

# CAP action meeting

January 9, 2015

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

OCCHD NE Regional Health & Wellness Campus

## MINUTES

### In Attendance:

Sheri Brack, OCCHD

Melissa Dennis, OKDHS

Kay Floyd, Head Start

Courtney Humphry, Sunbeam

Beverly Mefford, Creek Nation BHS

Brandy Noel, Parent Promise

Vicki Land, SSCO

Donna Legaard, YWCA/CDC

Vicki Long, OSDH/Children First

Sarah Manuel, SSCO

Aimee Merick, OCCHD

Jaretta Murphy, OSDH/FSPS

Maa-Uatchet Ra, CAA-Head Start

Kelley Riha, MLS

Jeanine Ridener

Robyn Sears, OUHSC

Barbara Smith, OSDH

Sherie Trice, OSDH/FSPS

Dale Wares, Wares Properties

### WELCOME & INTRODUCTIONS

Sherie Trice opened the meeting at 10am and welcomed everyone in attendance.

### ANNOUNCEMENTS & UPDATES

- Sherie was very appreciative of all of the creativity, energy and collaboration within the group at each meeting and asked the group to keep in mind their mission and purpose as they move forward to plan and prepare ideas and activities.
- Payne County is doing a new prevention activity offering various monthly classes in relation to child advocacy.
- Parent Promise announced the Pinwheel Garden project on CAP Day for each agency to be represented on the Capitol grounds. This is an effort to let legislators know how many programs and people are out in the State servicing children and families in Child Abuse Prevention. Details were hashed out by the group and will be forthcoming in a future email. Also, Parent Promise will be doing the field of flags again this year.
- Sherie announced that as OSDH takes a lesser role at the Capitol that it is the hope that other groups will step up to take more of a lead role, such as PCAOK and/or Smart Start Oklahoma. The role of OSDH/FSPS will be community engagement/awareness campaigns and the Outstanding Child Abuse Prevention CAP Awards which there will be a special presentation ceremony at the Capitol on Tuesday, April 14, 2015 at 11:00am in the Blue Room.
- Kay Floyd, Collaboration Director of Head Start Oklahoma stated that this year they are celebrating 50 years of the Head Start program and will be planning something in relationship with an activity at the Capitol on that same date.

### BIG TICKET ITEMS

#### CAP Awards Presentation:

- Sherie stated that the Blue Room is reserved on CAP Day from 11:00 to 12:30 for the presentation of the awards and asked for thoughts and ideas for the presentation. She also emphasized that there will be no press conference during the awards as there has been in years past.
- The group discussed details regarding ideas for speakers such as legislators and also talked about ideas for a professionally produced photography/audio-visual montage of the award winners or simply a presentation of "Telling the Prevention Story".

- Award winners must be submitted and selected in time to produce plaques and presentation prior to CAP Day.

### **#PictureABrighterFuture**

- Sherie Trice and Sarah Manuel described the details of the social marketing campaign for Child Abuse Prevention Community Awareness. Instructional details will be emailed at a later date prior to CAP Day.
- Sherie opened the new website [www.BrighterFutureForKids.com](http://www.BrighterFutureForKids.com) purchased and created by Jennifer Emfinger (CASA) . Sherie explained various possibilities for the website and that it could act as a landing page for the coloring campaign coloring pictures. She also explained that the website will possibly be linked with OICA.
- It was determined that the name for the project is “Picture A Brighter Future”.
- Brandy Noel mentioned that tagging other names on Twitter would broaden the scope of the awareness campaign, ie, #childabuse, #hopeforkids, etc. But the group determined that the coloring page should have the primary hashtag for tracking purposes and the hashtag should be on the printable template. The coloring template will also have a place for first name and age of the child who colored the picture.
- Everyone on the CAP Action Committee is encouraged to sign up for Twitter and/or Facebook to engage in the campaign.

