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The Ford Family Foundation



Legacy of Kenneth Ford and Hallie Ford, Roseburg Forest Products

Established in 1957 to give back to rural communities



Growing and Perpetual: Statewide and Siskiyou, private foundation in 1996. Annual payout ~\$40M

Mission: Successful Citizens and Vital Rural Communities

Focus on Child Abuse

2010: Launched funding category, Child Abuse Prevention and Intervention; ~\$6M awarded to date

2011: Penn State Scandal

2012: Shift due-diligence and TA supports related to youth protection, focus on community-based prevention



Protect Our Children Project

2013: R&D for statewide effort using D2L-Stewards

2014: Funding /valuation \$1.5M over 3 years

2014/2015: Coordinator hired, RFP released,
11 training partners selected,
goal to train 20,500,
5% of adults in each region.

2017: Additional \$1.4M over 2 years



Commitment to Evaluation

- University of Oregon's Center for the Prevention of Abuse and Neglect
 - ✓ Applied research and evaluation expertise
- Four years, \$627,000
- Developmental evaluation approach



Stewards of Children Research To Date Summary

Study 1 Folds-Bennett (2015)

Study 2 Center for Child & Family Studies,
University of South Carolina (2006-2007)

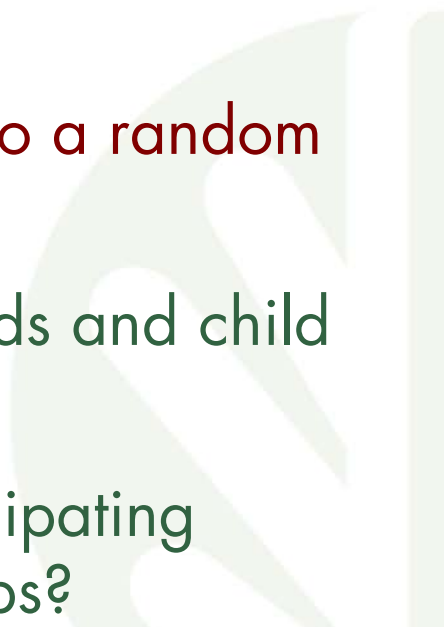
Study 3 Alyssa Rheingold (2007-2011)

Study 4 Elizabeth Letourneau, Paul Nietert,
and Alyssa Rheingold (2014)

Study 5 Catherine Townsend and
Lyndon Haviland (2016)



The Ford Family Foundation-CPAN Research Questions

- ✓ Do **participants recommend** Stewards (i.e., satisfaction)?
 - ✓ Does Stewards **impact knowledge, behavior and beliefs/attitudes** – and, if changes occur, do the changes persist over time (6, 12, 18 months)?
 - ✓ If changes occur, how do they **compare to a random selection** of rural Oregonians?
 - ✓ What is the relationship between Stewards and child abuse **report and prevalence rates**?
 - ✓ What is **the impact** of Stewards on participating organizations and community partnerships?
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Evaluation methods

- ✓ Pre-Post Tests
(English and Spanish)
- ✓ Longitudinal Study
(6, 12 & 18 months)
- ✓ Focus Groups
(English and Spanish)
- ✓ Random Digit Dial quasi control group
- ✓ Report rates and prevalence



Results

6,000+ rural Oregonians
have participated.

The data presented today
reflect results through

August 2017.



Participants

Study participants, n=6,150+ for Pre-Post

- ✓ 78% female
- ✓ 85% identify as white
- ✓ 48% currently a parent of child <18
- ✓ 78.4% mandatory reporter
- ✓ 9.2% HS or GED; 19% some college; 22% 4-year degree; 27% graduate degree
- ✓ Income:
 - < \$34,999 = 30%
 - \$35,00-74,999 = 36%;
 - >\$75,000 =34%




Pre- and Post-Test Data

- Do participants recommend stewards to friends and co-workers? **Yes (99%)**.
- What percentage of participants disclosed a personal experience with child sexual abuse? **31%**
- Overall findings:
 - ✓ Knowledge (handout)
 - ✓ Behavior (handout)
 - ✓ Attitudes



