

CAP ACTION MEETING

August 4, 2017
10:00 a.m. to 12:00 p.m.

Minutes

In Attendance:

Joyce Atlee, Tinker AFB Family Advocacy
Dayne Dooley, MCN Launch
Jennifer Emfinger, CASA
Jennilee Flores, OSDH
Tiffany Holmes, OSDH
Monica Inciarte-Wakefield, LCDA
Vicki Land, SSCO
Desiree Melkoutz, Family Builders

Kyle Moore, OCCHD
Myra Moreno, Sunbeam
Shawna Norman, Parent Promise
Mary Phillips, Tinker AFB Family Advocacy
Barbara Smith, OSDH
Canielle Preston, OHCA
Amy Terry, OSDH
Sherie Trice, OSDH

Sherie Trice opened the meeting at 10:00 am. All in attendance introduced themselves.

Welcome

- **Announcements/Updates**
 - OSDH will partner with CCAN again next year (2018) for the mini conference. Tentative date for CAP Awards Ceremony - April 10, 2018.
- **Goals**
 - Next meeting – discuss CAP planning meetings for 2018
 - Begin thinking of new projects and ideas for 2018

Campaign Activities/Events

- **Re CAP “CAP”**
 - Blue Ribbon Video Slideshow
 - Theme: Who “stepped up” in your life?
 - Video Time: 17 Minutes 39 seconds
 - Video Link: <https://www.youtube.com/watch?v=8p69-aXIPKI>
 - Zumbathon
 - Will need more help if this project is to ever be repeated
 - Wear Blue Day & Take a Selfie
 - Received many post on Facebook page from participants – Popular and growing!
 - Participants used hashtag: #pictureabrighterfuture
 - Next year we’ll plan to promote Selfie Day and include the national level hashtag as an option along with the Oklahoma hashtag
 - CAP Coloring Challenge
 - Theme: “DRAW YOUR HAPPIEST DAY!”
 - Children and families were asked to color their “happiest day” and their pictures of their coloring pages were placed on the Brighter Future for

Kids website as well as the Oklahoma Child Abuse Prevention Facebook page. This year there will be an additional Facebook page that will serve as a landing page instead of the former website to eliminate the fee.

- We received 267 “happy” pics with many being included in the slideshow
- Build a Blue Ribbon Tree for Kids Campaign
 - Oklahoma continued tradition of BUILDING BLUE RIBBON TREES FOR KIDS!
 - We received a record-breaking amount of photos from around the state of Oklahoma
 - All photos were added to the blue ribbon video slideshow which was included on the OCAP Facebook page, shown at the CCAN Conference, shared via massive distribution lists, and many other places
- Outstanding CAP Awards & Ceremony
 - Approximately 100 people attended the event
 - Five recipients received awards (sans the elected official award)
 - There was one new category: Outstanding Home Visitor Award
- April CAP Online Calendar
 - An online calendar was created so that events and information can be shared, promoted and collected in one place for the entire state
 - Programs are encouraged to use the online calendar in the hopes to raise awareness for child abuse prevention
- OCAP Facebook Page
 - CAP Action has a Facebook page – “Oklahoma Child Abuse Prevention”
 - It is monitored by members of the group
 - It will have a secondary page that will serve as a landing page for the Happiest Day pictures next year, also to include hot topics in regards to prevention efforts in Oklahoma.
- Pinwheel Garden
 - Parent Promise had a Pinwheel Garden in recognition of child abuse prevention month at the Myriad Botanical Gardens in Oklahoma City
- OKCAN Conference
 - The 24th Oklahoma Child Abuse and Neglect Conference was held April 12-13, 2017 at the Marriott Conference Center (NCED) in Norman, OK
 - Next year OSDH will again partner – date TBD

- **Project CLICK**

- CLICK for Babies is a grassroots campaign that recruits those who knit and crochet to make PURPLE caps for infants, which will be given to families across Oklahoma in the months of November and December.
- The goal of CLICK for Babies is to increase awareness and educate families and caregivers about the *PERIOD of PURPLE Crying* that all infants experience. The campaign aims to prevent shaken and abusive head trauma of infants.
- Due to a recent press release put out by OSDH's Office Communications CLICK has received press from KOCO, FOX 25, Telemundo, and Good Housekeeping to name a few. It has made national interest and should be receiving caps from Chicago and New York
- Deadline for Caps will be October 1, 2017, but everyone who receives the CAP meeting notices and attends the CAP Action group is challenged to bring at least one cap to the next meeting.
- CAP Action members are asking everyone to spread the word via their social media pages.

- **Project POST-IT NOTES**



- (Picture is an example of project)
- Attendees were asked to think ideas to develop that spread the prevention message.
- Would like to tie to an event/cause. Bring your ideas to September 20th meeting.

- **Project NEW IDEAS???**

- If you have any new ideas please bring them to the next meeting.

In Conclusion: Next Meeting

- **Friday, September 15, 2017 from 10:00am- Noon**
OCCHD NE Regional Health & Wellness Campus, 2600 NE 63rd Oklahoma City, OK

Meeting Adjourned

[2017 CAP ACTION MEETING SCHEDULE](#)