

Vitality


Ford Institute FOR
COMMUNITY BUILDING

Major study raises the alarm for children

Childhood trauma leads to adverse health, mental and other issues later on

By **Christy Cox**
Program Officer
Early Childhood Development
The Ford Family Foundation



What happens in early childhood matters. Those of us who have dedicated our careers to early childhood issues know that the early years of life are crucial not only for individual health and physical development, but also for cognitive and social-emotional development. But attention to the importance of happy, healthy childhoods — and the devastation that results when they aren't — really entered the mainstream with the publication of the Adverse Childhood Experiences Study.

The national study investigates the link between childhood trauma and long-term health and social consequences. It is considered a landmark public health research study, the largest of its kind ever conducted. The initial surveys were conducted between 1995 and 1997 by researchers from

Kaiser Permanente and the Centers for Disease Control. The 17,421 participants were subsequently followed for more than 15 years.

The findings raised a national alarm, as the investigation found strong correlations between childhood trauma and increased risk of suffering from health, mental and adverse societal issues. In obese patients (the group that triggered the principal researcher's interest in the subject), for example, the study found that, often, obesity wasn't the real issue. Although a significant health concern, obesity for these patients was a result of other problems, most notably childhood sexual abuse.

What struck me most was the evidence on how deep and long lasting the impacts of this trauma can be. The study found that even adults who appeared to have triumphed over difficult childhoods — ones with happy families and good

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Darkness to Light child abuse prevention program. See page 4.

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FOUNDATION NEWS

New program officer for youth development and education

Jeneen Hartley Sago has joined The Ford Family Foundation as the program officer for youth development and education, a new position. In her role, she will coordinate a portfolio of grants focused on youth organizations throughout rural Oregon and Siskiyou County, Calif.



Hartley Sago

Hartley Sago has more than 20 years of experience in philanthropy, nonprofit organizations, grassroots organizing and asset-based community development. Most recently, she was a program officer at Family Philanthropy Advisors, a firm based in Minneapolis, Minn., that manages family foundations nationwide.

In that role she honed her expertise in philanthropy, education reform, nonprofit program development and public policy with diverse nonprofit organizations, public and independent schools, colleges and universities.

Prior to her work in philanthropy, she led an out-of-school program for youth PreK-8, started a public charter school in rural Florida, and developed programs for teens and underserved populations.

She holds a bachelor's degree from St. Olaf College in Minnesota and an Ed.M. from Harvard University in Massachusetts. ■

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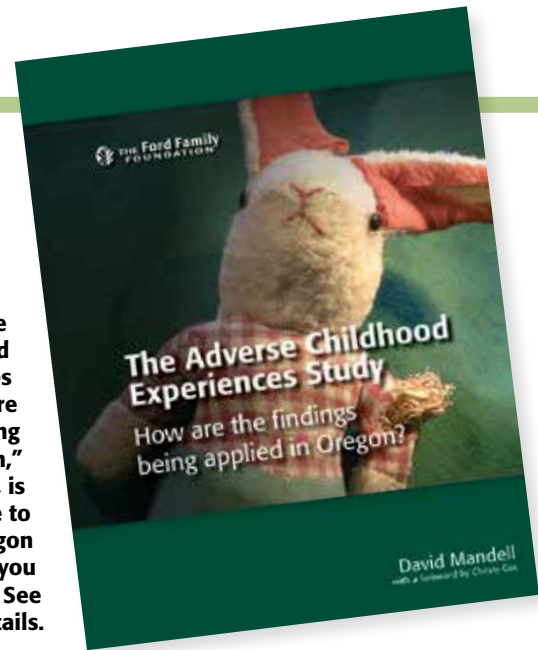
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"The Adverse Childhood Experiences Study: How are the findings being applied in Oregon," a 16-page report, is available for free to residents of Oregon and Siskiyou County, Calif. See page 13 for details.

How is Or

Oregon is starting to apply the lessons from the Adverse Childhood Experiences Study

The implications of the ACE Study are ... far reaching: adverse childhood experiences leave a trail of cognitive, behavioral, and health wreckages in their wake, and when untreated, these adverse experiences are often revisited on the next generation.

— Report to
The Ford Family Foundation

When the findings of the groundbreaking Adverse Childhood Experiences (ACE) Study were released, they quickly raised national awareness of the lasting impact of early childhood trauma and the ways those consequences affect society at large.

The landmark study demonstrated strong links between traumatic childhood experiences and a host of adult health problems: cardiac disease, obesity, diabetes and depression. Further research has also found a strong link between these experiences and school failure

Add your voice

"The Adverse Childhood Experiences Study: How are the findings being applied in Oregon" is a first attempt by The Ford Family Foundation to chronicle how Oregon is responding to the findings of the ACE Study. If you'd like to share your experiences for a future report, please send us an email: aces@tfff.org

and dropout, interpersonal violence, chronic unemployment and suicide.

The initial surveys were conducted between 1995 and 1997 by researchers from Kaiser Permanente and the Centers for Disease Control. The 17,421 participants were subsequently followed for more than 15 years.

The Ford Family Foundation, recognizing the gravity of these findings, commissioned a report to determine how the ACE Study is informing work with children and families in

health, education and early childhood is a continual theme of these transformation efforts, and nothing more tangibly demonstrates the need for those bridges than the study, which documents the lingering effects of childhood experiences in all of these systems.

A great opportunity

A number of interviewees noted that while the three transformations present a great opportunity to use the ACE framework to shift understanding, focus and practice, Oregon

many of the most concrete examples of ACES-inspired work in Oregon are taking place outside of the state-sponsored systems redesign.

