



# CHILD ABUSE PREVENTION

**OUR VISION** All Oklahoma children will be healthy and safe.

**OUR MISSION** is to prevent child abuse and neglect through public awareness, education and community outreach across Oklahoma.

## WHEN

December 14, 2018  
10:00am – 11:30am

## AGENDA

## WHERE

OCCHD NE Regional Health  
& Wellness Campus  
2600 NE 63<sup>rd</sup> in OKC

### INTRODUCTIONS & ANNOUNCEMENTS

#### WELCOME

Introductions

Announcements & Updates

### PROGRAMS & PURPOSE

#### PRESENTATIONS & DISCUSSION

#### SPECIAL GUEST

Coordinating CAP Action activities and events with the newly released State Plan.

**Beth Martin**, Director

Family Support & Prevention Services (OSDH)

#### Presentation from fellow CAP Participants –

#### LET'S TALK ABOUT DATA

Discussion on how to gather outcomes with all things CAP.

**Juan Delara**, MPH, Epidemiologist

Family Support & Prevention Services (OSDH)

#### RESOURCES FROM CHILD GUIDANCE

**Robyn Sears**, M.S., CCPS, CFLE, Child Dev. Specialist

Oklahoma County Child Guidance

#### STANDARD CAP ACTIVITIES

- ⓧ Blue Ribbon Tree
- ⓧ Wear Blue Day
- ⓧ Coloring Challenge
- ⓧ Parents Night Out Toolkit
- ⓧ Use of Theme #pictureabrighterfuture
- ⓧ CAP Awards & Ceremony
- ⓧ Pinwheel Gardens
- ⓧ Resource Guides
- ⓧ Media Releases
- ⓧ Social Media
  - OCAP Facebook Page
  - (twitter & others)
- ⓧ CCAN Conference
- ⓧ Post It Note Project

### LOOKING AHEAD

Brainstorm ideas for upcoming meetings/campaigns

- Universal Message for CAP efforts
- CAP Action Recruitment Brochure

Participant Volunteers for next meeting

### THANKS FOR PARTICIPATING

Next Meeting – January 11, 2019 (10:00am – Noon)

Family Support & Prevention Service (OSDH) | 1000 NE 10<sup>th</sup> Street | Oklahoma City, OK | 73117

(P) 405.271.7611 (F) 405.271.1011

<http://fspd.health.ok.gov>

## CAP ACTION MEETING

December 14, 2018  
10:00 a.m. to 11:30 a.m.

### *Minutes*

#### **In Attendance:**

Lourdes Avalos-Lopez, Parent Promise  
Rachel Blackwood, NOYS\*  
Juan Delara, OSDH  
Joe Dorman, OICA  
Sherry Fair, Parent Promise  
Tiffany Holmes, OSDH  
Beth Martin, OSDH  
Syreta Mason, Muskogee HD\*

Debi Menzer, Parent Promise  
Kyle Moore, OCCHD  
Sarah Neyman, PCCT\*  
Yamel Payan-Lopez, NOYS\*  
Robyn Sears, OUHSC  
Sherie Trice, OSDH  
Mindy Turner, Bethany PAT

#### **\*Video Conference**

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

#### **Welcome**

##### ○ **Announcements/Updates**

- ⌘ Annual Child Abuse and Neglect Conference
  - Date April 17 – April 19, 2019
- ⌘ Outstanding Child Abuse Prevention Award Ceremony - tentatively planned to be during reception for the Child Abuse and Neglect Conference on 4-18-19
  - Consider nominations for the 2019 awards
- ⌘ State Plan follow up meeting - April 5, 2019, 10:00am – noon, Oklahoma State Department of Health, for more information email [sheriet@health.ok.gov](mailto:sheriet@health.ok.gov)
- ⌘ 10th annual OkMOM will be held February 1-2, 2019 at the Oklahoma State Fairground Expo Hall. Doors open at 5am. (First come, first serve so many people get in line the night before)

