

INTRODUCTIONS & ANNOUNCEMENTS

Welcome	Introductions Announcements & Updates	<p>CAP VISION All Oklahoma children will be healthy and safe.</p> <p>CAP MISSION is to prevent child abuse and neglect through public awareness, education and community outreach across Oklahoma.</p>
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THE STATE PLAN & CAP ACTION

<p>Beth Martin & CAP Action</p> <div data-bbox="219 693 535 808" style="background-color: #0056b3; color: white; padding: 5px; transform: rotate(-2deg); display: inline-block;">DISCUSSION</div>	<p>Building structure with the new State Prevention Plan</p> <p><i>Implement Strategic Communication</i> – Our Task [Click here for State Plan] – see page 23]</p> <p>What do we already do that fits? Generate new/other ideas that might fit. What might weaving our CAP activities into the Plan look like?</p> <p><i>Other Strategies in the Plan that fit our CAP mission?</i></p>
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PROJECTS TO CONSIDER FOR WORKGROUPS

	CAP Recruitment Postcard (outreach to others) Fine-tune Messaging Social Media Blitz Messaging for April CAP Awards Ceremony
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OKLAHOMA CAP ACTIVITIES --- COMMUNITY OUTREACH



*We will also have Resource Guides to distribute and OSDH will distribute several related media releases (Blue Ribbon Tree, CAP Awards Nominations and then Winners, General Press Release).

- Discuss theme & hashtags #pictureabrighterfuture #okdo1thing
- ⌘ Wear Blue Day (and take a selfie)
 - ⌘ Build a Blue Ribbon Tree for Kids
 - ⌘ Blue Ribbon Tree Video (add personal video messages)
 - ⌘ Coloring Challenge
 - ⌘ CAP Awards (& Ceremony)
 - ⌘ Pinwheel Gardens
 - ⌘ CCAN Conference
 - ⌘ OCAP Facebook Page
- Ideas talked about but not yet launched:
- ⌘ Post It Note Project
 - ⌘ Telling Your Prevention Story
 - ⌘ Prevention E-Blast
 - ⌘ New Ideas???

Next Meeting - Friday, February 8, 2019 (10:00am – Noon)



KNOWLEDGE STRATEGY: IMPLEMENT STRATEGIC COMMUNICATIONS

Implement a strategic communications plan to promote safe, stable and nurturing environments for children and families.

DESCRIPTION	<p>Culture plays a significant role in creating social norms and influencing individual behaviors. Social marketing has proven to be an effective strategy for influencing behaviors to improve individual lives and communities. Strategic, targeted communications coordinated across all prevention system partner organizations will aid in creating communities and social networks that are more supportive of parents, caregivers and families.</p>	
DESIRED OUTCOMES	<ul style="list-style-type: none"> • Families know where to access information when they need help • Families know where to access services in their community • Awareness campaigns are culturally sensitive 	
LEAD ORGANIZATIONS	<ul style="list-style-type: none"> • OICA • CAP Action Committee • OSDH/Parent Pro 	
ACTIONS AND MILESTONES	<ul style="list-style-type: none"> • Utilize toolkits for community partners to educate and raise awareness of child development, parenting strategies, and preventing child abuse and neglect • Recruit influential messengers to promote messages to targeted audiences • Utilize different communications platforms to reach targeted audiences, including such things as social media promotion, peer-to-peer messaging, op-eds, press releases, etc. 	
METRICS	<ul style="list-style-type: none"> • Increase in number of people accessing online resources like Parent Pro (website analytics) • Increase in the number of people who have heard of and/or utilized parent support services OCAP Community survey 2018 (Q4) • Increase in under-represented survey participants, OCAP Community Survey 2018 (Q14,15, 16) 	
RESOURCES NEEDED	ORGANIZATION OR RESOURCE	ROLE
	<ul style="list-style-type: none"> • OICA • CAP Action Committee • Community Initiatives • OSDH/Parent Pro Website • Tribal partners 	<ul style="list-style-type: none"> • Recognize successful prevention programs and influential people who have contributed to the awareness of child abuse and neglect • Produce and distribute messages, in a variety of formats, regarding risk and protective factors

CAP ACTION MEETING

January 11, 2019
10:00 a.m. to 11:30 a.m.

Minutes

In Attendance:

Steven Charles, Public Strategies
Diane Dixon, Ft. Sill
Joe Dorman, OICA
Sharon Doty, Keeping Them Safe
Stephanie Ellis, MCN PSSF
Sherry Fair, Parent Promise
Jennifer Hardin, OCCY
Tiffany Holmes, OSDH
Amanda Kemp, YWCA
Beth Martin, OSDH
Syreta Mason, Muskogee HD*
Caroline McAlester, C1*
Sarah Neyman, PCCT*

Shawna Norman, Parent Promise
Canielle Preston, OHCA
Heather Pruitt, C1*
Kelley Radar, C1*
Alicia Ramirez, Parent Promise
Robyn Sears, OUHSC
Sherie Trice, OSDH
Mindy Turner, Bethany PAT
Lisa Wilson, OCCHD
Sierra Williams, Sunbeam
Julie Williamson, Carter County PAT*
Kristin Williamson, Metro Library

**Video Conference*

Sherie Trice opened the meeting at 10:00 am. All in attendance introduced themselves.

