

Vitality



Blue Zones: making healthy choices easier

Well-being initiative expands in Oregon

Klamath Tribal Health and Family Services employees are practicing the healthy strategies that they teach. The wellness committee there recently implemented strategies that include standing or walking meetings to encourage movement throughout the day; the installation of health-friendly equipment, including standing desks, wireless headsets and exercise balls; and the posting of upbeat messages throughout the offices. Employees also get 30 minutes of “wellness time” every day for activities such as working out in the weight room or walking on a nearby nature trail.

The clinic is not alone. In the Klamath Falls area, more than 60 worksites, schools, grocery stores, restaurants,

faith-based groups and civic organizations are undertaking similar efforts. It’s all part of the Blue Zones Project, an initiative that helps communities make healthier choices easier for their residents.

Blue Zones Project is a nationally renowned well-being improvement initiative focused on helping communities change the places and spaces where people spend most of their time every day. The initiative believes that by transforming these settings to make healthy choices easier, communities can better inspire physical health, social connection and community vitality.

The Blue Zones Project approach is based on principles identified during an eight-year worldwide longevity study detailed in researcher Dan Buettner’s best-selling book *The Blue Zones: Lessons for Living Longer from the People*

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BLUE ZONES POWER 9:



iConéctate! See page 2.

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DOUG STRINGER

The Oyamel Folkloric Dancers, a group of traditional dancers from Nampa, Idaho, kicked off the ¡Conéctate! event.

Gathering focuses on Latinos

Organizers of ¡Conéctate!, an inaugural gathering of Latino-serving organizations in La Grande, had a simple goal — get people together. In the wide-open spaces of Eastern Oregon, that’s a big deal. The event, co-sponsored by Eastern Oregon University, The Oregon Community Foundation and The Ford Family Foundation, focused on leadership, education and immigration. About 80 people traveled to the university campus in La Grande for the event in June, some traveling for hours. The Oyamel Folkloric Dancers, a group of traditional dancers from Nampa, Idaho, kicked off the event. Organizers hope it is the first of many such gatherings. ■

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Learning communities

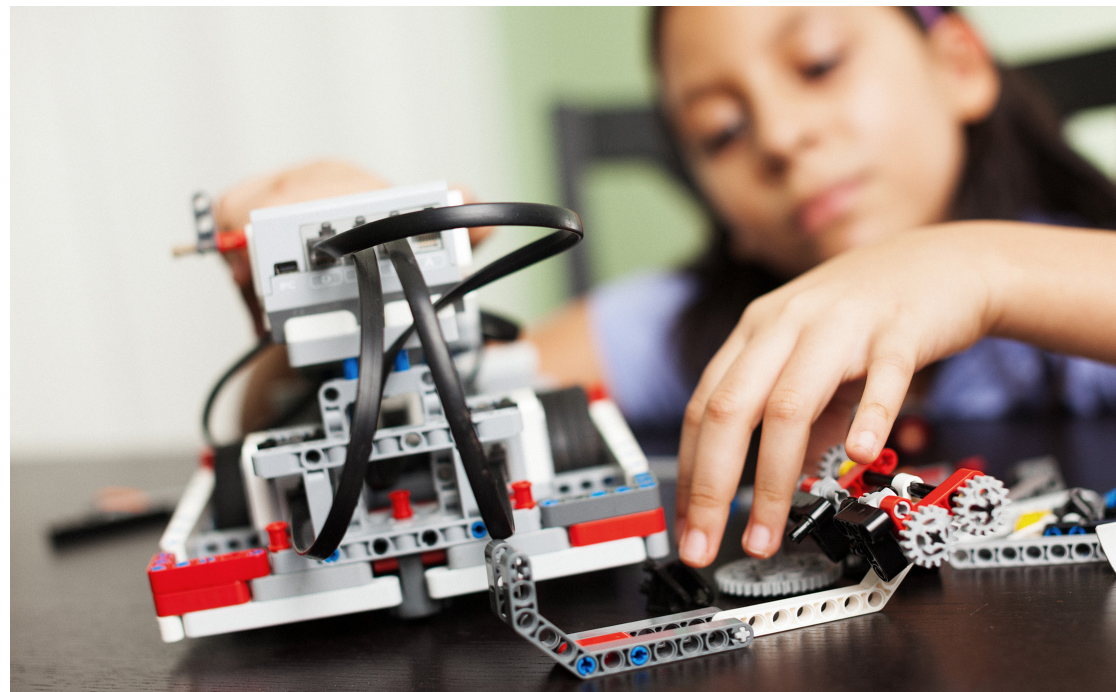
High-quality out-of-school time linked to student success

With just 1,500 residents, Wheeler County in north central Oregon is the least populated in the state. Four hours from Portland, it’s home to the John Day River, the state’s largest deposit of fossils, and three towns — the county seat of Fossil, and neighboring communities Mitchell and Spray.

What the area *doesn’t* have is a lot of activities for students. Mitchell and Spray, for example, have no scouting, no sports leagues, no faith-based activities outside of Sunday school. “Middle-school kids in particular have an absence of opportunities and are looking for other things to do,” says Phil Starkey, the superintendent of Spray School District, enrollment 56 students.

A partnership between The Oregon Community Foundation and The Ford Family Foundation is helping Wheeler County — and a host of schools and organizations throughout rural Oregon and Northern California — fill that critical gap with high-quality activities aimed at improving student success.

The K-12 Student Success: Out-of-School Time Initiative is supporting a wide slate of activities, from school-embedded programming to Boys and Girls



MARRION NIEVES

High-quality after-school activities, such as a robotics program, can improve student attendance, boost social-emotional skills and improve academic performance.

Clubs activities to events targeted at helping students succeed in higher education.

In Wheeler County, the initiative supports activities designed to engage fourth- to eighth-graders, including math tutoring sessions, organized after-school games and an innovative robotics program.

“It’s important to fill time after school for this age group, to give them an outlet for something to do besides going home and doing chores,” Starkey says.

“We will get just about every boy and girl coming out to our activities,” says Starkey’s wife, Debbie, who oversees activities at sites in both Spray and Mitchell.

“Of course,” she says with a laugh, “we’re the only game in town.”

A wealth of educational research has highlighted a positive relationship between high-quality out-of-school time programs and student success.

For example, recent studies of 21st Century Community Learning Centers (a U.S. Department of Education program) have shown that school attendance, behavior and grade promotion improve for students participating in high-quality programs.

