

DATE SUBMITTED April 12, 1988

(For Clerk's Use)
Meeting Date 4/19/88
Agenda No. #2 Int.

Informal

REQUEST FOR PLACEMENT ON THE AGENDA

Subject: Metropolitan Youth Commission

Informal Only* April 19, 1988
(Date)

Formal Only _____
(Date)

DEPARTMENT County Chair DIVISION _____

CONTACT Barbara S. Donin TELEPHONE 248-3308

*NAME(s) OF PERSON MAKING PRESENTATION TO BOARD _____

BRIEF SUMMARY Should include other alternatives explored, if applicable, and clear statement of rationale for the action requested.

Presentation of 2 reports: Update of Students on Safety and Homeless Youth
Project recommendations

9:00 a.m. - TIME CERTAIN

(IF ADDITIONAL SPACE IS NEEDED, PLEASE USE REVERSE SIDE)

ACTION REQUESTED:

☐ INFORMATION ONLY ☐ PRELIMINARY APPROVAL ☐ POLICY DIRECTION ☐ APPROVAL

INDICATE THE ESTIMATED TIME NEEDED ON AGENDA 15 minutes

IMPACT:

☐ PERSONNEL
☐ FISCAL/BUDGETARY
☐ General Fund
☐ Other _____

CLERK OF
COUNTY COMMISSIONERS
1988 APR 12 PM 12:55
CLERK OF
COUNTY COMMISSIONERS
OREGON

SIGNATURES:

DEPARTMENT HEAD, ELECTED OFFICIAL, or COUNTY COMMISSIONER: Gladys Mc Coyd

BUDGET / PERSONNEL _____

COUNTY COUNSEL (Ordinances, Resolutions, Agreements, Contracts) _____

OTHER _____
(Purchasing, Facilities Management, etc.)

NOTE: If requesting unanimous consent, state situation requiring emergency action on back.

METROPOLITAN YOUTH COMMISSION

SOS: STUDENTS ON SAFETY

UPDATE

Presented to the Portland City Council, Portland Public School Board
and the Multnomah County Commission.

March 1988



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ACKNOWLEDGMENTS

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1987-1988 PORTLAND PUBLIC SCHOOLS

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EXECUTIVE SUMMARY

The Students On Safety project was a short term recommendation of the Metropolitan Youth Commission's 1986-1987 Portland Youth Planning Project (PYPP). Survey results from that PYPP indicated that local youths were concerned about personal safety in the downtown area (see Appendix). The SOS project was developed in response to that concern and to the defunding of the Officer Friendly Program.

The SOS project proposes that high school students teach basic safety to students in elementary schools within their high school's cluster by means of dramatic presentations presented at K-2 assemblies. Working through their drama department high school students will prepare skits to dramatize specific safety lessons dealing with how to walk safely, ride safely, and be aware of stranger danger. The students will also provide supplemental materials for use by teachers in the classrooms before and after the assemblies.

This proposal has received the approval of PPS Curriculum Director Dr. Carlos Taylor, Director of Instruction for the Grant Cluster Dr. Larry Ayers, and Grant Principal Dr. Myra Rose. Barbara Hollcraft, Drama Instructor at Grant High School has agreed to coordinate this program at Grant. With funding from Dr. Taylor's discretionary account, the SOS pilot project will be implemented in the Grant Cluster in September of 1988.

The Students On Safety Committee sees this as a superb opportunity for high school students to become aware of the critical role they have in influencing youngsters in the community. It is also important that other young people, as well as adults, recognize that there are young people from a range of cultural and socioeconomic backgrounds who are interested and concerned about making Portland a safe place.

PROJECT HISTORY

During the 1986-1987 school year a group of 25 youths participated in the Metropolitan Youth Commission's Portland Youth Planning Project (PYPP). This project involved researching factors influencing recreation, transportation and safety for youths in the Portland area. To this end the project participants developed and administered a survey to Portland youths to get their input on these issues (see Appendix). Results showed that respondents were concerned about safety for young people. During this time the project participants also learned of the defunding of the Portland Police's Juvenile Services Program of which the Officer Friendly program was a part.

In response to survey results and to the defunding of the Officer Friendly Program, the PYPP youths proposed the development of a program involving youth that could fill the gap created by the loss of the Portland Police's Officer Friendly Program. This recommendation was presented to the City Council, the County Commissioners, and the School Board during Youth Week 1987. The SOS: Students On Safety project is the result of that recommendation.

SOS PILOT PROJECT

Basic safety is one of the most critical subjects the K-2 child must master. Although safety lessons are taught at home and at school, as with many oft repeated lessons, words alone sometimes lose their impact; and an excited child may forget them when s/he most needs to remember. A supplemental program designed to reinforce safety rules taught in the classroom can enhance the child's retention of that information. While in operation, the Officer Friendly program served such a function.

The SOS: Students On Safety project has two main functions. The first is to present traffic safety lessons to K-2 children in a manner dramatic enough to effectively reinforce classroom teaching. The program will focus on walking, biking, and riding safely. Stranger Awareness and Block Home recognition will also be emphasized. The second goal is to give high school students a chance to develop a solution to a problem that was identified by other youths involved in the Metropolitan Youth Commission's 1986-1987 Portland Youth Planning Project.

Funded through Dr. Carlos Taylor's discretionary fund, the SOS pilot project will be implemented in the Grant Cluster in September of 1988. Working with drama instructor Barbara Hollcraft, Grant High School students will develop skits to dramatize the safety lessons outlined. These skits will be presented to K-2 assemblies at schools within the Grant Cluster. After each assembly the performers will allow a question and answer period. The skit, coupled with a chance to speak with the costumed performers, will provide a concrete experience to anchor the lesson in the childrens' memories. Supplementary written material developed by the SOS subcommittee will be made available to teachers so that they may do preparatory as well as follow-up programming in their classrooms.

The final phase of the pilot project will be an evaluation. A survey will be administered to elicit thoughts on the content of the skit and written material, its probable impact on the K-2 children, evaluation by the high school students, and ideas for improvement.

Our hope is that this project will evolve in subsequent years to become a resource available in clusters throughout the school district. It will provide not only a valuable learning experience for both high school and primary students, but also a crucial point of connection between the two generations.

**METROPOLITAN YOUTH COMMISSION
PORTLAND YOUTH PLANNING PROJECT
1987-1988**

**HOMELESS YOUTH PROJECT
RECOMMENDATIONS**

**Presented to the Portland City Council,
Multnomah County Commission and
Portland Public Schools Board of Education**

March 1988



Metropolitan Youth Commission
Homeless Youth Project 1987-1988
Participants

Terrance Alexander	Wilson
Sonya Alexander	Wilson/AYOS
Tracy Bocarde	Wilson
Kimberly Bulkley	Beaverton
Matt Cochran	Robert Grey
Chris Cowell	Lincoln
Binh Dang	Lincoln
Gregory English	Jefferson
Katrina Escalante	Roosevelt
Alyssa Franzen	Wilson
Sharon Goldsby	Benson
Rodney Graves	Grant
Jim Hall	Catlin Gabel
Matthew Hein	Lincoln
Shane Hersinger	Lincoln
Christopher Lashbaugh	Oregon Episcopal School
Hoa An Nguyen	Madison
Megan O'Donnell	St. Mary's
Ginny Sawyer	Oregon Episcopal School
Bekim Taylor	Benson

Metropolitan Youth Commission
Homeless Youth Committee 1987-1988
Committee Members

Theodore Downes-Le Guin, Chairperson
Barbara Brunkow
Thomas Erwin
Peter Gray
Michelle Harper
Sally Lewis
Will Wright, Jr.

ACKNOWLEDGEMENTS

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Will Wright	Kathleen Kathman
Barbara Brunkow	Sally Lewis
Barton Delacy	Rodger Wehage
Thomas Erwin	Mike Harris
Michelle Heald	

Alice K. Simpson - Executive Director
Karen Belsey - Project Assistant
Richard Pettiford - Project Assistant

PORTLAND CITY COUNCIL

Mayor J.E. Bud Clark
Commissioner Earl Blumenauer - Liason to Metropolitan Youth Commission
Commissioner Dick Bogle
Commissioner Mike Lindberg
Commissioner Bob Koch

EXECUTIVE SUMMARY

History

The Metropolitan Youth Commission's Homeless Youth Project (HYP) is a response to the MYC's 1986-1987 Portland Youth Planning Project recommendation for an in-depth study of homeless youth. The HYP is comprised of 22 youths ages 14-17 from the Portland area who have volunteered their time to work on this project. The group is diverse in gender and in ethnic, geographic, and economic background.

The project, funded by the City of Portland and the Portland Public Schools, has enabled the HYP participants to research the issue of homeless youths and to develop recommendations to address the problems faced by these youths.

Goal

To develop, via the MYC's Homeless Youth Project, recommendations for both long term transitional support and immediate assistance programs for those youths of Portland who have left their homes and dysfunctional families out of necessity.

Objectives

- Developing an educational program to help prevent the addition of "new" street youth.
- Providing assistance to those youths presently on the streets.
- Improving and increasing long-term transitional support programs for those youths trying to get off and stay off the streets.

Recommendations

- Assignment of a task force to develop an outreach van which will provide basic medical assistance, outreach, and referral to homeless youths in all areas of the city.
- Support for studies to develop the siting and planning of services for special needs populations as proposed in HS3 and HS5 of the Central City Plan.
- Appointment of a task force to develop an educational and media campaign which will help prevent the addition of "new" homeless youths as well as inform the public about the problems and needs of our present homeless youth community.
- Commitment from the City and the County to continue to fund the Burnside Projects Youth Shelter and the case managers serving the shelter's youths as well as an increase in staff and case management support for this shelter.

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I. Introduction

PROJECT BACKGROUND

The Metropolitan Youth Commission's Homeless Youth Project (HYP) is a group of twenty-two high school students from the public and private schools in the Portland area who have been donating their time and energy in the hopes of easing the problems faced by homeless youths in the downtown area. The group is diverse in gender and in ethnic, geographic, and economic background.

The HYP is a response to the Metropolitan Youth Commission's (MYC) 1986-1987 Portland Youth Planning Project recommendation for an in-depth study of homeless youth. Thus, the HYP is a youth response to a youth stated concern.

The HYP has spent five months researching the issue of homeless youths. We have talked both with the various agencies that help youths on the streets as well as interviewing homeless youths themselves. We have also researched the problem academically and with the support of several media sources. The group has discussed the individual findings together and has worked with contractors, mentors, MYC Board members and community leaders from areas of business, law, and social services in an effort to formulate prudent recommendations.

POSITION STATEMENT

"These are not somebody else's kids."

There are between 500 and 800 youths in the Portland area who have left their homes out of necessity. Many of these youths were physically, sexually, and emotionally abused while in their former homes. Oftentimes they have escaped or been cast out of dysfunctional families where alcohol and drug abuse is prevalent. For these youths, life on the streets seemed to offer greater hope for the future than did their home life.

At one time or another, many of these homeless youths have been involved with the Children's Services Division and with the Juvenile Justice System. For these youths the requirements and structures provided by these systems served to increase the alienation experienced by this "special needs population."

As a result, many of these youths end up on the streets. Once there they run the risk of getting stuck there. The "street youth community" is a group of youths from similar backgrounds who can share in one another's grief and anger. Together they seek a way to gain some type of control over their lives. In a search for self-sufficiency, many turn to prostitution and drug trafficking. It is in this community that these youths find understanding. Yet they continue to be exploited by their peers and by the individuals who buy their services.

As a result of mistreatment and misunderstanding, these youths develop an extremely poor sense of themselves. They suffer from low self esteem and feelings of hopelessness. They learn to trust very few people. Yet these youths have the right to live a healthy existence within this community. For them to transition back into society, they must be treated carefully, with respect, dignity, and understanding.

As stated by one service provider, "These are not somebody else's kids." They are society's children, and it is our responsibility as citizens to ensure a safe and healthy beginning for all of our youths, and in so doing, ensure the prospects for a positive future for Portland.

