



# The Blue Ribbon

**An Important Update for Orange County**  
**Child Abuse Prevention Council Newsletter**



## **Child Abuse Prevention Council Member Spotlight:**

### **Jamie McDonald, M.P.H.**

Jamie McDonald is the executive director of the American Academy of Pediatrics-Orange County Chapter (AAP-OC). The mission of the organization is to achieve optimal health for all Orange County children by promoting pediatric excellence. McDonald explains that AAP-OC is the bridge between the county, community, schools and pediatricians -- as pediatricians rely on AAP-OC's partners and the organization's partners rely on medical and pediatric care.

McDonald spends the majority of her time developing materials and implementing educational programs for a variety of children's health issues, including: injury and violence prevention, child development and developmental screenings, early literacy, food insecurity and child poverty, as well as improving access to health care and health resources.

She also works with AAP-OC's numerous community health committees which include injury and violence prevention, childhood injury, gun safety, suicide prevention, mental health, and immunizations advocacy amid many others. Early identification through screening and referrals for mental health is just one of many initiatives AAP-OC is actively involved in at the state and local levels. Focusing on early

childhood development is another. AAP-OC works to ensure pediatricians are incorporating mental health and development screenings in their practices. Another core focus is on the prevention of childhood obesity, which was the topic at a conference AAP-OC recently hosted. The organization's next conference for pediatricians will address the psychological and social aspects of food insecurity, trauma and homelessness and how those factors may affect a child's risk of obesity.

During her nearly two decades in the field of health education and violence prevention, McDonald also worked for the Orange County Health Care Agency (OCHCA) in tobacco use prevention and with MemorialCare in Long Beach in asthma control. One of her roles at OCHCA was to help craft and recommend legislative policies restricting access to tobacco for children.

McDonald is a Southern California native and has always had an interest in health care—public health in particular. With an undergraduate degree in Biological Sciences from UC Santa Barbara and a Master's Degree in Public Health from California State University, Long Beach (CSULB), McDonald likes to take complicated information and make it more easily digestible for the general public to understand. Her communications talents have served her well, especially over the past 10 years as a part-time lecturer in the Health Sciences Department at CSULB and the University of Phoenix.

She is also the mother of two boys and is actively involved in her local community. She, along with a group of committed parents, was recently recognized by the Long Beach City Council for her leadership in helping to establish an annual Autism Awareness Week (now in its 4th year) at her sons' school.

McDonald believes raising awareness is key when addressing and ensuring the overall well-being of children. AAP-OC continues to be actively involved in CAPC's Blue Ribbon Committee, which is busy planning local efforts for National Child Abuse Prevention Awareness Month in April. McDonald also appreciates the collaborative spirit of the CAPC and how it directly impacts children. "We share, discuss, and are kept up-to-date on the latest trends and challenges in the prevention of child abuse and neglect. As a result, AAP-OC passes the information on to pediatricians who are then better able to help educate the families they serve."

McDonald says that everyone on the CAPC shares a common mission: to provide the best outcome for children, stating, "AAP-OC is honored to be part of a collaboration that is actively working to ensure the health and safety of children."



## **Blue Ribbon Month 2020: Update**

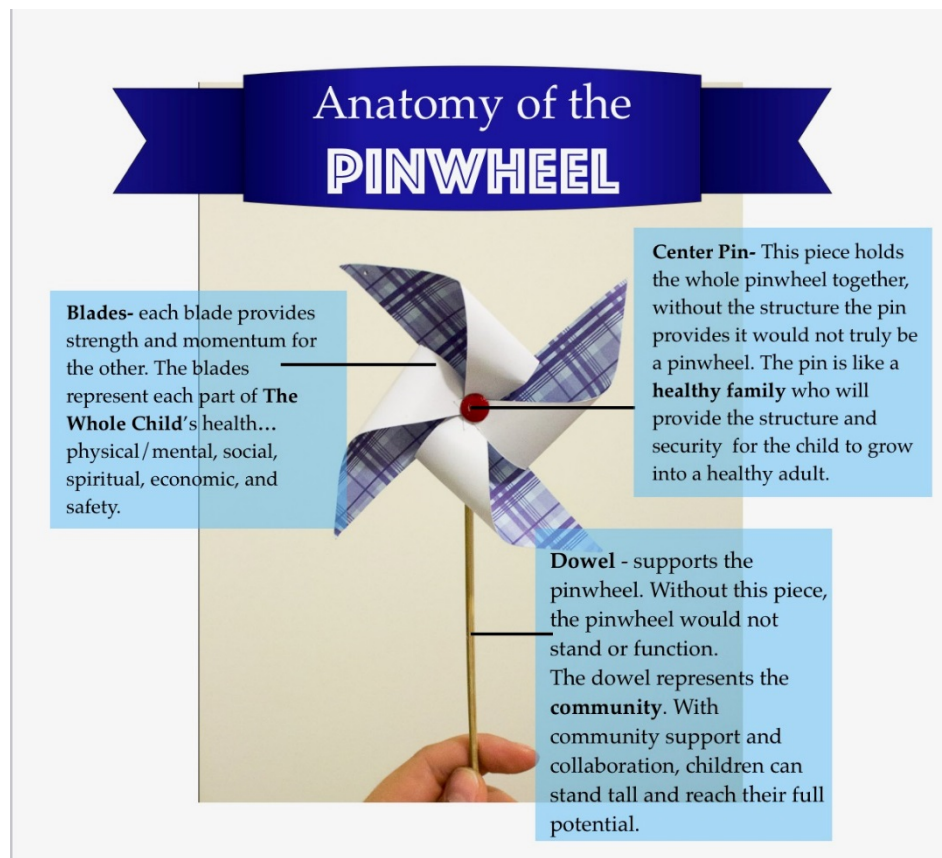
In response to the COVID-19 precautions, Orange County's Blue Ribbon Month Kick-Off Ceremony and all other planned Blue Ribbon Month events will be postponed. For those who had already RSVP'd for the Kick-Off ceremony and the many others of you who had planned to join us, we thank you and we hope to announce a new date for this event in the coming months.

