

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

**Date of Meeting:** 10/30/07

**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. Other Business

**2. Attendance at Meeting**

<i>Name</i>	<i>Name</i>
CarrieAnn Frolio, CYS	Cindy Plunkert, Family and Children Services
Beth Rosengrant, CYS QA Caseworker	Michelle Legacy, Family and Children Services
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>Completed?</b>
<b>October</b>	Determine Committee Structure Send out letters for committee participation.	C. Red and C. Frolio	Yes Yes
<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 Contact Mayor for involvement in walk. Assure casual day for walk. Determine who can receive money.	Committee  Cindy Plunkert CarrieAnn Frolio	
<b>January</b>	Distribute Save the Date Cards for walk. Determine T-shirt design and source. Determine sponsors of walk. Develop Press Releases Develop Visuals (e.g. Billboards, magnets, flyers, etc) Educate CYF Advisory Board of Activities	To be determined	
<b>February</b>	Make Buttons for walk/ Blue Ribbons.	To be determined	

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

	Order T-shirts. Send out notices and registrations. Reserve billboards for October? Order T-shirts for walk.		
<b>March</b>	Registrations for walk due March 20 <sup>th</sup> . Confirm Number of participants. Contact Media/ Obtain Media Participation for walk.	To be determined	
<b>April</b>	Prevention Walk April 3 <sup>rd</sup> at 12:30.	Committee	
<b>May</b>	Determine October Activities	Committee	
<b>June</b>			
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<b>October</b>			

1. Soliciting Members of the Committee- Agreed on letter to be sent out to the potential members. Need to send by email what we can and mail out all others.  
- 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, April 3<sup>rd</sup> at 12:30. We are looking a \$5 donation to cover buttons and t-shirts and some profit for October activities. This \$5 will be incentive for a jean day for employees of the county. Spoke about congregating in Cherry Lane, walking to Mayor's office for a proclamation of the month. Can we get donations of snacks, water, etc?  
~ **October**- Halloween Parade float, mailers, billboards, TV ads.  
~ Need to consider who will be able to manage the budget. Brooks was to be looking into this issue, CA will call him.
  
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 10/30	In progress.
Send out letters to obtain participation in committee.	C. Red, C. Frolio	By 10/30	Letter to be sent; 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 10/30	CA will call Brooks.
Determine alternate meeting room location for larger committee structure.	C. Red	By 10/30	In progress.
Design for CAPOC Walk T-shirts	M. Legacy	Ideas to next meeting	In progress.
Contact Mayor for participation.	C. Plunkert	By December	In progress.

**5. Next Meeting**

<i>Target Date:</i>	<b>November 13, 2007</b>	<i>Time:</i>	<b>3:30 PM</b>	<i>Location:</i>	<b>To be determined; CA will email out notice.</b>
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