

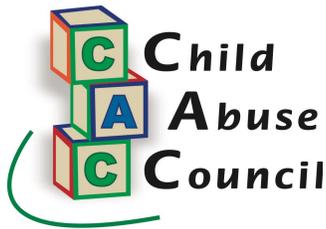
MINUTES

1. The meeting was called to order at 3:50pm by Chair, Stacy Castle. A quorum was present. Committee members in attendance were Steve Baron, Andrew Cain, Elisa Kuhl, Dennis Wyatt, Johanna Thai Van Dat, Stacy Castle, and Andrew Pane. CAC Coordinator, Becky Manchester Aidlberg was also present. Members absent were Mary Pat Panighetti, Edie Bader, Juan Quinones, Ashoorina Barreto, and Jane Smithson.
2. Public Comments: Andrew Cain commented that Robert Menicocci had been appointed as the Agency Director.
3. The minutes from June's committee meeting were approved. (Motion: Andrew Cain; Second: Johanna Thai Van Dat; Approved: all)
4. Executive Committee Meeting Update: Andrew Cain reported that the Executive Committee had voted in favor of drafting a letter regarding the RAIC to the Board of Supervisors emphasizing the following points:
 - A. Expedite the completion of the proposed facility
 - B. Research the appropriateness of seeking licensure
 - C. Develop additional home-like emergency placements

Andrew further reported that the Executive Committee is following recent complaints about the appropriateness of CAN center call responses. Andrew has drafted a letter to Jaime Lopez and will ask him to address the Council's questions at the July full Council meeting. Of particular concern is that the number of referrals to E.R has not increased at the same rate as the number of calls to CAN center.
5. Legislative Update: Andrew Cain reported that only one bill that the Council has been tracking has been signed so far: AB 217. Other bills the Council is following are in Appropriations. He'll have more updates in August and September as the bills progress.
6. Discuss / Approve Public Awareness Committee Business
 - A. Implementing the Public Awareness Committee Work plan
 - i. Debrief June 12th Event: Stacy reported that responses to the online survey about the Forum were excellent. The event was well-attended, the presenters were highly reviewed, as was moderator, Steve Baron. The event sparked only limited media attention in response to the media advisory but the committee agreed it should pursue media attention for future events. The next forum will focus on teen dating violence. A subcommittee was formed to make decisions about the forum by the August 10th PAC meeting. Stacy Castle, Andrew Cain, Johanna Thai Van Dat and Steve Baron will be on the subcommittee. Stacy may reach out to Greg Ziemann, as Chair of SENC, to see if members from SENC may want to be part of the planning of this event. Stacy will reach out to Daniel Rodriguez from the Sheriff's office and Vito from Overfelt High School (regarding the location). The event will be held in October. It will target, teachers, teens, and the public. The committee would like to see a former victim and offender on the panel. Debbie from Peace it Together may be asked to present or assist in locating panelists.
 - ii. Discuss creating a yearly timeline: No discussion
 - iii. Neighborhood Associations Presentations and PowerPoint: No discussion

- iii. Enough Abuse Campaign: Stacy reported that she, Ashoorina Barreto, and Jane Smithson would be tabling at the July 19th San Jose Giants game. They will have Enough Abuse and Child Abuse Council marketing materials with them. They will engage kids at the event with a hand-tracing activity.
 - iv. Media campaign/strategy: Steve Baron reported that he suggests the committee work to develop a positive message and collaborate with community partners to get that message out. It should engage all ethnic communities, and he believes there needs to be a process to develop the message. The message may be centered around early childhood parenting/strengthening attachment/healthy relationships/safe families issues. The committee decided to prioritize message development on the October committee meeting agenda. Andrew Pane added that there may be previously used messages that were effective that can be revived. He furthermore stressed the importance of developing a media list.
 - v. Webinar on June 26th viewed by Steve Baron – thoughts: Steve Baron attended a webinar on June 26th entitled: “Defending Childhood: New innovations for Addressing Children’s Exposure to Violence.” He passed around the PowerPoint presentation. The webinar focused on preventing children’s exposure to violence, mitigating the negative effects experienced by children exposed to violence, and raising awareness.
 - vi. Social media presence for Council: Andrew Pane and Stacy Castle reported that they had completed the application for social media with the County and that it would be reviewed and approved at the July Executive Committee meeting. They will report on the progress of the application and next steps at the August Committee meeting.
 - vii. Storage Update: No report
 - viii. Banner purchase vote: The committee reviewed possible images and designs for the proposed banner and then voted to purchase two retractable banners (not to exceed \$700), one banner in English and one in Spanish, with Stacy having the final decision on design. (Motion: Andrew Pane; Second: Steve Baron; Approved: all)
 - ix. Fall Workshop planning: Teen dating violence and/or Spanish language event: See item 6Ai
6. Discuss items for future agendas: Data collection (August), Teen Dating Violence Forum Planning (August) Message development (October)
 7. Announcements: Dennis Wyatt reported that he would no longer be able to reserve a room at the 373 West Julian as he is no longer working for the Department. Elisa Kuhl and Becky will confirm a new location (possibly the DA’s Office). Stacy Castle announced that if she is elected Treasurer at the July full Council meeting, she would like to find another committee member to Chair the Public Awareness Committee. There were no volunteers.
 8. Adjournment. The meeting adjourned at 4:45pm. The next PAC meeting is scheduled for Monday, August 10, 2015 (*not August 3rd). There’s no meeting in September.

