

# CAP action meeting

January 30, 2015

10:00 a.m. to 12:00 p.m.

OCCHD NE Regional Health & Wellness Campus

## MINUTES

### In Attendance:

Joyce Atlee, TAFB Family Advocacy  
Billie Brown, Parent Promise  
Melissa Dennis, OKDHS  
Jennifer Emfinger, CASA  
Ellen Grunewald, Family Builders  
Courtney Humphry, Sunbeam  
Monica Inciarte, LCDA  
Brandy Noel, Parent Promise  
Jaretta Murphy, OSDH/FSPS  
Lisa Oliver, Rainbow Fleet  
Canielle Preston, OHCA

Maa-Uatchet Ra, CAA-Head Start  
Gina Richardson, OSDH/SoonerStart  
Jeanine Ridener  
Robyn Sears, OUHSC  
Stacie Seymour, YFS  
Barbara Smith, OSDH/MCH  
Jessica Stoops, CARE Center  
Sherie Trice, OSDH/FSPS  
Tarah Warren, OKDHS  
Angela Watkins, OSDH  
Linda Whaley, DHS/CCS

### WELCOME & INTRODUCTIONS

Sherie Trice opened the meeting at 10am and welcomed everyone in attendance.

### ANNOUNCEMENTS & UPDATES

- Sherie announced that Billie Brown with Prevent Child Abuse Oklahoma and Parent Promise will be taking the lead for CAP Day on some activities on the 4<sup>th</sup> floor rotunda and encouraged any other interested groups/agencies to also take the lead on activities regarding CAP Day with much of the Capitol space remaining available.
- The CAP Action new website <http://www.brighterfutureforkids.com/> has been updated along with the Facebook page and the Twitter account @CAPActionGroup. Everyone is encouraged to 'like' the FB page. <https://www.facebook.com/pages/Oklahoma-Child-Abuse-Prevention/208673432513636>.
- The Blue Ribbon Tree materials have been updated and are available at this link: [http://www.ok.gov/health/Child\\_and\\_Family\\_Health/Family\\_Support\\_and\\_Prevention\\_Service/Office\\_of\\_Child\\_Abuse\\_Prevention/Child\\_Abuse\\_Prevention\\_Awareness/Child\\_Abuse\\_Prevention\\_Month\\_Day\\_\(April\)\\_Activities/index.html](http://www.ok.gov/health/Child_and_Family_Health/Family_Support_and_Prevention_Service/Office_of_Child_Abuse_Prevention/Child_Abuse_Prevention_Awareness/Child_Abuse_Prevention_Month_Day_(April)_Activities/index.html)
- Nominations for Outstanding Work in Child Abuse Prevention are being sought. The nomination packets are available online with 4 different categories of awards. The ceremony will be at the Capitol in the Blue Room at 11:00 with Ed Lake, Director of OKDHS being the Master of Ceremonies. <http://www.ok.gov/health2/documents/2015%20CAP%20Awards%20Nomination%20Packet.pdf>
- Sherie reported to the group that one of our long term photographers, Al Lang, had donated money to Smart Start Central Oklahoma (SSCO) for \$2,000 for the purpose of Child Abuse Prevention Day at the Capitol and connecting with the legislators per discussion that took place last April between all parties, reportedly he had earmarked the funds for a CAP Day legislative lunch or something close to that. The money is currently in the hands of SSCO and not something the group has control over and it doesn't appear that anything will be happening with the funds and an activity for this year. There was some confusion upon receipt of the money, acknowledgement of the funds, etc... However, Al Lang and SSCO have since worked that out amongst themselves.
- Sherie moved on to discuss the Twitter Challenge from the last meeting where each member of the CAP Action Committee was challenged to sign up for Twitter so that everyone can participate in the Coloring Campaign, #pictureabrighterfuture . The group was able to view the website and watch a tweet posted to the Twitter account and the website. Everyone is encouraged to continue tweeting, utilizing hashtags and becoming more comfortable with social media.

