



CAP ACTION

got purpose?

CHILD ABUSE PREVENTION (CAP) PLANNING KEY ELEMENTS

Activity 1	CAP Day at the Capitol (plus activities)
Activity 2	CAP Month
Activity 3	Mini Conference
Activity 4	CAP throughout the Year (ongoing)

Friday, December 05, 2014

WELCOME & INTRODUCTIONS

ANNOUNCEMENTS & UPDATES

LEGISLATION
OTHER ITEMS

GOALS FOR TODAY

SUMMARY & UPDATE FROM LAST SESSION (GROUP SHARE)

BIG TICKET ITEMS

1. **SOCIAL MARKETING COLORING CAMPAIGN** #brighterfuture

#PictureABrighterFuture CHILDREN PRE-K – 12TH DRAW THEIR HAPPIEST DAY

2. **COMMUNITY ENGAGEMENT**

MENU OF OPTIONS

Pinwheel Gardens (strategic locations) / Blue Ribbon Trees / Other Ideas ???

TRACKING SYSTEM (SEE MAP) – DATA ELEMENT – INFLUENTIAL PERSON

Turning Point/OCCY Community Partnership Boards

3. **TELLING THE PREVENTION STORY – BRAINSTORM**

ENHANCING BLUE RIBBON TREE CAMPAIGN

With pictures of the Blue Ribbon Trees, include instructions for consumers to send to legislators with a brief explanation of the meaning. Committee creates and provides template in the BRT packet to make it easier for the participant to complete.

From this idea, the group discussed that this could be something that everyone could also tag back to their own and the

OKLAHOMA CHILD ABUSE PREVENTION Facebook page.

Other ideas/enhancements?

CAP DAY AT THE CAPITOL, MINI CONFERENCE, OTHER ACTIVITIES

CAP DAY AT THE CAPITOL (AKA – DIFFERENT THAN PAST YEARS – DAY OF CELEBRATION)

Awards, Celebrations, Involve legislators – have them present awards, video slideshow as summary of important community work, etc. Discuss options, limits, legislative connection.

RIGHT NOW NEEDS

- Ongoing Effort – something now, something next month and the next and the next and the next....
- An Advocacy Chair – leader to direct efforts/create timeline of events/activities leading up to April.
- A Social Marketing lead (skilled on multiple media tools – Hootsuite, Pinterest, Twitter, etc.)

Friday, January 9, 2015 – 10:00am - Noon
Friday, January 30, 2015 – 10:00am – Noon
Friday, February 20, 2015 – 10:00am – Noon



Upcoming Meetings

Friday, March 13, 2015 – 10:00am – Noon
Friday, April 3, 2015 – 10:00am – Noon

[Complete 2015 schedule available by clicking here!](#)

**All meetings held at the OCCHD NE Regional Health & Wellness Campus, 2600 NE 63rd Street in OKC*

NEXT CAP DAY AT THE CAPITOL & MINI CONFERENCE

Tuesday, April 14, 2015!

CAP action meeting

December 5, 2014

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

OCCHD NE Regional Health & Wellness Campus

MINUTES

In Attendance:

Sarah Ashmore, Smart Start Oklahoma
Jennifer Emfinger, CASA
Sandi Golden, MCN-BHS
Denise Howard, OCCHD/ Children First
Monica Inciarte-Wakefield, Latino Agency
Vicki Land, SSCO
Donna Legaard, YWCA/CDC
Vicki Long, OSDH/Children First
Aimee Merick, OCCHD
Jaretta Murphy, OSDH/FSPS
Lisa Oliver, Rainbow Fleet
Caniella Preston, OHCA

Jeanine Ridener
Traci Schwartz, The Care Center
Robyn Sears, OUHSC
Stacie Seymour, Youth & Family Services
Barbara Smith, OSDH
Nicole Sukenis, Infant Crisis
Courtney Thomas, Infant Crisis
Sherie Trice, OSDH/FSPS
Angela Watkins, OSDH
Mike Waugh, Parent Promise
Lisa Williams, OSDH/FSPS

Sherie Trice opened the meeting at 10:00 a.m.

WELCOME & INTRODUCTIONS

The group shared holiday snacks and fellowship while meeting. During introductions, each participant shared their dream for children and/or what brought them to the meeting today.

