



Blue Ribbon  
Month 2021  
SPEAK UP...  
Save a Child!



Orange County's Child Abuse Prevention Council

## BLUE RIBBON COMMITTEE DEBRIEF MEETING AGENDA

Thursday, May 13, 2021 – 9 a.m. – 10:30 a.m.

via ZOOM - <https://us02web.zoom.us/j/9980668900>

### I. WELCOME

- A. Thank You
- B. Celebrate BR Month “Share a favorite moment.”
- C. *Remembering John Machiaverna*

### II. OLD BUSINESS: A Look Back

- A. Goals, Focuses/Approaches, Target Audiences
- B. Committee Planning Process
- C. Outcomes
  - 1. CAPC Efforts
    - a. Events/Outreach
  - 2. Community/Collaborative Efforts – Round Robin
- D. Successes & Lessons Learned – Round Robin

### III. NEW BUSINESS: A Look Ahead

- A. Community Evaluation (Recommendation to CAPC)
  - 1. Assessment
  - 2. Audience
  - 3. Questions
- B. Roaming Art Exhibit
- C. Blue Ribbon Award of the Month (name)
- D. 2022 Committee (August/September Meeting)

### IV. CLOSING REMARKS

### V. PUBLIC COMMENT

#### Summarized Overview

##### CAPC EVENTS

Kick Off Ceremony  
Community Forum  
Family Fun Days  
Vigil

##### OUTREACH

Community/Collaborative Activities  
Art Contest  
Award Nominations/Honors  
Community Awareness Kits  
Trainings  
Presentations  
Social Media  
Other Publicity

---

*Thank you for your time, input, and caring heart!*

# Orange County Child Abuse Prevention Council

## 2021 BLUE RIBBON MONTH

---

### GOAL STATEMENT

As a result of the countywide Blue Ribbon Month public awareness campaign,

#### **ADULTS will:**

- strive to create a safer environment for children
- recognize the warning signs of child abuse and neglect
- be educated and informed about how to report suspected child abuse and neglect within their communities

#### **YOUTH will:**

- be encouraged to express themselves creatively (through artwork, etc.)
- be empowered to speak up if they have experienced or witnessed child abuse or neglect
- feel safer, healthier, and happier!

### FOCUSES/APPROACHES

- ✓ Spotlight Mandated and Community-based Child Abuse Reporting
- ✓ Educate/Provide tools and resources
- ✓ Use most effective/trending social media platforms and tools to reach target audiences
- ✓ Generate a highly visual awareness campaign
- ✓ Implement peer-to-peer outreach (e.g., youth to youth, teen to teen, parents to parents, etc.)
- ✓ Collaborate with numerous groups
- ✓ Virtual/Livestream events as well as in-person component if safe to do so
- ✓ Strive to reach at least 250 people for the initial playing of the Kickoff Ceremony