## **BIG TICKET ITEMS**

### **Capitol Activities – Billie Brown/Parent Promise**

- Billie passed out flyers and sign-up sheets for tables on the 4<sup>th</sup> floor rotunda and the pinwheel gardens, which will be located on the west side of the Capitol as a demonstration of all programs working for the child abuse prevention cause. If anyone has suggestions, ideas or questions please contact Brandy Noel, [Brandy.Noel@parentpromise.org](mailto:Brandy.Noel@parentpromise.org).
- The group discussed the timeframe of setup at 7am on April 14<sup>th</sup>, however, Sherie mentioned that the Capitol is reserved for the day before and will be open for setup on April 13<sup>th</sup> if needed. The group also discussed the logistics of breaking down tables in conjunction with the awards ceremony and lunch and the mini conference, which starts at 12:30 and ends at 5:00.
- Billie also announced that they will be delivering pinwheels to each legislator. Sherie reminded the group that there were students from UCO who might be available to volunteer for that project. Robyn Sears said she would send the students a contact email and Sherie mentioned that Sarah Manuel may also have a group of volunteers as well.
- Sherie mentioned to Billie that DHS may be able to do a class on the Basics of Reporting Child Abuse and Billie said they will follow up with that idea. Family Builders offered their services for the Reporting class too.
- Sherie announced that a Governors Photo has been requested for the award winners after the ceremony although we are still waiting to hear if that will be scheduled.
- The group discussed the issue of parking for the mini conference and once again nominated Sarah Manuel for overseeing the logistics as they agreed that the organization of parking for last year went much better than previous years.
- Sherie asked for ideas during the awards ceremony and the group suggested a child singer for the National Anthem – although that later was declined by others.

### **#PictureABrighterFuture**

- Sherie moved on to discuss the Coloring Challenge – this year’s new campaign. She passed out the coloring templates and instructions. She explained that one of the primary purposes for the campaign is for more Oklahoma children to experience happy days.
- ~~Jennifer Emfinger will adjust the settings on the Facebook page to allow people to tag and post their picture to the Oklahoma Child Abuse Prevention page.~~ We have since discovered that that is not a possibility and have revised the instructions with this in mind – individuals cannot tag to organization pages – actually they can tag to the page, but it will never show up on the page itself... So we have adjusted the directions. See the instructions at this link: <http://www.ok.gov/health2/documents/Coloring%20Challenge%20Instructions%20NEW.pdf>
- Monica Inciarte mentioned that Instagram can be used as well and the group mentioned that it is better to use hashtags on Instagram than Facebook.
- Jaretta Murphy asked if the pictures could be printed and displayed at the Capitol on CAP Day.
- The group discussed a deadline for the coloring campaign but instead came up with a goal of 1,000 pictures by CAP Day. Brandy Noel said they may be able to display them at the Capitol as a slide presentation – which may encourage parents to come to the Capitol and view their child’s picture.
- Jennifer demonstrated the website showing the group the three items of focus on the website in its initial stages, 1) April Activities, 2) The Coloring Challenge and 3) OICA. Jennifer mentioned that she would like to add information about volunteering on the website and asked the group to send her [Jennifer@OklahomaCASA.org](mailto:Jennifer@OklahomaCASA.org) links to their organization’s website so that she can add it to the opportunities for volunteering.
- Jaretta discussed and passed out logo and web information permission forms so that organizations can be displayed on the [www.brighterfutureforkids.com](http://www.brighterfutureforkids.com) website.
- Brandy asked if all the coloring photos could be saved to a thumb drive and sent to her for the possibility of projecting them at the Capitol.

- Robyn Sears suggested that OICA offer talking points on their portion of the website. Sherie asked Brandy to ask Billie for talking points so that they can be added to the website.
- Sherie mentioned that the efforts to construct a mission statement were on hold or that most felt it wasn't necessary at this time with other priorities taking precedence.
- Someone in the group offered to contact the director of The Thunder Club to solicit participation with the Coloring Challenge. Sherie encouraged everyone to invite notable Oklahoma personalities to participate in the Coloring Challenge, ie, Bob Stoops, Mike Gundy, the Ogle family, etc.
- ***Sherie challenged everyone on the committee to get one notable person to participate or to get one happy picture before the next meeting.***

#### COMMUNITY ACTIVITIES

- Melissa Dennis has received permission with Child Care Services to send out information statewide to all of the Child Care Services programs. She will work together with Linda Whaley on logistics as to how to get communication on what programs will be participating. She will also challenge DHS county offices across the state to build at least one Blue Ribbon Tree with blue ribbons representing the number of children served at their program for their county.
- The Blue Ribbon Tree slide show will be displayed at the mini-conference and not at the Capitol on CAP Day.

#### MINI CONFERENCE

- Sherie passed out a rough draft of the agenda for the mini-conference and discussed details about the speakers and breakout sessions.
- Sherie asked the group to think about the possibility of giving away door prizes and will discuss at the next meeting. ***She challenged the group to come up with ideas for lunch for those who attend the pre-conference.*** The group suggested getting food trucks and Sherie made the suggestion of having someone donate lunch for approximately 40 participants who may come during the morning. The max capacity at the Samis Center is 250.

The meeting was adjourned at 12:00 p.m.

#### NEXT MEETING DATE is February 20, 2015

2015 CAP Action Meeting Calendar available at this link:

[http://www.ok.gov/health2/documents/2015%20CAP%20MEETING%20CALENDAR%20\(2\).pdf](http://www.ok.gov/health2/documents/2015%20CAP%20MEETING%20CALENDAR%20(2).pdf)