

# CAP Action Meeting

# AGENDA

## CHILD ABUSE PREVENTION

October 11, 2019

10:30am – Noon

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

### WELCOME

Robyn Sears &  
Denise Howard

Introductions – 10 minutes

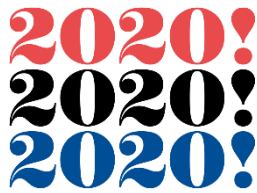
Announcements & Updates – 10 minutes

*Interim Study Update – Child Abuse Prevention*

Program Showcase – 10 minutes

**Oklahoma Health Care Authority**

*Canielle Preston, MBA-HC, Provider Representative II*



∩ *Something Old, Something New, Something Borrowed, Something Blue* ∩

**Something Old** (What's worked in the past) – 10 minutes

**Something New** (Brainstorm new ideas) – 10 minutes

**Something Borrowed** (Ideas from the field/Showcase what works in your community) – 10 minutes

**Something Blue** (Current campaign activities to grow) – 10 minutes

Wear Blue Day – Friday, April 3, 2020

Blue Ribbon Tree Campaign

Pinwheel Gardens

Happiest Day Coloring Challenge

**Everything Else** – 10 minutes

Outreach – templates for specific populations


Theme/Design/Message – Posters

Workgroups

**Parking Lot**

### BUSINESS

Old Business

Click  to like the OCAP Facebook Page

New Business

**NEXT MEETING - FRIDAY, NOVEMBER 8, 2019 (10:30AM – NOON)**

## CAP ACTION MEETING

October 11, 2019

10:30 a.m. to 12:00 p.m.

### Minutes

#### In Attendance:

Maggie Beckham, Archdiocese of OKC  
Marcia Castellanos- Aymat, OSDH  
Christy Chandler, Sunbeam  
Melissa Dennis, OKDHS  
Jennifer Emfinger, CASA  
Jennifer Hardin, OCCY  
Taffy Henderson, OCCHD  
Tiffany Holmes, OSDH  
Denise Howard, OCCHD  
Gabrielle Jacobi, OPSR

Vicki Land, Smart Start OKC  
Carly McQuiston, OPSR  
Kyle Moore, OCCHD  
Alicia Noble, Sunbeam  
Shawna Norman, Parent Promise  
Canielle Preston, OHCA  
Nick Richert, Positive Tomorrows  
Robyn Sears, OUHSC  
Sherie Trice, OSDH  
Cynthia Williams

Robyn Sears opened the meeting at 10:30 am. All in attendance introduced themselves.

#### Announcements/Updates/Events

- Oklahoma Casa Association: Unconscious Bias with Jodi Pfarr  
December 12-13, 2019, Embassy Suites (Norman, OK)  
Cost: \$25 - CASA employees / \$50 – general public
- 2019 Infant Mortality Alliance Annual Stakeholder Summit: Let's Talk  
October 24, 2019, Metro Technology Center (Springlake Campus in OKC)
- Child Abuse Prevention Interim Study Strategies Update  
**Advocate for investments in evidence-based family support and child abuse/neglect prevention services, programs and resources. (PCA-OK is lead)**
  - Desired outcomes:
    1. Fully fund current child abuse and neglect prevention services;
    2. Increase access to parent support, education and child abuse and neglect prevention programs.

#### **Optimize resources across prevention system partners and make recommendations to direct resources to meet state and local needs. (PCA-OK and OSDH are co-leads)**

- Desired outcomes:
  1. Services are easy to access and cost-effective;
  2. Collaboration exists among government, non-profit, faith-based and community organizations at the local and state levels to provide needed services.
  3. Local communities initiate a needs assessment process, which includes child and family well-being.

To move forward PCA-OK staff asked Representative Mark Lawson to sponsor this interim study, which includes a survey to state agencies and private agencies.

Information was presented to the Children, Youth and Family Services Committee of the House of Representatives 09-03-19.

## Oklahoma Health Care Authority (OHCA) Program Showcase

Canielle Preston, MBA-HC, Provider Representative II

### OHCA Contact Information

4345 N Lincoln Blvd, OKC

(405) 522-7300

[www.okhca.org](http://www.okhca.org)

The OHCA administers two health programs for the state.

