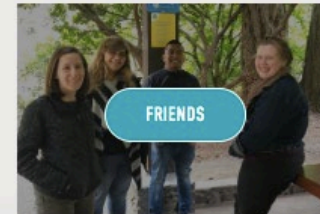
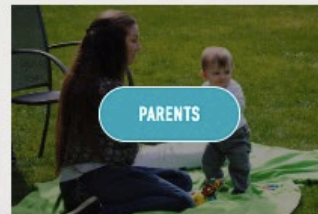
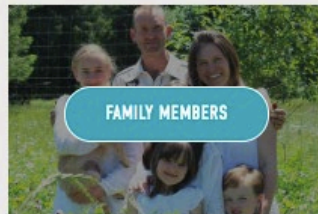
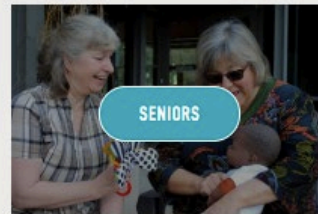
Join the National Conversation on Child Abuse and Neglect

We all have a role.

No matter who you are, there are many things you can do to support families and strengthen our community.

Sometimes we need help. Sometimes we have help to give.

When you're able to offer support, click below to find out how.



Data and Evaluation

*Join the National
Conversation
on Child Abuse
and Neglect*

- Community Surveys
- Climate Surveys (RDD)
- Oregon Child Abuse Prevalence Survey (OCAPS)
- Individual Program Evaluations

Community & Climate Surveys

*Join the National
Conversation
on Child Abuse
and Neglect*



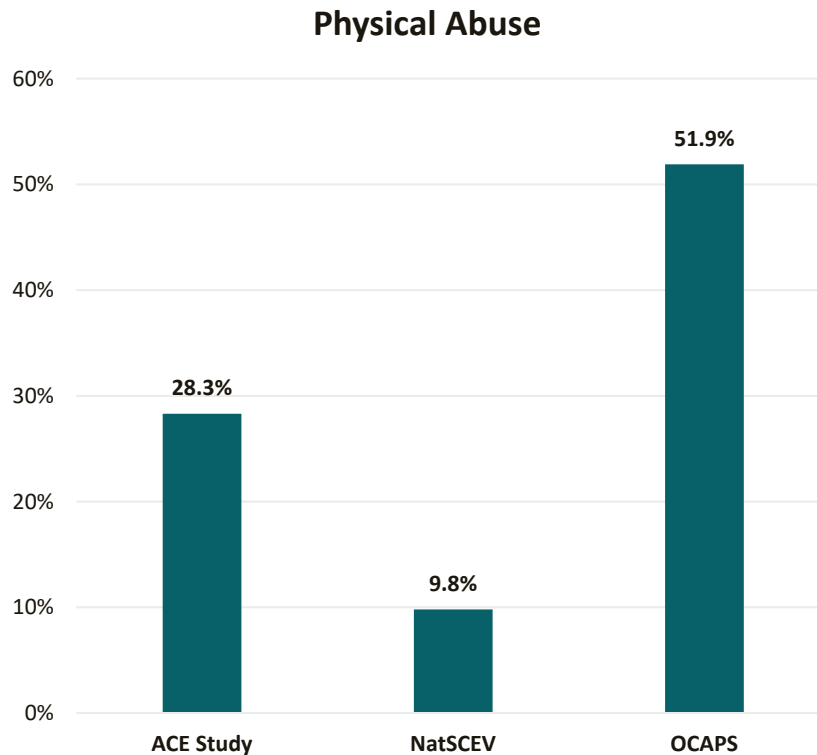
OUR COUNTY IS OPTIMISTIC:

Many people in Lane County believe we can reduce child abuse and want to help – 86% believe that “we can very significantly reduce child abuse and neglect” in our community.

Oregon Child Abuse Prevalence Survey (OCAPS)

Join the National Conversation on Child Abuse and Neglect

Physical abuse experience types include questions like: 1) “Has anyone ever choked you and prevented you from breathing?” and 2) “Has anyone ever hit you over and over again with an object or fist (beat-up)?”



52% of students reported at least one type of physical abuse by adults; 39% experienced four or more types of physical abuse.

Discussion

*Join the National
Conversation
on Child Abuse
and Neglect*

90 by 30
REDUCE CHILD ABUSE
90% BY 2030 IN LANE COUNTY

CENTER FOR
THE PREVENTION OF ABUSE AND NEGLECT



cantasd.acf.hhs.gov



*Join the National
Conversation
on Child Abuse
and Neglect*

- [The 90by30 Initiative](#)
- [K\(no\)wmore Lane County](#)
- [Frameworks institute](#)
- [Roots of Empathy](#)
- [Safe Families for Children](#)
- [Strengthening Families Protective Factor Framework](#)
- [The Search Institute](#)
- [NAPCAN](#)

Phyllis Barkhurst
phyllisb@uoregon.edu

Jeff Todahl
jtodahl@uoregon.edu