They also can boost social-emotional skills and improve academic performance, which in turn increases the likelihood of high school graduation.

“Middle school is a key transition time for kids,” says Belle

Cantor, OCF’s program officer for education. “They start to make their own choices but they aren’t necessarily thinking long term. It’s also an area that no one pays a lot of attention to — there is a lot of programming for high school kids, but not for middle-schoolers.”

In Grants Pass, the OST ini-

In Wheeler County, activities include math tutoring sessions, organized after-school games and an innovative robotics program.

tiative is helping the long-established College Dream program expand its offerings, aimed at encouraging middle-schoolers to pursue higher education. Launched nearly 20 years ago, the nonprofit organization offers a wide-ranging menu of activities designed to build a college-bound mentality in Josephine County’s neediest students.

Core activities begin in the sixth grade, when participating students begin writing competitive scholarship applications, and continue throughout their schooling with college visits, academic support, summer employment opportunities, structured college savings accounts and internships.

“The Out-of-School Time Initiative is supporting us in engaging new middle school students,” says Quin Collins, program manager for College Dreams. “We are able to expand the opportunities.”

This summer, for example, the organization hosted an intensive two-day session with about 50 students interested in science and math careers. Also

on the agenda was a three-day trip to an Oregon State University event for August’s total solar eclipse. “We took a busload of middle-schoolers up there, and they opened a dorm just for us and made it incredibly affordable,” Collins says.

Adults as learners

Students aren’t the only ones who benefit from the initiative. Grantees are encouraged to participate in an ongoing learning community, where organization leaders and staff can learn from and with each other.

“The program is used as a quality-improvement tool,” Cantor explains. “It provides the structure and scaffolding so they have an opportunity to look at their program over time and make targeted improvements internally.”

In Grants Pass, Quin Collins is especially appreciative of the evaluation piece. “It seems like there has never been space for this conversation before,” she says. “It gave us an opportunity to be intentional and thoughtful about what things actually look like, and what it would take to improve our program further.” ■



The out-of-school activities target middle schoolers, including photo enthusiasts in Hood River.

Battling food insecurity one meal at a time

Siskiyou County, Siuslaw region work to combat hunger with food-related programs

FREE Tailgate Produce Party
A semi-truck full of fresh produce delivered to 4 locations in Siskiyou County
From May to the end of October

2nd Tuesday Yreka - 11AM Siskiyou Opportunity Center 321 N. Gold Street	3rd Tuesday Weed - 11AM CNS Storage Facility 310 Baker St.
Fort Jones - 2PM Fort Jones Community Church 13007 N. State Hwy 3	Dorris - 2PM Bates Valley Community Park 5200 Hwy 97

Households will self-verify for income based program eligibility. We encourage you to bring your own reusable bag. Call Heather Solus at CNS with any questions 938-4115 ext. 128.



Tailgate produce parties in Siskiyou County, Calif., feature fresh goods donated by farmers through California's "Donate, Don't Dump" program. Clients can take home as much as they can use.

Tailgate parties are big in Siskiyou County, Calif. Every month from May through October, Great Northern Services throws a big party in four Northern California towns. What do they serve? Truckloads of fresh, free produce for low-income families. The "tailgate produce parties" feature fresh goods donated by farmers through the state's "Donate, Don't Dump" program, including a variety of

lettuces, strawberries, mushrooms — whatever the growing season brings. Clients are urged to take home as much as they can possibly use.

"People are taking it and preserving it so they can use it throughout the year," says Heather Solus, community services director for Great Northern Services, a community-based nonprofit based in Weed, California.

It's a boon for the area's low-income residents, who live in one of the most "food insecure" counties in the entire country. The USDA defines food insecurity as the lack of access to a sufficient quantity of affordable, nutritious food. Both Northern

California and Oregon are posting alarmingly high rates.

Siskiyou County's rate of food insecurity of 20%, for example, is one of the highest in the country. Only four U.S. counties post a higher rate, according to the USDA's Map the Meal Gap for 2016. The national rate is 13%.

"The need is really great here," Solus says. "Our county is really a food desert — some towns don't even have a grocery store, and with low incomes and lack of transportation, people just don't have the access they need."

In Oregon, the numbers also reveal a troubling story. The state's latest food insecurity rate of 16.1% reflects the sharpest increase in the country, even as the Oregon economy grew. That gives Oregon the sixth-worst state ranking for food insecurity, and means that nearly one in every six Oregonians lives without knowing where the next meal is coming from.

Communities step up

In an effort to combat the hunger problem, many community organizations are stepping up with comprehensive, innovative programs. Great Northern, for example, operates more than a half-dozen food-related programs that benefit Siskiyou County residents, from com-

modities distribution to nutritional cooking classes for adults.

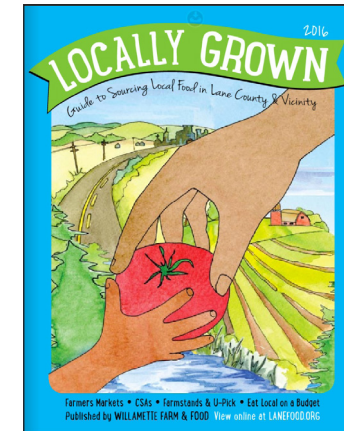
Over on the Oregon coast, the Siuslaw Region Food System Team is starting work on a multi-pronged approach to increasing food security in the Siuslaw region. The group's first step was to secure its own page in Lane County's Locally Grown guide, listing farms, farmers market, restaurants and food bank gardens. The next step, says team coordinator Mary Shaw, is to establish a farmers market, which would help support local farmers while introducing residents to a source of fresh food.

The group is also working on plans to offer classes on cooking with fresh food. Several of the food banks in the area distribute produce from their own gardens, and there is a need for instruction on how to cook nutritious foods, Shaw says.

Innovative solutions

The group's long-term goal is to help keep local farmlands in production. "We are slowly losing our mid-size farms as farmers retire," Shaw says. "Young farmers really can't afford to buy land, but there are some wonderful workarounds happening all over Oregon and Washington where farmland is being put in trust so young farmers can lease that land.

"It's a very important issue



The Siuslaw Region Food System Team is included in Lane County's Locally Grown guide.

for food security to keep those farms in farmland. That's the big dream for us."

The problem of hunger in rural areas is complicated sometimes by vast distances, coupled with a lack of public transportation. In Siskiyou County, that condition is leading to some innovative partnerships.