1. **SoonerCare** is Oklahoma's Medicaid program and works to improve the health of qualified citizens by ensuring medically necessary benefits and services are available. Qualifying Oklahomans include certain low-income children, seniors, disabled, those being treated for breast/cervical cancer and those seeking family planning services.
2. **Insure Oklahoma** assists qualifying adults and small business employees in obtaining health care coverage for themselves and their families.

### **OHCA Vision**

OHCA vision is for Oklahomans to be healthy and to have access to quality health care services regardless of their ability to pay.

### **OHCA Mission Statement and Goals**

OHCA mission is to responsibly purchase state and federally-funded health care in the most efficient and comprehensive manner possible; to analyze and recommend strategies for optimizing the accessibility and quality of health care; and to cultivate relationships to improve the health outcomes of Oklahomans.

- **Goal #1 – Responsible Financing**  
Purchase cost-effective health care for members by maintaining appropriate rates that strengthen the state's health care infrastructure.
- **Goal #2 – Responsive Programs**  
Develop and offer medically necessary benefits and services that meet the healthcare needs of our members.
- **Goal #3 – Member Engagement**  
Inform and engage members about how their choices and behaviors affect their own health status and services.
- **Goal #4 – Satisfaction and Quality**  
Protect and improve member health and satisfaction with health care services, as well as ensuring quality.
- **Goal #5 – Effective Enrollment**  
Ensure that qualified individuals in Oklahoma receive health care coverage.
- **Goal #6 – Administrative Excellence**  
Promote efficiency and innovation in the administration of OHCA.
- **Goal #7 – Collaboration**  
Foster collaboration among public and private individuals and entities to build a responsive health care system for Oklahoma.

For OHCA information materials, visit [www.okhca.org](http://www.okhca.org).

### **Something Old / New / Borrowed / Blue**

- Discussion on collecting data for the first time. Blue ribbon tree registrations were counted in 2019 and added to a map. ([Please see attached map](#))

- Discussion on the possibility of utilizing a program called Qualtrix for future blue ribbon tree registrations to streamline process, keeping both photos and registration together.
- Discussion on how everyone can help with outreach within his or her own target group. An example shared was with DHS Childcare already promoting the next blue ribbon tree campaign with a brief note in an email.
- Discussed generating thank you notes in May for everyone that participated/contributed to CAP Month efforts over the year. Members of the committee will each bring a set of thank you cards for the May CAP meeting.
- Discussed new updated CAP specialty license plates coming soon. Plates are created and sold by the Oklahoma Tax Commission and are currently in production. Plates should be available for purchase in next few months with plans to launch promotional efforts in April. A portion of funds from plates go directly to OCAP programs.
  - Promotional Ideas for the CAP specialty plate:
    - Contacting news teams
    - Utilizing social media
    - A “Reveal” Ceremony
    - Standard media releases and coordination with OSDH Office of Communications