They involve groups of local pediatricians thinking about how to address the needs of their patients more fully; early intervention programs, like Relief Nurseries, explaining to policy-makers how they are contributing to long-term health savings; mentoring programs helping their volunteers understand the impact

We think [the study] should be a policy foundation for how we make decisions about child well-being.

*Janet Arenz
Oregon Alliance of
Children's Programs*

in each of these examples," the report says,

Janet Arenz, executive director of the Oregon Alliance of Children's Programs, calls the ACE Study "one of the most stunning pieces of data that we've seen. We think this should be a policy foundation for how we make decisions about child well-being. I carry copies of this in my briefcase, and when I'm in a meeting I hand it out. Every legislator has received this more than once." ■

egon responding?

Oregon. The report, based on phone interviews and online research, is intended as an overview of activities and opinions.

The great transformation

Researcher David Mandell, who conducted the study, concludes that the impact of the study in Oregon has been strongest at the conceptual level, providing a framework for articulating, mapping and making sense of the work people are doing, rather than shaping specific practices or interventions.

It should come as no surprise that many of these efforts are still preliminary, Mandell writes, but in some ways, that is a good thing.

"Oregon is in the middle of transforming three of its largest service-delivery systems that impact children and families: health, education and early childhood. ... As a result, this is a moment of unprecedented flux and uncertainty, as well as opportunity."

Building bridges between

is not there yet.

As one interviewee put it, "Right now people are so busy in the weeds getting these things off the ground that they can't step back and think about the big picture."

The report also notes that

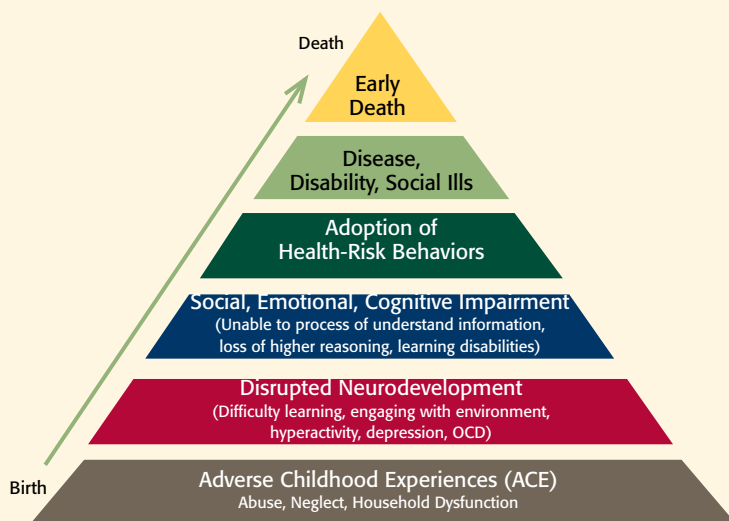
of trauma on the adolescents with whom they are working; and local communities coming together to determine how they can collectively reduce rates of child abuse and neglect.

"The ACE Study is being explicitly and intentionally used

Achieve outcomes, return on investments and savings:

An investment in children today means they will not become the next chronically ill adults with complex, expensive needs. Together, we can build healthy children, who become educated and working adults and who will raise their own healthy families.

*— Oregon Alliance of
Children's Programs*



Research published in the the American Journal of Preventive Medicine (Vol 14, Issue 4 , May 1998) found "a strong graded relationship between the breadth of exposure to abuse or household dysfunction during childhood and multiple risk factors for several of the leading causes of death in adults."

► **The Ford Family Foundation will partner with nonprofits across the state and in Siskiyou County, Calif., to deliver Darkness to Light's Stewards of Children, a nationally acclaimed child abuse prevention training program.**



Bringing light to a dark subject

Child abuse prevention program to be rolled out across the region

The statistics are startling. More than 10,000 Oregon children were confirmed victims of abuse in 2012. Of those, about 1,500 were sexual abuse. Nationally, experts estimate one in 10 children are sexually abused. More than 90% of the victims are abused by someone they know and trust.

Child sexual abuse is linked to a host of societal issues including teen pregnancy, depression and suicide. Victims are three times more likely to have substance abuse issues, two times more likely to drop out of school, and are at greater risk for physical illnesses such as cancer and diabetes.

As a response to these alarming statistics, The Ford Family Foundation will partner

with nonprofits across the state and in Siskiyou County, Calif., to deliver a nationally acclaimed training: Darkness to Light's Stewards of Children.

Adult's responsibility

Stewards of Children is a two-hour workshop designed to educate adults on how to prevent, recognize, and react responsibly to child sexual abuse. The program emphasizes that child safety is an adult's responsibility. It will be offered to organizations and individuals at minimal or no cost.

"In Oregon, many of our nonprofits, state agencies, and individuals work hard every day to prevent and fight child sexual abuse," says Keavy Cook, senior program officer at the Foundation. "But the challenge is great. We see this program as a way to help."

Over the next three years, the Foundation will work with organizations to train more than 20,000 adults in the Stewards of Children curriculum. The Foundation's program will also train more than 100 facilitators to carry on the training in their own communities.

The training, which is conducted by a facilitator authorized by the national organization, consists of the joint use of the Stewards of Children Interactive Workbook and training videos. Training can also be completed online, at d2l.org.

"This is not an easy subject, and some of the things you see may be upsetting," warned facilitator Stacey Stonesifer at a Darkness to Light training at The Ford Family Foundation headquarters in Roseburg recently.

The program will be offered to organizations and individuals at minimal or no cost.

Giving school a second shot

With parents in and out of prison, Robert Johnson had to find his own way, and he did

The training uses a mix of survivor stories, expert advice and practical guidance to educate adults about the steps they can take to prevent, recognize and react responsibly to the reality of child sexual abuse.