THE PLAN - SUMMARY

Homeless youths have the same needs as other youths: they need to feel loved; they need education and guidance; they need basic life necessities such as food, clothing, and medical care; they need, perhaps most importantly, a sense of self-respect. Ultimately, quality long-term transitional housing and programming is the best and only way to offer these youths the chance to have these needs met in a comprehensive way.

At this time the availability of this type of programming is severely limited. The HYP recognizes this fact. As well, we recognize that the type of support and funding needed for a program of this scale is likely not available at this time. Thus, in an effort to pave the way to developing long-term support for this type of program and provide needed assistance for youths who are currently on the streets, the HYP has developed a set of four recommendations.

These recommendations are designed to meet the following three objectives which have been identified by the HYP: preventing the addition of "new" street youths; help for youths presently on the streets; and transitional support for youths trying to get off, and stay off, the streets.

SUMMARY OF RECOMMENDATIONS

Multi-Service Outreach Van

Appointment of a task force to oversee the planning and development of an outreach van that will provide first aid, dispense basic need items, and provide information, counseling, and referral to homeless youths in designated areas of the city and county.

Fund HS3 and HS5 of the Central City Plan

Funding for Central City Plan assessment studies HS3 And HS5 which will aid in the siting and planning of services for special needs populations. These studies will facilitate thoughtful long-term planning that must be done in order to comprehensively serve the needs of Portland's homeless youth.

Educational Campaign

Appointment of a task force to oversee the planning and development of a city-wide media and educational campaign. This campaign will assist in preventing the addition of "new" homeless youths as well as inform the public about the problems and needs of our present homeless youth community while garnering both financial and political support for increased programming.

Stable Funding for Current Youth-Serving Agencies

Commitment by the City and the County to continue to fund the Burnside Projects Youth Shelter and the accompanying case management positions provided for the shelter youths by Outside In and Greenhouse for another year and a statement of their intention to continue this funding for the following two years. Also consideration of the need for a part time crisis intervention staff member and for additional case managers to meet the needs of the shelter occupants.

II. Review of Primary Sources

SERVICE PROVIDERS AND YOUTH CONTACTS

Over the course of the preliminary two month research segment of the Homeless Youth Project, the participants were able to meet with a number of service providers and street youths. Below is a list of the contacts that were made.

Lisa Burke, *Tri-County Youth Services Consortium - Project Luck*

Molly Worthley, *Salvation Army Greenhouse*

Jerry Fest, *Willamette Bridge, Yellow Brick Road*

Julie Cross, *Outside In*

Sally Bird, Kathy Norman, *Burnside Projects Youth Shelter*

Kathy Oliver, Nick E., *Outside In - 90 Day Program*

Residents, *Willamette Bridge Long Term Transitional Home*

METROPOLITAN YOUTH COMMISSION
SOCIAL ISSUE INTERVIEWING

n=112

Interviewer's name: _____

RECORD NUMBER DIALED: _____ - _____

Hello, this is (FIRST AND LAST NAME) with the City of Portland. We are conducting a brief research study on social issues and we want your opinions. Do you have a few minutes?

1. Are you 18 years old or older?
100% CONTINUE.
No ASK FOR REFERRAL OR
TERMINATE.
2. And do you, or does anyone in your household, work in advertising, public relations, or for a non-profit social service organization?
Yes TERMINATE.
100% CONTINUE.
3. Currently there are a number of advertisements on TV, radio and in print concerning social issues or problems facing society. Which advertisements of this type do you recall seeing or hearing recently?
RECORD EXACT ANSWER.

None	35%
AIDs	33%
Homeless	5%
Drugs	4%
Alcohol	3%
Condoms	3%
Others (less than 3%)	17%

4. Have you ever seen or heard any advertising concerning the following social issues . . . READ LIST.

	<u>Aware Of</u>
AIDS or AIDS-related complex	97%
Driving under the influence of alcohol	95%
Drug abuse	95%
Emotional abuse of children	76%
Homeless adults	73%
Homeless youth	70%

5. ASK FOR ITEMS AWARE OF IN QUESTION 4: And, thinking about friends and people you know, how much influence would you say this advertising has had? Give me a number from 1 to 5, with 1 being a major influence and 5 being no influence. How about for . . . READ ALL ITEMS AWARE OF IN QUESTION 4.

Driving under the influence of alcohol	Major influence 59%
AIDS or AIDS-related complex	Major influence 56%
Drug abuse	Major influence 53%
Emotional abuse of children	Major influence 40%
Homeless adults	Major influence 30%
Homeless youth	Major influence 25%

6. Okay, for the rest of my questions, I want to talk about just one social issue. Let's see, this evening we're asking about - (PAUSE) - homeless youth. (PAUSE) On a scale of 1 to 5, with 1 being a major problem that needs to be solved right away, and 5 being a less important issue or minor problem, how would you rate homeless youth? IF HESITANT, SAY: I know it's hard to choose, but I really need your answer.

1 (Major problem)	51%
2	18%
3	17%
4	7%
5 (Minor problem)	5%
Don't know	2%
Mean	1.94

7. And what would you say is the main reason people under 21 are homeless? RECORD EXACT ANSWER. IF HESITANT, SAY: Well, why do you think someone under 21 would have to live on the street?

Poor home life	37%
Parental neglect	10%
Unemployment	9%
Drugs	8%
Youth attitudes	8%
Abuse at home	7%
Run away	6%
Don't know	5%

8. And how many homeless youth would you say there are in Multnomah County right now? RECORD NUMBER. IF HESITANT, SAY: Just give me your best guess.

Mean	2350
------	------

9. Just two last questions to help us classify your answers. What is your age, please? DO NOT READ LIST.

18 - 24	11%
25 - 34	26%
35 - 44	16%
45 - 54	12%
55 - 64	12%
65+	21%
Refused	3%

10. Okay, stop me when I get to the number closest to your family's income.
READ LIST. RECORD ANSWER.

\$5,000 a year	5%
\$10,000 a year	10%
\$15,000	10%
\$20,000	16%
\$25,000	5%
\$30,000	9%
\$35,000	10%
\$40,000	10%
More than \$40,000	17%
Refused	8%

Thank you very much for your time. I've enjoyed this interview.

11. DO NOT ASK. RECORD SEX.

Female	58%
Male	42%

III. Recommendations

The following recommendations are the result of five months of work by twenty-two students involved in the Metropolitan Youth Commission's Homeless Youth Project. The recommendations are an attempt to address some of the problems faced by homeless youth in the Portland area.

Multi-Service Outreach Van

Although there is currently a limited amount of quality care and support available for homeless youth in the downtown area, many homeless youths downtown and in other areas of the city and county - 82nd Avenue, Union Avenue, Interstate and Gresham - are not receiving basic treatment.

The solution: development of an outreach van that will stop at designated spots throughout the city in the evenings to offer basic first aid, medical and dental assistance. The van will dispense basic need items (band-aids, aspirins, sandwiches, and juice), provide condoms, bleach, and information about sexually transmitted diseases to this high risk group, and provide counseling and referral. The outreach van is a unique way to provide necessary services while addressing the vital need for outreach that exists in Portland.

In addition, the van will serve a vital function by relaying messages from youth-serving agencies to street kids the agencies need to contact. Marilee Day, coordinator of the Outside-In street youth clinic and the Jefferson High School Teen Clinic, stresses that this service is desperately needed by street youth who become eligible for employment or housing or who need to receive medical test results and treatment.

During the day, the van will travel to Portland area high schools and middle schools, Youth Service Centers and other youth-serving facilities to provide information about AIDS, sexual and physical abuse, neglect, minors' legal rights, alternatives for youths at risk, and basic information on homeless youths. The multi-service outreach van will work in conjunction with the teen health clinics in the Portland Public Schools and the Multnomah County Health Division to address the particular needs of street youth populations in different areas.

The Homeless Youth Project estimates that such a van will cost approximately \$65,000 a year to operate. This figure includes: one full-time nurse to coordinate the program and staff the van weekday evenings from 7:00 to 10:00, van maintenance and insurance; van supplies; and one part-time street youth who is well on his/her way to transitioning off the street. The youth will staff the van for a limited period of time, offering work opportunity for a homeless youth. Most homeless youths are most likely to respect and adhere to the advice of a peer. In addition, the project will require donation of in-kind resources such as the van itself and rotating volunteer counselors.

The Homeless Youth Project requests the City's assistance in appointing a 10 to 12 member task force, staffed for the first year by the Metropolitan Youth Commission, with representatives from the County Health Department, School Health Department, public sector, youth service sector, area hospitals, and youths from the Metropolitan Youth Commission that will design, oversee and fund the development of the multi-service outreach van.

Action to Fund HS3 and HS5 of the Central City Plan

The Homeless Youth Project acknowledges the need for careful urban planning in siting and developing services for the homeless youth population. We support the adoption of HS3 and HS5 proposing research to direct such planning, and recommend that the City and County take action in expediting the implementation of these studies by assuring funding.

The Homeless Youth Project is interested in collaborating with Susan Feldman, who will assume responsibility for the implementation of HS3 and HS5, to determine the direction that the research will take. Ms. Feldman is similarly interested in working with the Metropolitan Youth Commission. The Homeless Youth Project has developed specific guidelines and suggestions to follow in the planning process concerning the special needs of the homeless youth population (Appendix B).

Educational Campaign

Speaking with street youth and service providers, we have found that the majority of youths who live on the streets are there because they needed to escape dysfunctional homes. As a result of the abuses and neglect they have suffered, these youths have very low self esteem and few of the socialization or living skills needed to become self-supporting members of the community. Nevertheless, these youths need opportunities to develop their skills and potential like other youths. Since street youth are unable to turn to their families for developmental and financial support, the Homeless Youth Project has determined that the community needs to be involved in providing this assistance.

Young people participating in the Homeless Youth Project have discussed the issue of street youth with several sources of information: residents of the Willamette Bridge, a long term transitional home serving seven street youths; a youth involved in Outside In's 90 Day Program; and with service providers in the Portland area. These individuals agree that community members are hesitant to assist homeless youths because of lack of information (or misinformation) that leads to uncomfortable, negative attitudes. In order to rally support, the community must learn more about the lives and the needs of homeless youths, recognize the extent of the problem, and realize the potential that exists in this population of young people.

To this end the Homeless Youth Project requests the City's assistance in the development of a task force, staffed for the first year by the MYC with representatives from the City, School District, media and public relations arena, youth service sector, and the Metropolitan Youth Commission to develop a two-part, citywide educational advertising campaign. The HYP requests the County's help in providing specific technical assistance upon request. The HYP also requests secondary staff support from the Portland Public Schools Office of Public Information to work in conjunction with the Portland Public Schools Youth Council (PPSYC).

The campaign will initially involve advertising to raise the community's awareness of why youths are on the streets and why it is difficult for them to leave. This will be reinforced with in-depth coverage of the issue in public forums. In the schools, Metropolitan Youth Commission youths will collaborate with the Portland Public School's Youth Council to reinforce the campaign.

Three possible strategies that may be considered by the task force are listed below:

- A commercial advertising agency or agencies takes on the project *pro bono*.
- The Homeless Youth Project develops the campaign and requests that the City donate in-kind production resources and public advertising space in bus kiosks, on Tri-Met, etc.,
- A local television station mounts original programming to address the problem.

The aim of the educational campaign is to increase the community's awareness of the problem of homeless youth, and to actively involve the community in addressing the problem. To do so, the campaign must provide specific ways in which people can become involved. Ultimately, the educational campaign should have both the wide impact of the AIDs campaign and the staying power of the "Don't Drink and Drive" campaign. And, like these precedents in public education, the educational campaign should be a call to action for the community.

The HYP has conducted a telephone survey to get a sense of the current public image of homeless youth as well as the effect of advertising for social issues. Results of this survey can be found in Appendix C.

