CHILD ABUSE PREVENTION
October 11, 2019
10:30am – Noon
OCCHD NE Regional Health & Wellness Campus
2600 NE 63rd in OKC

WELCOME
Robyn Sears & Denise Howard

Introductions – 10 minutes
Announcements & Updates – 10 minutes
   Interim Study Update – Child Abuse Prevention
Program Showcase – 10 minutes
   Oklahoma Health Care Authority
      Canielle Preston, MBA-HC, Provider Representative II

Something Old, Something New, Something Borrowed, Something Blue

Something Old (What’s worked in the past) – 10 minutes
Something New (Brainstorm new ideas) – 10 minutes
Something Borrowed (Ideas from the field/Showcase what works in your community) – 10 minutes
Something Blue (Current campaign activities to grow) – 10 minutes
Wear Blue Day – Friday, April 3, 2020
Blue Ribbon Tree Campaign
Pinwheel Gardens
Happiest Day Coloring Challenge
   Everything Else – 10 minutes
Outreach – templates for specific populations
Theme/Design/Message – Posters
Workgroups
Parking Lot

BUSINESS

Old Business
Click to like the OCAP Facebook Page
New Business

NEXT MEETING - FRIDAY, NOVEMBER 8, 2019 (10:30AM – NOON)
CAP ACTION MEETING
October 11, 2019
10:30 a.m. to 12:00 p.m.

Minutes

In Attendance:
Maggie Beckham, Archdiocese of OKC
Marcia Castellanos- Aymat, OSDH
Christy Chandler, Sunbeam
Melissa Dennis, OKDHS
Jennifer Emfinger, CASA
Jennifer Hardin, OCCY
Taffy Henderson, OCCHD
Tiffany Holmes, OSDH
Denise Howard, OCCHD
Gabrielle Jacobi, OPSR
Vicki Land, Smart Start OKC
Carly McQuiston, OPSR
Kyle Moore, OCCHD
Alicia Noble, Sunbeam
Shawna Norman, Parent Promise
Canielle Preston, OHCA
Nick Richert, Positive Tomorrows
Robyn Sears, OUHSC
Sherie Trice, OSDH
Cynthia Williams

Robyn Sears opened the meeting at 10:30 am. All in attendance introduced themselves.

Announcements/Updates/Events

- Oklahoma Casa Association: Unconscious Bias with Jodi Pfarr
  December 12-13, 2019, Embassy Suites (Norman, OK)
  Cost: $25 - CASA employees / $50 – general public
- 2019 Infant Mortality Alliance Annual Stakeholder Summit: Let’s Talk
  October 24, 2019, Metro Technology Center (Springlake Campus in OKC)
- Child Abuse Prevention Interim Study Strategies Update

Advocate for investments in evidence-based family support and child abuse/neglect prevention services, programs and resources. (PCA-OK is lead)
  Desired outcomes:
  1. Fully fund current child abuse and neglect prevention services;
  2. Increase access to parent support, education and child abuse and neglect prevention programs.

Optimize resources across prevention system partners and make recommendations to direct resources to meet state and local needs. (PCA-OK and OSDH are co-leads)
  Desired outcomes:
  1. Services are easy to access and cost-effective;
  2. Collaboration exists among government, non-profit, faith-based and community organizations at the local and state levels to provide needed services.
  3. Local communities initiate a needs assessment process, which includes child and family well-being.

To move forward PCA-OK staff asked Representative Mark Lawson to sponsor this interim study, which includes a survey to state agencies and private agencies.

Information was presented to the Children, Youth and Family Services Committee of the House of Representatives 09-03-19.
The OHCA administers two health programs for the state.

1. **SoonerCare** is Oklahoma's Medicaid program and works to improve the health of qualified citizens by ensuring medically necessary benefits and services are available. Qualifying Oklahomans include certain low-income children, seniors, disabled, those being treated for breast/cervical cancer and those seeking family planning services.

2. **Insure Oklahoma** assists qualifying adults and small business employees in obtaining health care coverage for themselves and their families.

