



CAP ACTION



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, November 14, 2014

WELCOME & INTRODUCTIONS

ANNOUNCEMENTS & UPDATES

GOALS FOR TODAY

KEY ELEMENTS OF CAP

*How do we get where
we need to go
and have it mean
something?*



LEGISLATIVE ACTIVITY

- Smart Start Oklahoma/PEW ACCOUNTABILITY LEGISLATION (Debra Andersen)
- SWITCHING LANGUAGE REMOVED (Dale Wares)

CREATE ONGOING PREVENTION – BRAINSTORM IDEAS FOR ACTIVITIES/EVENTS LEADING UP TO APRIL

APRIL MENU OF CAMPAIGN/ACTIVITIES – PROJECTS IDENTIFIED / CONSIDERED

- DIAPER DASH 5K RUN (Aimee Merick)
- ~~DIAPER DASH CHALLENGE / SOCIAL MEDIA CAMPAIGN~~
- PINWHEEL GARDENS ON COURTHOUSE LAWNS (OR OTHER SIGNIFICANT LOCALE) – CHALLENGE EVERY COMMUNITY TO GET INVOLVED!
- BUILD A BLUE RIBBON TREE FOR KIDS CAMPAIGN (ENHANCED VERSION)
- DRAWING / COLORING ACTIVITY: CHILDREN PRE-K – 12TH DRAW HAPPIEST DAY!

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

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

MINI CONFERENCE

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.
- Develop and master our universal **Message** as a CAP group – all saying same thing (+ fact sheet).
- A Social Marketing lead (skilled on multiple media tools – Hootsuite, Pinterest, twitter, etc.)

Homework

What can we/you do today?



Upcoming Meetings

Friday, December 5, 2014
 Friday, January 9, 2015
 Friday, January 30, 2015
 Friday, February 20, 2015
 Friday, March 13, 2015
 Friday, April 3, 2015

**All meetings held at the OCCHD NE Regional Health & Wellness Campus, 2600 NE 63rd Street in OKC from 10:00am – Noon
Complete 2015 CAP ACTION Meeting Calendar available by request sheriet@health.ok.gov*



Thanks for being a vital Prevention Partner!

NEXT CAP DAY AT THE CAPITOL & MINI CONFERENCE

Tuesday, April 14, 2015!



CAP action meeting

November 14, 2014

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

OCCHD NE Regional Health & Wellness Campus

MINUTES

In Attendance:

Rebekah Doyle, CCHD

Sharon Doty, Arpeggias, LLC

Nicole Gifford, Infant Crisis Services

Sandi Golden, MCN.BHS

Michelle Hyden, Volunteer

Monica Inciarte-Wakefield, Latino Agency

Sarah Manuel, Smart Start Child/Child Advocacy

Aimee Merick, OCCHD

Jaretta Murphy, OSDH/FSPS

Kassie Pierce, YWCA

Kelley Riha, Metro Library

Stacie Seymour, Youth & Family Services

Courtney Thomas, Infant Crisis Services

Sherie Trice, OSDH/FSPS

Tarah Warren, OKDHS

Sherie Trice opened the meeting at 10:05 a.m. All in attendance introduced themselves.

WELCOME & INTRODUCTIONS

- Sherie Trice welcomed all in attendance. Everyone shared their favorite Thanksgiving dish.
- **December 5th meeting** – *Everyone is encouraged to bring a holiday snack to share.*