#### **Action Items**

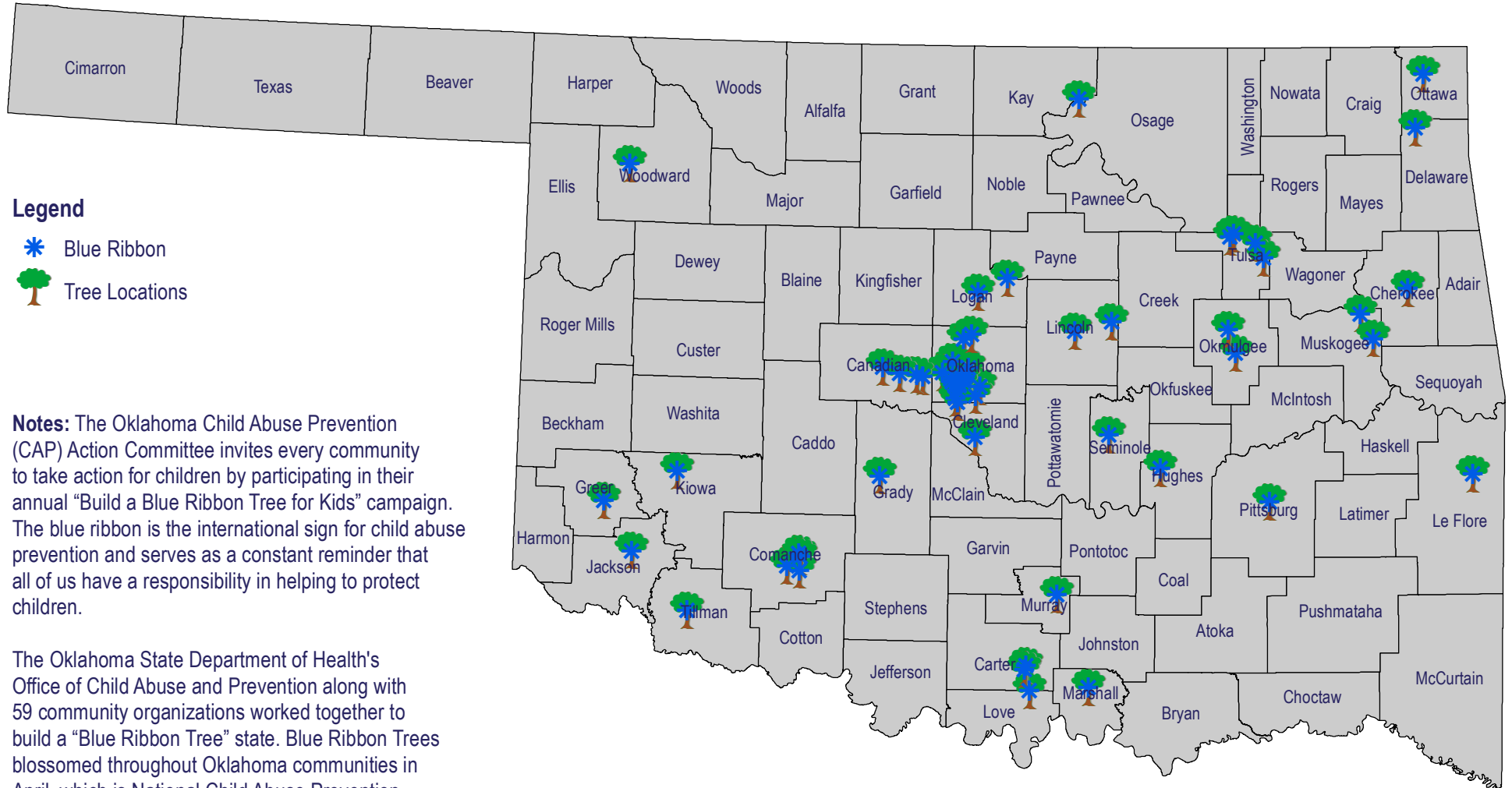
- Think of creative ways to promote CAP specialty license plate.
- Robyn will explore updating BRT handout.
- Sherie Trice will send image of Sample Plate.
- CAP May meeting – everyone will bring thank you notes; completing the notes will be part of that meeting.

#### **Next Meeting**

Friday, November 8, 2019, 10:30am- Noon  
OCCHD NE Regional Health & Wellness Campus  
2600 NE 63<sup>rd</sup>, OKC

#### **Meeting Adjourned**

# Blue Ribbon Tree Locations



## Legend

-  Blue Ribbon
-  Tree Locations

**Notes:** The Oklahoma Child Abuse Prevention (CAP) Action Committee invites every community to take action for children by participating in their annual “Build a Blue Ribbon Tree for Kids” campaign. The blue ribbon is the international sign for child abuse prevention and serves as a constant reminder that all of us have a responsibility in helping to protect children.

The Oklahoma State Department of Health's Office of Child Abuse and Prevention along with 59 community organizations worked together to build a “Blue Ribbon Tree” state. Blue Ribbon Trees blossomed throughout Oklahoma communities in April, which is National Child Abuse Prevention Month.

**Data Source:** Office of Child Abuse and Prevention (OCAP), Family Support and Prevention Services, Oklahoma State Department of Health

**Created:** 09.24.2019



**Disclaimer:** This map is a compilation of records, information and data from various city, county and state offices and other sources, affecting the area shown, and is the best representation of the data available at the time. The map and data are to be used for reference purposes only. The user acknowledges and accepts all inherent limitations of the map, including the fact that the data are dynamic and in a constant state of maintenance.



Family Support and Prevention Service  
Family Health Services  
Oklahoma State Department of Health