For the organization's summer lunch program, for example, lunches are made in Weed and then driven to school sites, some of them hours away. When organizers began looking at expanding the program to other parts of the county, they also started looking at other ways to deliver the food. "We've reached out to UPS, public transit, even the sheriff's office," Solus says, "and no one has said no yet." ■

Snacking program

With as many as one in every four children affected by food insecurity each day in Siskiyou County, Calif., schools are on the front lines of the war on hunger. A pilot program launched by Great Northern Services last year is helping combat the problem.

The snack bag program sponsors elementary school pantries stocked with kid-friendly food. Teachers are encouraged to send food home with children, many of whom don't get breakfast or adequate food on weekends.

The day before extended school holidays, the program provides students with a full bag of easy-to-make food — oatmeal, cheese, fruits, veggies, bread, granola bars — so they would have at least one good meal a day throughout the break.

"One little girl was missing a lot of school because she kept going home sick," says Heather Solus, the organization's community services director. "We started grabbing snacks and feeding her before lunch, and she went home a lot less often."

Great Northern hopes to expand it in coming years to any school in the county who requests a pantry. "We got really great comments from teachers, and requests from quite a few schools," Solus says. "It's another way we can provide a continuum of care so the kids always have something in their bellies." ■

Potlucks build community — for six decades

On the second Sunday of this month, neighbors in Southern Oregon's Upper Cow Creek area know what they will be doing for dinner. It's the same thing their parents and, in some cases, their grandparents did — get together at the community center for a potluck.

It's a tradition that has been going on for at least 60 years through multiple generations of residents living in a remote 10-mile stretch of Upper Cow Creek, near Azalea. "Kids leave, families come and go, but the community-center potlucks have always been the heart and soul of our little area," says Cow Creek resident Amanda Close.

"The gatherings allow newcomers to meet more established folks, to understand the culture of the community, and to share resources and skills," says Joe Yetter, who considers himself a relative newcomer with just 10 years in the area.

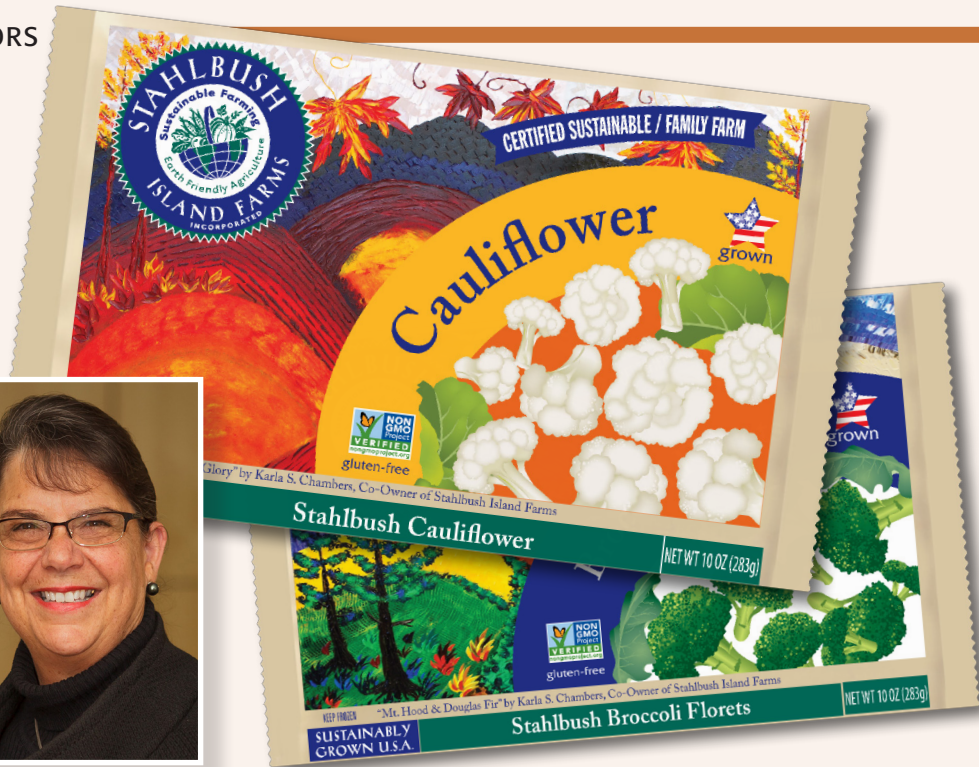
On potluck days, participants and guests typically bring their favorite home-cooked meals. They generally follow an informal rule: no discussion about politics, religion, and other potentially divisive issues. "People in our community range from arch conservatives to liberals, and include a wide range of lifestyles and gender preference," Yetter says. "We all get along exceedingly well."

A master call list of about 100 names — nearly everyone in the area — is periodically used for everything from requests for help cleaning out the attic of the community center to alerting residents of wildfires in the area.

"It's amazing — you just call people, and they magically show up," Close says, "I've never seen anything like it." ■



Karla Chambers is a co-owner of Stahlbush Island Farms in Corvallis, which sells products to 28 countries. Chambers is also an artist. Her paintings are featured on the packaging for Stahlbush products sold in the United States and Canada.



Board members retiring

Longtime members of the Foundation's board of directors set to retire this year

Karla Chambers

Karla Chambers was 42 years old when she got a call from Ron Parker, then chairman of The Ford Family Foundation's board of directors. "He asked me to come talk to the board, and I actually turned him down," Chambers says. She was mom to four children and serving on the Federal Reserve Board. She and her husband were occupied running their own company, Stahlbush Island Farms in Corvallis, which they started in 1985. "Thank you, I said, but I am busy."

Parker didn't give up, and a board lunch soon turned into a board position that has lasted

16 years. Chambers is retiring from the board at the end of 2017; her seat will be taken by Andy Stormont, a Eugene business investor. "You can't help but love the mission of this Foundation," Chambers says. "Rural Oregon is underserved, and the Foundation plugs a lot of holes and serves a lot of needs."

Chambers, whose family has farmed in Oregon for 133 years, says her service is all about stewardship. "Those of us who have spent our lives in forestry and agriculture, we think of ourselves as stewards," she explains. "And good stewardship means leaving things better for the next generation. We think in 30- to 50-year blocks, forestry even longer.

"Being part of the board means making sure we are good stewards of the Foundation endowment and carrying out the wishes of the founders."

