



*Member of the Coastal Tri-Counties Child Abuse Prevention Coalition*

**March 18, 2021** ♦ **9:00 a.m. – 11:00 a.m.**  
**via Zoom**

**MINUTES**

**1. Welcome and Introductions**

Elizabeth Adams welcomed everyone and introductions were made. Yvonne Nelson was unable to attend. Folks shared what signs of spring they are noticing this week.

**Attendance:** Elizabeth Adams, Jacqui Banta, Kelley Barragan, Nicole Bennett, Holly Benton, Amy Buckner, Maria Castro, Maria Chesley, Lindsey Day, Flo Furuike, Lori Goodman, Tony Hollenback, Karla Huizar, Elizabeth Johnson, Cynthia MacDuff, Mayra Marquez, Taundra Pitchford, Shana Pompa, Marianne Reagan, Isabel Ruiz, Rynn Schumacher, Eva Tagle, Dennis Tivey, Kimberly Valenzuela, Michelle Vargas, Alison Wales

**Staff:** Barbara Finch and Gloria Munoz

**2. Mindful Moment**

Elizabeth guided the group through a Mindful Moment activity.

**3. Approve Minutes from February 18, 2021**

Flo Furuike motioned to approve the February 18, 2021 minutes. Isabel Ruiz and Rynn Schumacher abstained from voting; all others voted in favor and the minutes were approved.

**4. Public Comment**

There was no public comment.

**5. Partnership for Strengthening Families Protective Factor of the Month**

The Protective Factor of the Month was Social Connections. Folks were divided into triads and asked to discuss the following: How does forgiveness affect your personal relationships, health, and well-being? Folks shared the following with the group:

- Groups spoke about forgiveness of others and trying to understand where they are coming from.
- Forgiving ourselves and recognizing that we are human beings too. When we forgive ourselves we are modeling for others.
- Holding a grudge or resentment can get in the way of our human connections and one another.

**6. April Campaign 2021**

- **OCAP resources**
- **Social Connections Messaging**
- **Agency Plans**

Elizabeth Johnson, from the Office of Child Abuse Prevention (OCAP), stated that the OCAP website has a social media toolkit for the April Campaign. They also have a brochure and pledge card, and they are working on an interactive calendar. There will be themes for each week of April and they will have different activities for families, which include healthy recipes and sharing about events that might be happening throughout the state. A weekly newsletter will also be going out. To subscribe, you can sign up at: <https://us12.listmanage.com/subscribe?u=1d12dd723b7ac549f9f458149&id=7b40bc7969> Elizabeth will forward more information when it is finalized.

Barbara encouraged members who may not have time to design a campaign to share the newsletters and send the activities out to their families. The Child Welfare Information Gateway also has some sample messages and free graphics, as well as a Resource Guide. Strategies 2.0 sent Barbara 50 copies of a book called Best Practice Guidelines for California's Child Abuse Prevention Councils. She hopes to distribute these to CAPC members during the pinwheel events. After last month's CAPC meeting, Kelley, Yvonne, Mayra and Barbara met and put together some talking points for the 2021 April Campaign (see attached). The focus this year is Social Connections and the talking points include information on:

- National Campaign – April is National Child Abuse Prevention Month
- Santa Barbara County CAPC and what our role is
- Protective Factors and how they relate to the work that you do in your organization
- Strengthening Families is a primary strategy for Child Abuse Prevention
- Toxic stress and the impact on child development
- Actions that people can take to help foster social connections and heal our community

Kelley used the talking points to write an article for the Public Health Department Newsletter "Health Matters", which can be shared with other organizations (see attached).

#### **CAPC representatives shared their plans for the April Campaign activities:**

- **Fighting Back Santa Maria Valley:** Shana will be speaking at their Coalition Meeting in April. She discussed perhaps teaching CRM skills or a grounding exercise so they know a way to get their nervous system back on track and reduce toxic stress. Barbara invited Shana to teach CAPC some of these skills at the next meeting.
- **Santa Ynez Valley People Helping People:** Mayra will be presenting at their board meeting and sharing the talking points and perhaps incorporate an activity. She will also join Alison Wales at the pinwheel planting in Solvang. During their food distribution, they will be sharing the Positive Parenting cards, choosing a different message each Thursday. They will also be sharing the cards with their parenting class.
- **Maternal Child Adolescent Health:** Kelley shared that their newsletter goes out to 1400 different people - community providers as well as other public health department staff. It was important for her to lift up the messaging about how child abuse impacts child development. She also wanted to lift up the impacts of COVID, and lead into the list of actions at the professional and the personal level. We are all part of families and all part of our community and it is important for us to all be engaged in child abuse prevention. She encouraged folks to share her article.
- **Family Service Agency:** Cynthia shared that will be giving out materials at food distributions at a few sites. FSA has weekly Zoom All Staff meetings and she will be presenting to all of FSA staff. They also have a couple of Parent Cafés scheduled virtually in Lompoc and Santa Barbara.
- **North County Rape Crisis and Child Protection Center:** Alison shared dates for the pinwheels. April 1st will be Lompoc and Solvang. It will be an unofficial event but everyone is welcome to attend and help plant, socially distance and wear a mask. They will be doing Facebook live feeds, taking pictures and video to run throughout the month. April 5th will be Santa Maria and a new site in Guadalupe. Guadalupe is very excited. They will have the Child Abuse Prevention Proclamation read by the Mayor of Guadalupe in Spanish. Their outreach staff will also be posting one to three minute videos on Tuesday and Thursday where they will be talking about Child Abuse Prevention Month and also Sexual

