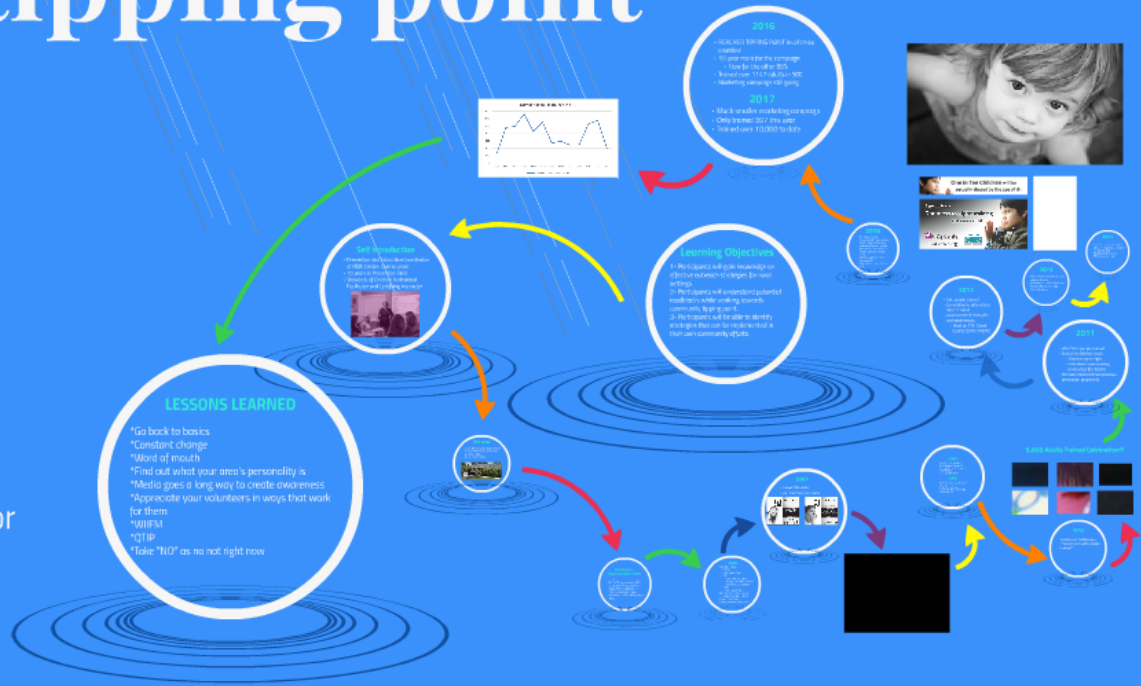


How to bring your community to reach tipping point



Kim Bohme
 Prevention and Education Coordinator
 KIDS Center- Central Oregon
 kbohme@kidscenter.org

Learning Objectives

- 1- Participants will gain knowledge on effective outreach strategies for rural settings.
- 2- Participants will understand potential roadblocks while working towards community tipping point.
- 3- Participants will be able to identify strategies that can be implemented in their own community efforts.

Self Introduction

- Prevention and Education Coordinator at KIDS Center- Over 6 years
- 10 years in Prevention Field
- Stewards of Children Authorized Facilitator and Certifying Instructor



KIDS Center

- Child Advocacy Center- Opened 1994
- Launched Prevention and Education program in 2005
- Serves Central Oregon



KIDS Center's Prevention Start- 2005

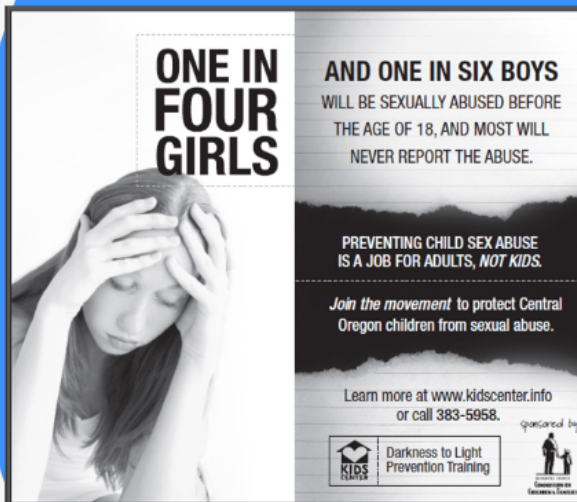
- 1 FTE
- DC-CASTF assessment in 2004
- Goal to train 5% of population-
Tipping Point (7,600 adults)
- Train 3,000 adults by 2009
- Conducted 1st SOC training August
2005

