

*CAP Action Meeting*  
**AGENDA**

**CHILD ABUSE PREVENTION**  
**December 13, 2019**  
**10:30am – Noon**  
OCCHD NE Regional Health & Wellness Campus  
2600 NE 63<sup>rd</sup> in OKC

**WELCOME**

Introductions  
Announcements  
PCA-OK Update

**OUTREACH**

Point person in every county (expectation/role)  
- Community member partners  
- Speaker ideas  
Messaging – Fine-tune prevention hashtags  
#PictureaBrighterFuture  
#OKWearsBlue  
#OKDo1Thing  
Targeted email templates


**EXPANSION**

Blue Ribbon Tree Campaign  
Wear Blue & Take a Selfie Day (Fri, 04/03/20)  
Happy Day Coloring Challenge  
Outstanding CAP Awards & Ceremony (Tues, 4/14/20)

**NEW IDEAS**

100 Days to CAP Month Campaign  
Posters Ideas  
Brainstorm everything else (?)

**BUSINESS**

Old Business  
Click  to like the OCAP Facebook Page  
New Business

*Next meeting -- Friday, January 10, 2019 (10:30am – Noon)*

# CAP ACTION MEETING

December 13, 2019  
10:30 a.m. to 12:00 p.m.  
**Minutes**

## In Attendance

Canielle Preston, OHCA  
Denise Howard, OCCHD  
Jennifer Emfinger, CASA

Jill Goyette, YMCA  
Kyle Reed, YMCA  
Sherie Trice, OSDH

Sherie Trice opened the meeting at 10:30 am.

## Welcome

### **Important CAP dates for your calendar**

- ✓ **Friday, January 10, 2020 (10:30 am)** – Next CAP Action Meeting (including presentation on YMCA's 5 DAYS OF ACTION)
- ✓ **March 31 – April 2, 2020** – [Oklahoma's Annual Conference on Child Abuse and Neglect](#)
- ✓ **Friday, April 3, 2020** – Wear Blue Day & Take a Selfie
- ✓ **Friday, April 3, 2020** – OKC's SkyDance Bridge Goes Blue to kick off April as CAP Month
- ✓ **Sunday, April 5, 2020** – OKC Open Streets
- ✓ **Tuesday, April 14, 2020 (11:00 am)** – Outstanding CAP Award Ceremony

## Outreach

- Goal → Identify a point person in every county (discussed expectation/role)
  - Possible target audiences: schools, childcares, County DHS sites, etc.
  - Messaging / Fine Tune Prevention Hashtags (past #'s included below):
    - #pictureabrighterfuture
    - #OKDo1Thing
    - #OKWearsBlue
    - #KNOWMORE
- Discussed targeted email templates to increase prevention outreach
- Publicity
  - CAP month activity press releases will be distributed via OSDH Office of Communications
  - Discussed creating a short video that can be shared in April on Social Media
  - Discussed reaching out to a popular sports team for a CAP representative or Ambassador, such as, the OKC Thunder suggested

## Expansion

- **National Awareness Campaign for YMCA: Five Days of Action (April 13<sup>th</sup>-17, 2020)**
  - The campaign includes KNOW | SEE | RESPOND
  - The purpose of the campaign:
    - Bringing awareness to the issue of child sexual abuse with "prevention" being vital to keep children safe
    - Fostering conversation around how abuse can be prevented
    - Speaking up when there is a boundary violation observed

- The campaign includes a toolkit for the Five Days of Action, available each year.
- Discussed the benefits of collaboration and inclusion on the Five Days of Action into the CAP Action activities, utilizing a broader prevention scope.
  - Primary roles of Partners
    - Attend the YMCA events
    - Recruit other partners
    - Be an advocate
    - Programs can register on the website:  
<https://www.fivedaysofaction.org/>
- Five Days of Action includes a National Day of Action (April 14, 2020)
  - Local YMCA plans to hold a press conference the morning of the 04/14/20
    - Discussed possibly combining press conference with CAP Awards Ceremony

### **New Idea**

- **Know, See, Respond – YWCA’s Five Days of Action**
  - YMCA will presentation on this campaign at next CAP Action meeting (01/10/20)

### **ACTION ITEMS**

- Continue to generate ideas for potential community contacts and bring to meeting.
- Kyle Reed (YMCA) will explore the possibility of his program creating or help in creating a prevention video.
- Kyle Reed will contact the OKC Thunder in an attempt to seek a viable ambassador for local Child Abuse Prevention.
- **Everyone:** Review the 5 Days of Action website (along with resources) and register your email to get further notifications. Consider how CAP can infuse some of these ideas into new and/or existing activities and events for April.
- **ANYONE:** Bring ideas on new hashtags for April that can be used long term
- **ANYONE:** Bring ideas for a prevention poster design for April.

### **Next Meeting**

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### **Meeting Adjourned**