Stable Funding for Current Youth-Serving Agencies

The Homeless Youth Project recognizes the importance of the existing agencies that provide essential services to Portland's homeless youth. These agencies are the backbone that offer street kids opportunities for change. In light of the essential role that these agencies play, it is unfortunate that none of them have an assured funding base and exist on a year-to-year, grant-to-grant basis. For agencies to stabilize and expand their services, they must be granted some type of continued financial security.

To this end, the Homeless Youth Project recommends that the City and the County cooperate to continue to fund the Burnside Projects Youth Shelter for another year and state their intention to fund it for the following two years. In addition, the Homeless Youth Project recommends that, in the upcoming legislative session, the state begin proceedings to assume responsibility for providing the Youth Shelter with a permanent funding base. To support the Shelter's worth, the Homeless Youth Project need only note that during its first year in operation the Shelter served 640 youths.

In order to assure that youths requiring the Shelter's services are given the most comprehensive care, the Homeless Youth Project also recommends the funding of a .5 FTE trained crisis intervention counselor to staff the shelter in the evenings and that the City and County refund the 1.5 FTE case management position provided by Outside-In for shelter occupants and the 1 FTE case manager provided by Greenhouse. The Homeless Youth Project also urges the City and County to address the pressing need for more case managers. In January, 1988 the Youth Shelter served 40 new, unduplicated youths in addition to 50 duplicated youths. These numbers evidence the need for more than 2.5 case managers to serve the needs of the Shelter's youths.

IV. Acknowledgements

The HYP would like to thank the following service providers and individuals for their assistance during the past five months:

Boys & Girls Aid Society
Bridge Over Troubled Waters, Boston, Mass.
Burnside Projects Youth Shelter
Juvenile Court
Nick E., a participant in Outside In's 90 Day Program
Outside In
Private Industry Council
Salvation Army Greenhouse
Tri County Youth Services Consortium
The residents and staff of the Willamette Bridge
YWCA Girl's Emancipation Program

Appendix A

SUPPORT FOR MULTI-SERVICE OUTREACH VAN

To date the MYC has received interest in this idea from the following individuals:

Billi Odegaard and Jan Wallinder, Multnomah County Health Division
Marilee Day, Outside-In and Jefferson High School Teen Clinic
Dr. Charley Gardner and Molly Worthley, Salvation Army Greenhouse
Beverly LaGrande, American Red Cross
Jerry Fest, Willamette Bridge and Yellow Brick Road
Marti Lemke, Fred Meyer Charitable Trust
Joan Mahler, St. Vincents Hospital who has expressed interest in being involved in planning efforts and has offered her assurance that St. Vincents can assist in volunteer recruitment.
Cindy Stemper, Head Nurse in the Emergency Room of Oregon Health Sciences University.
Ann Shelton, Portland Public Schools Health Curriculum Coordinator

Many of these individuals have expressed interest in being involved in the planning and development of this program.

Appendix B

CENTRAL CITY PLAN DETAIL

Central City Plan Policy 5 - Human Services

Provide social and health services for special needs populations, and assist dependant individuals to become more independent.

Proposals for Action

HS3: Conduct a survey and determine how human services resources should be allocated to best assist those in the greatest distress.

HS5: Conduct a study to develop a city-wide plan that will guide the siting and expansion of facilities which directly provide food, temporary shelter, clothing or medical or counseling services.

HYP Recommendations

The Metropolitan Youth Commission's Homeless Youth Project (HYP) contends that homeless youth are a special needs population of the City of Portland.

The HYP recommends that studies proposed under Policy 5: Human Services of the Central City Plan for Portland, Oregon include research to document the current demand for and supply of programs that address the social and health needs of Portland's homeless youth population. These studies should consider three groupings of homeless youth: those on the streets; those attempting to leave the streets; those at risk of entering or returning to the streets.

The HYP believes that the proposed studies should not be delayed and that findings will document:

- A significant portion of the homeless youth do not take full advantage of the programs and services due to a lack of trust in adult providers and social isolation from other concerned adults and/or non-homeless contemporaries.
- While there are no immediate solutions to the problems of the homeless youth, short term assistance is needed in the form of providing food, temporary shelter, clothing or medical or counseling services.
- Long term transitional housing and support programs are needed.
- The public is often uneducated as to available assistance programs and /or services and is fearful of interactions with such youth.

Appendix C

RESULTS OF TELEPHONE SURVEY

General Design

The following report presents results of research conducted by the Metropolitan Youth Commission's Homeless Youth Project. The objectives of the research are to evaluate:

- Awareness of advertising campaigns for social issues on television, radio and in print.
- Extent to which social issue advertising campaigns are perceived as having an influence on audiences.
- How important a social issue homelessness in youth is considered.
- Perceptions of the main cause of homelessness in youth.
- Perceptions of the number of homeless youth in Multnomah County.

Included in this report is a description of the Methodology used to gather the data, a summary of the Research Findings and Interpretations based on the analysis. Also included is a copy of the survey questionnaire.

Methodology

Questionnaire

The research structure and questionnaire were carefully designed by the Metropolitan Youth Commission's Homeless Youth Project with input from marketing professionals. A copy of the questionnaire is bound in this report.

Target Respondents

The research design mandated a random sample of metropolitan Portland residents. Two screening criteria were established for research participants:

- Must be 18 years old or older.
- No household members work in advertising, public relations or for a non-profit, social service organization.

Sample Source

A total of 112 telephone interviews were completed. Respondents were telephoned from lists of randomized, Portland area telephone numbers. Randomizing numbers provides a cross-segment of the population, including respondents with unlisted numbers.

Schedule

Interviews were conducted on January 27 and 28, 1988 from 6:00 p.m. to 8:00 p.m.

Reliability

The theoretical reliability of sample of 112 is $\pm 9.3\%$. This reliability is expressed as "worst case," which typically understates the actual reliability of the findings.

Data Processing

After editing for consistency and completeness, responses were entered into a computer database for analysis. Responses were analyzed by participants' demographic segments (sex, age, income) for noteworthy variations. The results of this analysis comprise the Research Findings.

Research Findings

I. Respondent Demographics

As intended by the research design, respondents represent a broad cross-section of metropolitan Portland. About six in ten respondents are female, indicating a slight (six point) oversampling of women. One in four respondents are between 25 to 44 years old. Half of respondents make more than \$20,000 a year, half make less.

Table One: Respondent Sex

	<u>Total</u> n=112
Female	58%
Male	42%

Table Two: Respondent Age

QUESTION:	What is your age, please?	<u>Total</u> n=112
	18 to 24	11%
	25 to 34	26%
	35 to 44	16%
	45 to 54	12%
	55 to 64	12%
	65 and over	21%
	Refused	3%

Table Three: Respondent Income

QUESTION: Stop me when I get to the number closest to your family's income.
Is it closer to. . .

	<u>Total</u> n=112
\$5,000 a year	5%
\$10,000 a year	10%
\$15,000 a year	10%
\$20,000 a year	16%
\$25,000 a year	5%
\$30,000 a year	9%
\$35,000 a year	10%
\$40,000 a year	10%
More than \$40,000	17%
Refused	8%

II. Advertising Awareness

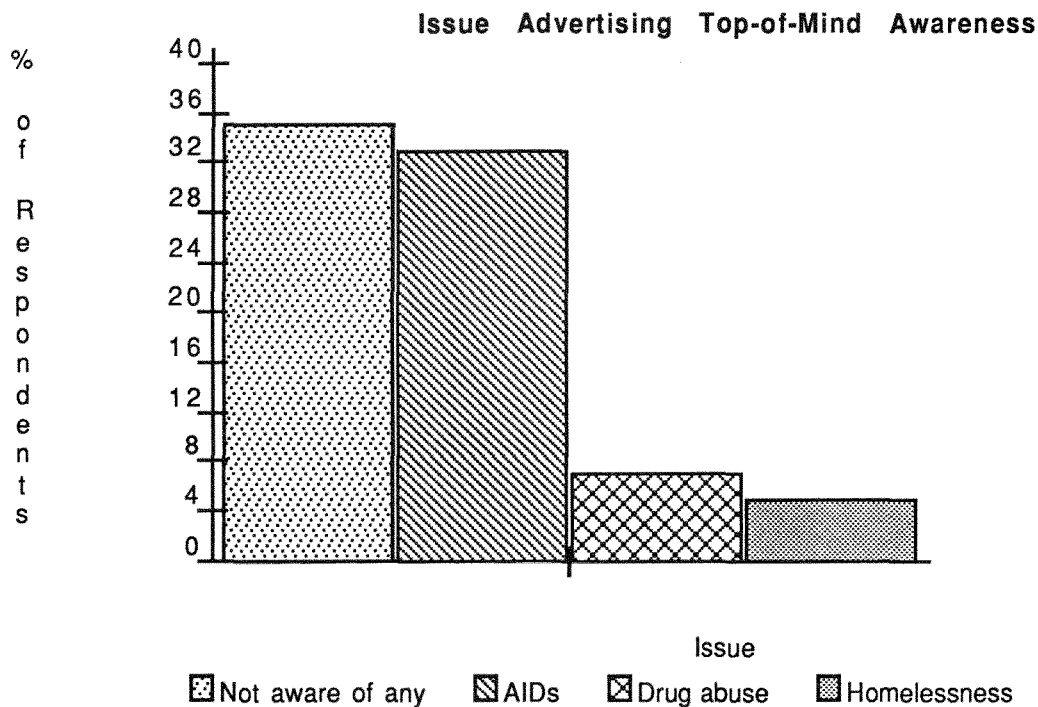
When asked what advertisements concerning social issues or problems facing society they are aware of, a third of respondents say they don't know of any such advertising. The best known social issue advertising is for AIDs, mentioned by one third. No other advertising achieves more than a fraction of this level of awareness. Drug abuse (7%) and homelessness (5%) are mentioned by some respondents.

Table Four: Issue Advertising Top-of-Mind Awareness

QUESTION: Currently there are a number of advertisements of TV, radio and in print concerning social issues or problems facing society. Which advertisements of this type do you recall seeing or hearing recently?

	<u>Total</u> n=112
None, not aware of any	35%
AIDs	33%
Drug abuse	7%
Homelessness	5%
Alcoholism	3%
Condoms	3%
Others, 2% or less	15%

The chart below compares percentages of respondents who cannot name any social issue advertising with the top three issue advertisements named (AIDs, drug abuse and homelessness).



After their first mention of social issue advertising, respondents were prompted with a number of social issues that are currently visible through public service messages on television and radio or in print. Respondents were asked if they have ever seen or heard advertising relating to these issues. In this aided awareness, we again see that AIDs is best recognized among social issue advertising, with 97% of respondents saying they are aware of ads relating to AIDs.