Five steps

The first step the training identifies is to learn the facts: Most child victims never report sexual abuse, for example.

Minimizing opportunity is the critical next step. Since at least 80% of incidents happen in isolated, one-on-one situations, being aware of gaps that allow offenders access to children is a necessity, as is the development of a code of conduct for organizations that serve children.

Abuse flourishes in silence, and Step 3 is to talk about it. Children are afraid to “tell.” Recognizing a child’s attempts to talk about their concerns and talking openly with children about personal safety and sex can make children much less vulnerable.

Step 4 emphasizes the importance of recognizing the signs of abuse. Physical signs are not common, but emotional and behavioral signals can be very revealing, including “too perfect” behavior, withdrawal, fear, depression, anger and rebellion.

And finally, the last step is to act responsibly. A child takes a huge risk in revealing abuse. It’s vital to give compassion, attention and belief.

The Darkness to Light program sponsored by The Ford Family Foundation is scheduled to begin in late 2014 or early 2015; for more information now, visit the organization’s website at d2l.org. ■

Just a few years ago, Robert Johnson says he was spiraling out of control. Barely 20 years old, he was sleeping in an old Buick Royale he bought with his last \$100 and parked next to a Fred Meyer store in Northeast Portland. His parents were dead, and he had no job. The only bright spot in his life was playing pickup games of basketball.

“One day I was playing basketball,” he says, “and a guy approaches me and says, ‘Have you considered playing basketball in college?’”

Johnson, who was reading at a fourth-grade level when he graduated high school, didn’t think college was in his future. Growing up in a tough neighborhood in Portland with parents who struggled with heroin addiction, school just wasn’t a priority.

“My mom and dad were in and out of prison, and I lived with my aunt’s family in a house where my cousins were gang members. I saw a lot of violence and drugs at a really early age.”

He and his brother were able to move back in with their mother for high school, but both parents died within three months a few years later.

Johnson’s benefactor eventually got in touch with a mentor, who convinced him to give school a second shot, and he ended up with a sports scholarship at Umpqua Community College in Roseburg. “At that moment, it felt like divine intervention, and God had given me an opportunity to do something,” Johnson says, “and I ended up doing very well at UCC.”

Pivotal

Two pivotal things happened in Roseburg — the staff there encouraged Johnson to get his bachelor’s degree, and he met his future wife, Krista. “She came into my life at a time I was really not stable and, outside of my mother, she is the most supportive person I’ve had in my corner,” he says.

A Ford Family scholarship helped him attend Portland State University and gave him two mentors — Norm Smith, the retired president of The Ford Family Foundation, and Dave Frohnmayer, the former president of the University of Oregon. They encouraged the Class of 2008 Ford Scholar to think about law school.

He did, and last month he graduated from University of Oregon School of Law. “It was pretty difficult,” he says. “When I was at PSU, I was diag-



PHOTO COURTESY OF ROBERT JOHNSON

Robert Johnson and his wife, Krista, graduated together from Umpqua Community College in 2008. Three years later they graduated from Portland State University.

nosed with dyslexia and ADHD, and law school was hard because I had all this reading.”

Today, he is at home in Roseburg with Krista, who works at UCC. His summer is devoted to studying for the Oregon State Bar.

“Growing up in the circumstances I grew up in, I have been blessed with a measure of resolve that people who don’t go through such a thing don’t have,” Johnson says in reflection. “I’ve lost both my parents. I’ve lost cousins and friends to murder. Law school — what is the worst that can happen? I fail out.

“I’m not afraid to tackle a challenge, partially because of realities I’ve experienced, and partially because of a tremendous support system, starting with my wife.”

Johnson thinks everyone has the capacity to develop this resolve to face their own challenges. “Though I’ve gone through things others can’t fathom, they can still find the answers. It still requires the same ability to tackle adversity.” ■

We're not as split as you

Oregon Values & Beliefs Survey shows that Oregon has a rural and urban divide, but it's not as wide as we often assume



Ever wonder how your opinion stacks up against those of your fellow Oregonians? A new survey offers the most comprehensive glimpse yet of what residents from all regions and walks of life think about living in Oregon.

Polls traditionally gather opinions from likely voters. This audience shares a similar profile: older, long-term residents, often with higher income and more education.

Not so the 2013 Oregon Values & Beliefs Survey, which was intentionally designed so all Oregonians age 18+ would have the chance to be heard on important issues facing the state. "In many ways, the sponsors feel that our state is at a crossroads," says Adam Davis of DHM Research, which conducted the research. "They wanted to give voice to the full opinion spectrum."

Sponsors of the survey, which was conducted in April and May 2013, include Oregon Health & Science University, The Oregon Community Foundation,

Oregon Public Broadcasting, and Oregon State University. More than 9,000 Oregonians participated, by email, cell phone, landline and community outreach, in English and Spanish.

And guess what? We are not as different as you might think. "The biggest takeaway for me is how much we have in common as Oregonians, regardless of where we live or which demographic group we belong to," Davis says. "We value the same things about living in Oregon and in our communities."

Oregonians value the state's natural beauty, clean air and water, outdoor recreation, and sense of community or neighborliness. They also value a good economy, but they want an approach to economic development that recognizes the importance of the state's natural environment to its quality of life. Oregonians greatly value productive farm and forestland and want to conserve it.

These action issues topped the list: K-12 education funding and quality, which Oregonians

consider the most important service among a list of 20 different services; economy and jobs; and government spending and taxation.

The rural/urban divide proved smaller than you might imagine: Most Oregonians in every region of the state feel climate change requires us to change our way of life, such as driving less, and are willing to pay more to ensure children have access to nutritious food at school and to create greater access to mental health services.