In her 16 years on the board,

Chambers has seen the board evolve in several significant directions. "I'm the first board chair who has never met Mr. Ford, for example," she says, "Now we have a whole group of staff and board members who have never met Mr. and Mrs. Ford. We have a phenomenal president in Anne [Kubisch], and now two new board members, one of them a Ford family member [Allyson Ford]."

Chambers also notes a significant change of focus for the Foundation during her tenure on the board. "We used to fund pretty much every rural fire hall and community center. We still do a lot of that, but today we are also trying

We aren't afraid of tackling really hard problems ...

— Karla Chambers

to support communities on social issues — improved high school graduation rates, early childhood development, awareness of child sexual abuse. We aren't afraid of tackling really hard problems, and with that, you have success and failures. We have a good dialogue on being okay with that."

There's one practice Chambers hopes will never change. "We review the articles of incorporation regularly. To be a good steward, you always need to go back to the intent of the founders. Are we truly carrying out their missions? It's your guide for what you do. The Fords were remarkable; they gave good instructions with unmistakable clarity."

Chambers doesn't have to think hard about what she will do with her free time after her tenure ends. "Those of us in the farming and food processing business never have to answer

that question," she says with a laugh. Besides co-managing Stahlbush Island Farms, Chambers is an artist who shows her works at galleries in New York, Florida, California and Oregon. Her artwork is featured on packaging for Stahlbush products.

What she won't do is worry about the future of the Foundation. "I feel so confident in the board that is there now, and I know they will do great work. That's the beauty of succession planning and having a good bench underneath you."

Allyn Ford

When The Ford Family Foundation's board of directors gathers for its first meeting in 2018, it will be the first time ever that Allyn Ford has not held a seat. Ford, son of Foundation founders Kenneth Ford and Hallie Ford, has served on the board since its inception in 1993.

Along the way, Ford, who recently retired as CEO of Roseburg, the family's forest products company, has seen a lot of changes. "We've grown," he says. "The Foundation looked different when Norm Smith [the Foundation's first president] came on board. He did a terrific job of building the future." That growth, Ford says, is a dynamic process that takes a particular type of leadership at all levels. "I'm very proud of the organization that we've built."

One thing hasn't changed is the listening approach that has always been woven into Foundation values. "As a Foundation, we listen, and we respect the people we deal with," Ford says. "Our concept is to support them



Allyn Ford recently retired as CEO of Roseburg, the family's forest products company. He is the son of Foundation founders Kenneth Ford and Hallie Ford.

and their ideals and give them tools to change. We take a listening approach."

Change happens fast, Ford points out, and in rural Oregon it's often driven by economics and social conditions. That means the Foundation has to be able to adapt and stay focused while still being effective.

"I'm talking long term — there are little things you can do to help keep the wheels on, but as a Foundation, our role is to deal with the long-term things where we can have impact, and boy, that's challenging. It requires a very strategic look, and, especially with rural communities; again, you have to listen."

It's not an easy job, and the

As a Foundation, we listen and we respect the people we deal with.

— Allyn Ford

difficulty is compounded by the high stakes for rural communities.

"Vital rural communities — that's what it's all about," Ford says. "There has to be a sense of urgency. We can't be complacent. You have to reinvent yourself as an organization all the time, you can't sit still. If you sit on it, you slowly wither away. There's a time for us to be in one area, then a time to drop it and move to a different direction. That is hard work."

Although Ford is retiring, there will still be a family member on the board of directors, as mandated by Foundation bylaws.

"We think the role of family board members is not a right, it's an obligation," Ford says.

Candidates are nominated by family members and go through a lengthy application process with the board. The final decision is made by non-family board members, who recently chose Ford's daughter, Allyson Ford, to fill his spot.

"We have top-notch board members and the family repre-

sentatives have to be positive contributors who can work in a collegial fashion with the rest of the board. I think Allyson is very capable."

Ford remains active in a host of volunteer activities, including serving on the University of Oregon Board of Trustees and as an advisor to the school of forestry at Oregon State University. He says the timing is perfect for him to go off the board. "I am very comfortable with the quality of the board and their ability to move forward."

What will he do with his free time? "I don't have any real hobbies — my golf game is horrible — but I expect to be very busy," he says. "Here in Roseburg, I'm working more on the community level than I did before because I have the time. The biggest thing is my time is my own now."

And Ford looks forward to continuing his relationship with the Foundation. He won't be far — his new office is just a quarter mile away from the Foundation headquarters. ■

For the children

Advocates volunteer to protect abused and neglected children in Douglas County

At the end of December 2016, the Douglas County foster care system reported 419 registered abused and neglected children. Two months later, there were 485 — an increase of more than one new foster child per day. According to state and federal regulations, all of these children should have a “court-appointed special advocate” or “CASA,” but they do not.

A CASA is a qualified, compassionate adult who volunteers time to fight for and protect a child’s right to be safe, to be treated with respect, and to grow in the security of a loving family.

At present, only half the children in the Douglas County foster care system have access to a CASA. More volunteers are needed, especially in rural areas.

CASA of Douglas County leads the effort to recruit, prepare and match volunteers with the county’s foster children.

Susan Knight, executive director of the local CASA for the past 12 years, grew up in Douglas County, but spent most of her career outside Oregon. After she retired as a vice president of Eddie Bauer, she returned to Oregon to assist her ailing parents. Bonnie Ford, the second wife of Kenneth Ford, recognized the value of Knight’s skillset and urged her to become involved in

CASA. Under Knight’s direction, CASA thrived as an organization and served as a driver of cross-county collaboration.

CASA now works with three other organizations to better connect supports for children in foster care. The collaboration is known as Kids in Common. The goal is to concentrate attention on the children and families who need it most, to reduce trauma, and to improve outcomes.

Knight recently passed the CASA executive-director baton to Richelle Bryant, another woman born and raised in Douglas County, who last year returned from a job overseas working with the U.S. military.

Kids in Common organizations	Provide ...
CASA of Douglas County	Advocacy for children in foster care
Douglas CARES	Assessment, medical exams, counseling for children and non-offending parents
Family Development Center	Parent training and support, respite care, therapeutic classrooms, and therapy
Dept. of Human Services — Child Welfare Program	Evaluation for children at risk of abuse and neglect, with responsibility for taking jurisdiction when necessary

Both Knight and Bryant agree on the need for more CASA volunteers. Each CASA advocates for up to five children each year and volunteers from two to 10 hours per month, visiting the child and attending court meetings.

CASAs are asked to make a two-year commitment to the children they serve.