Longitudinal Study: 6, 12, 18 months; + random digit comparison

- ✓ Participants: $n=259$ (6 month) & $n=194$ (12 month)
 - ✓ The longitudinal study: random selection of pre-post participants
 - ✓ Knowledge gains remain above baseline, overall increase in behavioral action
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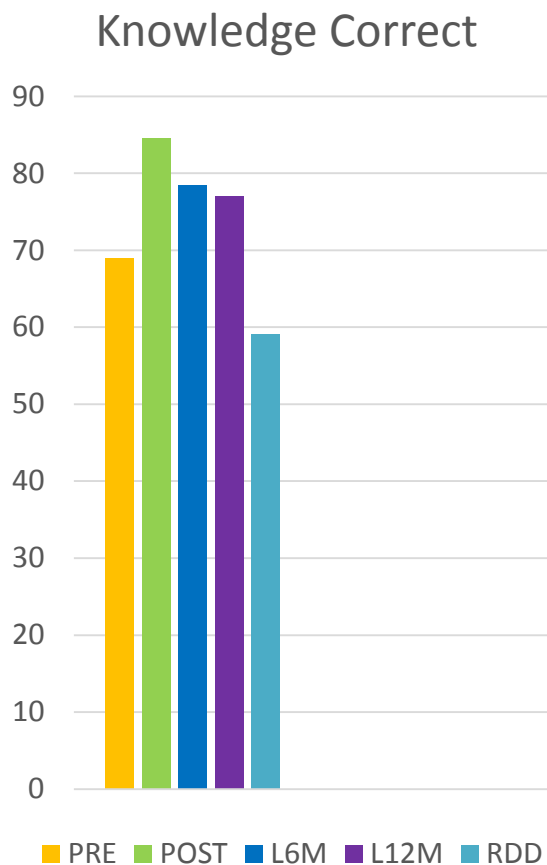
Random Digit Dial Data

- Participants, n=231
- Random selection of rural Oregonians
- More similar to general population (vs Stewards trainees)
 - ✓ 65% female (vs 80% female)
 - ✓ 22% HS or GED; 18% graduate degree (vs 11% HS or GED; 30% graduate degree)
 - ✓ 42% income < \$34,999 (vs 29%)
 - ✓ 10% income > \$75,000 (vs 35%)



Comparison 1:

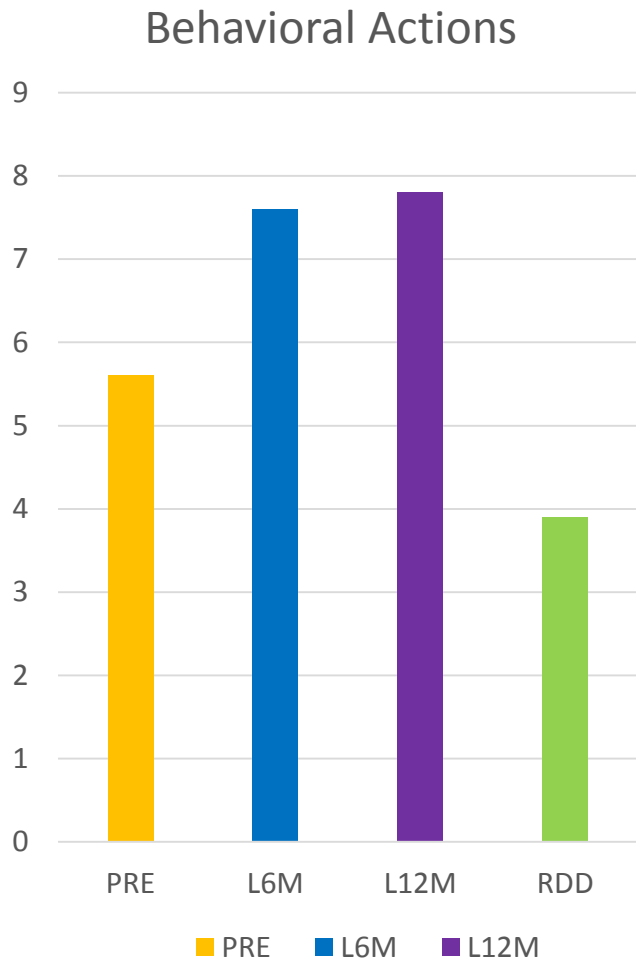
Knowledge correct across groups



Highlights:

- ✓ Compared to girls, the sexual abuse of boys is quite rare. (**FALSE**)
- ✓ About 1 in 20 are abused before their 1st birthday. (**FALSE**)
- ✓ Using correct language is a very useful tool. (**TRUE**)
- ✓ Limiting one-adult, one-child situations is one of the best ways to prevent child sexual abuse. (**TRUE**)
- ✓ Nearly 15% of sexually abused children are 11 and younger. (**FALSE**)
- ✓ Showing your anger is supportive. (**FALSE**)