ANNOUNCEMENTS & UPDATES

- Dale Wares, Co-Chair of the group was unable to attend the meeting, but sent a legislative update via an email that was shared with the group on the potential bill regarding the switching verbiage. He had been in communication with Representative Emily Virgin, and the email outlined suggested deletions and edits to the language of the bill.
- If anyone would like to showcase their agency in the Prevention Eblast Newsletter, please contact Sherie @ SherieT@health.ok.gov.
- Blue Ribbon Tree (BRT) campaign materials (including postcards) and CAP Day at the Capitol Save the Date cards are available online:
[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)
Hard copies of the BRT and Save the Date postcards may be picked up at the OSDH/FSPS office.
- Sherie announced potential plans to collaborate with OICA regarding the launch of the **Raising of America** documentary and said that it may be scheduled for the evening of CAP Day or close to that date. More details as they unfold.
- Most of the Capitol reserved for use by CAP Action group for CAP Day, Tuesday, April 14, 2015.
- Sherie reiterated that OSDH/FSPS will have a reduced presence at the Capitol this year and offered to pass the baton for another individual or group/agency to lead the charge (remaining in an assistive capacity). Currently the CAP Action group is working on building a CAP Day that will be more a day about Celebration and presenting the CAP Awards, very different than the last few years, with more emphasis on community engagement across the state (i.e. Blue Ribbon Tree neighborhoods, pinwheel gardens on courthouse lawns, etc.)
- Mike Waugh, Parent Promise, offered an opportunity for everyone to purchase pinwheels for their agency from Parent Promise for \$1.00 with a minimum of 10 each (see attachment at the end of minutes). The pinwheels would be for a large display of a pinwheel garden on the State Capitol grounds. He explained that a sign with the agency's name would be placed in the pinwheel garden. **January 30th is the deadline.**

BIG TICKET ITEMS – *Three key areas of focus for today!*

Social Marketing Coloring Campaign

The group discussed in great length the “Picture a Brighter Future for Kids” coloring campaign, reviewing the basic premise and goals of how it would be structured and the purpose for the activity... with many new people at this meeting that were not in attendance at the previous meetings (the concept for the campaign grew out of ideas from other activities discussed, evolving into the current campaign making it difficult to understand how we got from point A to point B now at point C with it in its current form). The Happiest Day coloring challenge idea stemmed from a brainstorm at the last CAP Action meeting for ongoing public awareness of child abuse.

- After further discussions and various ideas and opinions regarding the message and the method of the campaign, the group decided to continue in a smaller subcommittee of volunteers and report back to the large group to establish the steps and details of the activity and to help make it an effective and worthwhile project. Sherie asked the committee to develop a strong and effective message and Angela Watkins volunteered her services to help track statistics.

Community Engagement

Expanded community engagement will be a focus in 2015! The group will be seeking contacts and volunteer representatives from each area of the state with a point person assuring visibility of some sort of Child Abuse Prevention activity so that each community in Oklahoma will be participating (or as many as possible). The group brainstormed community partners to include such as, Turning Point Initiatives, Community Partnership Boards, Community Connectors, Parks and Recreation, etc.

- Further discussion took place on how get every counties to participate with Blue Ribbon Trees or Pinwheel Gardens. Robyn Sears volunteered to reach out to Child Guidance sites across the state for participation.
- The group also discussed strategies for tracking how they would tally and track how many people would view the Blue Ribbon Trees or the Pinwheel Gardens in each community. OSDH Epi’s or onboard to assist in that regard.
- The plan for community engagement will also have a form to complete (who, what, where, when) and the hope would be that a community influential person would be involved and that media would also be included (possible through a template for a media release made available through the OSDH Office of Communications). Monica Inciarte said that they invite Telemundo each year for their Blue Ribbon Tree. Other ideas were that small town newspapers should be contacted for publicity and perhaps sending out a press release template.
- Robyn restated the idea of taking a picture of the Blue Ribbon Trees and posting them on social media and even on the legislators Facebook page. Discussion took place on the steps outlining how to post and tag and broadcast their Blue Ribbon Tree pictures and it was decided that it could be added to the current BRT forms/package, and there was also discussion about providing a fill-in-the blank press release for communities or county health departments and possibility enlisting the help of the OSDH Office of Communications.

Telling the Prevention Story

- Continued discussions on how to capture success stories, utilizing videos to incorporate with the awards ceremony on April 14th. Tabled until the next meeting with everyone bringing back their ideas at that time.

The meeting was adjourned at 11:35 a.m.

NEXT MEETING DATE is January 9, 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)



December 5, 2014

As part of CAP Action day, we at Parent Promise would like to create a pinwheel garden. We are requesting that each agency, represented on the CAP Action Committee, purchase a minimum of 10 pinwheels each. The pinwheel garden will be comprised of these pinwheels that are purchased. A sign with your agency's name will be displayed in the garden. Please tear off the bottom part of this form and submit it with your order. The **DEADLINE DATE** will be, **Friday, January 30, 2015**. Each Pinwheel is **\$1.00**. Each agency will be responsible for sending their agency name and logo in PDF to be printed off on legal size. Please let us know if you will be sending someone to represent your agency and help create the garden. Thank you so much!!



Parent Promise Contact: Brandy Noel 405.232.2500

Contact Person With Your Agency: _____

Agency Name: _____

Agency Address: _____

Agency Phone #: _____

Name Displayed on Sign: _____

Name of Person Helping With Pinwheel Garden: _____

Contact Info. For Person Helping: _____

Number Of Pinwheels Requested: _____

Total Price Enclosed: _____