Rural areas of the state, where the economies are slower, are more likely to agree that economic growth should be given priority even if the environment suffers to some extent, and to support increase timber harvests in dense, over-crowded forest stands. But rarely are these differences more than a small margin.

Looking for change

One thing is clear: Oregonians are looking for changes in governance and public finance. Poll participants were negative about government and politics,



84%

want to find common ground and work together



81%

say K-12 education is top concern



78%

think our tax system should be more simple and straightforward



72%

support road and highway maintenance



72%

endorse personal responsibility for health and wellness



66%

feel criminals should be rehabilitated rather than just locked up



64%

think government is wasteful and inefficient



63%

don't think the tax system is fair

might think

no matter where they were from. “They have no appetite for tax increases or government involvement in just about anything except job development and vocational training,” Davis says.

About 86% of those polled believe that taxes are necessary to pay for the common good, but only 27% think Oregon’s tax system is fair. Most Oregonians (64%) think that government is wasteful and inefficient with our taxes and cannot be trusted to make good decisions.

“There are a lot of things that Oregonians feel need attention right now,” Davis says, “and when we asked if they think we can work together to make progress, 80% said that was desirable, but less than 50% said we could do it.”

“This is a blinking yellow light to the state as we move forward. People are very negative toward the public sector, and there is real doubt that we can come together and make progress. At the same time, they love this state.”

Davis has been talking with Oregonians through surveys

and in focus groups for close to 40 years. One of the most interesting things he is learning these days, and he feels is evidenced in the survey, is that Oregonians are beginning to look away from the public sector and look toward the nonprofit and private sectors for solutions. “That is where they are starting to look for the leadership necessary to bring about the constructive change they want,” Davis says.

Survey results are available at truenorthoregon.org, and Davis and his team are busy sharing the report’s findings with interested groups. “It’s a great way for people to come together, to look in the mirror and see the good, bad and ugly,” Davis says, “and then, as a group, take a timeout and say, ‘what are we going to do about it?’” ■

A booklet that summarizes the highlights of the 2013 Oregon Values & Beliefs Survey is available through the Select Books List. See page 13.

Agreement on key issues doesn’t mean we don’t disagree

Statewide and regional differences came to light in the survey, but most by small margins. We are divided on the level of public services that should be provided, and the cost to taxpayers. When it comes to the use of natural resources, Oregonians living in rural areas are more likely to agree that economic growth should be given priority even if the environment suffers to some extent and to support increased timber harvest in dense, overcrowded forest stands. But again, rarely are these differences more than a small margin.

— 2013 Oregon Values & Beliefs Survey

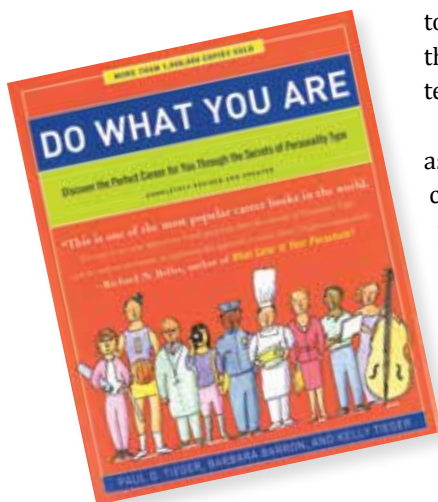


► **What type are you?**
The Myers-Briggs Type Indicator defines 16 potential personality types.
The book *Do What You Are* encourages readers to seek a career in a field that is compatible with their personality type.

ISTJ Traditionalists 13.7% Dutiful Practical Logical Methodical	ISFJ Protectors 12.7% Dutiful Practical Supportive Meticulous	INFJ Guides 1.7% Devoted Innovative Idealistic Compassionate	INTJ Visionaries 1.4% Independent Innovative Analytical Purposeful
ISTP Problem-solvers 6.4% Expedient Practical Objective Adaptable	ISFP Harmonizers 6.1% Tolerant Realistic Harmonious Adaptable	INFP Humanists 3.2% Insightful Innovative Idealistic Adaptable	INTP Conceptualizers 2.4% Questioning Innovative Objective Abstract
ESTP Activists 5.8% Energetic Practical Pragmatic Spontaneous	ESFP Fun-lovers 8.7% Spontaneous Practical Friendly Harmonious	ENFP Enthusiasts 6.3% Optimistic Innovative Compassionate Versatile	ENTP Entrepreneurs 2.8% Risk-taking Innovative Outgoing Adaptable
ESTJ Coordinators 10.4% Organized Practical Logical Outgoing	ESFJ Supporters 12.6% Friendly Practical Loyal Organized	ENFJ Developers 2.8% Friendly Innovative Supportive Idealistic	ENTJ Reformers 2.9% Determined Innovative Strategic Outgoing

Let your personality point t

Your Myers-Briggs Type Indicator can help you discover your perfect job



Do *What You Are* is one of the most popular career books in the world. For more than 20 years, readers have consulted the hefty manual’s 400 pages to determine their personality type, learn what these traits have to do with career choices, and then find jobs that match their temperaments.

Personality-type tests such as the Myers-Briggs Type Indicator are popular not only for people looking for the perfect job, but for businesses looking to hire the perfect employee, and community groups looking to help their volunteers understand how they relate to others.

“Recognizing and understanding your personality

type can change the way you see yourself,” say the authors, “which in turn affects everything you do and every aspect of your life.”