Assault Awareness Month. Lastly, they will have a live vigil at the end of the month. She hopes to have media coverage. Alison encouraged folks to send her a one to three minute video of why Child Abuse Prevention is important.

- **YMCA Youth & Family Services:** Amy shared that YMCA will kick off Child Abuse Prevention on March 31, using materials that they got from Positive Promotions. They will also share them with board members. Different posts will be going out throughout the month on their Facebook and Instagram as well as their monthly newsletter. If you would like to subscribe to Youth and Family Services YMCA newsletter, please email [amy.buckner@ciymca.org](mailto:amy.buckner@ciymca.org). Lastly, they are doing a Healthy Families Forum. It is four sessions, one every week starting April 14th. Topics include everything from behavior, COVID, and schools, to positive parenting, recognizing mental health warning signs, and taking action. The forum is intended for youth and families and families with young children.
- **Isla Vista Youth Projects:** Lori shared that much of the work around social connections and resilience is deeply embedded in their work and in their strategic plan. Highlighting this as a Child Abuse Prevention strategy may be part of what they do. They have a new board member orientation at the end of this week where they are talking about Protective Factors. In addition to the food distributions, they have started distributing diapers, and this has brought in young adults. This has been an excellent opportunity for them to have mini resiliency interventions. They will be distributing the materials that they get from Positive Promotions at their food distributions and Children's Center. She added that April is a good time for her to communicate explicitly with staff and board, and to include prevention messaging in their newsletter.
- **SBCEO -Child Care Planning Council and Transitional Youth Services:** Taundra is partnering with Elizabeth. Their office is at the Hope School and they want to catch the kids on their way to school in the morning, giving out pinwheels, posters, and information. They will also have this at their main offices in North County and at the Cathedral Oaks Road. Along with that, they are going to be distributing materials at teacher trainings and blasting out information to the directors of childcare centers and family childcare providers. They also have a Supplies Distribution Day coming up next month. The Salvation Army is doing 200 food boxes per day and they gave the okay for them to give out information during the first week. Taundra asked if anyone was reading the proclamation at the BOS meeting in April. Taundra mentioned that she was going to reach out to Supervisor Hart. Elizabeth mentioned that she also wants to incorporate some of what we do here, bringing a Protective Factor to April meetings of the Educational Liaisons and Foster Youth Services Executive Advisory Council.
- **Department of Behavioral Wellness:** Tony mentioned that they have many new initiatives specific to child and adolescent wellness. They are doing the Early Psychosis Grant, which is geared towards high-risk youth. They also have school-based grants that place a Health Navigator at elementary and high schools. He added that they are trying to target schools that may not have any support, such as Guadalupe or Carpinteria. Tony shared that he is taking over the Lompoc Children's Clinic and each of the clinics have their own team meeting. This could be a great way to give a plug for prevention and keep it fresh on people's radar screens. Tony will send materials to their supervisors.
- **Casa Pacifica:** Kimberly mentioned that they do not have anything planned yet. She will be emailing some of the Protective Factors and encouraging staff to talk to their families when they are in the field as well as sharing about some of the events that are going on. She also has it on their Manager's meeting agenda to prepare to start talking about it in their All Staff meetings throughout April.
- **Family Service Agency Santa Maria:** Maria is thinking of having a Wear Blue Day with their staff. Since folks are working remotely, perhaps she can have them submit a photo with their blue shirt. They also have parenting classes and it would be nice if one of the classes in April wore blue and talked a little bit about why they are wearing blue. She can also send something out to their home – PPE kits, gift cards, information, etc.

Barbara will have Dennis post the CAPC Wear Blue Day to the CAPC Facebook page. If folks want to send pictures of their events to Gloria, she can collect them. Barbara reminded folks to capture the numbers for their activities.

Barbara shared the following CAPC Activities:

- Wear Blue – Friday, April 2
- Facebook – Like us all month <https://www.facebook.com/sbc.capc>
  - Our County, Our Kids. (also has Instagram), SBCEO, CenCal Health, SYV PHP, IVYP, FSA, NCRCCPC, Youth & Family Services
- Parent Convening – Saturday, April 17<sup>th</sup>
- Children’s Memorial Flag – Friday, April 23<sup>rd</sup>

Barbara mentioned that someone from the Santa Barbara City Parks and Rec was very interested in having some of the materials to hand out to families at food distributions. Barbara invited anyone from South County who wants to show up to those food distributions with her to please let her know.

