

# Family Living

## Loaves & Fishes Needs Volunteer Drivers

Define "senior citizens": Adults who have survived the challenges of growing up, have overcome "mid-life" crises, have gained in wisdom and retained enough vitality to settle back and enjoy their "golden years"? Visit Loaves & Fishes' Northeast Center and you will find active, healthy, older adults who fit this glowing definition of "senior citizens." They are Loaves & Fishes volunteers.

Few in numbers but deeply devoted, these seniors are the "life blood" of Loaves & Fishes at the Northeast MultiCultural Center.

Working together, they struggle each day to meet the needs of frail, elderly people living in Northeast Portland who must rely upon Loaves & Fishes' hot meals and other life saving nutritional services.

However, Center Manager, Dorit Riser-

Doron says Northeast Loaves & Fishes is experiencing a real crisis: lack of available volunteers. "We need more volunteers to drive Meals-on-Wheels. Applicants should be eighteen years of age, have valid drivers licenses, be available between the hours of 11:00 am and 1:00 pm, Mondays through Fridays, be able to lift 20 lb. and have reliable transportation to make meal deliveries."

Call 248-5211 to find out how you can help, today. Northeast Loaves & Fishes is located in the Northeast MultiCultural Senior Center, 5325 NE MLK Blvd.

Northeast Loaves & Fishes is part of Loaves & Fishes Centers, Inc., a private, non profit organization which serves 3,600 meals per day to Portland area seniors. For general information regarding Loaves & Fishes Centers, Inc., call 777-2424.

## Youth & Family Center Open House at New Location

The North Portland Youth and Family Center, (NPYFC), invites the community to attend an open house April 30, 1997 from 3 p.m. to 7 p.m. The event is in celebration of the Center's new home at 5139 N. Lombard. Refreshments will be served. NPYFC is a project of Delaunay Family of Services and one of seven family centers located throughout Multnomah County.

The Center moved to its new location in March. Its previous home was Geiser Hall located at 7704 N. Hereford. This historic building, the original home of St. Andrews

Episcopal Church, was built in the 1880's in the Kenton area and moved to Portsmouth in the 1890's. The North Center began serving the community in December 1973. Over the 23 years at the Hereford site 11,256 families were provided with a mix of prevention, intervention programs including juvenile diversion, counseling and Big Brother Sister services. During the open house St. Andrews Episcopal Church will be recognized for their many years of support. Families served at the center, current and former volunteers and staff are encouraged to drop in.

## Learning Blocks Set

KinderCare Learning Centers, the nation's largest childcare company, has a new educational program that addresses President Clinton's recent call for meeting the specific learning needs of infants and toddlers.

Called Welcome to Learning, it will be implemented in KinderCare's more than 1,100 centers across the country this fall.

Citing new scientific research which shows that experiences in the first three years of life have dramatic impacts on brain development, President Clinton last week called on parents and caregivers

to provide America's children with nurturing, stimulating environments beginning in infancy.

KinderCare's new program, developed over the last 12 months with the assistance of experts in early childhood education, helps build early learning and communication skills through constant interaction between teacher and child in a home-like setting.

The curriculum provides parents with daily summaries of their children's activities and suggestions for complementary activities at home.

## Pledge For Children In Portland

Pfizer has pledged \$5 million to help promote children's health nationwide through the year 2000.

The pledge, made as part of the Presidents' Summit for America's Future, encompasses donations of advanced pediatric medicines, grants to innovative children's health programs and employee volunteerism. Pfizer was the first pharmaceutical company to pledge support for the Summit's agenda.

"This pledge affirms our long-standing resolve to make a measurable difference in the health and lives of children," said William C. Steere, Jr., Pfizer chairman and chief executive officer.

As part of Pfizer's pledge to the Summit, the company is donating \$2 million of its leading pediatric pharmaceuticals to treat uninsured children from low-income families who otherwise might not have access to quality pharmaceutical care.

The donations are being made nationwide through more than 340 community, migrant and homeless health centers in 47 states that participate in Pfizer's Sharing the Care program. Since Sharing the Care was initiated in Portland, 3,529 prescriptions have been given to 1,692 uninsured low-income patients.

