



Blue Ribbon
Month 2021



BLUE RIBBON COMMITTEE MEETING

Agenda

Thursday, October 15, 2020 - 9 a.m. – 10:30 a.m.

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

I. Welcome

A. New Members / Recommendations

II. Old Business (*Pg. 2 of Agenda)

A. Awareness Campaign Suggested Key Dates

1. Schools Launch: Week of March 8th
2. Countywide Official Launch: March 30th

B. * Awareness Campaign Goal Statement

C. * Brainstormed Focuses & Strategies

D. * Campaign Slogans (Themes)

III. New Business

A. Blue Ribbon 'Precious Partner' Plans

1. Secured
2. Commitment Form (Handout)

B. Campaign Elements (Handout) Past Efforts Local/State/Nationwide **(Time Certain 9:45 a.m.)**

1. Break Out Groups – 20 min. Discussion
2. Report Back – 3 min. / group

Group 1: Education/Resources – *Christine (Lead), Hiromi, Gary*

Group 2: Social Media Platforms, Tools, Strategies – *Dr. Sandra Thompson (Lead), Kat, Olivia, Taylor*

Group 3: Event(s)/Strategies targeting Adults – *Emma (Lead), Kenya, Keri Gee*

Group 4: Activities/Events targeting Youth/Families – *Dr. Angela Miller (Lead), Sandy, Leed Hog, Joe, Joshua, John*

IV. Closing Remarks

V. Public Comment

Next Meeting: November 19, 2020, 9 a.m.

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

POTENTIAL GOAL STATEMENT (1st Draft)

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
- ✓ be empowered to speak up if they have experienced or witnessed child abuse or neglect
- ✓ feel safer, healthier, and happier!

SUGGESTED FOCUSES/PRIORITIES

1. Mandated and Community-based Child Abuse Reporting (CAPC core initiative)
2. Highly utilized OC CAPC Tool Kit for whole community to ‘Help Keep Kids Safe’
3. Most effective social media platforms and tools used to educate and engage community
4. Highly visual awareness campaign (Put a face on the campaign)
5. Include peer-to-peer outreach
6. Collaborate with numerous groups

Also suggested: Fear-free safe space environment for youth and parents to speak up (sense of security)

SLOGAN (Theme) IDEAS (*local, state, national*) Includes California Dept. of Social Services OCAP and childwelfare.gov

Overall Campaign

1. It Takes the Whole Community to Care For the Whole Child
2. A Community in Unity Prevents Child Abuse: Volunteer, Speak Up, Reach Out
3. Help Great Childhoods Happen!
4. Protecting Kids...(It’s) Everyone’s Job!
5. Every Child Safe; Every Community Aware

For Youth Art Contest / College Age Video Contest (if applicable)

1. Keep Me Safe, Healthy, and Happy!
2. Chalk it Up for Kids
3. Be a Hero in the Eyes of a Child!
4. Help Great Childhoods Happen!
5. Protecting Kids...(It’s) Everyone’s Job!
6. Or...instead child comes up with own slogan/theme (Sample: We need the clues to end the bruise!)