



O.C.'s Child Abuse Prevention Council  
**BLUE RIBBON TASK FORCE**  
Child Abuse Prevention Month 2018  
**DEBRIEF MEETING**

Thursday, April 19, 2018, 9 a.m. – 10:30 a.m.



Orange County's Child Abuse Prevention Council

**I. WELCOME & THANK YOU**

**II. DEBRIEF**

- Overview, What Worked, What Didn't, Suggestions
- General Branding – *Step Up. Stand Up. Speak Up for Kids. A Community in Unity to Prevent Child Abuse*
- Name: Blue Ribbon Task Force

**A. Events**

1. Blue Ribbon Family Fun Day – 65 people honored 1<sup>st</sup> Place Youth Art Winners
2. Blue Ribbon Month Kick-Off Ceremony – 113 people attended (120 goal)
  - A. Attendees (composition)
  - B. Pre-Planning
  - C. Day-Of Program (Format, Emcee, Speaker, Tribute In Memory, Pinwheel Garden)
  - D. Follow Up

**B. Community Engagement – Est. 25 cities involved in month-long campaign**

1. Youth Art Contest – 90 entries (100 goal)
  - A. Recognition - Family Fun Day, Roaming Art Exhibit
2. Pinwheel Gardens – 55 - 64 gardens (30 goal)
3. Blue Ribbon Kits – 62 disseminated (60 goal) – Post month Eval. Survey being sent out.

**C. Education**

Prevention Presentations – 6 so far; 3 more scheduled

**D. Media**

1. Blue Ribbon Media Kit
2. PIO Outreach
3. Media Pitch with Media Kit
4. Social Media: #passthepinwheeloc – 23 posts so far (Instagram, facebook); Other SM – Post a day
5. Media Kit
6. Print
  - Parenting OC Magazine artwork featured – 70,000 reach
  - Parenting OC Online Spotlight – 230,000 reach
  - Irvine World News Collaborative Ad with Irvine PD – 200,000 reach
  - OC Business Journal – 60,000 reach
7. Broadcast
  - KSBR Radio Interview – 30,000 reach
  - KLAA Radio Interview – 197,000 reach

**III. OVERALL IMPACT**

**IV. GOOD & WELFARE (Round Robin)**

**Thank you for your time and input.**

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*Programs and services provided by The Raise Foundation as the Child Abuse Prevention Council are made possible by funding from the Federal Government, State of California, County of Orange, and the Orange County Children's Trust Fund.*