

Building Primary Prevention through Progressive Strategies and Community Activation

2021 CBCAP Annual Grantee Meeting – Closing Session
May 18, 2021

Supportive Resources

Prepared by Alex Morales, alexmoralesMSW@gmail.com
(Advocate for Child, Family and Community Well-Being)

Building A Primary & Secondary Prevention Scaffolding:

- **90by30** is a model primary child abuse prevention initiative in Lane County, Oregon which has many rural areas. The initiative is designed by the local community to be responsive to their strengths and needs using effective strategies from around the world (Welcome Baby, Roots of Empathy classroom program, Safe Families for Children using faith-based community, Parent Cafes, Know More media campaign). A child and family connected to the community is the key. Lane County is divided into multiple communities/districts that are each designing and supporting their own initiative. This is a collaborative effort with organizations and community the residents. The Center for the Prevention of Abuse and Neglect at the University of Oregon is a backbone support. To learn more: <https://90by30.com/about-us/> Questions can be directed to Sara Loveless, Associate Director: saral@90by30.com
- California is building cross sector county wide Primary and Secondary prevention plans involving collaboration teams, including child abuse prevention councils within each county. County Teams are provided with prevention planning tools, including data dashboards for their county. For more information visit **The California Office of Child Abuse Prevention:** <https://www.cdss.ca.gov/inforesources/ocap> Search for: a.) Framework for Prevention, b.) Prevention Planning Orientation Packet, c.) County Prevention Dashboard. Questions can be directed to Hillary Konrad: Hillary.Konrad@dss.ca.gov



Powerful Data:

- **Casey Family Programs Opportunity Maps:** Casey Family Programs has developed a data resource from state to neighborhoods across the country. These data maps can support the efforts of community planning. Check it out at: <https://www.casey.org/community-opportunity-map/>





- **Bring Up Nebraska** harnessed the power of Casey Family Programs Opportunity Map tool to create their own Community Opportunity Map: <https://neopportunitymap.org/?state=Nebraska&tab=nebraska> Learn more about Bring Up Nebraska's success: <https://bringupnebraska.org/>
- **Streetwyze** is an innovative digital data gathering that operates on the power of people who live in the community. It is a Yelp and WAZE for community voice and engagement on asset mapping, community surveys and deepening community engagement. Learn more: <https://www.streetwyze.com/>



Deep Community Ownership and Engagement:

- **90by30** is a model child abuse primary prevention initiative in Lane County, Oregon. It is a stellar example of engaging community in the design and implementation of the programs. A unique approach is tailored to each of 7 communities/regions in Lane County. The design is responsive to listening to the perceptions of strengths and needs of those who live and work in the local community. Community volunteers are essential to the transformation. To learn more, visit: <https://90by30.com/about-us/> Questions can be directed to Sara Loveless, Associate Director: saral@90by30.com



Create More Post COVID Virtual Strategies, not Less:

- **The Upper Room**, a Family Resource Center, operates in Derry, New Hampshire. It is an example of a Family Resource Center that has shifted to virtual services quickly and broadly during COVID era. It now has a rich array of virtual programs serving diverse populations: preschoolers, youth, seniors, parenting classes, teen parents, juvenile diversion programs, academic programs, family groups, Money Matters educational series, counseling, virtual parent café, Virtual Parent and Caregiver Café, Parenting Education on demand viewing, etc. The Upper Room plans to continue and expand their virtual work post COVID! Virtual options have the potential to reduce accessibility hurdles, engage people, and they work in rural communities. Impressive. For more information, visit: <https://www.urteachers.org/>