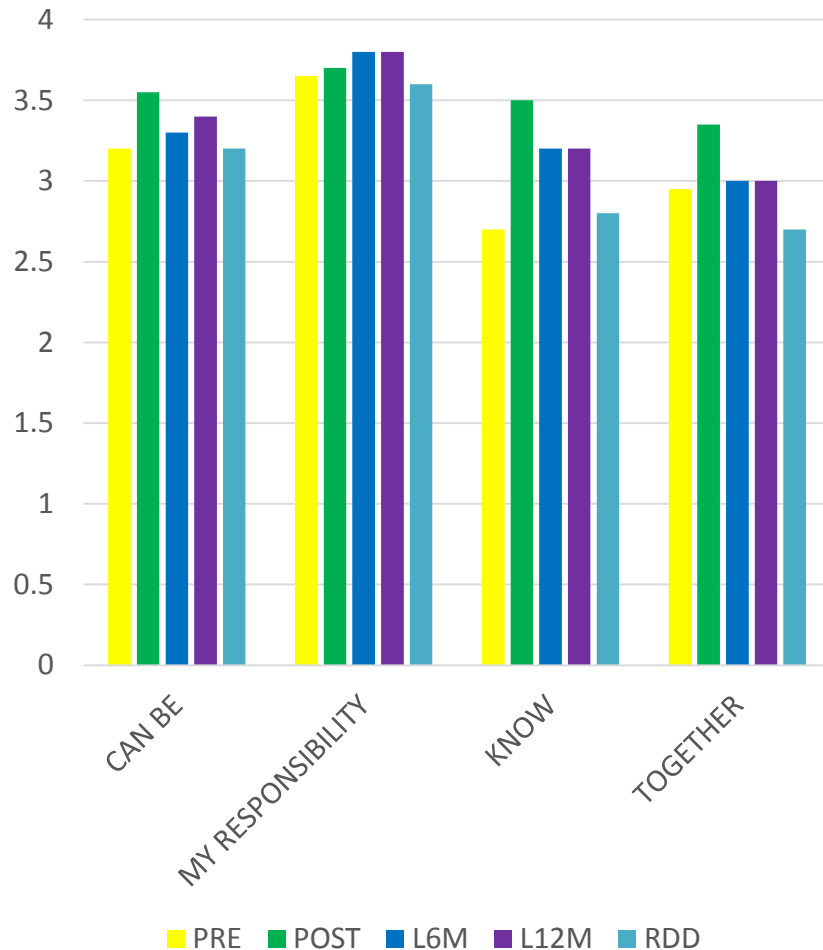
Comparison 2: Behavioral change across groups



Highlights:

- ✓ Talked with a child/teen about sexuality.
- ✓ Looked for signs of sexual abuse.
- ✓ Spoken with a child about internet safety.
- ✓ Made sure a situation was observable and interruptible.
- ✓ Multiple adults present.
- ✓ Taken action to learn.
- ✓ Offered advice or support.

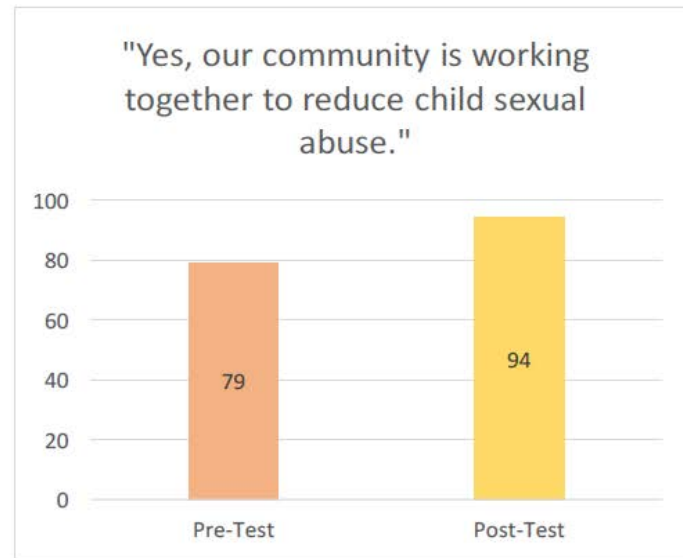
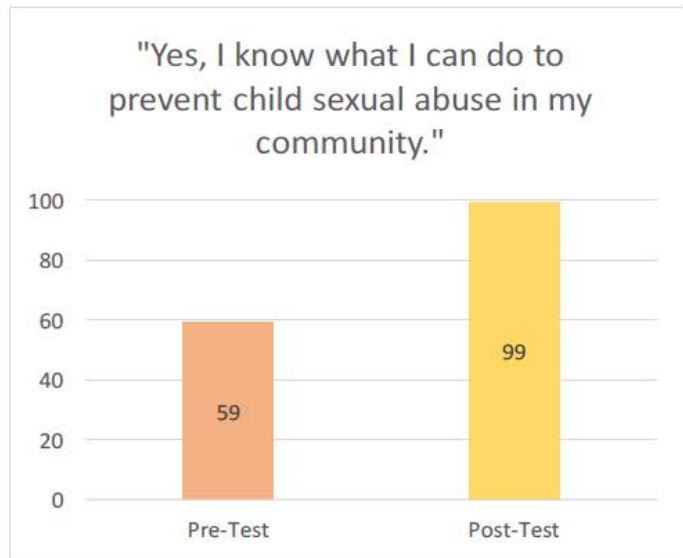
Comparison 3: Beliefs and Attitudes across groups



