



March 10, 2011

Portland, OR—The Oregon Community Foundation is pleased to announce new partnerships and the next phase of a system-building effort to strengthen parenting education in the OCF Metro Portland region (Multnomah, Clackamas, Washington and Hood River counties).

OCF volunteers selected parenting education as their focus for the Metro Portland Regional Action Initiative (RAI), which was launched in 2008. They understand the important role parents play in preparing children to learn, succeed at school and lead healthy, productive lives. During the research phase, the Metro Portland RAI Committee uncovered the need for a stronger, more coordinated parenting education system in the Multnomah, Clackamas and Washington county area. In Hood River, The Next Door, Inc. is the lead agency that will develop a stronger parenting education system as one of the [Oregon Parenting Education Collaborative](#) Hub grantees.

The RAI Committee developed a four-pronged approach:

- **Develop an Inventory.** A team at [Portland State University](#) developed an inventory of parenting education programs and services in the region, which was uploaded to the [211 Info](#) database, a go-to source for valuable information about services in the community. A printable version of the inventory will be posted in April 2011 on the OCF website.
- **Expand Access to Services.** [211 Info](#) received a grant to expand service to Hood River County, to ensure that all parents in the OCF service region can dial 211 to access parenting services.
- **Change the Norms.** This year, [EnviroMedia](#) was commissioned to develop a behavior-change campaign that will increase awareness of the importance of parenting education for all parents and caregivers. The goal is to make it “normal” for parents to ask for help with parenting issues.
- **Build the System.** This month, [Dovetailing](#), a Seattle-based consulting firm, was commissioned to research, analyze and make recommendations for a stronger parenting education system in the Metro region. The Dovetailing team has a wealth of experience in early childhood education, K-12 education and strategic philanthropy. OCF is excited to introduce the Dovetailing team to Metro community partners for this significant endeavor.

Representatives from the **Portland Children's Levy** and **Social Venture Partners Portland** have been engaged, supportive and thoroughly collaborative in this process. OCF is honored to have PCL and SVPP as invested partners in this Initiative. The Initiative is carefully monitored and professionally evaluated by [NPC Research](#).

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