Do What You Are divides the job-seeking process into three parts. Part 1 takes readers step by step through the discovery and understanding of their own personality type. Part 2 introduces the essential elements you must have in your work to be truly fulfilled

The bulk of the book is in Part 3, which devotes an entire chapter to the 16 potential personality types determined by MBTI. If your assessment identified you as an “ENFP,” for example, you would visit that chapter for a wealth of information, beginning with sev-

eral profiles of others with that temperament. Readers will also find a type-specific list of key ingredients for fulfillment: ENFP types, for example, experience career satisfaction by working with a diverse group of people on a variety of projects. Each chapter also includes job search strategies and lists of careers specific to personality type.

The Ford Institute Leadership Program uses the MBTI extensively to help program participants better understand how they and others respond in different situations. One Ford Community Fellow sees even more potential for use with a different audience: students.

“A lot of students, especially in rural areas, do not have counselors or career advisers at

their school, and have no idea how to begin planning for life after high school,” says George Letchworth, a retired psychology professor who lives in Blue River. “A personality assessment gets students in touch with their strengths and weaknesses, and directs them into potential careers and appropriate college majors. The next step is selecting colleges that are a good ‘fit’ and affordable.”

Letchworth volunteers extensively with the ASPIRE program, a one-on-one student mentoring initiative. In his work with McKenzie High School students, he sees firsthand some of the barriers rural students face.

“If you grow up in a family where you’ve just never been around doctors or lawyers or engineers, those careers don’t

he way

come easily to mind,” Letchworth says. “With the *Do What You Are* book, they can look at those long lists of careers and say, ‘wow, I haven’t even thought about that.’”

As he walks students through the career and college process, Letchworth encourages them to use a personality assessment. “When I talk about personality, what I’m really talking about is self knowledge,” he says. “The better knowledge you have of yourself, the better decisions you make. The opposite of knowledge is ignorance and that is not a good way to make decisions about your future.” ■

Do What You Are is available for free to residents of Oregon and Siskiyou County, Calif., through the Select Books List. See page 13.

How we deal with people and make decisions: The MBTI helps us understand ourselves better

The Myers-Briggs Type Indicator is designed around the use of four sets of dimensions that help us understand how our own preferences affect the way we deal with people and the way we make decisions.

It also is an invaluable aid to understanding the types of careers that we are suited for. The tool is the most widely used psychological testing instrument in the world. The book *Do What You Love* contains a comprehensive analysis of all of the 16 types identified by the MBTI assessment (see chart, left).

The four dimensions of type are: Extroversion/Introversion; Sensing/Intuition; Thinking/Feeling; and Judging/Perceiving (E-I, S-N, T-F, J-P). According to the theory, everyone is born with a predisposition toward one of each pair of preferences, and these tendencies remain surprisingly stable as we move through life.

The exhaustive MBTI questionnaire measures people’s responses and assigns them a type. An “ESFJ” type, for example, is described as a practical harmonizer and worker with people: sociable, orderly, opinioned, conscientious, realistic, and well tuned to the here and now. ESFJ types are well suited for jobs as registered nurses, dentists, elementary school teachers, athletic coaches, social workers and loan counselors.

An “INTP” personality, on the other hand, is an inquisitive analyzer: reflective, independent, curious and more interested in organizing ideas than situations or people. Popular occupations for INTP types include computer technology, technical health care, the legal field, and as mathematics and history teachers.

The “INTJ” type is logical, critical, a decisive innovator of ideas: serious, intent, highly independent, concerned with organization, determined and often stubborn. There’s no surprise that these types gravitate to jobs such as software de-

veloper, scientist, computer science professor or archivist, and professional positions such as strategic planner, civil engineer and architect.

The “ENFP” personality is a warmly enthusiastic planner of change: imaginative, individualistic, pursues inspiration with impulsive energy, and seeks to understand and inspire others. Good jobs for these folks include journalist, playwright, actor, public relations, special education teacher, speech language pathologist or physical therapist.

While there is no right or wrong answer to the MBTI, knowing yourself is key to discovering what will make you happy in a career. ■



PHOTO: CORBIS. USED WITH PERMISSION.

Assigning MBTI profiles to fictional characters is one way to understand personality types. The main characters in the *Wizard of Oz* represent four major types: Dorothy, probably an ESFJ, just wants to go home; Lion longs to be the courageous ESTP; Tin Man, the ENFJ idealist, nurtures his companions with his (yet-undiscovered) heart; and Scarecrow fits the INTP rationalist mold with his brain preoccupation.

It's all happening in Florence

Area residents take leadership lessons to heart to help revitalize the community

When a group of Florence friends heard there were students who didn't have enough to eat on weekends, they went to the elementary school principal to see if there was any truth to the rumor. They were stunned to find out the extent of the problem.

That was the genesis of the Backpacks for Kids program, where every Friday, bags of food are discreetly placed in student backpacks, providing them with enough food to eat healthfully all weekend. Today, the program serves 75 students in the Siuslaw area and 10 to 15 in Mapleton.

For Becky Goehring, a Ford



An economic development strategy tied to the arts is taking root in Florence. Tracy Webster, an artist in residence at the Florence arts center, created this piece.

Community Fellow and nine-year resident of the area, it's just business as usual for Florence. "I think there is a spirit of cooperation and collaboration here," she says. "Take the backpack program — when there's a need and people find out about it, the community steps up."

The Florence area has been extensively involved with the Ford Institute Leadership Program, and has completed the entire series of trainings: Leadership Development (three cohorts), Effective Organizations

and Community Collaborations. The aim of this in-depth training is to help communities achieve vitality by developing a broad base of skilled leaders, effective organizations and productive collaborations.

Florence-area residents seem to be taking those lessons to heart. In the last few years, several initiatives have taken root and flourished. Downtown merchants have launched an ambitious revitalization campaign that will make Florence more aesthetically appealing to the thousands of tourists who visit each year. Power of Florence Day, created by a student, gets bigger and better every year (see sidebar).