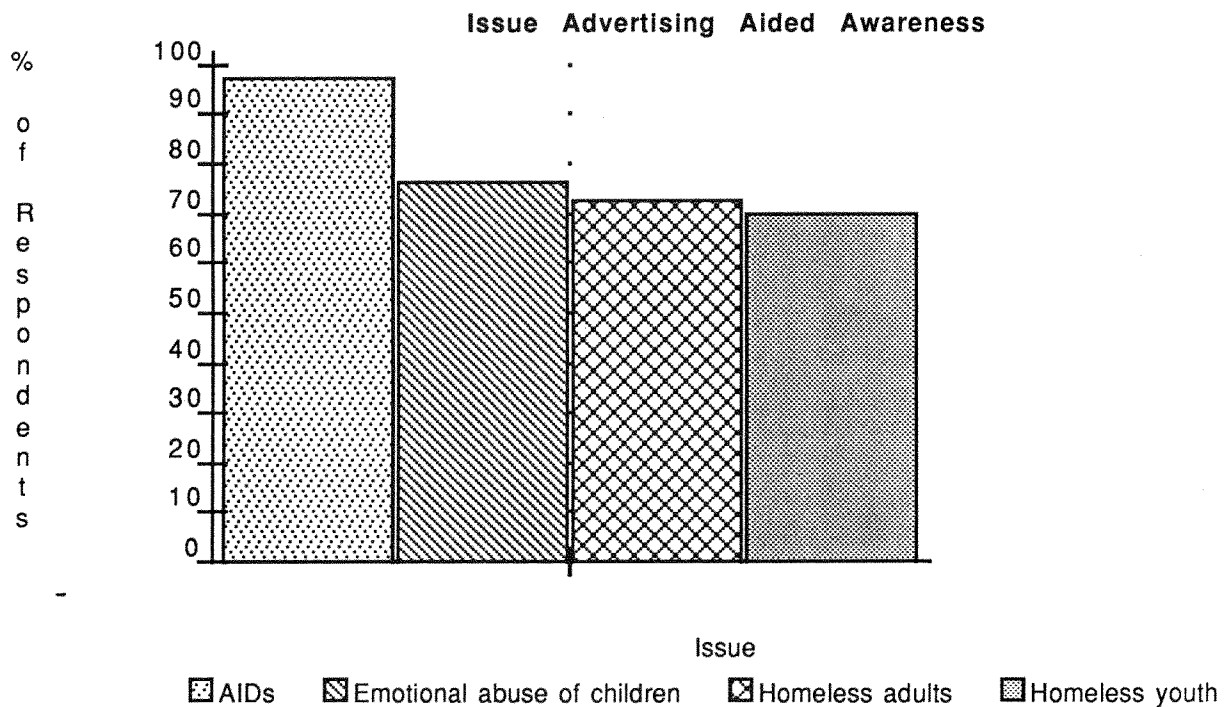
In addition, nearly all (95%) also recall advertising relating to drug abuse and driving under the influence of alcohol. About three-quarters of respondents say they have seen or heard advertising relating to emotional abuse of children and to homeless adults. The lowest level of aided awareness is for homeless youth, trailing a few points behind homeless adults at 70% awareness.

Table Five: Issue Advertising Aided Awareness

QUESTION: Have you ever seen or heard any advertising concerning the following issues . . .

	<u>Aware</u> n=112
AIDs	97%
Drunk driving	95%
Drug abuse	95%
Emotional abuse of children	76%
Homeless adults	73%
Homeless youth	70%

Using AIDs advertising's high recognition as a basis for comparison, the chart below examines comparative levels of aided awareness of advertising concerning emotional child abuse, homeless adults and homeless youth.



As a final question relating to advertising, respondents were asked to project how much influence on the public they perceive various social issue advertising as having. Using a five point rating scale from major influence to no influence, respondents rated each issue for which they have seen or heard advertising. The results show that advertisements' perceived influence corresponds closely to awareness: better-known advertising is perceived as having greater influence.

Even well-known issue campaigns, however, are not necessarily perceived as having a universally major impact. Drinking and driving, one of the longest standing and most comprehensive campaigns included in the research, is rated as having a major influence by six in ten respondents. Over half say that AIDs and drug abuse advertising has had a major impact. The lowest levels of perceived influence are for emotional abuse of children and the two homeless populations.

Table Six: Issue Advertising Influence

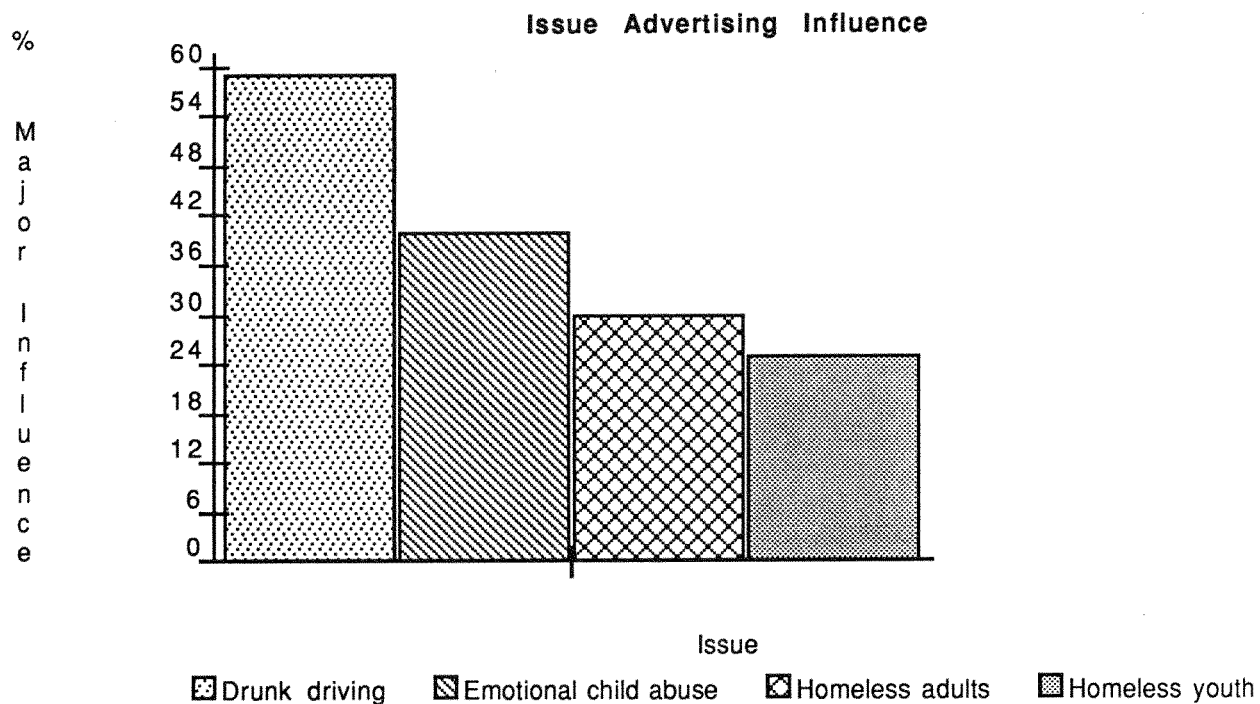
QUESTION: Thinking about friends and people you know, how much influence would you say this advertising has had? Give me a number from one to five, with one being a major influence and five being no influence. How about for . . .

NOTE: *Percentages represent respondents rating issue a one or two. Percentages are over the base of respondents answering the question.*

Major Influence

Drunk driving	59%
AIDs	56%
Drug abuse	53%
Emotional abuse of children	40%
Homeless adults	30%
Homeless youth	25%

Again using the highest level of perceived influence - drinking and driving - as a benchmark, the following chart depicts respondents' rating of the comparative influence that advertising for emotional child abuse, homeless adults and homeless youth has had.



III. Perceptions of Homeless Youth

After questions relating to social issue advertising, respondents were evaluated for their awareness and knowledge of the issue of homeless youth. So that responses do not reflect a demand bias, questions concerning homeless youth were phrased to imply that this issue had been chosen from several, and the name of the research sponsor was protected.

First, respondents were asked to rate homeless youth as a social issue, again on a five point scale from major to minor. As might be anticipated, the majority of respondents perceive homelessness in youth as a major issue. Seven in ten rate homeless youth as a major problem, while 17% give an average rating. Just about one in ten say the problem is minor.

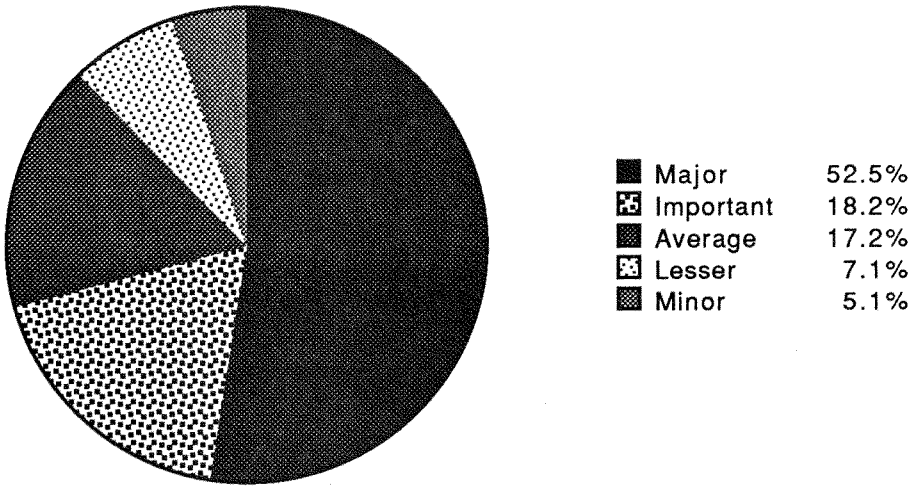
Table Seven: Problem Rating - Homeless Youth

QUESTION: On a scale of one to five, with one being a major problem that needs to be solved right away, and five being a less important issue or minor problem, how would you rate homeless youth?

	<u>Total</u> n=112
Major problem	51%
Important problem	18%
Average problem	17%
Lesser problem	5%
Minor problem	5%
Don't know	2%
Mean	1.94

The chart below divides ratings to show the proportional importance ratings for the issue of homeless youth. Data are shown over the base or respondents who answered the question; respondents who answered "don't know" are removed.

Problem Rating - Homeless Youth



Respondents were asked what they believe to be the main reason that young people are homeless as an open-ended question. Similar responses to this question were grouped and analyzed. Nearly four out of ten responses center around home life or family dysfunction, constituting the largest perceived cause of homelessness in youth. Other primary causes cited by 10% or fewer include parental neglect, running away from home, drug and alcohol abuse, and the attitudes or personal problems of youths themselves.

Table Eight: Primary Reason Youths are Homeless

QUESTION: And what would you say is the main reason people under 21 are homeless?

	<u>Total</u> n=112
Home life/family problems	37%
Parental neglect	10%
Runaways	9%
Attitudes of youths themselves	8%
Drug and alcohol abuse	8%
Abuse in the home	7%
Unemployment	6%
Lack of education/school problems	3%
Incompatible with parents	3%
Others, 2% or less	5%
Unsure	5%

When asked to estimate the number of homeless youth in Multnomah County right now, most respondents overstate the number, with estimates running into many thousands. About one third of respondents estimate fewer than 500 homeless youth, and four in ten estimate between 501 and 2000. The mean estimate, 2350, is about four times service providers' estimates of the actual number of youths on the streets.

Table Nine: Estimated Numbers of Homeless Youth

QUESTION: And how many homeless youth would you say there are in Multnomah County right now?

NOTE: *Percentages are over the base of respondents answering the question.*

	<u>Total</u> n=112
1 to 500	37%
501 to 1000	25%
1001 to 2000	8%
2001 to 3000	13%
3001 and above	17%
Mean	2350

Interpretations

Note: The following interpretations are presented as a further layer of analysis. The interpretations do not represent definitive conclusions or strategies.

The results of the Metropolitan Youth Commission's survey of Portland areas adults are at once encouraging and provocative. On the encouraging side, we learn the following:

- Major social issue ad campaigns - like "AIDs - It's a Killer" and "Don't Drink and Drive" - appear to have achieved high levels of recognition in the community.
- The importance of homeless youth as a social issue is not downplayed by respondents. Even after discussion of other, equally pressing issues, a large majority of respondents say that homeless youth are a major problem facing society.
- Respondents are quite aware of the some of the causes of homelessness in youth. Although most answers are generalized - "problems at home," "parents don't care enough" - they echo the difficulties that providers and homeless youth themselves say contribute to the need to leave home.
- Most respondents' estimated number of homeless youth overstates the current picture in Multnomah County.

At the same time, responses indicate a need for changes in awareness and perceptions of homeless youths. If indeed a connection exists between advertising for social issues and the public's perceptions of the issues, a long-term, large-scale ad campaign is clearly one of the best routes to such changes. But issues that have less "mainstream" immediacy, and fewer resources for traditional advertising, than (by example) drinking and driving remain at low levels of awareness. Homeless youth is one issue caught in this bind.

Perhaps the most tenuous justification for issue advertising is the actual influence that ads have. While we can assume that issue ads may generate the desired change in behavior or adjustment in image over time, we can't really test for the correlation. Like most forms of advertising and promotion, social issues rely on gradual, consensual shifts in perception and behavior patterns.