The difference they make can be seen in the improved outcomes of foster children who have a CASA compared to those who do not. They are more successful in school, are more likely to be adopted and are less likely to endure more abuse.

CASA Volunteer

Alisha Templeton, grants management associate at The Ford Family Foundation, has served as a CASA volunteer for three years. She is an advocate for three cases involving a total of five children. Before joining the Foundation, Templeton spent years coaching youth and working in a school environment.

When she stopped coaching, she missed the young people. She decided to become a CASA.

“The experience has opened my eyes to how much need there is — everywhere,” Templeton says. “It’s very important



Templeton

for all children to have an adult they can count on. The littlest things, like sitting down to play a board game, can make such a big difference.”

Templeton credits the training she received for helping her be the best advocate she can be.

“You learn what you can and cannot do — like you can’t transport them or take them out for a meal,” says Templeton. “And you can’t take them home, even if you want to. And you do. You want to take every one of them home.”

CASA volunteers come from many backgrounds. All must be 21 years old, have an email account and access to a computer. No other special skills are required, beyond the training that CASA provides. See www.casaofdouglascounty.org/volunteer for more information. ■



Jesse Dolin, founder of Stoney River Sinkers, pitched his company’s lead-free fishing sinkers at the Willamette Angels Conference this year, taking home a top cash prize.

RAIN: Nurturing innovative start-ups

Network provides resources, mentoring and support

The efforts of creative business entrepreneurs hold great promise for the economic health of Oregon, particularly in rural communities, but they can’t do it without help. “It takes a community to raise an entrepreneur,” says Caroline Cummings, venture catalyst for the Oregon Regional Accelerator and Innovation Network organization.

RAIN serves entrepreneurs in the south Willamette Valley and mid-coast regions by providing access to resources and partners. “Our organization wraps services around these at-risk entrepreneurs so their chances of success increase and their chance of failure decrease,” says Cummings, a Eugene entrepreneur and angel investor for the Willamette Angels.

Founded by the Oregon Governor’s Regional Solutions network, Oregon RAIN is financially supported by the Oregon Legislature as well as by governments in the four counties it serves, and by businesses, donors and nonprofit foundations.

“For an economic catalyst in a little town like ours, this is really something,” says Florence entrepreneur Carl Hulan, founder of LocalGrange, a farm-to-table app that allows customers to purchase goods directly from local farmers.

In coordination with the cities of Corvallis and Eugene, as well as communities throughout the region, Oregon RAIN partners with two “accelera-

tors” that assist entrepreneurs in establishing viable companies that generate jobs, wealth and opportunities for the region. RAIN Corvallis is served by the Oregon State University Advantage Accelerator; the RAIN Eugene Accelerator is managed as a virtual nonprofit by the University of Oregon, the Eugene Area Chamber of Commerce and the City of Eugene.

Oregon RAIN recently offered two Coastal Pre-Accelerator (Pre-X) programs for entrepreneurs in Florence and Lincoln County. The 12-week, bootcamp-style programs featured seminars, workshops, and mentoring on topics that included marketing and sales, competitive advantage, financials, and business modeling.

Top prize

One of the companies participating in the Pre-X program was Stoney River Sinkers. Its founder, Jesse Dolin, went on to pitch his company’s lead-free fishing sinkers at the Willamette Angels Conference this year, taking home the top cash prize in the Launch Stage speed pitch competition.

Dolin’s startup is just one of 761 assisted by Oregon RAIN since its inception in mid-2013. So far, these companies have created 331 jobs and raised more \$22 million in capital.

“Our mantra is ‘what’s next?’” Cummings says. “We are constantly pushing ourselves as well as our companies to continue growing, and taking ourselves and our businesses to the next strategic level.”

To learn more, visit www.oregonrain.org ■



It’s very important for all children to have an adult they can count on. The littlest things, like sitting down to play a board game, can make such a big difference.

—Alisha Templeton
CASA Volunteer

Education for Job Readiness

Grants support education after high school, focus on work preparation

It should come as no surprise that an integral part of the Eastern Linn County Pipeline, an industry-directed job-training program, is education. After all, the goal of the initiative, led by business leaders in the greater Albany area and Chamber of Commerce, school districts and Linn-Benton Community College, is to prepare area students to fill the highly skilled, family-wage trade jobs readily available in the region.

What is surprising is that much of the educational effort is showing that success can take many educational paths; a four-year college is not always required.

"Part of this project is a marketing effort to educate

We want them to know that if you do well in high school and you go to community college and are a committed student, there is a job waiting for you....

— Bruce Clemetsen
Linn-Benton
Community College



Scott Ballard oversees Pipeline participants as they use a yoke tester to perform a magnetic particle test on a sample of steel. This test is part of the Non-destructive Testing degree to ensure high-quality parts for planes, rocket and satellite parts.

the community, particularly students and their families and their teachers, that there are these amazing jobs in great companies," says Bruce Clemetsen, vice president of student affairs at Linn-Benton.

"We want them to know that if you do well in high school and you go to community college and are a committed student, there is a job waiting for you that will let you buy a house, raise a family and be a part of your community."

The pipeline project is just one of several programs around the state and soon in Siskiyou County, Calif., supported by The Ford Family Foundation's Education for Job Readiness program.

The program invests in ef-

forts that support rural residents' continued education after high school and prepares them for work.

"A four-year college degree is not the only path to employment following high school, and many students are finding success with technical training, apprenticeships, job skills programs and community college degrees," says Denise Callahan, the Foundation's director for Postsecondary Success.

Different strategies

The job-readiness strategy looks different for different communities. On the north coast, a Foundation grant supports construction of an 11,000-square-foot building for Tillamook Bay Community College. The building is home

to the Agriculture and Natural Resources associate degree program.

But that's not all — it will also house the Oregon State University Open Campus program, the Small Business Development Center, the Tillamook Tourism office, the Tillamook Economic Development Council and the OSU Extension program.

As the project brings these community programs under one roof — called the Partners for Rural Innovation Center — it aims to leverage the synergy created among the groups to chart a more coordinated path from community college to local careers.

Strong partnerships

In rural communities, strong partnerships across sectors, like the one in Tillamook, are crucial to creating paths of opportunity for students.

Partnerships certainly are the operative piece of the Eastern Linn County Pipeline. The pipeline project began four years ago, as major manufacturers in the area looked into the future and realized that significant numbers of jobs were in danger of going unfilled. The Albany Chamber of Commerce acts as the connector for participating organizations, which include Linn-Benton, schools and a host of businesses.