2006

- Targeted trainings
 - Our Staff
 - Task Force Partners
 - YSO
 - Parks and Recreation
 - CA Agencies (CASA, MtStar)
 - Family Access Network
 - Faith
 - Health Department
- Planned a marketing campaign
 - Billboards/Radio/TV/Print
- Trained 13 facilitators
- Trained over 900 people in SOC

2007

- Trained 950 adults
- Launched Media Campaign



ONE IN FOUR GIRLS


AND ONE IN SIX BOYS WILL BE SEXUALLY ABUSED BEFORE THE AGE OF 18, AND MOST WILL NEVER REPORT THE ABUSE.


PREVENTING CHILD SEX ABUSE IS A JOB FOR ADULTS, *NOT KIDS*.

Join the movement to protect Central Oregon children from sexual abuse.

Learn more at www.kidscenter.info or call 383-5958.

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 Darkness to Light Prevention Training





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2008

- Trained over 1000 people
- Media Campaign Completed
- Hired our Prevention Specialist (1.5 FTE Total)
- Housing Market Crashed

2009

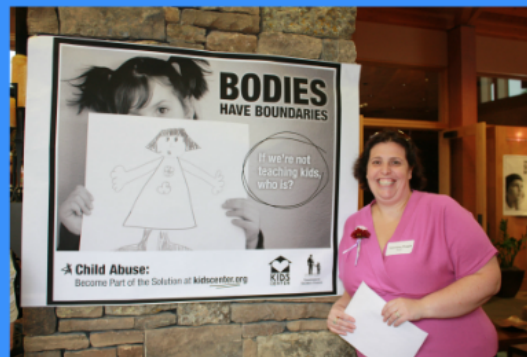
- Trained over 3,500 people total from 2005-2009
- Trained over 830 people
- Volunteer facilitators participation started to dwindle



2010

Trained over 1,000 people
**Trained over 5,000 people
to date!**

5,000 Adults Trained Celebration!!!





2011

- ONLY 537 people trained
- End of the Market Crash
 - Finances were tight
 - Volunteers were moving away=less facilitators
- Kim was hired and two previous prevention people left.

2012

- 590 people trained
- Cumulative to date 6,500 adults trained
- Assessment of strengths and weaknesses
 - Hired an FTE- Crook County (LIVES THERE)

2013


- Hired a Prevention Specialist for Jefferson County
- Facilitators are at an all time low
- Trained 498 adults in SOC
- SOC 2.0 released

2014

- Campaign running for 9 YEARS!
- Added a member to our board from the school district
- Trained 498 adults in SOC
- Who were we missing?

2015

- Erin's Law Passed
- Created a SOC media campaign
- Hired a bilingual Prevention Specialist (Prevention ONLY)
- Protect Our Children- The Ford Family Foundation- 3 year grant
- Hit tipping point in 2 of our three counties
- Trained over 1059 adults in SOC



One in Ten Children will be sexually abused by the age of 18.

Sign up for a
Darkness to Light training...
and save a child.



KIDS Center
a child abuse intervention center
kidscenter.org

Be the
One
with courage



Be the **One**
with courage

Take a Darkness to Light Training and help save a child from abuse.