### **Mapping Community Engagement**

- Sherie expressed the goal of having every county in the state engaged in the awareness efforts for CAP Day. Kay Floyd will help promote the efforts with Head Start programs throughout the state.
- Melissa Dennis, with OKDHS, has a goal of getting 2015 child care centers across the state to participate with a blue ribbon tree for the year 2015.
- Sherie asked the group for other ideas to display the Blue Ribbon Tree slideshow other than at the Samis Center at the Mini Conference and on the website. Beverly Mefford volunteered to see if she can get it displayed on the Creek Nation website.

### **Mini Conference**

- Sherie told the group about the keynote speaker and that there is a solid lead on a closing speaker, but that the group needed to come up with ideas for the breakout sessions.
- The group overwhelmingly suggested Jane Humphries with OSDH. The group also discussed the topic of “Self Care” for a breakout and Sarah Manuel offered to talk to someone she knows for speaking.
- Sherie also asked the group to select a theme for the Mini Conference and the group determined to go with “Strengthening Families, Building Community”.
- Kay Floyd offered a possible option for a speaker from the TA group at Head Start but will check first before clarifying specifics.
- The group also suggested Marny Dunlap as a possible speaker.
- There was also a suggestion for Charlotte Lankard from the Daily Oklahoman for a breakout session.

## **RIGHT NOW NEEDS**

### **Mission Statement**

- The group hashed out a mission statement for the CAP Action Committee and will finish developing the statement at the next CAP Action meeting. It was determined that the most important pieces should include eliminate child abuse as the ultimate goal as well as verbiage that includes collaboration, advocacy, awareness, implementing community programs, resources and education.

- “The CAP Action Committee mission is to prevent child abuse through a collaboration of community awareness, resource coordination and education”... *to be continued.*

The meeting was adjourned at 11:53 a.m.

**NEXT MEETING DATE is January 30, 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)



# CAP ACTION



## CHILD ABUSE PREVENTION (CAP) PLANNING KEY ELEMENTS

Activity 1	CAP Awards Presentation
Activity 2	CAP Month Campaigns
Activity 3	Mini Conference
Activity 4	CAP throughout the Year (ongoing)

Friday, January 09, 2015

### WELCOME & INTRODUCTIONS

### GOALS FOR TODAY

**Purpose is Imperative!** We need to constantly be asking ourselves, "How will whatever we are doing contribute to our advocacy or awareness efforts?"

### ANNOUNCEMENTS

### BIG TICKET ITEMS

#### 1) CAPITOL ACTIVITIES

- A. CAP DAY AT THE CAPITOL (update on passing the baton)
- B. CAP AWARDS PRESENTATION (CAPITOL BLUE ROOM)

#### 2) #PICTUREBRIGHTERFUTURE (FOR KIDS) – Social Marketing/Awareness Campaign

CHILDREN / FAMILIES / CLASSES / GROUPS COLOR THEIR HAPPIEST DAY **[NEED TITLE FOR CAMPAIGN]**

**PROJECT DESCRIPTION IN GENERAL**

**WEBSITE** – Jennifer E.

**THE PROCESS** or How it will work - **Demonstration and Instructions** – Sarah M

#### 3) MAPPING COMMUNITY ENGAGEMENT

**SIGN UP FOR COUNTY AS A POINT PERSON – INFLUENTIAL PERSON**

#### 4) TELLING THE PREVENTION STORY

#### 5) MINI CONFERENCE

### RIGHT NOW NEEDS

- → **Mission Statement** – Develop CAP Action Mission Statement (for use on website)
- Ongoing Effort – something now, something next month and on and on
- Need for Sub-Committees?
- Develop Timeline for everything leading up to April



### Upcoming Meetings

- Friday, January 30, 2015 – 10:00am – Noon
- Friday, February 20, 2015 – 10:00am – Noon
- Friday, March 13, 2015 – 10:00am – Noon
- Friday, April 3, 2015 – 10:00am – Noon



Thanks for being an important Prevention Partner

NEXT CAP DAY AT THE CAPITOL & MINI CONFERENCE



# Tuesday, April 14, 2015!