This year, the project is looking at significantly expanding its reach to students in the greater Albany area. The Chamber will add a second coordinator to

focus on all four rural area school districts, help coordinate student tours of local businesses and other events, and identify businesses in eastern Linn County that may want to participate.

As many as 20 events are planned throughout the next school year, including plant tours and a Girls Explorer Camp on the college campus. Activities are designed to give kids a look at different jobs and information about the skills and education necessary to get them, as well as hands-on activities.

"You go on a tour, you see people making space station parts or running the robotics in a national frozen-food processing plant, then you come to the campus and you see the same equipment and learn how to do something you saw in the businesses," Clemetsen explains.

The project team also plans to bring high school and middle school teachers on business and college tours. The activity, done with other teachers, generates new understanding of the possibilities for good jobs and the type of education required.

"We really try to wow them," Clemetsen says. "Many teachers have not experienced manufacturing, so they can't talk about career technical education or agriculture the way they can the four-year track. It expands their ability to talk to students about more options." ■

Baker Technical Institute

Career technical instruction meets the needs of employers in Eastern Oregon

Adjacent to Baker High School, the Baker Technical Institute announces its mission with a bold sign: "Next generation education for thriving communities."

The Institute began four years ago with a problem and a vision. The problem was the same one faced by many of Oregon's and Northern California's rural communities: an isolated workforce that did not have the skills for high-paying jobs, or the resources available to provide them. The vision was to create access to these skills in a way that would contribute to the economic vitality of the entire Eastern Oregon region.

The result was Baker Technical Institute which, in partnership with the Baker School District, offers high school students and adult community members a full slate of career technical instruction that meets the needs of regional employers.

How did BTI get there? By being intentional about

meeting the current and future needs of the community and its employers.

Filling the gap

"We put a handful of the visionaries in industry around us and ask them, 'What is the next generation of jobs coming, and what are the skill sets in the workforce today, and what is the gap?' Then we just sit and listen — that process basically gives us our marching orders," explains Doug Dalton, BTI president.

BTI works with business leaders in industries all over Eastern Oregon to strategically develop curriculum in fields such as welding, engineering, agriculture, heavy equipment operation, health services, natural resources and construction.

"BTI is really creative in figuring out how to make the most of what they have," says Denise Callahan, The Ford Family Foundation's director of Postsecondary Success, "and the approach that they take in developing the program is very focused on the long term."

With support from Caterpillar simulators, other businesses and

organizations such as The Ford Family Foundation, BTI recently launched a new Heavy Equipment Operator career pathway. Dalton describes the program's high-tech mobile simulators as "really next-gen education when it comes to heavy equipment training."

A course began in September for students at Baker High School, and organizers plan to launch a series of classes for adult community members in late fall. The course is a combination of simulator training and time on the real equipment. A 30-foot trailer allows the simulators to travel wherever they are needed in the region.

"Anytime we consider a new career pathway, we take a long look at demand, job growth and impact on the economy of Eastern Oregon," Dalton says. "And we go where the need is." ■

Baker Technical Institute recently launched a new Heavy Equipment Operator career pathway. The program's high-tech mobile simulators are "really next-gen education," says Doug Dalton of BTI.



Planting seeds of service

Ford Scholar earns Gerald Bruce award

Brandy O'Bannon loves living a life of service. "Working alongside friends, colleagues, donors and volunteers in my community has brought a tremendous amount of joy to my life," says Brandy O'Bannon, a Ford Scholar from the class of 1994 — the very first class of Ford Scholars.

Her strong work ethic, volunteerism and professional achievements earned O'Bannon the 2017 Gerald E. Bruce Community Service Award, presented annually to an outstanding Ford Family Scholarship alumnus.

"The selection committee was particularly impressed by Brandy's long-term commitment to the causes she cares about," says Bonnie Williams, manager of Scholar and Alumni Engagement at The Ford Family Foundation.

A lifelong Salem resident, O'Bannon says her parents set a great example of service.

"They didn't have a lot of financial resources to offer, but that never stopped them from giving what they had — whether that was a few dollars, a smile, lending a hand to a neighbor or



FRANK MILLER

friend in need," she says, adding that she began volunteering at age 14.

She earned a bachelor of arts in history from Willamette University in 1998 and a master of business administration with a focus on nonprofit management in 2000.

"I had the opportunity to meet Mr. Ford several times at conferences," O'Bannon says, noting that his humbleness and work ethic inspired her. She still has letters he sent to

the Ford Scholars. "His words of wisdom have been a guiding force in my life."

After graduation, O'Bannon worked as a grant writer at a children's museum before working in development for a private college preparatory school in Salem.

Keeping children safe

In 2013, she joined Family Building Blocks, a nonprofit Relief Nursery that works to keep children safe and families

together. She manages a staff of five and leads the major gifts and foundation gifts solicitation.

O'Bannon has served as a respite volunteer with Willamette Valley Hospice for five years, leads a local toy drive, and participates in several events to benefit the homeless population.

Perhaps closest to O'Bannon's heart is the Lord and Schryver Conservancy, a Salem nonprofit group that preserves and interprets historic gardens, a cause she's been involved with

◀ Brandy O'Bannon's strong work ethic, volunteerism and professional achievements earned her the 2017 Gerald E. Bruce Community Service Award, presented annually to an outstanding Ford Family Scholarship alumnus.

since she was a teen. Elizabeth Lord and Edith Schryver were the first professional women landscape architects in the Northwest and designed more than 200 notable gardens during a career that spanned from the 1920s to the 1960s.

"Gardens can bring us peace, beauty and respite and teach us lessons from the past we can apply to today," she says.

She has chosen the Lord and Schryver Conservancy to receive the \$5,000 grant from The Ford Family Foundation that comes with the Bruce Award. "Lord and Schryver were extremely talented and professional — and trailblazers in a male-dominated field," O'Bannon says.

Mr. Ford would be proud of one of his first Ford Scholars.

"The Ford Family Foundation and so many others have invested in me. I hope that my work honors this legacy," O'Bannon says. ■

I had the opportunity to meet Mr. Ford.... His words of wisdom have been a guiding force in my life.

—Brandy O'Bannon

Resources offer insights

Get the tools you need to help make a difference in your community with Select Books from The Ford Family Foundation. We provide these resources at no charge to residents of Oregon and Siskiyou County, Calif.

Keep them, share them. The only requirement is providing us with your feedback on the publication ordered.