## 7. Partnership with CenCal Health

Nicole Bennett shared that she manages the social media, Facebook and Instagram for CenCal Health. They have a national calendar with national events and Child Abuse Prevention Month is one of the events that they want to participate in this year. CenCal Health is a signed Community Partner with Resilient Santa Barbara County and is committed to being more trauma informed. Nicole also sits on the Planning Committee for the Bridges to Resilience Conference and their Behavioral Health Specialist sits on the PeRC ACEs Aware Grant with Cottage Health. This year, they decided to donate to both Santa Barbara and San Luis Obispo County CAPC’s for Child Abuse Prevention Month. They would also like to donate some stickers that different organizations can hand out (they are not CenCal Health branded). She has about 750 stickers for each county. Nicole added that they have brochures about how to apply for Medi-Cal, Children’s Preventative Health Guidelines, and how to access mental health if you're a CenCal Health member (all available in English and Spanish). If there is interest in these, contact Nicole and she can send materials. Barbara volunteered to take brochures and stickers to the pinwheels events. Alison asked if the brochures can be sent electronically and Nicole will check on this with her director.

Nicole added that they will be doing a social media campaign. They will be putting a banner on their intranet asking staff members to take “Brady Bunch” pictures and asking them to submit them to her. When they ask people to take photos, they ask people to do hashtags and tag the organization. She suggested for Gloria and Dennis to tag organizations when posting the CAPC Wear Blue photo to make it easier to share on social media. They also have Department Staff meetings and for her Communications Team she will be using the Protective Factors talking points. She is also having a conversation with her director today about trauma informed training for their staff members internally at CenCal Health. Lastly, they have an ACEs post every single month that is dedicated to ACEs and helping our community be more trauma informed.

## 8. Parent Convening April 17<sup>th</sup>

- Outreach
- Café Facilitation
- Parent Leader Recognition

The Parent Convening is being planned with our partners in San Luis Obispo and Ventura, with support from the Office of Child Abuse Prevention Innovative Partnership Grant. For the last few years, the focus of the grant has been on developing parent leaders and helping to train them to lead the parent cafés. It is always exciting to get parents together from the three counties and to give them opportunities to meet each other and be inspired by one another. This year’s parent convening is happening on Saturday, April 17<sup>th</sup>. The Zoom platform will open at 8:45am and finish at 11:30am. The goals of this convening are to

help parents enhance their leadership skills, to support parents in building regional relationships with one another, and to recognize parents as leaders in child abuse prevention. The invitation has been sent out and the registration link is live. The convening will be in three languages, Mixteco, Spanish and English. They are going to do an introduction to Emotional CPR, which covers skills for self-care and for supporting people who are going through emotional challenges. There will be a session on the Protective Factors using the Parent Café Model, and a Parent Recognition component with four parents from each county being recognized in a slideshow. She encouraged folks to reach out to the parents that they are involved with and encourage them to attend. It is a free event. If folks have facilitators who might be willing to give an hour of their time on a Saturday time, please send their information to Gloria or Barbara.

Barbara shared a post that San Luis Obispo put together for Parent Leader Recognition and we thought this would be a good way for us to recognize parents. They have asked for four parents from each county. We would need a photograph and a little statement about their leadership strengths. In their own words, we would also need a blurb about what it means to be a parent leader and that will be put in a slideshow. If you are working with parents, please nominate a parent that you would like to honor and send those names our way. No more than one per organization and we will choose the first four that we receive.

Tony asked if we have had any contact with the Santa Ynez Band of Chumash tribe about the work we are doing to support parents. Barbara mentioned that we have reached out on a couple of occasions and have not succeeded in finding the right person to participate. We would welcome their participation in CAPC, Bridges to Resilience, or KIDS Network. Tony shared that he will be meeting with tribal leadership today there has been an interest in wanting to do more bridge building.

Barbara found out through her partners with Cottage that the tribal health clinic itself is part the second round of ACEs Aware grants, which are focused on the Network of Care. They are hoping that the ACEs Aware work will help us make some connections. Mayra mentioned that they unofficially partner with them because they serve some of the families at the Santa Ynez Elementary School where they have a Family Resource Center. They have been in touch in terms of serving individual families but not as organizations that could partner to do work together. Lori is not sure if the relationship is still active but CALM was providing child abuse treatment and prevention support to Chumash. When Tony meets with them, he will let them know that there is a great interest for them to be a part of CAPC.

#### **9. Announcements & Closing Thoughts**

- If anyone falls under the education category and wants the vaccine, there are appointments available in Lompoc. Please reach out to Taundra.
- Barbara announced that Dr. Robert Anda will be the keynote speaker at the Bridges to Resilience Conference. The conference is on June 9<sup>th</sup>.

#### **10. Adjourn at 11:00am - Next meeting: April 15, 2021**

The meeting adjourned at 11:04 a.m.

*Respectfully submitted by Gloria Munoz*