#### **Presentations**

##### ○ **Coordinating CAP Action activities/events with newly released State Plan**

*“Work is being done, but we need to find it.”*

*Beth Martin, Director*

*Family Support & Prevention Service (OSDH)*

#### Oklahoma State Plan for Child Abuse & Neglect and Prevention

##### ○ Strategic Planning Process

- ⌘ Gather Core Players, Lay Out the Time Line, Fill in the Gaps, Gather Information, Analyze information, Draft- Correct-Repeat, Present, Start Over

○ **Goals**

⌘ **Infrastructure**

• **Investments**

- Advocate for investments in evidence-based child abuse and neglect prevention services
- Gather information regarding current funding for primary CAN prevention efforts
- Make recommendations to direct resources

• **Policy**

- Advocate for policies that support healthy families
- Work with organizations and private citizens to track public policy and legislation

⌘ **Resources**

• **Optimize & Direct Resource**

- Provide resources for individual and community needs
- State and local agencies collaborate to close gaps
- Prioritize collaborations that increase services for special needs populations

⌘ **Community Involvement**

• **Parental Resiliency & Social Connections**

- Reach out to the faith-based organizations
- Increase availability of parent support groups & networking events
- Develop & Promote Free/Low Cost Family Activities
- Promote a Centralized listing of Free or Low- Cost Activities such as one listed on [www.parentpro.org](http://www.parentpro.org)

• **Develop Safe Communities**

- Identify community efforts that mitigate the efforts of violence
- Include local law enforcement in all prevention activities

• **Improve Mental and Emotional Wellbeing**

- Ensure access to early screening and treatment services
- Awareness campaigns
- Trauma-informed services and workplaces
- Respite for caregivers

• **Outreach to High- Risk Populations**

- Ensure availability to Teen pregnancy Prevention & Sexual Health Programs to Vulnerable Youth
- Provide parents tools to sexual education

⌘ **Knowledge**

• **Educate Caregivers**

- Increase trainings to community members and professionals who work with children
- Promote resources through medical, dental, and educational organizations
- Educate regarding risk and protective factors

- **Expand Trainings**
  - Educate professionals regarding signs of child abuse as well as risk factors associated with Child Abuse and Neglect
  - Provide training materials to community members regarding reporting law
  - Utilize training in a variety of formats
- **Implement Strategic Communications**
  - Expand use of social marketing
  - Target communications
  - Utilize toolkits and shared message banks
  - Recruit influential messengers to promote the message

⌘ **Identify Where your group fits**

- **What is your Mission?**
  - What is the main focus of this group?
  - Do your activities fall within one or more of the State Plan goals?
  - Do you have access to resources that would inform the Strategic Priorities?
- **Would you be willing to?**
  - Gather and provide data from your activities to inform the State Plan?
  - Attend two meetings per year to address progress toward or revision of the Strategic Priorities?

*Please see attachment*

Video Conference Link: <https://manage.lifefizecloud.com/#/publicvideo/2cca1faa-16ab-48b8-9e65-099697bd4927?vcpubtoken=b2e8e89f-d22d-4713-ae18-33256dcaa9cd>

Thanks for Participating!

**In Conclusion: Next Meeting**

Friday, January 11, 2019

10:00am- Noon


OCCHD NE Regional Health & Wellness Campus

2600 NE 63<sup>rd</sup> Oklahoma City, OK

**Meeting Adjourned**

# Oklahoma's State Plan for Child Abuse & Neglect Prevention

Beth Martin  
Director, Family Support & Prevention Service  
Oklahoma State Department of Health



Creating a State of Health

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## Strategic Planning Process



- Gather Core Players
- Lay Out the Time Line
- Fill in the Gaps
- Gather Information
- Analyze Information
- Draft-Correct-Repeat
- Present
- Start Over

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## Goals

- Infrastructure
- Resources
- Community Involvement
- Knowledge



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### Strengthening Families Protective Factors

- **Parental Resilience**-Bouncing back from challenges, solving problems.
- **Social Connections**-Networks that provide emotional support.
- **Concrete Support in Times of Need**-meeting basic needs (food, clothing, shelter)
- **Knowledge of Parenting and Child Development**-Accurate information regarding appropriate expectations for child behavior.
- **Social-Emotional Competence of Children**-Ability to interact positively, regulate behavior and communicate effectively.