Here are three books from the Select List:

Blue Zones: Lessons for Living Longer from the People Who've Lived the Longest by Dan Buettner. 320 pages. ©2010.

If you have ever wondered why some people live a lot longer than others, read this book. In fascinating detail, Buettner describes five communities across the globe where the population lives significantly longer than the rest of the world. Then he tells you how your community can be one of them. See full review on the back cover.

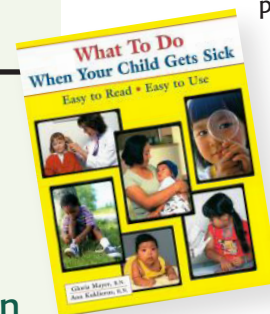
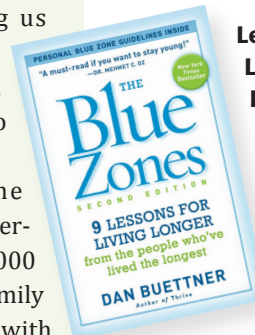
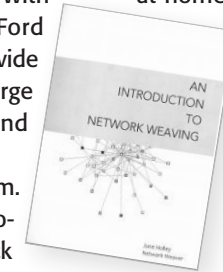
What to do When Your Child Gets Sick by Ann Kuklierus and Gloria Mayer. 181 pages. ©2008.

A pair of registered nurses provide advice on managing more than 50 common childhood illnesses and health problems, including earaches, fever, vomiting and

nosebleeds. The book describes the condition, what can be done at home, and when to call a healthcare provider. It's for parents and caregivers of children from birth to 8 years of age.

An Introduction to Network Weaving by June Holley. 150 pages. ©2013.

This spiral-bound guide is



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useful for individuals or groups interested in gaining basic skills to improve the effectiveness of their networks. ■



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Blue Zones

Continued from page 1

Who've Lived the Longest (see review, page 16). Buettner concludes that people inhabiting Blue Zones — pockets of long-lived communities — share common lifestyle characteristics that contribute to their longevity. He and his team of researchers brought these findings back to the United States, where they partnered with health solutions company Healthways to create Blue Zones Project.

In 2009, Blue Zones Project applied the longevity tenets of the book in a pilot effort in Albert Lea, Minnesota, successfully raising life expectancy and lowering healthcare costs for city workers by 40 percent. Today, more than 40 communities around the country have adopted Blue Zones Project principles to improve the health of their residents. Four of those communities are right here in Oregon.

Blue Zones Project was brought to Oregon in 2014 by Cambia Health Foundation in support of Oregon Healthiest State, a privately led, publicly

The Blue Zones ... model is a community-led, cross-sector approach to making the healthy choice the easy choice in the places where people spend most of their time.

supported partnership aiming to create and sustain healthy environments that support healthy lifestyles.

Klamath Falls became Oregon's first Blue Zones Project Demonstration Community in 2015. In April, three more areas were selected to participate in the transformative project: The Dalles, Grants Pass and the Umpqua region surrounding Roseburg.

Oregon Healthiest State

"Oregon Healthiest State leads the community transformation strategy, fundraising and expansion of the Blue Zones Project work in Oregon," explains Sarah Foster, executive director of Oregon Healthiest State, "and Blue Zones Project is the implementation arm that provides the tools and expertise to help communities reach their goals."

The Blue Zones Project Demonstration Community model is a community-led, cross-sector approach to making the healthy choice the easy choice in the places where people spend most of their time. The goal of these efforts is to better inspire physical health, social connection and community vitality.

In Klamath Falls, for example, the City Council passed an Urban Trails Master Plan, setting funding priorities to enhance walkability and bikeability for the next 20 years, meeting a community-identified goal.

"What I've seen in Klamath Falls is a community really engaged and focused on its own health and well-being," says Aaron Patnode, executive director of Blue Zones Project Oregon. "They are making permanent and semi-permanent changes



Tony Swan and Jessie Hecoceta participate in the Blue Zones Walking School Bus event in Klamath Falls in 2016.

to spaces in the community so that an environment of health and well-being is created there to make the healthy choice easy for the community."

These changes can be small, like restaurants making half-size portions available, to large, such as changes in infrastructure policy to improve walkability.

The three new Blue Zone Project communities began their work in June with a series of meetings to identify current health-related efforts and to establish community priorities. "Each community has different health needs, different interests," Patnode says. "One of the things I really enjoy is having conversations with individuals who represent different aspects and parts of a community to learn about what the health and well-being goals and opportunities really are. How can we support them? What do they want to try? What did they fail with but wish the outcome was different?"

"The process is designed to break down silos, and takes

a holistic approach to what the community is already doing," Foster says. "We want to know what is already in place so we can build on existing systems." ■



BLUE ZONES POWER 9:

MOVE and make daily activity an unavoidable part of your day.

Know your **PURPOSE**.

DOWNSHIFT by working less, slowing down, taking vacations.

Eat until **80% FULL**.

Consume **MORE VEGGIES**, less meat and processed food.

Drink a glass of red **WINE** each day.

BELONG by connecting with religion or spirituality.

Prioritize **FAMILY**.

Create a healthy **SOCIAL NETWORK**.

The Dalles: Policy changes to support health, wellness

In The Dalles, organizers hope Blue Zones Project will help them change policy related to initiatives already under way in the community health improvement plan. The Columbia Gorge region has had a lot of success with community engagement in creating programs that address issues such as food security, childhood obesity, affordable housing and tobacco use, says Paul Lindberg, collective health impact specialist for Columbia Gorge region.

Complements

Other policy changes that would complement current initiatives include municipal rules for tobacco-free parks, removing barriers that right now limit schools from buying healthy food locally, and creating policies that increase the number of affordable housing units.

It is Lindberg's job, funded by Providence Hood River Hospital through the United Way, to bring groups together and help them find funding for common goals. "We can create any number of programs and have an impact on people's lives in the short term," Lindberg says, "but we've come to realize that what we really need to do is change policies at all kinds of levels. That's where we see Blue Zones Project coming in and really helping us."

Take childhood obesity. Several wellness initiatives are tackling that community issue, including development of public spaces encouraging exercise, community meals promoting healthy eating, and encouraging restaurants to offer smaller sizes of sugar-sweetened beverages. "For us, the benefit is not just the added staff. It's the connection to data and experts in different areas of interest."

"I am convinced we can move far enough upstream to change conditions that are creating issues in our area," Lindberg says, "and Blue Zones Project will help us do that." ■



Children participate in a foot race in The Dalles.