However, April still remains National Child Abuse Prevention Awareness Month. Orange County's theme for the month also remains, "It Takes the Whole Community to Care for the Whole Child." While we won't be meeting in person to officially kick off Blue Ribbon Month or celebrate together at the end of the month at Family Fun Day, we encourage you to take some time in April to do some of the following activities and efforts in our shared commitment to Keep Kids Safe, Healthy and Happy!

- Start a weekly family meeting (even including people by phone, online, etc.) to stay connected. Possible topics can include, "How do you keep yourself safe, healthy, and happy?" For adults, "How do you keep the children around you safe?" This is a good time to laugh together by telling jokes, sharing precious memories and going through photos of happier times.
- Create some new healthy patterns—like lessening distracted parenting and keeping phones away from the dinner table. You and your loved ones can come up with some ideas together.
- Check out Facebook and post replies as we pay tribute to the Blue Ribbon Award Winners, spotlight some of the Kick-Off impact speakers and share ways to keep kids safe, healthy and happy. Visit [www.facebook.com/theraisefoundation](https://www.facebook.com/theraisefoundation) to follow.

- At 5 p.m. on at least one day during April, have a moment of silence in memory of the five children who died last year from abuse and neglect.
- Help bring the Blue Ribbon Family Fun Calendar to life by doing some of the activities noted (e.g., decorate rooms in your house blue, wear blue jeans every Friday, write and send a note to a parent or child to lift their spirits, etc.) We welcome you posting photos of your activities and tagging @theraisefoundation.

The family fun calendar and other Blue Ribbon Month resources and materials will be made available for download here: [www.theraisefoundation.org/blue-ribbon](http://www.theraisefoundation.org/blue-ribbon)



## **Show Us How You #passthepinwheeloc!**

In addition to the blue ribbon, the blue pinwheel is also symbol used across Orange County and the nation to raise awareness about keeping kids safe. The pinwheel represents children having fun—it should not hurt to be a child. In an all new virtual campaign, the Blue Ribbon Committee encourages you to make a brief video of you creatively passing the pinwheel among whoever you are home with. Share how you will pass the pinwheel by using the hashtag #passthepinwheeloc!



### **The Blue Ribbon Pledge**

“We believe that all children deserve freedom from verbal abuse, sexual abuse, and emotional, psychological and physical abuse and neglect. We believe all children deserve to have Blue Ribbon Days, including loving hugs, nurturing homes, tender care, parents and adults who listen, promote self-esteem, give quality time, and provide adequate food, shelter, clothing and medical attention.”



## **Adopt-A-Family Project 2019: Update**

Thanks to the generosity of donors and volunteers, the 2019 Adopt-A Family project was a huge success! Over 70 donors fulfilled wish lists for 87 children from 33 families who participate in services at seven Family Resource Centers around Orange County.

We are so grateful for those who participated in the project and helped make the holiday season very special for some local families in need.

The parent of one family receiving the gifts wrote, "Tears right now are all I have knowing and already seeing the smiles on my kids' faces and the smiles of so many other boys and girls."

# **Acceptance and Commitment Training to Educate Parents Whose Children Receive Behavioral Services: Online Training with Heidi Eilers, Ph.D., BCBA-D**

You are invited to attend The Chicago School of Professional Psychology Workshop “ACTraining to Educate Parents Whose Children Receive Behavioral Services” presented by Heidi Eilers, Ph.D., BCBA-D. This one hour event will be held on Thursday May 14th at 11:00 AM PST.

Acceptance and Commitment Training (ACTraining) is an evidenced-based approach that uses behavior analysis principles to address rule-governed behavior, self-control, self-management, behavior maintained by escape/avoidance of experiencing unpleasant private events (e.g., interfering thoughts, unpleasant emotions) and increasing values-driven behavior. This workshop will introduce participants to the ACTraining model and will teach participants to identify appropriate ACT-based interventions that can be incorporated into parent education services while staying within the scope of practice of applied behavior analysis services.

Heidi Eilers, Ph.D., BCBA-D received her training in behavior analysis and ACT at the University of Nevada, Reno under the direction of Dr. Steven Hayes. Dr. Eilers has worked with children and adults with severe behavior problems, mental health diagnoses, and developmental disabilities for over 20 years. Dr. Eilers is currently the Assistant Chair for the San Diego Behavior Analysis Department at The Chicago School of Professional Psychology.

Register for the training here:

<https://www.eventbrite.com/e/acceptance-and-commitment-training-for-parents-receiving-aba-services-tickets-102631786436>

Please feel welcome to share with your co-workers, professionals in the field and those that would like to learn more about current research and best practices.

Please contact Gary Taylor at [gary@theraisefoundation.org](mailto:gary@theraisefoundation.org) if you have any questions.