Abuse is real. It is a problem.

72% of residents believe child abuse is a problem here in Lane County.

1 in 3 Lane County adults have experienced abuse or neglect in childhood. That’s nearly 100,000 people.

It is solvable . . . But people are discouraged

86% agree that child abuse CAN be reduced.

Only 36% think it WILL be reduced.

There is confusion

48% of residents have a good idea of how to reduce child abuse in their community.

But they’re not confident it would work.

45% of residents presented with a scenario involving child abuse did NOT think getting involved would lead to a positive change.

But also optimism

79% agreed that it was “their place” to get involved when a child is at risk.

75% believe that adults who abuse or neglect children can change their behavior.

And conviction.

85% of Lane County residents believe there is a role for each of us in preventing child abuse and neglect.

98% agreed that adults should do everything they can to keep children safe.

98% believe that one of the most important responsibilities of adulthood is to ensure the safety of children.
How do we end child abuse?

But we need the tools.

- 44% of Lane County residents are uncertain about the key steps the community can take to reduce child abuse.
- 43% did not know what they could do personally to reduce child abuse in their community.
- 39% weren't sure what to do beyond contacting Child Protective Services.

BUT

Those who knew what to do were also more confident their intervention would be helpful. "I know what to do, and I can do it well."

And we need a plan.

When asked what would reduce child abuse, 91% said a long-term, community-wide effort to raise awareness about abuse would be effective.

"I would support a local prevention effort if I was sure that . . ."

- there was a clear plan.
- it would actually help individuals.
- it would be done in a way that didn't blame parents.
- the community would do it as a whole.
- there were good people running it who have proven they're trustworthy.
- there were the resources/money to support it.

But 80% aren't sure if there IS a clear plan to reduce child abuse and neglect. There's not - yet.

Now is the chance to create one.

A local plan is needed - one that is long-term, practical, and has the support of most people. 90by30's goal is to reduce child abuse in Lane County by 90 percent by 2030, and we can only do it with your help.

How do we achieve "90by30"?

1. Shift our thinking: It's everyone's business to protect kids.
2. Offer every Lane County resident the knowledge and tools to prevent abuse.
3. Individuals, groups, neighborhoods - we will all act to promote the safety of children.

To read the full report, visit www.90by30.com/report