ANNOUNCEMENTS & UPDATES

- Sherie Trice applauded the CAP ACTION group for its long term prevention efforts which was recently recognized by CBCAP (Community-Based Child Abuse Prevention), the Children's Bureau and FRIENDS as one of eight states for its innovative exemplary practices pulled from the annual CBCAP report.
- Sherie told the group that most of the Capitol is reserved for CAP Day on Tuesday, April 14, 2015 and that Save-The-Date cards are available for download at this link:
<http://www.ok.gov/health2/documents/Save%20the%20Date%202015.pdf>
- The "Build a Blue Ribbon Tree for Kids" Campaign materials are also updated and available for download at these links: *Less importance is being placed on graphics and theme with more emphasis on substance this year.*
<http://www.ok.gov/health2/documents/Blue%20Ribbon%20Tree%20Cards%202015.pdf>
<http://www.ok.gov/health2/documents/Build%20a%20BLUE%20RIBBON%20TREE%20PACKET%20-%20CAP%20Month%202015.pdf>
Hard copies are available for pickup of both CAP DAY AT THE CAPITOL SAVE THE DATE and the BLUE RIBBON TREE for at OSDH, 7th floor, room 706.
- CAP ACTION Meeting Calendars are also available for download 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)
- Sherie has been communicating with Billie Brown (Parent Promise & Prevent Child Abuse Oklahoma (PCAOK). Billie Brown shared that the Exchange Club would be doing the Memory Field of Flags again in 2015. They are currently continuing to work on the legislative bill with Sen. Holt regarding removing the word "switching". Sherie requested that they coordinate their prevention efforts and prevention message as much as possible moving forward and as quickly as possible. Billie Brown also reports that a Parent Promise staff member will be doing pinwheel gardens with some of the schools.
- Sherie reiterated that CAP Day will be more a day about Celebration and presenting the CAP Awards and will be very different than the last few years with a very small presence at the Capitol and more emphasis about campaigns and visibility out in the communities across the state (i.e. Blue Ribbon Tree neighborhoods, pinwheel gardens on courthouse lawns, etc.)
- The group briefly discussed the upcoming House Bill for home visitation and shared the handouts provided by Debra Andersen and the PEW research group.

- Sherie announced the keynote speaker for the mini-conference, Jim Seymour, whom many have spoken of quite highly and he has an incredible reputation. We are very thrilled to get Mr. Seymour as a speaker for our event. The group seeks an amazing closing speaker. Please send all ideas/suggestions for an inspirational closer to sheriet@health.ok.gov.
- Sherie gave a brief update on the roll out of the 'Raising of America' production and that OICA is working in collaboration on the event potentially for the evening targeted for Tuesday, April 14, 2015 (date could change). Check the website for ROA updates www.raisingofamerica.org.
- OSDH/FSPS is also considering a media buy for April CAP Month contingent upon availability of funds.

KEY ELEMENTS OF CAP

Legislative Activity

- Dale Wares and Billie Brown are working on different elements of the 'Switching Language'. Sharon Doty mentioned that she had spoken with some legislators who were willing to work with it as well and who like the concept and idea.

Ongoing Prevention

- Please keep in mind throughout the next month about ideas for activities or events throughout the year to raise awareness that lead up to CAP Day in April.

Campaign Activities

- Aimee Merick discussed the Diaper Dash 5K Run and the Diaper Dash Challenge. The Diaper Dash Challenge is no longer on the table, but they are still working on the details and logistics for the Diaper Dash Run. Other people on the committee offered ideas and contact information for those who had developed and coordinated a Run Event. The group thought that the 5K would be an idea for 2016 and perhaps doing a smaller version this coming year.
- Sherie read an excerpt written by Robyn Sears (who couldn't be here today) in which she challenged the committee to ask the question for each activity or project, ***"How will this help our advocacy and/or awareness efforts?"*** With this in mind, and in relation to the Blue Ribbon Tree, she offered the idea of taking pictures of the Blue Ribbon Trees and having instructions for consumers to send it to their legislators with a brief explanation of the meaning. She suggested the committee could provide a 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 the social media person could do by tagging people in it and sharing or even tagging it back to the [OKLAHOMA CHILD ABUSE PREVENTION FACEBOOK](#) page (*like us now if you haven't already*).
 - The group then began to launch into discussions and ideas that would be similar to the Ice Bucket Challenge and came up with a one-liner message **#ItsYourTurn** and **#PictureABrighterFuture**. After brainstorming, the group connected the tag lines to the Blue Ribbon Tree and/or the drawing/coloring activity of the "Happiest Day". This would be an invitation for social media to post drawings with a message but some prep work is needed so that people know that the picture is connected to Child Abuse Prevention Awareness/Advocacy.
 - Aimee Merick offered to summarize the instructions (details and steps to do the challenge) and email to Sherie who will send it to the voluntary committee. Among the steps should be instructions to "tag" the Child Abuse Prevention Facebook page.

The meeting was adjourned at 11:25 a.m.

NEXT MEETING DATE is December 5, 2014