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### Infrastructure Strategies

<p><b>1. Investments</b></p> <ul style="list-style-type: none"> <li>❖ Advocate for investments in evidence-based CAN Prevention services</li> <li>❖ Gather information regarding current funding for primary CAN prevention efforts</li> <li>❖ Make recommendations to direct resources</li> </ul>	<p><b>2. Policy</b></p> <ul style="list-style-type: none"> <li>❖ Advocate for policies that support healthy families</li> <li>❖ Work with organizations, agencies and private citizens to track public policy and legislation</li> <li>❖ Advocate for Trauma-informed policies</li> <li>❖ Advocate for evidence-based processes in courts for determining custody</li> </ul>
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### Resource Strategies

**3. Optimize & Direct Resources**

- ❖ Support Communities in Developing needs Assessments Locally
- ❖ State & Local Agencies Collaborate to Close Gaps
- ❖ Prioritize Collaborations that Increase Services for Special Needs Populations




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**Community Involvement Strategies:**

<p><b>4. Parental Resiliency &amp; Social Connections</b></p> <ul style="list-style-type: none"><li>❖ Increase availability of parent support groups &amp; networking events</li><li>❖ Develop &amp; Promote Free/Low-Cost Family Activities</li><li>❖ Promote a Centralized Listing of Free or Low-Cost Family Activities</li></ul>	<p><b>5. Develop Safe Communities</b></p> <ul style="list-style-type: none"><li>❖ Identify community efforts that mitigate the effects of violence</li><li>❖ Include local law enforcement in all prevention activities</li><li>❖ Support delinquency prevention, behavior management, bullying prevention and afterschool programs</li></ul>
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**Community Involvement Strategies:**

<p><b>6. Improve Mental &amp; Emotional Wellbeing</b></p> <ul style="list-style-type: none"><li>❖ Ensure access to early screening and treatment services (maternal mood disorders)</li><li>❖ Awareness Campaigns Regarding Maternal Mood Disorders</li><li>❖ Trauma-informed services &amp; workplaces</li><li>❖ Respite for caregivers</li></ul>	<p><b>7. Outreach to High-Risk Populations</b></p> <ul style="list-style-type: none"><li>❖ Ensure Availability of Teen Pregnancy Prevention &amp; Sexual Health Programs to Vulnerable Youth</li><li>❖ Prevention Education (touch, sexual risk avoidance, teen parents)</li><li>❖ Ensure Mentoring &amp; Counseling Programs for High-Risk Youth</li><li>❖ Provide Parents Tools for Sexual Education</li></ul>
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**Knowledge Strategies:**

<p><b>8. Educate Caregivers</b></p> <ul style="list-style-type: none"><li>❖ Increase trainings to community members and professionals who work with children</li><li>❖ Promote resources through medical, dental &amp; educational organizations</li><li>❖ Educate regarding risk &amp; protective factors</li></ul>	<p><b>9. Expand Trainings</b></p> <ul style="list-style-type: none"><li>❖ Educate professionals regarding signs of CAB as well as risk factors associated with CAN</li><li>❖ Provide training and materials to community members regarding reporting law</li><li>❖ Utilize training in a variety of formats (face-to-face, web-based, classroom)</li></ul>
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**Knowledge Strategies:**

**10. Implement Strategic Communications**

- ❖ Expand use of social marketing
- ❖ Target communications
- ❖ Utilize toolkits and shared message banks
- ❖ Recruit influential messengers to promote the message

**SHARE THE PREVENTION PLAN**



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**Where Do We Go From Here?**

