

90by30: Using Collective Impact to Build a Prevention Partnership

90by30 is a community-campus primary prevention partnership in Lane County, OR, housed in the University of Oregon's [Center for the Prevention of Abuse and Neglect](#). It is rooted in local concerns and needs and incorporates a collective impact framework focused on the protective factors. Members of 90by30's [Regional Leadership Teams](#) represent faith-based communities, education systems, child protection agencies, businesses, service groups, governments, legal communities, and survivors of abuse and neglect.

In 2013, 90by30 launched a countywide telephone survey to achieve a baseline understanding of community norms related to child maltreatment prevention. The survey found that the vast majority of Lane County adults believed that everyone has a role in preventing child abuse and neglect (85 percent) and that keeping children safe is one of the most important responsibilities of adulthood (98 percent). By contrast, nearly half (43 percent) of survey respondents were not sure what they could do personally to solve the problem.

The county was divided into seven geographic regions. Each regional team, led by local residents volunteering their time,

developed its own prevention plan with a unique blend of research-informed strategies and resources mapped to protective factors. For example, several of the county's rural regions selected the [Welcome Baby Bundle](#) as a key strategy to decrease parental isolation. This program offers all new parents both concrete support and social connections in the form of a gift box stocked with essential infant care items and information about community resources. Numerous community organizations and groups are involved in creating and donating the contents.

90by30 has a vigorous research agenda, including a [prevalence study](#), which was piloted recently in Lane County Schools, that will track rates of abuse and neglect in Lane County and Oregon over time. The regional plans are also complemented by an overarching countywide strategy: the [K\(no\)w More media campaign](#), which emphasizes that once we *know more* about child abuse and how to prevent it, we can say *no more* to anything that harms children and families. It emphasizes the idea that every person in the community has a role to play in ending child abuse. The K(no)w More website launched in April 2019 and was bolstered by radio public service announcements and a social media presence.



"We want to give people the tools to 'play their part' in keeping kids safe and healthy. If we can change the mindset that child abuse is someone else's problem—a problem to be solved by the police or child protective services or schools—we can shift the social norms that keep us from coming together as a 'village' to raise a child."

—90by30 website