Accordingly, respondents in this research say that most current issue advertising does not have a strong influence on public behavior. While this response undoubtedly stems from many beliefs, we can extrapolate a need for issue advertising that carries a clear, simple message and a plan for action. Although AIDs as an issue has benefitted from relatively high levels of funding for public service campaigns, the ultimate effectiveness of the local and national AIDs campaign lies in the fact that individuals can personally react to it - by practicing safe sex, by talking with their children, by informing themselves of the medical details, and so on.

For any type campaign mounted to raise awareness of homeless youth, the same rules apply. We cannot dismiss the problem as too widespread and complex to be boiled down into an effective message. The community's response to a well designed campaign presenting facts about homeless youths, and ways to make a difference, could be rewarding.

Appendix D

SUPPORT FOR EDUCATIONAL CAMPAIGN

To date the MYC has received interest in this idea from the following individuals:

Maggi White, Editor of the Downtowner
Steve Amen of KOAP-TV
Joella Woerlin of KATU

Mr. Amen and Ms. Woerlin have expressed interest in strategizing about ways to develop this campaign.

METROPOLITAN YOUTH COMMISSION

SOS: STUDENTS ON SAFETY

UPDATE

Presented to the Portland City Council, Portland Public School Board
and the Multnomah County Commission.

March 1988



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ACKNOWLEDGMENTS

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1987-1988 PORTLAND PUBLIC SCHOOLS

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EXECUTIVE SUMMARY

The Students On Safety project was a short term recommendation of the Metropolitan Youth Commission's 1986-1987 Portland Youth Planning Project (PYPP). Survey results from that PYPP indicated that local youths were concerned about personal safety in the downtown area (see Appendix). The SOS project was developed in response to that concern and to the defunding of the Officer Friendly Program.

The SOS project proposes that high school students teach basic safety to students in elementary schools within their high school's cluster by means of dramatic presentations presented at K-2 assemblies. Working through their drama department high school students will prepare skits to dramatize specific safety lessons dealing with how to walk safely, ride safely, and be aware of stranger danger. The students will also provide supplemental materials for use by teachers in the classrooms before and after the assemblies.

This proposal has received the approval of PPS Curriculum Director Dr. Carlos Taylor, Director of Instruction for the Grant Cluster Dr. Larry Ayers, and Grant Principal Dr. Myra Rose. Barbara Hollcraft, Drama Instructor at Grant High School has agreed to coordinate this program at Grant. With funding from Dr. Taylor's discretionary account, the SOS pilot project will be implemented in the Grant Cluster in September of 1988.

The Students On Safety Committee sees this as a superb opportunity for high school students to become aware of the critical role they have in influencing youngsters in the community. It is also important that other young people, as well as adults, recognize that there are young people from a range of cultural and socioeconomic backgrounds who are interested and concerned about making Portland a safe place.

PROJECT HISTORY

During the 1986-1987 school year a group of 25 youths participated in the Metropolitan Youth Commission's Portland Youth Planning Project (PYPP). This project involved researching factors influencing recreation, transportation and safety for youths in the Portland area. To this end the project participants developed and administered a survey to Portland youths to get their input on these issues (see Appendix). Results showed that respondents were concerned about safety for young people. During this time the project participants also learned of the defunding of the Portland Police's Juvenile Services Program of which the Officer Friendly program was a part.

In response to survey results and to the defunding of the Officer Friendly Program, the PYPP youths proposed the development of a program involving youth that could fill the gap created by the loss of the Portland Police's Officer Friendly Program. This recommendation was presented to the City Council, the County Commissioners, and the School Board during Youth Week 1987. The SOS: Students On Safety project is the result of that recommendation.

SOS PILOT PROJECT

Basic safety is one of the most critical subjects the K-2 child must master. Although safety lessons are taught at home and at school, as with many oft repeated lessons, words alone sometimes lose their impact; and an excited child may forget them when s/he most needs to remember. A supplemental program designed to reinforce safety rules taught in the classroom can enhance the child's retention of that information. While in operation, the Officer Friendly program served such a function.

The SOS: Students On Safety project has two main functions. The first is to present traffic safety lessons to K-2 children in a manner dramatic enough to effectively reinforce classroom teaching. The program will focus on walking, biking, and riding safely. Stranger Awareness and Block Home recognition will also be emphasized. The second goal is to give high school students a chance to develop a solution to a problem that was identified by other youths involved in the Metropolitan Youth Commission's 1986-1987 Portland Youth Planning Project.

Funded through Dr. Carlos Taylor's discretionary fund, the SOS pilot project will be implemented in the Grant Cluster in September of 1988. Working with drama instructor Barbara Hollcraft, Grant High School students will develop skits to dramatize the safety lessons outlined. These skits will be presented to K-2 assemblies at schools within the Grant Cluster. After each assembly the performers will allow a question and answer period. The skit, coupled with a chance to speak with the costumed performers, will provide a concrete experience to anchor the lesson in the childrens' memories. Supplementary written material developed by the SOS subcommittee will be made available to teachers so that they may do preparatory as well as follow-up programming in their classrooms.

The final phase of the pilot project will be an evaluation. A survey will be administered to elicit thoughts on the content of the skit and written material, its probable impact on the K-2 children, evaluation by the high school students, and ideas for improvement.

Our hope is that this project will evolve in subsequent years to become a resource available in clusters throughout the school district. It will provide not only a valuable learning experience for both high school and primary students, but also a crucial point of connection between the two generations.

**METROPOLITAN YOUTH COMMISSION
PORTLAND YOUTH PLANNING PROJECT
1987-1988**

**HOMELESS YOUTH PROJECT
RECOMMENDATIONS**

**Presented to the Portland City Council,
Multnomah County Commission and
Portland Public Schools Board of Education**

March 1988



Metropolitan Youth Commission
Homeless Youth Project 1987-1988
Participants

Terrance Alexander	Wilson
Sonya Alexander	Wilson/AYOS
Tracy Bocarde	Wilson
Kimberly Bulkley	Beaverton
Matt Cochran	Robert Grey
Chris Cowell	Lincoln
Binh Dang	Lincoln
Gregory English	Jefferson
Katrina Escalante	Roosevelt
Alyssa Franzen	Wilson
Sharon Goldsby	Benson
Rodney Graves	Grant
Jim Hall	Catlin Gabel
Matthew Hein	Lincoln
Shane Hersinger	Lincoln
Christopher Lashbaugh	Oregon Episcopal School
Hoa An Nguyen	Madison
Megan O'Donnell	St. Mary's
Ginny Sawyer	Oregon Episcopal School
Bekim Taylor	Benson

Metropolitan Youth Commission
Homeless Youth Committee 1987-1988
Committee Members

Theodore Downes-Le Guin, Chairperson
Barbara Brunkow
Thomas Erwin
Peter Gray
Michelle Harper
Sally Lewis
Will Wright, Jr.

ACKNOWLEDGEMENTS

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PORTLAND CITY COUNCIL

Mayor J.E. Bud Clark
Commissioner Earl Blumenauer - Liason to Metropolitan Youth Commission
Commissioner Dick Bogle
Commissioner Mike Lindberg
Commissioner Bob Koch

EXECUTIVE SUMMARY

History

The Metropolitan Youth Commission's Homeless Youth Project (HYP) is a response to the MYC's 1986-1987 Portland Youth Planning Project recommendation for an in-depth study of homeless youth. The HYP is comprised of 22 youths ages 14-17 from the Portland area who have volunteered their time to work on this project. The group is diverse in gender and in ethnic, geographic, and economic background.

The project, funded by the City of Portland and the Portland Public Schools, has enabled the HYP participants to research the issue of homeless youths and to develop recommendations to address the problems faced by these youths.

Goal

To develop, via the MYC's Homeless Youth Project, recommendations for both long term transitional support and immediate assistance programs for those youths of Portland who have left their homes and dysfunctional families out of necessity.

Objectives

- Developing an educational program to help prevent the addition of "new" street youth.
- Providing assistance to those youths presently on the streets.
- Improving and increasing long-term transitional support programs for those youths trying to get off and stay off the streets.

Recommendations

- Assignment of a task force to develop an outreach van which will provide basic medical assistance, outreach, and referral to homeless youths in all areas of the city.
- Support for studies to develop the siting and planning of services for special needs populations as proposed in HS3 and HS5 of the Central City Plan.
- Appointment of a task force to develop an educational and media campaign which will help prevent the addition of "new" homeless youths as well as inform the public about the problems and needs of our present homeless youth community.
- Commitment from the City and the County to continue to fund the Burnside Projects Youth Shelter and the case managers serving the shelter's youths as well as an increase in staff and case management support for this shelter.

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I. Introduction

PROJECT BACKGROUND

The Metropolitan Youth Commission's Homeless Youth Project (HYP) is a group of twenty-two high school students from the public and private schools in the Portland area who have been donating their time and energy in the hopes of easing the problems faced by homeless youths in the downtown area. The group is diverse in gender and in ethnic, geographic, and economic background.

The HYP is a response to the Metropolitan Youth Commission's (MYC) 1986-1987 Portland Youth Planning Project recommendation for an in-depth study of homeless youth. Thus, the HYP is a youth response to a youth stated concern.

The HYP has spent five months researching the issue of homeless youths. We have talked both with the various agencies that help youths on the streets as well as interviewing homeless youths themselves. We have also researched the problem academically and with the support of several media sources. The group has discussed the individual findings together and has worked with contractors, mentors, MYC Board members and community leaders from areas of business, law, and social services in an effort to formulate prudent recommendations.

POSITION STATEMENT

"These are not somebody else's kids."

There are between 500 and 800 youths in the Portland area who have left their homes out of necessity. Many of these youths were physically, sexually, and emotionally abused while in their former homes. Oftentimes they have escaped or been cast out of dysfunctional families where alcohol and drug abuse is prevalent. For these youths, life on the streets seemed to offer greater hope for the future than did their home life.

At one time or another, many of these homeless youths have been involved with the Children's Services Division and with the Juvenile Justice System. For these youths the requirements and structures provided by these systems served to increase the alienation experienced by this "special needs population."

As a result, many of these youths end up on the streets. Once there they run the risk of getting stuck there. The "street youth community" is a group of youths from similar backgrounds who can share in one another's grief and anger. Together they seek a way to gain some type of control over their lives. In a search for self-sufficiency, many turn to prostitution and drug trafficking. It is in this community that these youths find understanding. Yet they continue to be exploited by their peers and by the individuals who buy their services.

As a result of mistreatment and misunderstanding, these youths develop an extremely poor sense of themselves. They suffer from low self esteem and feelings of hopelessness. They learn to trust very few people. Yet these youths have the right to live a healthy existence within this community. For them to transition back into society, they must be treated carefully, with respect, dignity, and understanding.

As stated by one service provider, "These are not somebody else's kids." They are society's children, and it is our responsibility as citizens to ensure a safe and healthy beginning for all of our youths, and in so doing, ensure the prospects for a positive future for Portland.

THE PLAN - SUMMARY

Homeless youths have the same needs as other youths: they need to feel loved; they need education and guidance; they need basic life necessities such as food, clothing, and medical care; they need, perhaps most importantly, a sense of self-respect. Ultimately, quality long-term transitional housing and programming is the best and only way to offer these youths the chance to have these needs met in a comprehensive way.

At this time the availability of this type of programming is severely limited. The HYP recognizes this fact. As well, we recognize that the type of support and funding needed for a program of this scale is likely not available at this time. Thus, in an effort to pave the way to developing long-term support for this type of program and provide needed assistance for youths who are currently on the streets, the HYP has developed a set of four recommendations.

These recommendations are designed to meet the following three objectives which have been identified by the HYP: preventing the addition of "new" street youths; help for youths presently on the streets; and transitional support for youths trying to get off, and stay off, the streets.

SUMMARY OF RECOMMENDATIONS

Multi-Service Outreach Van

Appointment of a task force to oversee the planning and development of an outreach van that will provide first aid, dispense basic need items, and provide information, counseling, and referral to homeless youths in designated areas of the city and county.