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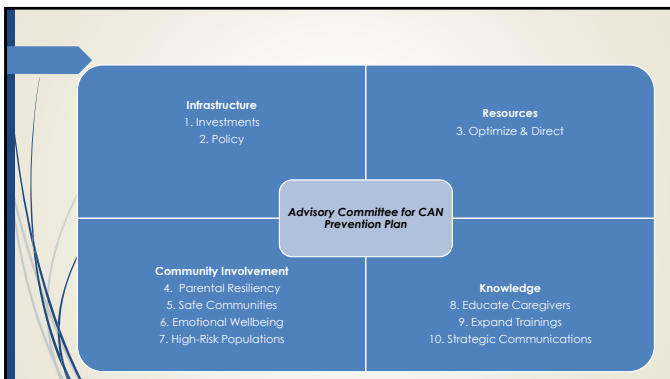
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### Who Is Already At The Table?

**Infrastructure**

- **Investments**
  - ◆ Funding Levels
  - ◆ Number of Parent Support & Education Groups
- **Policy**
  - ◆ # Children receiving Dev. Screening
  - ◆ # Children who have Med. Coverage
  - ◆ # Child Care positions (slots)
  - ◆ # QRIS 1-2-3 Star Programs
  - ◆ Legislation that addresses wellbeing
  - ◆ # Community Initiatives

**Resources**

- **Optimize and Direct**
  - ◆ Increase Survey Participants
  - ◆ Increase in Perception of Ease of Access to Services
  - ◆ Increase in # of Community Needs Assessments

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### Community Involvement

- **Parental Resiliency & Social Connections**
  - ◆ # Parent Support Groups
  - ◆ Increase Protective Factors as Surveyed by Community Survey
  - ◆ # Workforce Trained to Facilitate Parent Support Groups
  - ◆ # of Free/Low-Cost Activities
- **Develop Safe Communities**
  - ◆ Increase Positive Neighborhood Safety Responses
  - ◆ Increase "I have used this" Responses to OCAP Survey

- **Improved Mental & Emotional Wellbeing**
  - ◆ Change in Mentally Healthy Days (BRFS)
  - ◆ # Maternal Mood Disorder Screens
  - ◆ Decrease in "overwhelmed by stress" Responses (OCAP)
  - ◆ Decrease # Inpatient Mental Illness Discharges (OK2Share)
  - ◆ Decrease Suicide Rate (OK2Share)
  - ◆ Increase # Professionals Trained in Trauma Informed Care

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### Community Involvement

- **Outreach to High-Risk Populations**
  - ◆ # Sexual Abuse Prevention Programs
  - ◆ # Sexual Education Programs
  - ◆ # Parenting Teens Enrolled in Home Visiting




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**Knowledge**

- **Educate Caregivers**
  - ◊ Increase Positive Responses to OCAP Survey "know how to help child learn"
  - ◊ Increase # of Parent Classes/Training
- **Expand Trainings**
  - ◊ Increase in Variety of Training (OCAP Survey)
  - ◊ Increase in "very confident" Responses (OCAP Survey)
  - ◊ Increase # of CAN Trainings
- **Implement Strategic Communications**
  - ◊ # People Accessing ParentPRO
  - ◊ # People Who have Heard or Used Parent Support Services
  - ◊ Increase Under-Represented Survey Participants (OCAP Survey)

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**Identifying Where Your Group Fits**

<p><b>What Is Your Mission?</b></p> <ul style="list-style-type: none"><li>• What is the main focus of this group?</li><li>• Do your activities fall within one or more of the State Plan Goals?</li><li>• Do you have access to resources that would inform the Strategic Priorities?</li></ul>	<p><b>Would You Be Willing To?</b></p> <ul style="list-style-type: none"><li>• Gather &amp; provide data from your activities to inform the State Plan?</li><li>• Attend two meetings per year to address progress toward or revision of the Strategic Priorities?</li><li>• <b>April 5, 2019 OSDH 10-12</b></li><li>• Share this information with other groups you are involved with?</li></ul>
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**What Else?**



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Contact Information

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