

Child Abuse Prevention Outreach Committee (CAPOC), York County

Date of Meeting: 10/5/07

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. Potential Members of Committee
2. Brainstorming of ideas for campaign
3. Funding/ Ideas for Funding
4. Timeline/ Action Plan (see attached)
5. Frequency/ Schedule for Meetings

2. Attendance at Meeting

<i>Name</i>	<i>Name</i>
CarrieAnn Frolio, CYS	Michelle Legacy, Family and Children Services
Brooks Pomper, Esquire	Amy Ford, CYS Intake Caseworker
Jennifer Moubray, CYS QA Supervisor	Caroline Red, CYS Training Specialist

3. Meeting Notes, Decisions, Issues

Timeline for Outreach Campaign:

	Activity	Responsible Party
October	Determine Committee Structure	C. Red and C. Frolio
November	Determine Activities for April	Committee
December	Determine Funding for Activities	To be determined
January	Develop Press Releases Develop Visuals (e.g. Billboards, magnets, flyers, etc)	To be determined
February	Reserve billboards	To be determined
March	Contact Media	To be determined
April	Determined Activities	Committee
May	Determine next steps of committee	Committee

1. Potential Members of the Committee- Judge Blackwell, Judge Uhler, Kenny Watts, Robin Sterner- Family Child Resources, Wendy Arnold- Dallastown Schools, CAC representative, Nurse-Family Partnership- Kara Kahm, Early Intervention representative, Lehman Center representative, social workers from York Hospital, caseworkers, supervisors.

3. Meeting Notes, Decisions, Issues

- 2. Brainstorming of ideas for campaign-
 - ~education on “what is abuse?”- education wheel handout
 - ~Child Abuse Takes Many Forms; magnets; pens; billboards- signs of child abuse,
 - ~use children’s perspective, startling statistics from York County,
 - ~“Child Abuse is Easy to Prevent- Three Words that Can Prevent Child Abuse”;
 - ~Distribute materials to providers, schools, use bus stop terminals, posters to all medical groups;
 - ~Hold Mandated reporter training sessions;
 - ~Run 2 campaigns- 1. Prevention in April (pamphlets, bus stops, TV spots), 2. Awareness in October (billboards, etc.)
 - ~TV- scenarios of abuse, Radio- spots on local stations, interviews.
 - ~“How well do you know your babysitter?”
 - ~TV interviews with mothers/ grandmothers/ fathers who are willing to speak about their situations with CYS
 - ~website development
 - ~York Fair stand.
- 3. Who should we outreach to?
 - ~Clinics, in-home teams, Mid Penn Legal Services, CPC, Lehman Center, CAO, Housing Council, Neonatal units, housing authority, pregnancy centers, shelters, low income housing developments, Child Care Consultants, EI, YMCA/ YWCA, Council of Churches, Salvation Army, food banks, Spanish-American Center, schools, daycares.
- 4. Funding/ Ideas for Funding-
 - ~Bar Association, partnership of county with the social work universities, sponsorship by companies, free spots on TV and Radio, funeral home (Amy’s husband connection), Wal-Mart, Target, Giant.
- 5. Timeline/ Action Plan- Considering the expansion of activities to include an October event.
- 6. Frequency/ Schedule of Meetings- At least every other week to start as April is only 6 months of planning away. Looking at Tuesday or Friday afternoons, from 3-4.

4. Action Items

Action	Assigned to	Due Date	Status
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	In progress.
Contact individuals who are mandated reporters for interest in serving on committee.	C. Red	By next meeting	In progress.
Contact social workers at hospitals for interest in serving on committee.	A. Ford	By next meeting	In progress.
Draft letters requesting committee participation and funding opportunities.	C. Frolio/ C. Red	By next meeting	In progress.

5. Next Meeting					
<i>Target Date:</i>	October 16, 2007	<i>Time:</i>	3:30 PM	<i>Location:</i>	CarrieAnn's office.