Fund HS3 and HS5 of the Central City Plan

Funding for Central City Plan assessment studies HS3 And HS5 which will aid in the siting and planning of services for special needs populations. These studies will facilitate thoughtful long-term planning that must be done in order to comprehensively serve the needs of Portland's homeless youth.

Educational Campaign

Appointment of a task force to oversee the planning and development of a city-wide media and educational campaign. This campaign will assist in preventing the addition of "new" homeless youths as well as inform the public about the problems and needs of our present homeless youth community while garnering both financial and political support for increased programming.

Stable Funding for Current Youth-Serving Agencies

Commitment by the City and the County to continue to fund the Burnside Projects Youth Shelter and the accompanying case management positions provided for the shelter youths by Outside In and Greenhouse for another year and a statement of their intention to continue this funding for the following two years. Also consideration of the need for a part time crisis intervention staff member and for additional case managers to meet the needs of the shelter occupants.

II. Review of Primary Sources

SERVICE PROVIDERS AND YOUTH CONTACTS

Over the course of the preliminary two month research segment of the Homeless Youth Project, the participants were able to meet with a number of service providers and street youths. Below is a list of the contacts that were made.

Lisa Burke, *Tri-County Youth Services Consortium - Project Luck*

Molly Worthley, *Salvation Army Greenhouse*

Jerry Fest, *Willamette Bridge, Yellow Brick Road*

Julie Cross, *Outside In*

Sally Bird, Kathy Norman, *Burnside Projects Youth Shelter*

Kathy Oliver, Nick E., *Outside In - 90 Day Program*

Residents, *Willamette Bridge Long Term Transitional Home*

METROPOLITAN YOUTH COMMISSION
SOCIAL ISSUE INTERVIEWING

n=112

Interviewer's name: _____

RECORD NUMBER DIALED: _____ - _____

Hello, this is (FIRST AND LAST NAME) with the City of Portland. We are conducting a brief research study on social issues and we want your opinions. Do you have a few minutes?

1. Are you 18 years old or older?
100% CONTINUE.
No ASK FOR REFERRAL OR
TERMINATE.
2. And do you, or does anyone in your household, work in advertising, public relations, or for a non-profit social service organization?
Yes TERMINATE.
100% CONTINUE.
3. Currently there are a number of advertisements on TV, radio and in print concerning social issues or problems facing society. Which advertisements of this type do you recall seeing or hearing recently?
RECORD EXACT ANSWER.

None	35%
AIDs	33%
Homeless	5%
Drugs	4%
Alcohol	3%
Condoms	3%
Others (less than 3%)	17%

4. Have you ever seen or heard any advertising concerning the following social issues . . . READ LIST.

	<u>Aware Of</u>
AIDS or AIDS-related complex	97%
Driving under the influence of alcohol	95%
Drug abuse	95%
Emotional abuse of children	76%
Homeless adults	73%
Homeless youth	70%

5. ASK FOR ITEMS AWARE OF IN QUESTION 4: And, thinking about friends and people you know, how much influence would you say this advertising has had? Give me a number from 1 to 5, with 1 being a major influence and 5 being no influence. How about for . . . READ ALL ITEMS AWARE OF IN QUESTION 4.

Driving under the influence of alcohol	Major influence 59%
AIDS or AIDS-related complex	Major influence 56%
Drug abuse	Major influence 53%
Emotional abuse of children	Major influence 40%
Homeless adults	Major influence 30%
Homeless youth	Major influence 25%

6. Okay, for the rest of my questions, I want to talk about just one social issue. Let's see, this evening we're asking about - (PAUSE) - homeless youth. (PAUSE) On a scale of 1 to 5, with 1 being a major problem that needs to be solved right away, and 5 being a less important issue or minor problem, how would you rate homeless youth? IF HESITANT, SAY: I know it's hard to choose, but I really need your answer.

1 (Major problem)	51%
2	18%
3	17%
4	7%
5 (Minor problem)	5%
Don't know	2%
Mean	1.94

7. And what would you say is the main reason people under 21 are homeless? RECORD EXACT ANSWER. IF HESITANT, SAY: Well, why do you think someone under 21 would have to live on the street?

Poor home life	37%
Parental neglect	10%
Unemployment	9%
Drugs	8%
Youth attitudes	8%
Abuse at home	7%
Run away	6%
Don't know	5%

8. And how many homeless youth would you say there are in Multnomah County right now? RECORD NUMBER. IF HESITANT, SAY: Just give me your best guess.

Mean	2350
------	------

9. Just two last questions to help us classify your answers. What is your age, please? DO NOT READ LIST.

18 - 24	11%
25 - 34	26%
35 - 44	16%
45 - 54	12%
55 - 64	12%
65+	21%
Refused	3%

10. Okay, stop me when I get to the number closest to your family's income.
READ LIST. RECORD ANSWER.

\$5,000 a year	5%
\$10,000 a year	10%
\$15,000	10%
\$20,000	16%
\$25,000	5%
\$30,000	9%
\$35,000	10%
\$40,000	10%
More than \$40,000	17%
Refused	8%

Thank you very much for your time. I've enjoyed this interview.

11. DO NOT ASK. RECORD SEX.

Female	58%
Male	42%

III. Recommendations

The following recommendations are the result of five months of work by twenty-two students involved in the Metropolitan Youth Commission's Homeless Youth Project. The recommendations are an attempt to address some of the problems faced by homeless youth in the Portland area.

Multi-Service Outreach Van

Although there is currently a limited amount of quality care and support available for homeless youth in the downtown area, many homeless youths downtown and in other areas of the city and county - 82nd Avenue, Union Avenue, Interstate and Gresham - are not receiving basic treatment.

The solution: development of an outreach van that will stop at designated spots throughout the city in the evenings to offer basic first aid, medical and dental assistance. The van will dispense basic need items (band-aids, aspirins, sandwiches, and juice), provide condoms, bleach, and information about sexually transmitted diseases to this high risk group, and provide counseling and referral. The outreach van is a unique way to provide necessary services while addressing the vital need for outreach that exists in Portland.

In addition, the van will serve a vital function by relaying messages from youth-serving agencies to street kids the agencies need to contact. Marilee Day, coordinator of the Outside-In street youth clinic and the Jefferson High School Teen Clinic, stresses that this service is desperately needed by street youth who become eligible for employment or housing or who need to receive medical test results and treatment.

During the day, the van will travel to Portland area high schools and middle schools, Youth Service Centers and other youth-serving facilities to provide information about AIDS, sexual and physical abuse, neglect, minors' legal rights, alternatives for youths at risk, and basic information on homeless youths. The multi-service outreach van will work in conjunction with the teen health clinics in the Portland Public Schools and the Multnomah County Health Division to address the particular needs of street youth populations in different areas.

The Homeless Youth Project estimates that such a van will cost approximately \$65,000 a year to operate. This figure includes: one full-time nurse to coordinate the program and staff the van weekday evenings from 7:00 to 10:00, van maintenance and insurance; van supplies; and one part-time street youth who is well on his/her way to transitioning off the street. The youth will staff the van for a limited period of time, offering work opportunity for a homeless youth. Most homeless youths are most likely to respect and adhere to the advice of a peer. In addition, the project will require donation of in-kind resources such as the van itself and rotating volunteer counselors.

The Homeless Youth Project requests the City's assistance in appointing a 10 to 12 member task force, staffed for the first year by the Metropolitan Youth Commission, with representatives from the County Health Department, School Health Department, public sector, youth service sector, area hospitals, and youths from the Metropolitan Youth Commission that will design, oversee and fund the development of the multi-service outreach van.

Action to Fund HS3 and HS5 of the Central City Plan

The Homeless Youth Project acknowledges the need for careful urban planning in siting and developing services for the homeless youth population. We support the adoption of HS3 and HS5 proposing research to direct such planning, and recommend that the City and County take action in expediting the implementation of these studies by assuring funding.

The Homeless Youth Project is interested in collaborating with Susan Feldman, who will assume responsibility for the implementation of HS3 and HS5, to determine the direction that the research will take. Ms. Feldman is similarly interested in working with the Metropolitan Youth Commission. The Homeless Youth Project has developed specific guidelines and suggestions to follow in the planning process concerning the special needs of the homeless youth population (Appendix B).

Educational Campaign

Speaking with street youth and service providers, we have found that the majority of youths who live on the streets are there because they needed to escape dysfunctional homes. As a result of the abuses and neglect they have suffered, these youths have very low self esteem and few of the socialization or living skills needed to become self-supporting members of the community. Nevertheless, these youths need opportunities to develop their skills and potential like other youths. Since street youth are unable to turn to their families for developmental and financial support, the Homeless Youth Project has determined that the community needs to be involved in providing this assistance.

Young people participating in the Homeless Youth Project have discussed the issue of street youth with several sources of information: residents of the Willamette Bridge, a long term transitional home serving seven street youths; a youth involved in Outside In's 90 Day Program; and with service providers in the Portland area. These individuals agree that community members are hesitant to assist homeless youths because of lack of information (or misinformation) that leads to uncomfortable, negative attitudes. In order to rally support, the community must learn more about the lives and the needs of homeless youths, recognize the extent of the problem, and realize the potential that exists in this population of young people.

To this end the Homeless Youth Project requests the City's assistance in the development of a task force, staffed for the first year by the MYC with representatives from the City, School District, media and public relations arena, youth service sector, and the Metropolitan Youth Commission to develop a two-part, citywide educational advertising campaign. The HYP requests the County's help in providing specific technical assistance upon request. The HYP also requests secondary staff support from the Portland Public Schools Office of Public Information to work in conjunction with the Portland Public Schools Youth Council (PPSYC).

The campaign will initially involve advertising to raise the community's awareness of why youths are on the streets and why it is difficult for them to leave. This will be reinforced with in-depth coverage of the issue in public forums. In the schools, Metropolitan Youth Commission youths will collaborate with the Portland Public School's Youth Council to reinforce the campaign.

Three possible strategies that may be considered by the task force are listed below:

- A commercial advertising agency or agencies takes on the project *pro bono*.
- The Homeless Youth Project develops the campaign and requests that the City donate in-kind production resources and public advertising space in bus kiosks, on Tri-Met, etc.,
- A local television station mounts original programming to address the problem.

The aim of the educational campaign is to increase the community's awareness of the problem of homeless youth, and to actively involve the community in addressing the problem. To do so, the campaign must provide specific ways in which people can become involved. Ultimately, the educational campaign should have both the wide impact of the AIDs campaign and the staying power of the "Don't Drink and Drive" campaign. And, like these precedents in public education, the educational campaign should be a call to action for the community.

The HYP has conducted a telephone survey to get a sense of the current public image of homeless youth as well as the effect of advertising for social issues. Results of this survey can be found in Appendix C.

Stable Funding for Current Youth-Serving Agencies

The Homeless Youth Project recognizes the importance of the existing agencies that provide essential services to Portland's homeless youth. These agencies are the backbone that offer street kids opportunities for change. In light of the essential role that these agencies play, it is unfortunate that none of them have an assured funding base and exist on a year-to-year, grant-to-grant basis. For agencies to stabilize and expand their services, they must be granted some type of continued financial security.

To this end, the Homeless Youth Project recommends that the City and the County cooperate to continue to fund the Burnside Projects Youth Shelter for another year and state their intention to fund it for the following two years. In addition, the Homeless Youth Project recommends that, in the upcoming legislative session, the state begin proceedings to assume responsibility for providing the Youth Shelter with a permanent funding base. To support the Shelter's worth, the Homeless Youth Project need only note that during its first year in operation the Shelter served 640 youths.

In order to assure that youths requiring the Shelter's services are given the most comprehensive care, the Homeless Youth Project also recommends the funding of a .5 FTE trained crisis intervention counselor to staff the shelter in the evenings and that the City and County refund the 1.5 FTE case management position provided by Outside-In for shelter occupants and the 1 FTE case manager provided by Greenhouse. The Homeless Youth Project also urges the City and County to address the pressing need for more case managers. In January, 1988 the Youth Shelter served 40 new, unduplicated youths in addition to 50 duplicated youths. These numbers evidence the need for more than 2.5 case managers to serve the needs of the Shelter's youths.