Welcome

- **Announcements/Updates**

- Oklahoma Partnership for School Readiness (OPSR - formerly Smart Start Oklahoma) has been awarded a \$3.1 million grant. The grant will allow them to do 'needs assessments' on families from pregnancy through five years of age. OPSR will be conducting a strategic plan for home visiting and will be working with a national public relations firm to make commercials to raise awareness on child abuse and neglect.
- Women and Children First Advocacy Training and State of the State Watch Party
 - February 4, 2019, 9am-2pm
Chesapeake/Green Room, 6100 N Western Avenue
Building B12/Creekside Restaurant Oklahoma City, Oklahoma
To Register: <https://apps.oica.org/portal/upcoming-events-online-registration?EV=135&fbclid=IwAR20rXh0RMAPYRz5uVG59zvBgWZ5ZNI2S4CMZuawir3pHUL2-hkrFpZ61bA>
- OICA Child Advocacy Day
 - May 9, 2019, 9am-4pm
Oklahoma State Capitol Building 2300 N Lincoln Blvd, Oklahoma City, OK
 - The morning will kick off with an advocacy training and then participants will disperse to speak to lawmakers about child related issues.
 - No experience needed to join.
For information: <https://oica.org/events/child-advocacy-day/>
- Annual Child Abuse and Neglect Conference
 - April 17 - 19, 2019
 - NCED Conference Center Norman, OK 2801 E State Highway 9 Norman, OK

- State Plan Review Meeting - April 5, 2019, 10am-noon – review and discussion of needed updates and/or additions.
For more information, email sheriet@health.ok.gov
- 10th annual OkMOM, February 1-2, 2019
 - Oklahoma State Fairground Expo Hall
 - Doors open 5am
(first come, first serve so many people get in line the night before)
- Bi-Weekly Advocacy training Meetings with Joe Dorman
 - February 18, 2019, 11:30am (participants responsible for own lunch)
 - Rococo Restaurant 2824 N Pennsylvania Ave, Oklahoma City, OK
For more info: info@oica.org

Presentations

- **Building Structure with the new State Prevention Plan**
Implement Strategic Communication – CAP Action Task
Beth Martin, Director
Family Support & Prevention Service (OSDH)
- **CAP Action Activities & the State Plan**
 - The Plan is intended to be a fluid document that can be utilized, edited, and updated
 - All updates/changes need to go to Oklahoma Commission on Children and Youth (OCCY) by July 1, 2019 every year
 - Would like to show what works and what does not work.
 - CAP Action Committee fits in the area of Knowledge Strategy: Implement Strategic Communications, pages 22-23 of the State Plan
 - Discussed a toolkit which would include talking points to make sure everyone is on the same page and communicating the same message
 - CAP Action should come up with five public service messages to send out through the year, working with partners in the field
- **Trainings**
 - Joe Dorman with OICA agreed to send out messages of advocacy to all CAP Action participants
- **Members**
 - CAP Action will strive to obtain members that participate on a constant basis.
- **CAP Action Chair Needed**
 - Beth Martin requested there be a chair of the CAP Action Committee that can advocate for the group and get thing accomplished that an employee of a state agency cannot complete
 - Sherry Fair, Denise Howard and Robyn Sears are now Tri-Chair Leaders of the Child Abuse Action Group (*We thank them for taking on this role.*)

- **Desired Outcomes**
 - Families know where to access information when they need help
 - Families know where to access services in their community
 - Awareness campaigns be culturally sensitive

- **Lead Organizations**
 - OICA
 - CAP Action Committee
 - OSDH/FSPS

- **Actions and Milestones**
 - Utilize Toolkits for community partners to educate and raise awareness of child development, parent strategies, and preventing child abuse and neglect
 - Recruit influential messengers to promote messages to targeted audiences
 - Utilize different communication platforms to reach targeted audiences, include such things such as social media promotion, peer-to-peer messaging, press releases, etc.

- **Metrics**
 - Increase number of people accessing online resources like parentPRO (website analytics)
 - Increase number of people who have heard of and/or utilized parent support services - OCAP Community Survey 2018(Q4)
 - Increase under-represented survey participants, OCAP Community Survey 2018 (Q 14, 15, 16)

- **Resources Needed**
 - Recognize successful prevention programs and influential people who have contributed to the awareness of child abuse and neglect
 - Produce and distribute messages, in a variety of formats, regarding risk and protective factors.

Please see attachment

Video Conference Link: <https://manage.lifesizecloud.com/#/publicvideo/48c04281-e74e-4068-a7d4-ee8c878b66cc?vcpubtoken=7332015c-a011-4453-8e2c-93c22c33b787>

Next Meetings

Friday, February 8, 2019 & Friday, May 10, 2019 (no meeting in April)
 10:00am- Noon
 OCCHD NE Regional Health & Wellness Campus
 2600 NE 63rd Oklahoma City, OK

Meeting Adjourned