**OHCA Vision**

OHCA vision is for Oklahomans to be healthy and to have access to quality health care services regardless of their ability to pay.

**OHCA Mission Statement and Goals**

OHCA mission is to responsibly purchase state and federally-funded health care in the most efficient and comprehensive manner possible; to analyze and recommend strategies for optimizing the accessibility and quality of health care; and to cultivate relationships to improve the health outcomes of Oklahomans.

- **Goal #1** – Responsible Financing
  Purchase cost-effective health care for members by maintaining appropriate rates that strengthen the state's health care infrastructure.

- **Goal #2** – Responsive Programs
  Develop and offer medically necessary benefits and services that meet the healthcare needs of our members.

- **Goal #3** – Member Engagement
  Inform and engage members about how their choices and behaviors affect their own health status and services.

- **Goal #4** – Satisfaction and Quality
  Protect and improve member health and satisfaction with health care services, as well as ensuring quality.

- **Goal #5** – Effective Enrollment
  Ensure that qualified individuals in Oklahoma receive health care coverage.

- **Goal #6** – Administrative Excellence
  Promote efficiency and innovation in the administration of OHCA.

- **Goal #7** – Collaboration
  Foster collaboration among public and private individuals and entities to build a responsive health care system for Oklahoma.

For OHCA information materials, visit www.okhca.org.

**Something Old / New / Borrowed / Blue**

- Discussion on collecting data for the first time. Blue ribbon tree registrations were counted in 2019 and added to a map. **(Please see attached map)**
• Discussion on the possibility of utilizing a program called Qualtrix for future blue ribbon tree registrations to streamline process, keeping both photos and registration together.
• Discussion on how everyone can help with outreach within his or her own target group. An example shared was with DHS Childcare already promoting the next blue ribbon tree campaign with a brief note in an email.
• Discussed generating thank you notes in May for everyone that participated/contributed to CAP Month efforts over the year. Members of the committee will each bring a set of thank you cards for the May CAP meeting.
• Discussed new updated CAP specialty license plates coming soon. Plates are created and sold by the Oklahoma Tax Commission and are currently in production. Plates should be available for purchase in next few months with plans to launch promotional efforts in April. A portion of funds from plates go directly to OCAP programs.
  ▪ Promotional Ideas for the CAP specialty plate:
    ▪ Contacting news teams
    ▪ Utilizing social media
    ▪ A “Reveal” Ceremony
    ▪ Standard media releases and coordination with OSDH Office of Communications

Action Items
➢ Think of creative ways to promote CAP specialty license plate.
➢ Robyn will explore updating BRT handout.
➢ Sherie Trice will send image of Sample Plate.
➢ CAP May meeting – everyone will bring thank you notes; completing the notes will be part of that meeting.

Next Meeting
Friday, November 8, 2019, 10:30am- Noon
OCCHD NE Regional Health & Wellness Campus
2600 NE 63rd, OKC

Meeting Adjourned
Notes: The Oklahoma Child Abuse Prevention (CAP) Action Committee invites every community to take action for children by participating in their annual “Build a Blue Ribbon Tree for Kids” campaign. The blue ribbon is the international sign for child abuse prevention and serves as a constant reminder that all of us have a responsibility in helping to protect children.

The Oklahoma State Department of Health’s Office of Child Abuse and Prevention along with 59 community organizations worked together to build a “Blue Ribbon Tree” state. Blue Ribbon Trees blossomed throughout Oklahoma communities in April, which is National Child Abuse Prevention Month.

Data Source: Office of Child Abuse and Prevention (OCAP), Family Support and Prevention Services, Oklahoma State Department of Health

Created: 09.24.2019

Disclaimer: This map is a compilation of records, information and data from various city, county and state offices and other sources, affecting the area shown, and is the best representation of the data available at the time. The map and data are to be used for reference purposes only. The user acknowledges and accepts all inherent limitations of the map, including the fact that the data are dynamic and in a constant state of maintenance.