IV. Acknowledgements

The HYP would like to thank the following service providers and individuals for their assistance during the past five months:

Boys & Girls Aid Society
Bridge Over Troubled Waters, Boston, Mass.
Burnside Projects Youth Shelter
Juvenile Court
Nick E., a participant in Outside In's 90 Day Program
Outside In
Private Industry Council
Salvation Army Greenhouse
Tri County Youth Services Consortium
The residents and staff of the Willamette Bridge
YWCA Girl's Emancipation Program

Appendix A

SUPPORT FOR MULTI-SERVICE OUTREACH VAN

To date the MYC has received interest in this idea from the following individuals:

Billi Odegaard and Jan Wallinder, Multnomah County Health Division
Marilee Day, Outside-In and Jefferson High School Teen Clinic
Dr. Charley Gardner and Molly Worthley, Salvation Army Greenhouse
Beverly LaGrande, American Red Cross
Jerry Fest, Willamette Bridge and Yellow Brick Road
Marti Lemke, Fred Meyer Charitable Trust
Joan Mahler, St. Vincents Hospital who has expressed interest in being involved in planning efforts and has offered her assurance that St. Vincents can assist in volunteer recruitment.
Cindy Stemper, Head Nurse in the Emergency Room of Oregon Health Sciences University.
Ann Shelton, Portland Public Schools Health Curriculum Coordinator

Many of these individuals have expressed interest in being involved in the planning and development of this program.

Appendix B

CENTRAL CITY PLAN DETAIL

Central City Plan Policy 5 - Human Services

Provide social and health services for special needs populations, and assist dependant individuals to become more independent.

Proposals for Action

HS3: Conduct a survey and determine how human services resources should be allocated to best assist those in the greatest distress.

HS5: Conduct a study to develop a city-wide plan that will guide the siting and expansion of facilities which directly provide food, temporary shelter, clothing or medical or counseling services.

HYP Recommendations

The Metropolitan Youth Commission's Homeless Youth Project (HYP) contends that homeless youth are a special needs population of the City of Portland.

The HYP recommends that studies proposed under Policy 5: Human Services of the Central City Plan for Portland, Oregon include research to document the current demand for and supply of programs that address the social and health needs of Portland's homeless youth population. These studies should consider three groupings of homeless youth: those on the streets; those attempting to leave the streets; those at risk of entering or returning to the streets.

The HYP believes that the proposed studies should not be delayed and that findings will document:

- A significant portion of the homeless youth do not take full advantage of the programs and services due to a lack of trust in adult providers and social isolation from other concerned adults and/or non-homeless contemporaries.
- While there are no immediate solutions to the problems of the homeless youth, short term assistance is needed in the form of providing food, temporary shelter, clothing or medical or counseling services.
- Long term transitional housing and support programs are needed.
- The public is often uneducated as to available assistance programs and /or services and is fearful of interactions with such youth.

Appendix C

RESULTS OF TELEPHONE SURVEY

General Design

The following report presents results of research conducted by the Metropolitan Youth Commission's Homeless Youth Project. The objectives of the research are to evaluate:

- Awareness of advertising campaigns for social issues on television, radio and in print.
- Extent to which social issue advertising campaigns are perceived as having an influence on audiences.
- How important a social issue homelessness in youth is considered.
- Perceptions of the main cause of homelessness in youth.
- Perceptions of the number of homeless youth in Multnomah County.

Included in this report is a description of the Methodology used to gather the data, a summary of the Research Findings and Interpretations based on the analysis. Also included is a copy of the survey questionnaire.

Methodology

Questionnaire

The research structure and questionnaire were carefully designed by the Metropolitan Youth Commission's Homeless Youth Project with input from marketing professionals. A copy of the questionnaire is bound in this report.

Target Respondents

The research design mandated a random sample of metropolitan Portland residents. Two screening criteria were established for research participants:

- Must be 18 years old or older.
- No household members work in advertising, public relations or for a non-profit, social service organization.

Sample Source

A total of 112 telephone interviews were completed. Respondents were telephoned from lists of randomized, Portland area telephone numbers. Randomizing numbers provides a cross-segment of the population, including respondents with unlisted numbers.

Schedule

Interviews were conducted on January 27 and 28, 1988 from 6:00 p.m. to 8:00 p.m.

Reliability

The theoretical reliability of sample of 112 is $\pm 9.3\%$. This reliability is expressed as "worst case," which typically understates the actual reliability of the findings.

Data Processing

After editing for consistency and completeness, responses were entered into a computer database for analysis. Responses were analyzed by participants' demographic segments (sex, age, income) for noteworthy variations. The results of this analysis comprise the Research Findings.

Research Findings

I. Respondent Demographics

As intended by the research design, respondents represent a broad cross-section of metropolitan Portland. About six in ten respondents are female, indicating a slight (six point) oversampling of women. One in four respondents are between 25 to 44 years old. Half of respondents make more than \$20,000 a year, half make less.

Table One: Respondent Sex

	<u>Total</u> n=112
Female	58%
Male	42%

Table Two: Respondent Age

QUESTION:	What is your age, please?	<u>Total</u> n=112
	18 to 24	11%
	25 to 34	26%
	35 to 44	16%
	45 to 54	12%
	55 to 64	12%
	65 and over	21%
	Refused	3%

Table Three: Respondent Income

QUESTION: Stop me when I get to the number closest to your family's income.
Is it closer to. . .

	<u>Total</u> n=112
\$5,000 a year	5%
\$10,000 a year	10%
\$15,000 a year	10%
\$20,000 a year	16%
\$25,000 a year	5%
\$30,000 a year	9%
\$35,000 a year	10%
\$40,000 a year	10%
More than \$40,000	17%
Refused	8%

II. Advertising Awareness

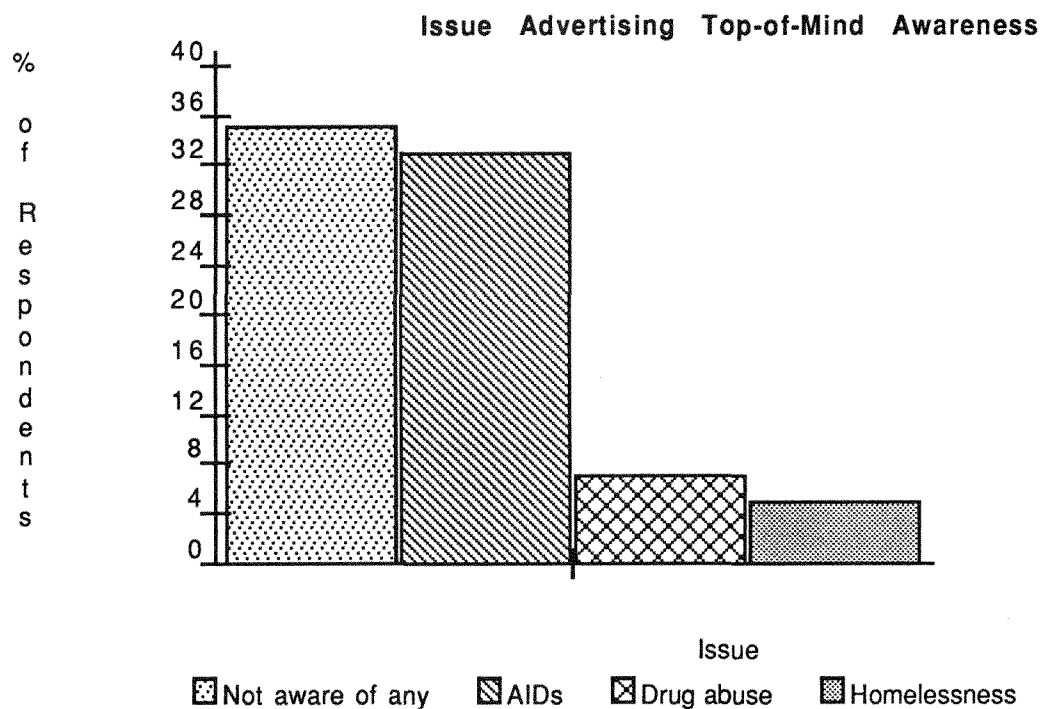
When asked what advertisements concerning social issues or problems facing society they are aware of, a third of respondents say they don't know of any such advertising. The best known social issue advertising is for AIDs, mentioned by one third. No other advertising achieves more than a fraction of this level of awareness. Drug abuse (7%) and homelessness (5%) are mentioned by some respondents.

Table Four: Issue Advertising Top-of-Mind Awareness

QUESTION: Currently there are a number of advertisements of TV, radio and in print concerning social issues or problems facing society. Which advertisements of this type do you recall seeing or hearing recently?

	<u>Total</u> n=112
None, not aware of any	35%
AIDs	33%
Drug abuse	7%
Homelessness	5%
Alcoholism	3%
Condoms	3%
Others, 2% or less	15%

The chart below compares percentages of respondents who cannot name any social issue advertising with the top three issue advertisements named (AIDs, drug abuse and homelessness).



After their first mention of social issue advertising, respondents were prompted with a number of social issues that are currently visible through public service messages on television and radio or in print. Respondents were asked if they have ever seen or heard advertising relating to these issues. In this aided awareness, we again see that AIDs is best recognized among social issue advertising, with 97% of respondents saying they are aware of ads relating to AIDs.

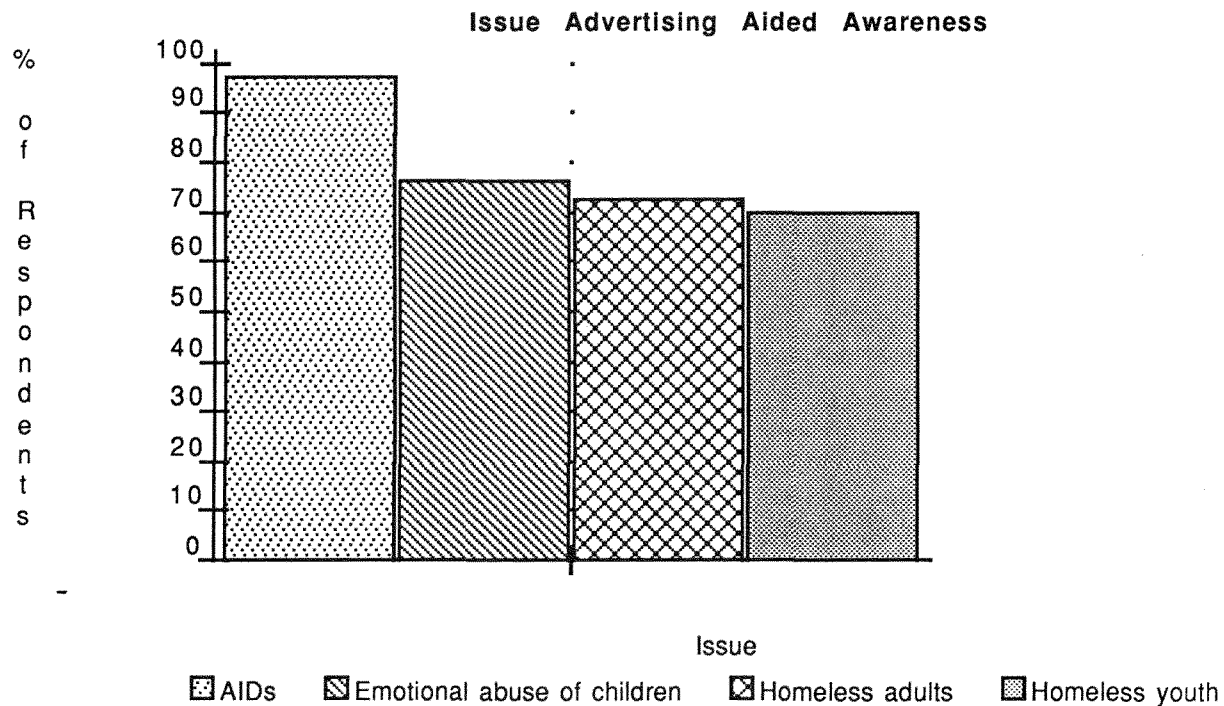
In addition, nearly all (95%) also recall advertising relating to drug abuse and driving under the influence of alcohol. About three-quarters of respondents say they have seen or heard advertising relating to emotional abuse of children and to homeless adults. The lowest level of aided awareness is for homeless youth, trailing a few points behind homeless adults at 70% awareness.