Living long

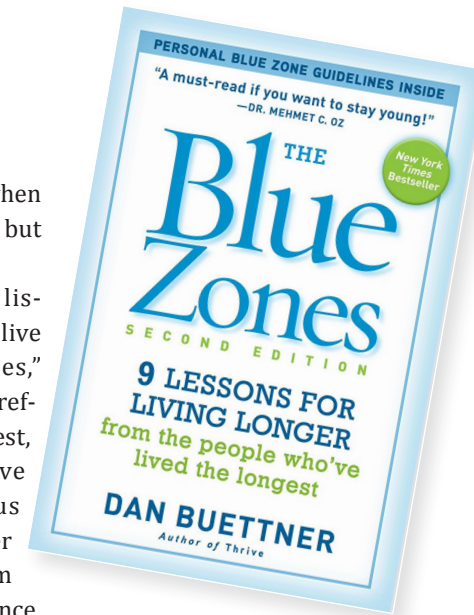
Continued from page 16

around themselves and when they embrace a few simple but powerful habits.

"This book is about listening to people ... who live in the world's Blue Zones," Buettner explains in his preface. "The world's healthiest, longest-lived people have many things to teach us about living longer, richer lives. If wisdom is the sum of knowledge plus experience, then these individuals possess more wisdom than anyone else."

Take Nicoya, Costa Rica. About 15 years ago, a demographer documented the fact that Costa Ricans lived significantly longer lives than their peers around the world. A Costa Rican man reaching the age of 60 has about twice the chance of reaching age 90 than a man living in the United States, France or Japan. Costa Rica spends only about 15% of what the United States spends on health care, Buettner points out, yet its people appeared to be living longer, seemingly healthier lives than people in any other country on earth.

Why? Buettner takes readers through a compelling, detailed account of the research team's trip to Nicoya, which lead to the identification of several longevity factors. Residents, he says, have a strong sense of purpose — they feel needed and want to contribute to a greater good. They drink hard water, which may explain the lower rates of heart disease. Nicoyans keep a focus



on family, with centenarians commonly living with their children. They eat a light dinner, and eating fewer calories appears to be one of the surest ways to add years to your life. They maintain robust social networks, and they keep hard at work, finding joy in everyday physical chores.

Different approaches

Different communities have different factors that contribute to longevity, and in his final chapter, "Your Personal Blue Zone," Buettner suggests ways to identify what could work in your community.

The book has inspired the Blue Zones Project, a nationally renowned well-being improvement initiative focused on helping communities change the places and spaces where people spend most of their time every day. (See page 1)

"The calculus of aging offers us two options," he says. "We can live a shorter life with more years of disability, or we can live the longest possible life with the fewest bad years."

"As my centenarian friends showed me, the choice is largely up to us." ■

BOOK REVIEW

Long and healthy lives

Good habits and good communities promote longevity

Every few years, it seems a story pops up in the newspaper about the oldest man or woman in the world, and readers eagerly parse their words of wisdom for something they can apply to their own lives.

Well, longevity expert Dan Buettner, author of the book *The Blue Zones*, has done all the research for you. After a marathon research trip around the world, Buettner released a second edition of his book. *The Blue Zones: 9 Lessons*

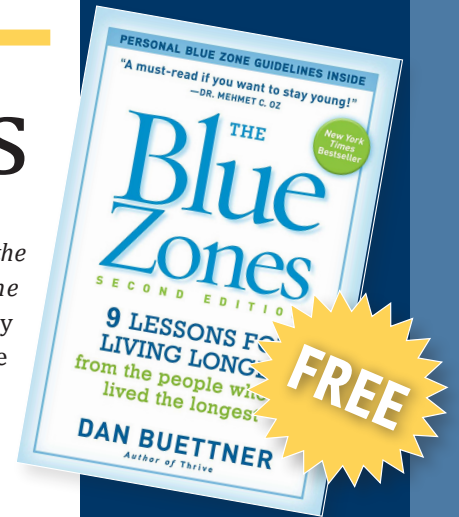
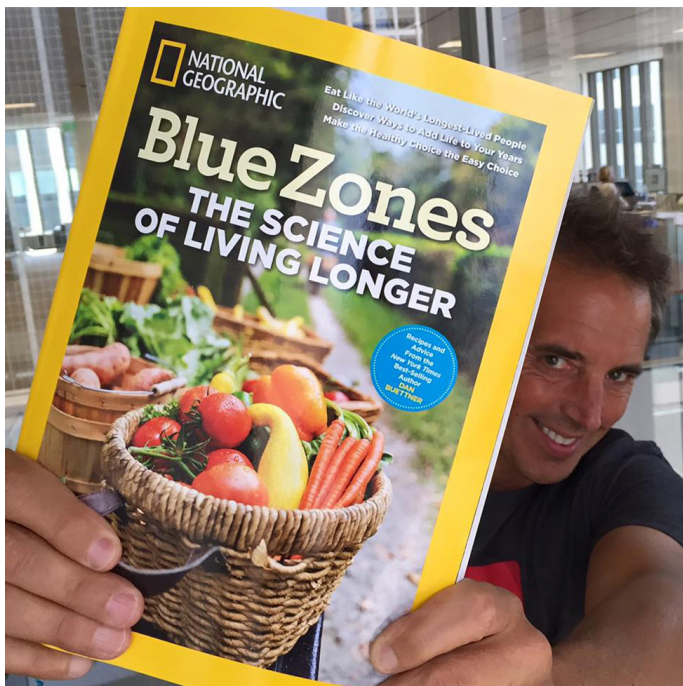
for Living Longer from the People Who've Lived the Longest is a completely updated version of the bestselling classic that launched community public initiatives around the country.

Buettner's research is based on a simple principle: Living a long, healthy life is no accident. There's no doubt that good genes play a role in how long — and how well — a person lives, but good habits and healthy communities are also integral components. Buettner came to that conclusion after he and a team of researchers traveled the world to find pockets of longevity, which he calls "Blue Zones."

What they found by simply talking to people is that factors such as lifestyle, coping strategies, community and spirituality are just as important as diet and genetic propensities. Their stories come alive in the pages of Buettner's book, and all of them add up to this: People live longer and healthier lives when they create the right community

Continued on page 15

With the help of National Geographic, author Dan Buettner researched places that had high concentrations of individuals over 100 years old and also had clusters of people who had grown old without health problems.



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