

**Child Abuse Prevention Outreach Committee (CAPOC), York County**

**Date of Meeting:** 10/16/07

**Minutes Prepared By:** CarrieAnn Frolio, Quality Manager, CYS

**1. Purpose of Meeting - AGENDA**

**Mission**

To develop a media/ public relations campaign for child abuse prevention/ awareness in 2008.

1. Soliciting Members of Committee
2. Solidify ideas for campaign
3. Revision of Timeline

**2. Attendance at Meeting**

<i>Name</i>	<i>Name</i>
CarrieAnn Frolio, CYS	Cindy Plunkert, Family and Children Services
Beth Rosengrant, CYS QA Caseworker	Amy Ford, CYS Intake Caseworker
Jennifer Moubray, CYS QA Supervisor	Caroline Red, CYS Training Specialist

**3. Meeting Notes, Decisions, Issues**

**Timeline for Outreach Campaign:**

	<b>Activity</b>	<b>Responsible Party</b>
<b>October</b>	Determine Committee Structure Send out letters for committee participation.	C. Red and C. Frolio
<b>November</b>	Solidify members of committee by 11/13. Determine Budget for Activities	C. Red and C. Frolio Committee
<b>December</b>	Determine Fundraising Activities Determine Subcommittees- Fundraising, event participation, and planning	Committee
<b>January</b>	Develop Press Releases Develop Visuals (e.g. Billboards, magnets, flyers, etc) Educate CYF Advisory Board of Activities	To be determined
<b>February</b>	Reserve billboards Order T-shirts for Prevention Walk in April	To be determined
<b>March</b>	Contact Media/ Obtain Media Participation Make Buttons for Walk	To be determined
<b>April</b>	Prevention Walk, Mailers, Etc.	Committee
<b>May</b>	Determine October Activities	Committee
<b>June</b>		
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<b>October</b>		

**3. Meeting Notes, Decisions, Issues**

1. Soliciting Members of the Committee- Revised draft letter to be sent to potential committee members. Discussed more potential members for committee. Pediatricians, school personnel, maybe a Harley person on committee, Business partners, IL youth, local banks.  
 - Also discussed potential sponsors/ donors for activities: Gladfelter, Coldwell Banker, Harley Davidson, Christmas Tree Hill, Bon Ton, Boscovs, Wolf Furniture, Target, Starbucks, Sparky and Clarks.
  
2. Solidify of ideas for campaign-  
 ~ **April**- Prevention Walk, mailers, billboards. Prevention Walk- during the day, at lunch or end of day vigil. T-shirts, buttons, pamphlets. All staff participation from Human Services, court system, foster parents, local providers, IL youth, foster care youth. (Cost \$5 to cover t-shirts and buttons).  
 ~ **October**- Halloween Parade float, mailers, billboards, TV ads.  
 ~ Need to consider who will be able to manage the budget.
  
3. Revise Timeline (see above)

**4. Action Items**

<b>Action</b>	<b>Assigned to</b>	<b>Due Date</b>	<b>Status</b>
Schedule Next Meeting. Send out minutes to committee, interested parties.	C. Frolio	ASAP	In progress.
Contact Mid Penn Legal Services and Bar Association.	B. Pomper	By next meeting 10/30	In progress.
Send out letters to obtain participation in committee.	C. Red, C. Frolio	By next meeting 10/30	Letter drafted, mailing list being developed.
Contact social workers at hospitals for interest in serving on committee.	A. Ford	Completed.	Name obtained, letter to be sent.
Conduct personal follow-up with committee members to ensure participation.	B. Rosengrant	After 11/13.	
Determine if Bar Association can manage the account for fundraising activities.	B. Pomper	By next meeting 10/30	
Determine alternate meeting room location for larger committee structure.	C. Red	By next meeting 10/30	In progress.

**5. Next Meeting**

<b>Target Date:</b>	<b>October 30, 2007</b>	<b>Time:</b>	<b>3:30 PM</b>	<b>Location:</b>	<b>CarrieAnn's office.</b>
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