



PHOTO BY KEN JONES/PORTLAND POLICE BUREAU

Officer Dana Lewis of the Portland Police Bureau's School Police Division is one of the real life officers whose images on new transit advertising reflect the diversity of the department.

Police Recruiting Diversity in Hiring

Transit campaign kicks off year's effort

BY MICHAEL LEIGHTON
THE PORTLAND OBSERVER

A high-profile effort to show the diversity in the Portland Police Bureau and increase the hiring of minority and female officers has begun with a one-year transit advertising campaign.

About 150 Tri-Met buses with reader board messages inside the vehicles, 25 bus stop benches and one bus completely wrapped in police bureau advertising have hit local streets to recruit a diverse group of officers, committed to making Portland a safer, more livable city.

"We Are Hiring" was the message kicked off in a ceremony Sept. 8 at the new Public Services Education building, a location for police, fire department and emergency medical technician training at Portland Community College on North Killingsworth Street.

"We need quality police officer recruits who want to serve Portland and be part of our community

policing efforts," said Police Chief Derrick Foxworth. "I know there are many people right here in Portland who fit the bill and it is our job to get in front of them in their daily lives and make them visualize themselves as Portland police officers."

The overall theme of the campaign, which began last year is "For every Portland police officer there is a story. Join us and write the next chapter."

Current members of the police force who reflect the diversity of both officers and command personnel make up the images on the new advertising reader boards, benches and bus wrap. Having employment information on public transit is a first for the police bureau.

People interested in learning more about the police bureau are invited to explore the bureau's website at www.joinportlandpolice.com.

The site provides success stories from police officers, sergeants, detectives and command personnel who have chosen a career in law enforcement. It also assists potential candidates in the hiring process.

The design and application of the recruitment effort was made possible by \$100,000 in donated services from Lamar Advertising.

Foxworth Names Assistant Chief

A Portland native and 24-year veteran of the Portland Police has been promoted to Assistant Chief of Services, becoming the first African American woman to hold the rank of assistant police chief for the bureau.

Chief Derrick Foxworth named Capt. Dorothy Elmore to the position citing her leadership ability, commitment to community policing, and drive to continue to look for ways to improve the recruiting and training of the most highly qualified police officers.

Elmore, a mother of two children, serves as captain of the personnel division. She will become one of three assistant chiefs under Foxworth, another Portland native and the bureau's second African American chief.

As head of services, Elmore will be responsible for the day-to-day services of the bureau,



Capt. Dorothy Elmore

including internal affairs, personnel, recruiting, training, data processing and systems management. The other assistant chief positions carry out responsibilities in law enforcement operations and investigations.

The promotion will be effective Thursday, Oct. 6.

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It's Time to Celebrate the
10th Anniversary of Wellness Village!



The annual African American Wellness Village has brought free health services, information, and fun activities to the community since 1995. Join us for two great events this year!

Friday Oct. 14th, 11 a.m.-5 p.m.

**Health Disparities Conference:
We Can Make a Difference**
Downtown Embassy Suites Hotel
319 SW Pine Street

An event for community members, health care providers, and local and state officials to come together and generate solutions to health disparities in Oregon. **Featured keynote speaker Dr. Brian Gibbs of the Harvard School of Public Health.**

- 11:00 a.m.-12:45 p.m. Lunch (\$50)
- 2:15 p.m.-5:00 p.m. 2 Workshops "Culturally Competent Health Care" and "Health Disparities: What Can We Do?" free to first 240 community members (Contact the AAHC at 503-413-1850).

Saturday Oct. 15th, 9 a.m.-4 p.m.

10th Annual Wellness Village
at The Blazers Boys & Girls Club
5250 NE Martin Luther King Jr. Blvd.

Free health services and activities at this year's Wellness Village include:

Health Screenings & Services

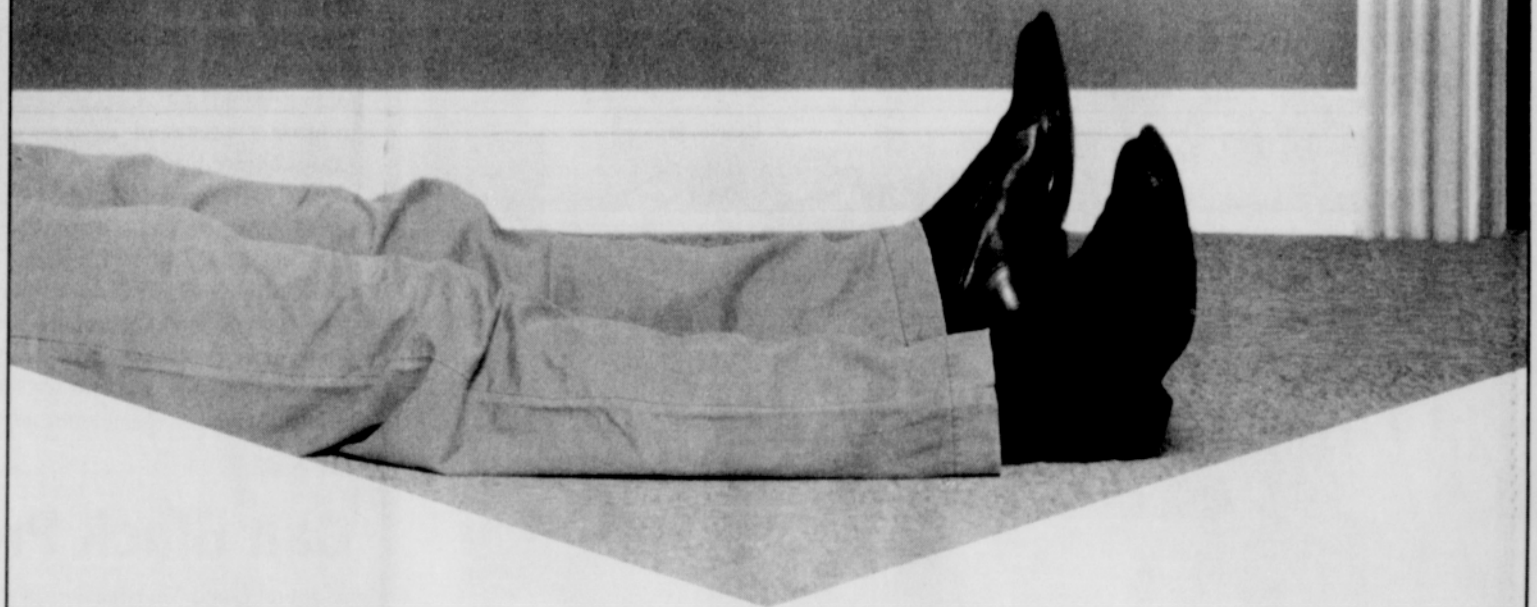
- Flu shots
- Dental
- Vision
- Hearing
- Diabetes

Activities & Exhibits

- Cooking demo & sampling
- Massage therapy
- Gospel Choir
- Children's activities
- Raffle prizes

For more information contact the AAHC at 503-413-1850 or visit www.aahc-portland.org

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