Table Five: Issue Advertising Aided Awareness

QUESTION: Have you ever seen or heard any advertising concerning the following issues . . .

	<u>Aware</u> n=112
AIDs	97%
Drunk driving	95%
Drug abuse	95%
Emotional abuse of children	76%
Homeless adults	73%
Homeless youth	70%

Using AIDs advertising's high recognition as a basis for comparison, the chart below examines comparative levels of aided awareness of advertising concerning emotional child abuse, homeless adults and homeless youth.



As a final question relating to advertising, respondents were asked to project how much influence on the public they perceive various social issue advertising as having. Using a five point rating scale from major influence to no influence, respondents rated each issue for which they have seen or heard advertising. The results show that advertisements' perceived influence corresponds closely to awareness: better-known advertising is perceived as having greater influence.

Even well-known issue campaigns, however, are not necessarily perceived as having a universally major impact. Drinking and driving, one of the longest standing and most comprehensive campaigns included in the research, is rated as having a major influence by six in ten respondents. Over half say that AIDs and drug abuse advertising has had a major impact. The lowest levels of perceived influence are for emotional abuse of children and the two homeless populations.

Table Six: Issue Advertising Influence

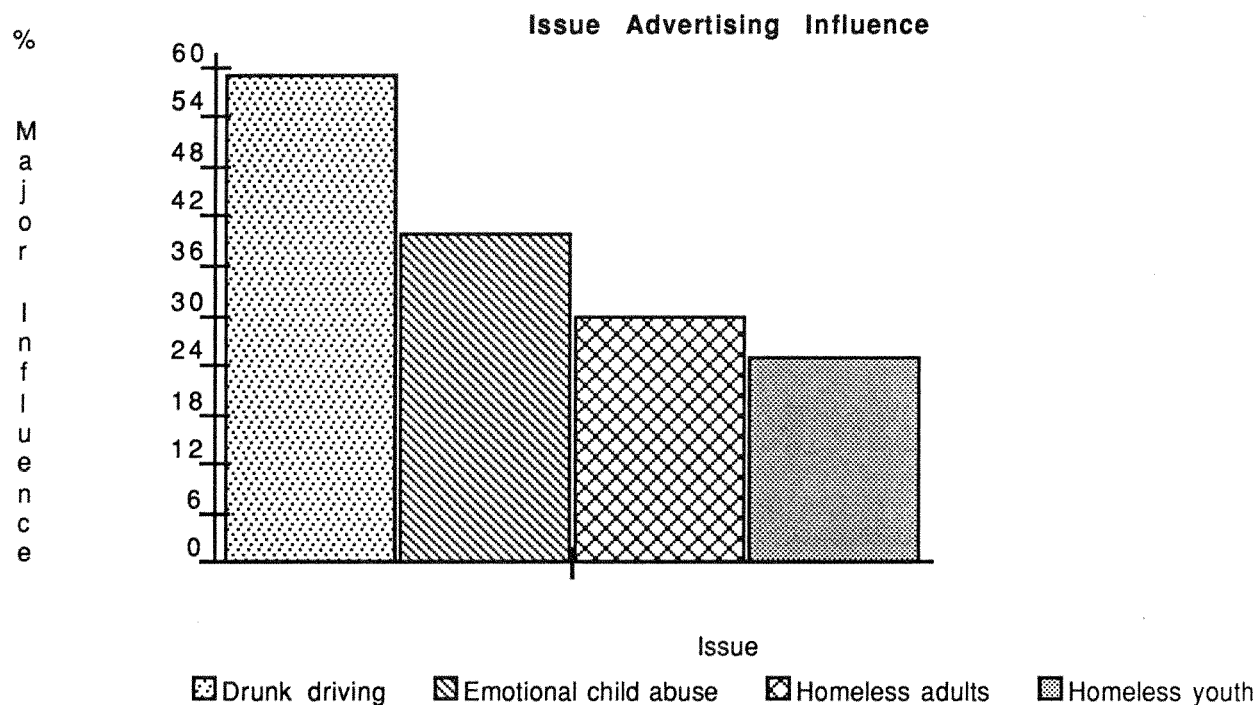
QUESTION: Thinking about friends and people you know, how much influence would you say this advertising has had? Give me a number from one to five, with one being a major influence and five being no influence. How about for . . .

NOTE: Percentages represent respondents rating issue a one or two. Percentages are over the base of respondents answering the question.

Major Influence

Drunk driving	59%
AIDs	56%
Drug abuse	53%
Emotional abuse of children	40%
Homeless adults	30%
Homeless youth	25%

Again using the highest level of perceived influence - drinking and driving - as a benchmark, the following chart depicts respondents' rating of the comparative influence that advertising for emotional child abuse, homeless adults and homeless youth has had.



III. Perceptions of Homeless Youth

After questions relating to social issue advertising, respondents were evaluated for their awareness and knowledge of the issue of homeless youth. So that responses do not reflect a demand bias, questions concerning homeless youth were phrased to imply that this issue had been chosen from several, and the name of the research sponsor was protected.

First, respondents were asked to rate homeless youth as a social issue, again on a five point scale from major to minor. As might be anticipated, the majority of respondents perceive homelessness in youth as a major issue. Seven in ten rate homeless youth as a major problem, while 17% give an average rating. Just about one in ten say the problem is minor.

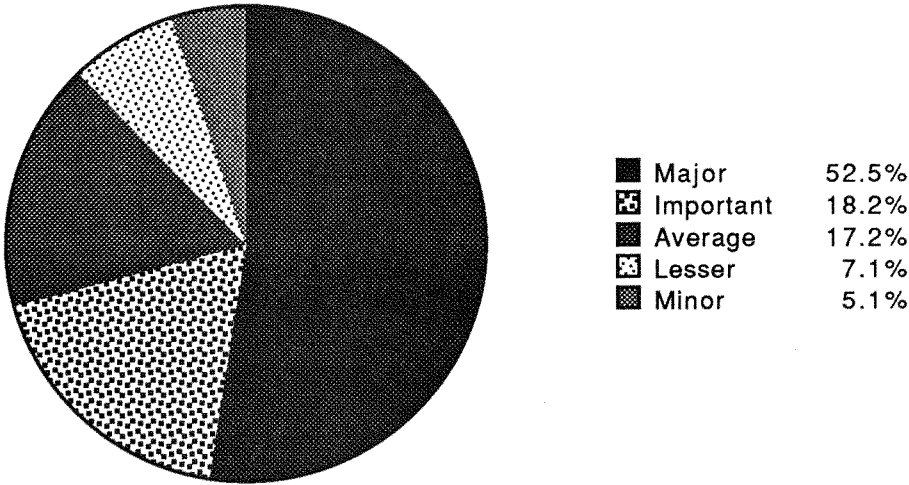
Table Seven: Problem Rating - Homeless Youth

QUESTION: On a scale of one to five, with one being a major problem that needs to be solved right away, and five being a less important issue or minor problem, how would you rate homeless youth?

	<u>Total</u>
	n=112
Major problem	51%
Important problem	18%
Average problem	17%
Lesser problem	5%
Minor problem	5%
Don't know	2%
Mean	1.94

The chart below divides ratings to show the proportional importance ratings for the issue of homeless youth. Data are shown over the base or respondents who answered the question; respondents who answered "don't know" are removed.

Problem Rating - Homeless Youth



Respondents were asked what they believe to be the main reason that young people are homeless as an open-ended question. Similar responses to this question were grouped and analyzed. Nearly four out of ten responses center around home life or family dysfunction, constituting the largest perceived cause of homelessness in youth. Other primary causes cited by 10% or fewer include parental neglect, running away from home, drug and alcohol abuse, and the attitudes or personal problems of youths themselves.

Table Eight: Primary Reason Youths are Homeless

QUESTION: And what would you say is the main reason people under 21 are homeless?

	<u>Total</u> n=112
Home life/family problems	37%
Parental neglect	10%
Runaways	9%
Attitudes of youths themselves	8%
Drug and alcohol abuse	8%
Abuse in the home	7%
Unemployment	6%
Lack of education/school problems	3%
Incompatible with parents	3%
Others, 2% or less	5%
Unsure	5%

When asked to estimate the number of homeless youth in Multnomah County right now, most respondents overstate the number, with estimates running into many thousands. About one third of respondents estimate fewer than 500 homeless youth, and four in ten estimate between 501 and 2000. The mean estimate, 2350, is about four times service providers' estimates of the actual number of youths on the streets.

Table Nine: Estimated Numbers of Homeless Youth

QUESTION: And how many homeless youth would you say there are in Multnomah County right now?

NOTE: *Percentages are over the base of respondents answering the question.*

	<u>Total</u> n=112
1 to 500	37%
501 to 1000	25%
1001 to 2000	8%
2001 to 3000	13%
3001 and above	17%
Mean	2350

Interpretations

Note: The following interpretations are presented as a further layer of analysis. The interpretations do not represent definitive conclusions or strategies.

The results of the Metropolitan Youth Commission's survey of Portland areas adults are at once encouraging and provocative. On the encouraging side, we learn the following:

- Major social issue ad campaigns - like "AIDs - It's a Killer" and "Don't Drink and Drive" - appear to have achieved high levels of recognition in the community.
- The importance of homeless youth as a social issue is not downplayed by respondents. Even after discussion of other, equally pressing issues, a large majority of respondents say that homeless youth are a major problem facing society.
- Respondents are quite aware of some of the causes of homelessness in youth. Although most answers are generalized - "problems at home," "parents don't care enough" - they echo the difficulties that providers and homeless youth themselves say contribute to the need to leave home.
- Most respondents' estimated number of homeless youth overstates the current picture in Multnomah County.

At the same time, responses indicate a need for changes in awareness and perceptions of homeless youths. If indeed a connection exists between advertising for social issues and the public's perceptions of the issues, a long-term, large-scale ad campaign is clearly one of the best routes to such changes. But issues that have less "mainstream" immediacy, and fewer resources for traditional advertising, than (by example) drinking and driving remain at low levels of awareness. Homeless youth is one issue caught in this bind.

Perhaps the most tenuous justification for issue advertising is the actual influence that ads have. While we can assume that issue ads may generate the desired change in behavior or adjustment in image over time, we can't really test for the correlation. Like most forms of advertising and promotion, social issues rely on gradual, consensual shifts in perception and behavior patterns.

Accordingly, respondents in this research say that most current issue advertising does not have a strong influence on public behavior. While this response undoubtedly stems from many beliefs, we can extrapolate a need for issue advertising that carries a clear, simple message and a plan for action. Although AIDs as an issue has benefitted from relatively high levels of funding for public service campaigns, the ultimate effectiveness of the local and national AIDs campaign lies in the fact that individuals can personally react to it - by practicing safe sex, by talking with their children, by informing themselves of the medical details, and so on.

For any type campaign mounted to raise awareness of homeless youth, the same rules apply. We cannot dismiss the problem as too widespread and complex to be boiled down into an effective message. The community's response to a well designed campaign presenting facts about homeless youths, and ways to make a difference, could be rewarding.

Appendix D

SUPPORT FOR EDUCATIONAL CAMPAIGN

To date the MYC has received interest in this idea from the following individuals:

Maggi White, Editor of the Downtowner
Steve Amen of KOAP-TV
Joella Woerlin of KATU

Mr. Amen and Ms. Woerlin have expressed interest in strategizing about ways to develop this campaign.