

CAP ACTION MEETING

November 8, 2019

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

Minutes

In Attendance

Canielle Preston, OHCA
Cynthia Williams, Child Advocate
Kyle Moore, OCCHD
Kyle Reed, YMCA
Monica Inciarte-Wakefield, LCDA
Jennifer Roberts, OKC Crisis Nurseries

Rachel Brown, Positive Tomorrows
Robyn Sears, OUHSC
Sherie Trice, OSDH
Sherry Fair, Parent Promise
Tiffany Holmes, OSDH

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

Announcements

- New OSDH parentPRO Materials available – contact Ronnisha Wiley for requests, RonnishaW@health.ok.gov

Interim Study Update

Sherry Fair, Executive Director, Parent Promise/PCAOK

Prevent Child Abuse America (PCA OK) is co-lead in the Oklahoma State Plan on Child Abuse and Neglect.

- The goal is to increase funding for child abuse prevention programs and resources across prevention strategies, exploring who is doing what and whether or not families are able to access these strategies.
 - Initial presentation took place September 2019
 - Representative Carol Bush is chair of the Children Youth and Families Services Committee out of the House of Representatives.
 - Initial request was from Representative Mike Lawson.
 - The presentation included data to show where Oklahoma stands on child abuse and neglect, what we do and how much it cost the state.
 - Surveys were disseminated to state agencies and private agencies with the following inquiries:
 - Do you have child abuse prevention programs? What counties do you serve? How many families are served annually?
 - State Agencies: The history of five years' worth of funding.
 - Private Agencies: How much of funding comes from state/federal grants, and do you have the money to continue those programs?

If anyone has ideas regarding what new policies would help Oklahoma families that legislators would consider supporting, contact Sherry Fair at Parent Promise. *This was a request from some of the legislative caucus meetings held in the end of October. (Example: Dad staying home for 2 weeks for paternity leave.)*

Growing April Activities

- **Blue Ribbon Tree Campaign**
 - A new CAP design for the BRT postcard was shared and discussed.
 - The design was created by the OSDH Office of Communications and will be used throughout all 2020 materials for uniformity.
 - Sherry Fair requested a gray scale copy of the BRT postcard to see what it would look like if printed in black and white.

- **Pinwheel Gardens**
 - Sherry Fair requested that the Pinwheel Garden be mentioned along with other child abuse prevention campaigns.
 - Members of the group would like to see more pinwheel gardens as it is now the universal sign for child abuse prevention.
 - Prevent Child Abuse America has adopted the pinwheel as their symbol for child abuse prevention.

- **Community Outreach**
 - **Targeted emails from participants**
 - Discussion continued on creation of templates to specific personal target populations/distribution lists for various campaigns and activities.
 - **Launching New OCAP Specialty License Plates**
 - \$20 from each license plate goes to the Oklahoma Child Abuse Prevention Fund.
 - Members want to learn more about how funds are used to assist with promoting purchase of plates.
 - Example: During a home visit families are provided a book, resources, and gym memberships (for certain programs) for families and safety items.
 - **Identify Community/County Contacts (with a goal to have a point person in every county)**
 - Continue exploring best way to identify a contact person.
 - Group will discuss the requirements/expectations/hopes for the contact person.
 - Possibly get OSDH Health Educators involved because they are out in the counties.

- **Consistent Messaging with Hashtags**
 - Discussion on creating a hashtag(s) we could use every year.
 - Hashtag should be easy to remember.
 - Will fine-tune the hashtag at next meeting.
 - Examples: #OKCAP, #pictureabrighterfuture, #OKWearsBlue

ACTION ITEMS

- EVERYONE – Bring a holiday snack to share at the December meeting.
- EVERYONE – Consider and bring ideas on the community member partners.
- EVERYONE – Bring speaker ideas and contacts to next meeting.

- Sherie Trice -- will ask Office of Communications for a black and white copy of the BRT postcard for participants to print as they wish.
- EVERYONE – Bring your ideas for permanent hashtags to next meeting.

Next Meeting -- Friday, December 13, 2019, 10:30am- Noon
OCCHD NE Regional Health & Wellness Campus, 2600 NE 63rd, OKC

2020 CAP Meeting Calendar available – [CLICK HERE](#)¹

- Everyone is encouraged to bring a holiday snack to the next meeting (12-13-19).
- Meetings are typically the 2nd Friday morning (10:30am – noon) of each month (with the exception of summer months when there are no meetings).
- Meetings are held at the OCCHD NE Regional Health & Wellness Campus, 2600 NE 63rd Street, OKC.

Meeting Adjourned

¹ <https://www.ok.gov/health2/documents/2020%20CAP%20Action%20Calendar.pdf>