Oregon, which has 6 federally funded community health centers, has received \$207,727 in total donations of Pfizer's advanced medicines.

Since the program was initiated in 1993, Pfizer has donated over 1,400,000 prescriptions and reached more than 490,000 patients. Sharing the Care is a partnership of the National Governors' Association, the National Association of Community Health Centers and Pfizer.

## McDonald's "Campaign 55"

"Campaign 55" celebrates McDonald's heritage by bringing customers more of what they come to McDonald's for: unbeatable value, great-tasting food and fast, friendly service. Quality, service, cleanliness and value were the principles McDonald's Corporation was founded on in 1955 when Ray Kroc opened his first McDonald's restaurant in Des Plaines, Illinois.

McDonald's launched the first phase of Campaign 55 with breakfast on Friday, April 4. Customers can create My Size Meals by purchasing any one of four breakfast sandwiches -- the world-famous Egg McMuffin; Sausage McMuffin with Egg; Bacon, Egg & Cheese Biscuit; and Sausage Biscuit with Egg -- for just 55 cents with an order of hash browns and any drink, any size.

"My McDonald's" Advertising Campaign On Friday, April 4, McDonald's introduced new commercials themed "My McDonald's" featuring local McDonald's franchisees, managers and crew from across the country.

Created by Leo Burnett Company, Chicago, the first commercial in the campaign focuses on breakfast and features Herb Peterson, inventor of the Egg McMuffin. He stars in the commercial along with his son, David, also a McDonald's franchisee, and three grandchildren.



As of Friday, April 4, McDonald's customers can create My Size Meals by purchasing any one of four breakfast sandwiches -- the world-famous Egg McMuffin; Sausage McMuffin with Egg; Bacon, Egg & Cheese Biscuit; and Sausage Biscuit with Egg -- for just 55 cents with an order of hash browns and any drink, any size.

## JUMP Gives Kids Mentors

More than 6,500 at-risk young people in 30 states will receive one-on-one mentoring to help keep them in school and away from drugs and crime through grants announced Tuesday by the Justice Department.

More than \$9.6 million will be distributed to 52 sites, including Los Angeles, New York City, Washington, D.C., Chicago and Houston, through the Juvenile Mentoring Program (JUMP). With these awards, there are now a total of 93 JUMP sites in 34 states.

The JUMP program matches an adult over 21 with a young person who has difficulty in school and shows signs of dropping out or getting in trouble.

Mentors provide youth with discipline, guidance and personal attention through activities such as tutoring, job training and community service.

"We know that mentoring gives troubled youth critical support that lessens the chance that they will drop out or turn to crime or drugs," said Attorney General Janet Reno.

"This is why mentoring, and similar initiatives, are an essential part of the Administration's efforts to combat youth violence."

The President recently sent to Congress the Anti-Gang and Youth Violence Control Act of 1997.

The bill's "At-Risk Children Grants Program" would provide \$75 million in Fiscal Year 1998 to local jurisdictions to help combat truancy, school violence and juvenile crime through initiatives such as mentoring.

A soon-to-be released bulletin from the Justice Department's Office of Juvenile Justice and Delinquency Prevention (OJJDP), Mentoring -- A Proven Delinquency Prevention Strategy, examined the impact of mentoring through an evaluation, conducted by Public/Private Ventures, of mentoring programs run by Big Brothers/Big Sisters of America.

The evaluation found that youth involved

in the mentoring programs were less likely to experiment with alcohol and drugs, less likely to hit someone and less likely to skip school than youth not participating in the program.

"These results show that mentoring works," said OJJDP Administrator Shay Bilchik. "Through our grants and other assistance, we are helping communities use this strategy to make a real impact on young people's lives."

OJJDP, which administers JUMP, selected the 52 sites through a competitive review process from a pool of 479 applicants.

Because of the high interest in JUMP and the quality of the applications, OJJDP combined Fiscal Year 1996 and Fiscal Year 1997 funds into a single round of awards. Awards range from \$150,830 to \$190,000 for use over the next three years.

While the 52 sites will be operated by a variety of governmental and nonprofit organizations, all sites are required to coordinate their activities with local schools.



# SHOWERERS

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