The business of art

One of the most promising efforts is still in its infancy — the creation of an economic development strategy tied to the arts. Organizers used a technical assistance grant from The Ford Family Foundation to quantify

Ford Institute Alumni Celebrations:

A time to discuss next steps

Florence was one of the first communities to host a Ford Institute Alumni Celebration. Held last April, the event brought together everyone in the region who had participated in the Ford Institute Leadership Program.

"It's a way to reenergize the base of volunteers," says Ford Community Fellow Becky Goehring. "We came together and celebrated everything we've accomplished over the last seven years."

Participants looked at the past, but they also looked toward the future, and spent some time discussing next steps in their community efforts. Communi-

ties in other parts of the state will be hosting similar Ford Institute celebrations in the next few months.

The Florence meeting resulted in a dozen people volunteering to be a "go" team that would spearhead further work in the community. Their first decision was to make an application to the Ford Institute's Pathways program.

The Pathways program is a facilitated process for motivated and self-reliant communities. The process engages local innovators and empowers community leaders to plan to act on a significant community priority. ■

The Siuslaw River Bridge leads into downtown Florence.





DANIEL SCOTT

Florence loves a parade. The Rhody Days Festival brings out antique cars and the community.

the impact of art on the Florence economy.

“Because of all the beauty here, we have a tremendous amount of creative types who live here,” says Harlen Springer, board president of the Florence Regional Arts Alliance. “We wanted to know what the economic impact was. Is it just the people drawn to live here, or does it mean something?”

“It turns out it means something,” Springer says, referring to a nationwide Arts and Economic Prosperity study. “In 2011 in Eugene — the closest market in the study to us — \$45

million was spent because of nonprofit art groups. In addition, that spending supported 1,700 jobs.

“We want this area to be a destination for the arts,” Springer adds. “Ashland is known for Shakespeare, Joseph for its sculptors. When people say Florence, we want them to think of the arts.”

The Florence Regional Arts Alliance (www.fraaoregon.org) was created a year ago, and has made great strides toward this goal. The group recently opened an arts center, which hosts artists-in-residence and classes for the public. The center is home to a variety of arts activities, including concerts, dance rehearsals and arts exhibits.

The alliance also sponsors arts walks, arts-oriented community celebrations and is working on building the public arts inventory.

It’s all happening in Florence. “For me, living in Florence has been a chance to appreciate the power that is in small communities,” Goehring says. “And when it can be channeled and people are brought together and work together, I know that amazing things can happen.” ■



JOHN WILEY

From garage sales to volunteer camp, a 14-year-old leads the way

Kaylee Graham, a student from Florence, recently received the Prudential Spirit of Community Award for her work in creating a volunteer day to benefit the Florence area. The award proclamation summed up her efforts:

Ten young Americans were selected in the 2014 Prudential Spirit of Community Awards program for national recognition based on their outstanding achievements in community service.

Kaylee Graham, 14, of Florence, an eighth-grader at Siuslaw Middle School, initiated an annual citywide day of service in her town that has motivated more than 3,000 residents to work on community improvement projects, raise money for charity, donate food and take part in other volunteer activities over the past three years.

Kaylee grew up volunteering with her family, but when she was 10, she wanted to do something on her own. So she held a garage sale and raised almost \$2,000 to stuff 150 backpacks with blankets, toys and other items for children in foster care. “The feeling I had after completing my own successful project was like nothing I have experienced before,” said Kaylee. “I wanted to share that feeling with others.”

She told her mother she wanted to host a weeklong volunteer camp at her house. Her mother said that was too much, but if it was just one day, Kaylee could invite as many people as she wanted. So Kaylee decided to invite her entire community. She presented her idea to the city council, which eventually proclaimed the third Saturday in July as the “Power of Florence Day.”

To prepare for the event each year, Kaylee issues press releases, publishes information on her website and Facebook pages, makes videos, shows up at community events, and gives speeches to encourage churches, civic groups and nonprofit organizations to participate. To date, Power of Florence Day has sparked nearly 40 service projects, raised more than \$25,000 for community causes, and collected over 7,500 pounds of food for a food bank and the Humane Society. “I learned the size of a person doesn’t truly matter,” said Kaylee. “It’s the size of their heart that does.” ■



BUSINESS WIRE

Academy Award-winning actor Forest Whitaker congratulates Christopher Younkins, 18, of Portland (center) and Kaylee Graham, 14, of Florence on being named Oregon’s top two youth volunteers for 2014 by The Prudential Spirit of Community Awards.

Getting ready for kindergarten

Yoncalla project links early childhood and early childhood education

It may be summertime, but one room at Yoncalla Elementary School is alive with the sounds of children — young children. They are in the Family Room, a space where parents and their children can gather, socialize, volunteer and learn.

The Yoncalla Early Works demonstration project seeks to build links between early childhood (birth to age 5) and early education (kindergarten through grade 3). Children typically don't have contact with their elementary school before they walk in the doors as a kindergartner. The Early Works project hopes to change that.

"It's really a new way of thinking," says Christy Cox, program officer for early childhood development for The Ford Family Foundation. "It's a bridge-building effort between the silos of early learning and K-12 schools."

Together with the David Douglas School District, the Children's Institute launched Early Works in 2010 at Earl Boyles Elementary School in Southeast Portland. The Ford Family Foundation and the Children's Institute launched a rural



Rebecca Pope, a full-time AmeriCorps volunteer, runs the Family Room in Yoncalla. The room brings families together for playgroups and educational activities.

Early Works site at Yoncalla Elementary School in Douglas County in 2012.

Partners in the effort include the Yoncalla School District, Douglas Education Service District, the Yoncalla Library branch, Early Head Start and the North Douglas Family Relief Nursery, to name a few.