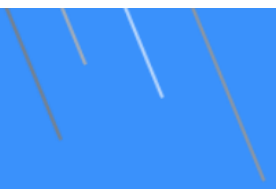
Sign up at kidscenter.org



KIDS Center
a child abuse intervention center

1375 NW Kingston Ave.
Bend, OR 97703
541-383-5958

2013



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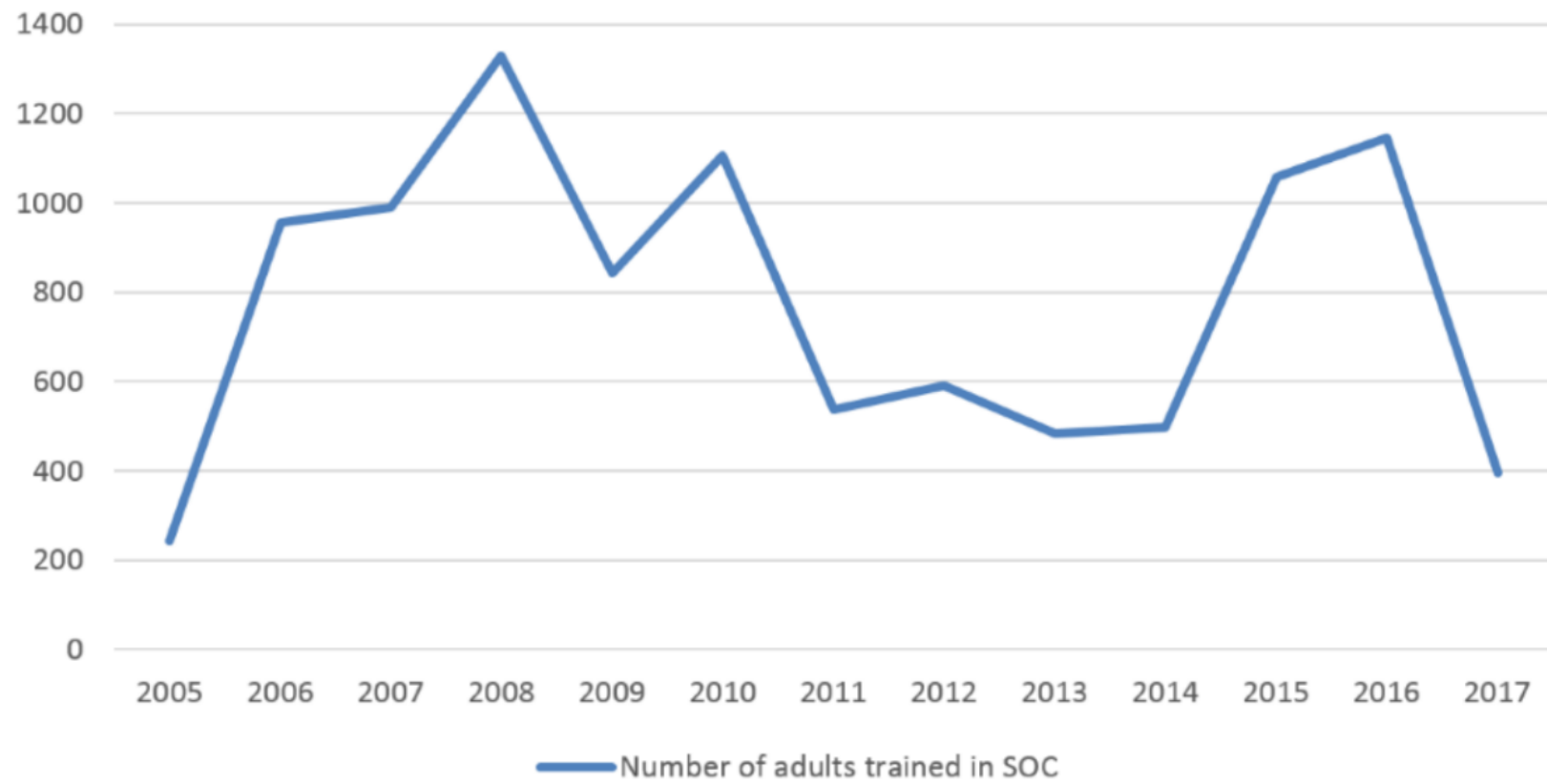
2016

- REACHED TIPPING POINT in all three counties!
- 10 year mark for the campaign
 - Now for the other 95%
- Trained over 1147 adults in SOC
- Marketing campaign still going

2017

- Much smaller marketing campaign
- Only trained 397 this year
- Trained over 10,000 to date

Number of adults trained in SOC



LESSONS LEARNED

- *Go back to basics
- *Constant change
- *Word of mouth
- *Find out what your area's personality is
- *Media goes a long way to create awareness
- *Appreciate your volunteers in ways that work for them
- *WIIFM
- *QTIP
- *Take "NO" as no not right now