Highlights:

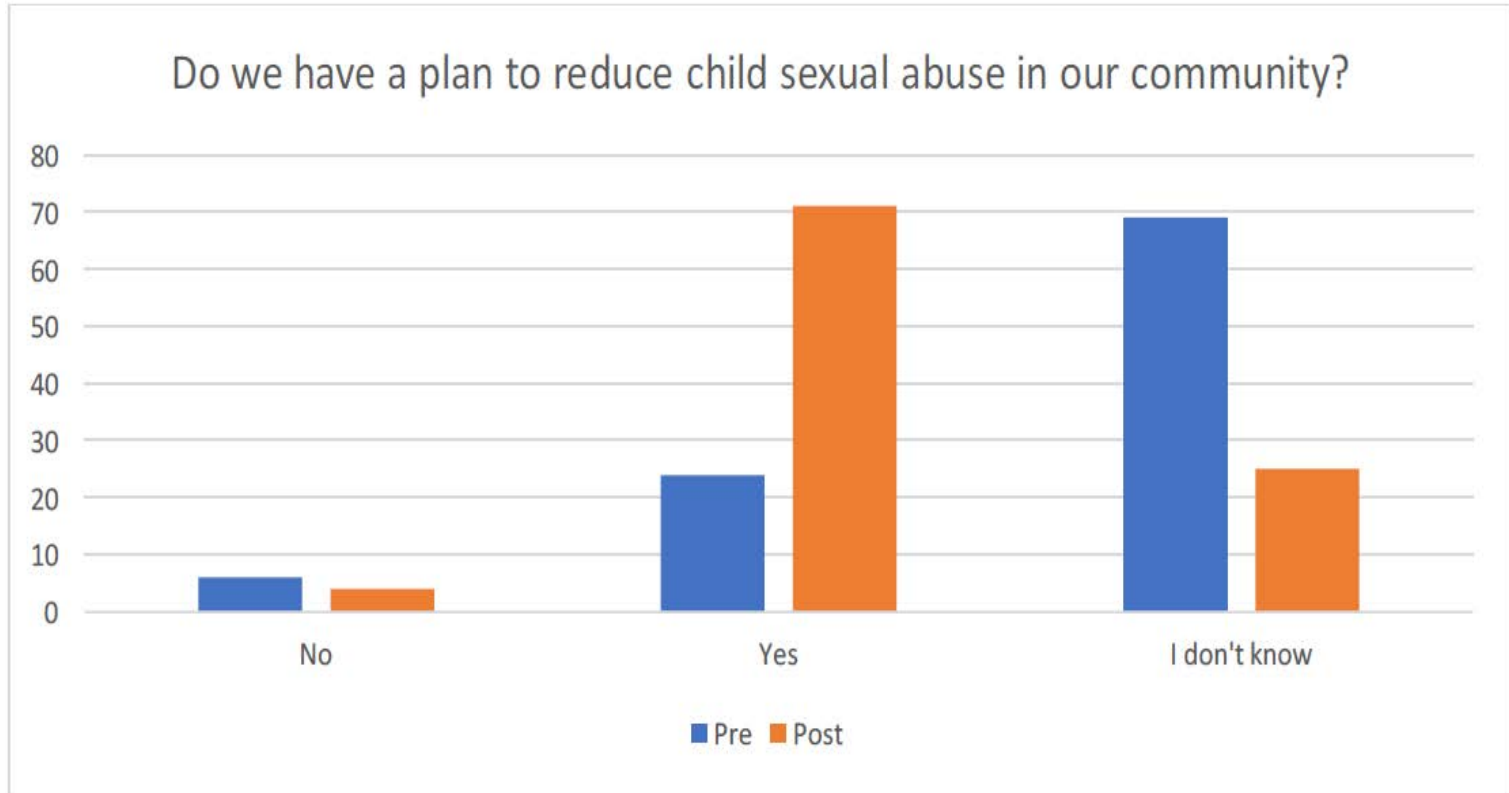
- ✓ Child sexual abuse *can be very significantly reduced* in my community.
- ✓ It is *my responsibility* to help protect all children from sexual abuse.
- ✓ I know what *I can do* to prevent child sexual abuse.
- ✓ Our community is *working together* to reduce child abuse.

Individual and Collective Self-Efficacy: Can We Reduce Child Sexual Abuse, Will We?



Prior to the training, **40%** indicated **they did not know what they could do** to prevent child sexual abuse. Immediately after the training, this **dropped to 1%**.

Perception that a Plan Exists



Prevention Evaluation Challenges



- ✓ Construct validity
- ✓ Representative participants
- ✓ Prevalence rates



Questions? Comments?

Thank you