Strengths and needs

The Early Works project began as a way to prepare children in the Yoncalla area for kindergarten and school success. Organizers spent the first year gathering data and bringing together stakeholders to find out the strengths and needs for local early childhood programs and services. It was a time for reflection and relationship-building that formed a strong foundation for moving forward.

In the second year, the Yoncalla Early Works team looked

carefully at the data and what families were saying. Here's what they said: We don't necessarily want a preschool, but we *do* need a place for families to go with their children to be safe and have fun.

The Family Room fills that need. Run by Rebecca Pope, a full-time AmeriCorps volunteer, the room brings families together for playgroups and educational activities. "These kids are going to school soon," Pope says. "This serves as a soft handoff — the kids are already ready to learn, they are used to the school environment, and they are getting social skills from the playgroup."

Pope doesn't have to look far to find evidence that the Family Room is having an effect. Pope, a young parent herself, takes her two children to work. "My 2-year-old was hardly talking

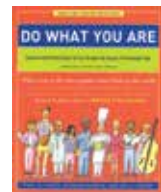
“My 2-year-old was hardly talking ... Within two weeks she was actually carrying on conversations.”

—Rebecca Pope
Parent and coordinator of the
Family Room in Yoncalla

Resources offer insights

Get the tools you need to help make a difference in your community with The Ford Institute for Community Building Select Books. We provide these resources at no charge. Keep them, share them. The only requirement is providing us with your feedback on the publication ordered.

Here are details on several of the books on the Select List: **Do What You Are** by Paul Tieger, Barbara Barron, Kelly Tieger. 403 pages. © 2014. What do you want to be when you grow up? Or after a midlife career change? This book can help you find the answer through the secrets of personality type. The book leads you step by step through the process of determining your personality type and introduces the key ingredients your work must have to make you happy. The book identifies occupations that fit your personality type and offers type-specific job search strategies.



Energizing Entrepreneurial Communities by Donald Macke, Deborah Markley, John Fulwider. 196 pages. © 2014. “Not too be overly dramatic, but the content of this book is crucial to your community’s future success.” With that sentence, authors of the book launch a comprehensive strategy for developing and supporting the systems that you need to find and retain entrepreneurs. The book offers a compelling argument for invest-



ing in an entrepreneurial culture, provides you with a framework that will expand your economic development toolkit, and finds a strategic edge in a more robust, systems-based approach.

2013 Oregon Values & Beliefs Survey by DHM Research. The survey was designed to find out what Oregonians value and believe, where they stand and where they want to put their energies. Researchers went to all corners of Oregon and to every population group – not just voters. This graphics-rich booklet summarizes the findings. 24 pages. © 2013

The Adverse Childhood Experiences: How the Findings Are Being Applied in Oregon by David Mandel. ACE, the landmark public health study, investigated the link between childhood trauma and long-term health and social consequences. It’s a sobering study with huge implications. At The Ford Family Foundation, we see it as an excellent opportunity – a chance to link together the good work people are doing in health care, early childhood education and social services. We commissioned this report to determine how the findings of the study are related to various efforts going on in Oregon. 16 pages © 2014 ■



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Two ways to read

Printed copies of *Community Vitality* are available on request. Send an email to: communityvitality@tfff.org



ADAM WICKHAM

at all, just a word here and there,” she says. “Within two weeks she was actually carrying on conversations. It was a huge difference.” By having her children with her, Pope can be a model for and relate to other Yoncalla parents.

The Family Room also served as the site for a parenting class, and Pope recently hosted a baby shower there for the mother of one of the students. “That’s one of the things we can do to support mothers, build stronger community ties and get more people aware of what we do,” she says.

The biggest challenge she faces now is increasing parental involvement and leadership. “You can hear it, you can read it, and it still doesn’t click,” Pope says. Her most effective recruiting technique is to stop parents of small children in the street and tell them about the Family Room. It works — Pope says she’s getting a few new families every month. ■

Ford Institute community moves online

Join the conversation on Facebook

When two Ford Institute Leadership Program classes chose bike racks as their project last spring, organizers took to Facebook to glean ideas. Photos were posted, RFPs offered up, links shared. For the fledgling Ford Institute Facebook page, it was a validation of its purpose — to be an open space where participants can ask questions, share knowledge and strengthen the resources available to all communities.

“It was exactly what we were hoping for,” says Ash Shepherd, the online communications and engagement specialist who helped develop the page. “Evidence of a tangible step the Foundation is taking to support a place where people can connect online.”

Nearly 400 members and growing

The page was launched early in the year with a small, pilot group. Today, the page has nearly 400 members, and John Pattison has been engaged as a community manager to help direct the conversation.

“We are now on the cusp of really promoting it to the rural community at large,” says Shepherd, who specializes in work with nonprofits. “This is the moment I’m really about. We’ve done some learning and listening, and now we get the chance to see how we can support the larger group, and make those connections across the state.

“There are a lot of people who know an amazing amount

of stuff. This page will be a great place to get information, but also to give back to the community at large.”

Participation has already been spirited, according to Chad Carpenter, a page member. “The Ford Institute Community page has been a great resource. I have seen people share highlights about their communities, including projects and events, as well as new ideas and news from around Oregon,” says Carpenter who is the executive director of the Landing Youth and Tutoring Center in Prineville. “It’s inspiring to see what others are doing and helpful to have a forum in which meaningful dialogue can take place, highlighting the work happening in our rural communities.

“So far, there appears to be many members of the community and all input seems to be very positive,” Carpenter adds. “Hopefully, as time goes on, we’ll see a continual increase in membership, engagement and positive dialogue surrounding the wonderful things happening in and around Oregon.”

To join the Facebook page, search for “Ford Institute” on Facebook, and then request to be approved as a member. The community values statement, right, will acquaint you with expectations for participants. ■



Ford Institute Community Facebook Values

- **Reciprocal:** This is a space to learn, share and connect. It is a space to respectfully give and receive information.
- **Diversity:** This is a space where a diversity of ideas is welcome, and discussion will remain respectful.
- **Topic-Focused:** Discussions are intended to be focused around ideas, concepts, hopes and learning, not driven by any one particular organization, program or brand.
- **Shared Ownership:** This space is intended for community members to step up and share ownership and leadership.

Who Can Participate:

- Current Institute program participants
- Alumni of the Institute’s programs
- Friends and family of alumni and current participants

Energizing Entrepreneurial Communities

Continued from page 16

a necessary component of any economic development strategy, and is, in fact, the most promising strategy for rural areas.

Second, that creating an environment friendly to entrepreneurship requires changing a community's culture and adopting a "grow your own" mentality.

And lastly, that entrepreneurship development requires a systems approach — a collaborative, often regional approach of connecting the dots.

Communities are first urged to learn the attributes of an entrepreneurial community, and then use a tool provided in the book, the Entrepreneurial

► **The authors profile Net-Work Kansas as a statewide economic success story.**

Community Quick Assessment, to figure out their starting point. **Identify, develop, support**

Once this is done, communities can begin developing a critical element of any successful plan — an entrepreneurial development system, called an EDS, focused on identifying, developing and supporting talent in their area. "The ultimate endgame is economic development: creating wealth and property for communities," the authors write. An entire chapter



is devoted to defining an EDS, identifying key elements and looking at services an effective EDS should provide in the community.

One thing hasn't changed: ul-

timately, a community's success will depend on how effectively it works with its entrepreneurs. To that end, the authors have developed a roadmap that helps economic leaders understand and reach their entrepreneurs. Central to the process is an entrepreneur coach. "We believe the innovative use of coaching, coupled with networking to content expertise, creates the strongest possible assistance game plan and yields the greatest economic development impacts," the authors write.

The coach can help the community move through the stops on the roadmap, which include targeting and outreach, intake and screening, referrals and assistance, portfolio management, sustained business outcomes and, finally, rooted economic development outcomes.

Becoming an entrepreneurial community is a journey, requiring a commitment of time and talent. This book offers the tools, knowledge and strategies that can help you get there. ■

Energizing Entrepreneurial Communities is available for free to residents of Oregon and Siskiyou County, Calif., through the Select Books List. See page 13.

Adverse Childhood Experiences study

Continued from page 1

jobs — were still at higher risk for health conditions such as heart disease.

Here at The Ford Family Foundation, we felt the findings of the study were important enough to merit further study. To that end, we commissioned a report to look at efforts in Oregon related to the early childhood study. You can read what we discovered on page 2. It is not intended as a comprehensive review of programs and initiatives. Instead, we hope to bring attention to the study, while at the same time spark thought on how different sectors could work together to prevent the risk factors or at least lessen their impacts.

You also will find several

related stories in this issue of *Community Vitality*. On page 12, we profile the Yoncalla Early Works learning initiative.

On page 4, we look at Darkness to Light's Stewards of Children program, which seeks to empower adults to prevent child sexual abuse. You will hear more about this program in coming months, as the Foundation works with nonprofit organizations in Oregon and Siskiyou, Calif., to train more than 20,000 adults in the curriculum.

And on page 5, you'll meet Robert Johnson, who survived his own adverse childhood experiences to become a Ford Scholar.

The Adverse Childhood Experiences Study is sobering,

and it has huge implications — not just for early childhood experts but for everyone in our society. It is only by understanding these connections that we can improve efforts towards prevention and recovery.

At the Foundation, we also see it as a golden opportunity — a chance to link together the good work communities are doing in health care, early childhood education and social services.

But it will take all of us learning together and working together to make good things happen. We want this issue of *Community Vitality* to help make that process an important and productive one. ■

BOOK REVIEW

Unleashing entrepreneurs

Three authors offer roadmap to support the economic promise of our most talented citizens

In their first book, a trio of authors from the Center for Rural Entrepreneurship wrote about creating opportunities and building support for individual entrepreneurs. That was nearly a decade ago, and since then, they have worked with dozens of communities, learned from committed partners, built a new understanding of the movement and developed a host of new tools to support entrepreneur-focused economic development.

Now, they've brought a new focus to the work. Their second book on the topic, *Energizing Entrepreneurial Communities*, takes a fresh new approach to invigorating communities through the energy, imagination and economic promise of their most talented citizens. It's a new approach that focuses on building the systems that help communities create a supportive

ecosystem for their entrepreneurs, as well as increase their impact.

"Entrepreneurial communities have a better shot at achieving diversity, resilience and prosperity in today's economic environment," the authors say. "Fortunately, there are communities that chose this path years ago and what we have learned from their examples can guide your journey."

The book is a how-to manual, one that can help communities build a prosperous future. It offers a robust, systems approach that promises greater impacts than more traditional entrepreneur-focused economic development.

The authors — Don Macke, Deborah Markley and John Fulwider — begin by laying out the three beliefs that guide their work. First, that entrepreneurship development is

Continued on page 15



Yours for the asking

See page 13.


**THE Ford Family
FOUNDATION**

MISSION

Successful citizens and vital rural communities

CORE VALUES

- Integrity:** Promoting and acknowledging principled behavior
- Stewardship:** Responsibility to give back and accountability for resources and results
- Respect:** Valuing all individuals
- Independence:** Encouraging self-reliance and initiative
- Community:** Working together for positive change