The minutes were taken by CAC Coordinator, Becky Manchester Aidlberg, and submitted on July 27, 2015.

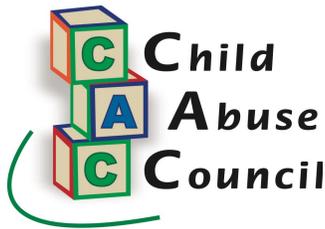


MINUTES

1. The meeting was called to order at 4:00pm by Chair, Stacy Castle. A quorum was present. Members in attendance were Jane Smithson, Juan Quinones, Andrew Pane, Ashoorina Barreto, Elisa Kuhl, Stacy Castle, and Mary Pay Panighetti. Guests Annie Liu and Lydia Harris were also present, as was CAC Coordinator Becky Manchester Aidlberg. The meeting began with introductions.
2. There were no public comments.
3. The minutes from July's Meeting were approved. (Motion: Andrew Pane; Second; Ashoorina Barreto; Approved: all).
4. Executive Committee Meeting Update: Becky reported on recent CAC developments including:
 - The CAC (Chair, Andrew Cain) wrote a letter to the Board of Supervisors emphasizing the CAC's position on the RAIC:
 - Expedite the completion of the new facility
 - Study the appropriateness of seeking licensure for greater than 24 hour stays as data suggests the RAIC is often unable to place children within 24 hours.
 - The BOS should devote financial resources and oversight to the parallel process.
 - The Executive Committee approved the formation of an Ad Hoc Committee to review and make recommendations concerning the CAN Center. The Executive Committee assigned the issue to the ICC Committee.
5. Legislative Update: None
6. Discuss / Approve Public Awareness Committee Business
 - A. Implementing the Public Awareness Committee Work plan
 - i. Fall Workshop planning: Teen Dating Violence
 1. Task force update: The Teen Dating Violence workshop is scheduled for Friday, October 2nd at Overfelt High School. Vito Chiala, the Principal is the contact at Overfelt. The auditorium holds up to 400 people. The panel event will be directed towards students, community members and interested professionals. The DV Council is co-sponsoring. The Sheriff's Office may sponsor as well. The subcommittee (Stacy Castle, Dan Rodriguez, Steve Baron, and Andrew Cain) will begin reaching out to prospective panelists (LACY, probation, Next Door, etc). Juan is a graduate of Overfelt and volunteered to help with outreach to Overfelt students and staff. Once the objectives and panelists have been finalized, Becky will work on marketing materials including a print flyer, an e-flyer and online registration. The committee reviewed possible hard-copy resources that might be provided at the event. Steve Baron has begun researching a resource list. The committee discussed the importance of having food at the event to attract students. The committee discussed the difficulty of receiving approval to use CAC funds for food. Guest Lydia Harris suggested that the committee partner with the AAUW. The committee approved of this idea. Lydia Harris will contact the AAUW and follow up with Stacy Castle. The committee approved a motion to spend up to \$500 for event-related expenses. (Motion: Ashoorina Barreto; Second: Jane Smithson; Approved: all)

- ii. Social media presence for Council: Stacy Castle announced that the Executive committee had approved the application for a CAC social media account. Stacy Castle and Andrew Pane reported that they will work to take next steps with the County and hope to have a Facebook page in September.
 - iii. Media campaign/strategy: Steve Baron was not present at the meeting but shared some thoughts via email and will report out at the October PAC meeting.
 - iv. Banner purchase update: Stacy reported that the committee had ordered two retractable banners — one in Spanish and one in English. The banners will be available for CAC events by the beginning of September
 - v. Enough Abuse Campaign: Jane Smithson and Ashoorina Barreto reported on the Enough Abuse event at the San Jose Giants game in July. It was a successful, but hot, day. They engaged a lot of children in making traced hands on an orange piece of paper. They passed around some of the artwork for the committee to view.
 - vi. Data Collection: No report.
- 7. Discuss items for future agendas
 - 8. There were no announcements.
 - 9. The meeting adjourned at 4:40pm because quorum was lost. The next PAC meeting is scheduled for Monday, October 5, 2015. No meeting in September. The committee asked Becky to find a new location for the PAC meetings, preferably at SSA.

The minutes were taken and submitted by CAC Coordinator, Becky Manchester Aidlberg.



MINUTES

1. The meeting was called to order at 3:35pm by Andrew Cain who was acting as Chair in Stacy Castle's absence. A quorum was present. Committee members in attendance were Andrew Cain, Johanna Thai Van Dat, Steve Baron, Mary Pat Panighetti, Lydia Harris, Ashoorina Barreto, and Andrew Pane. Members absent were Stacy Castle, Elisa Kuhl, Juan Quinones, Jane Smithson and Dennis Wyatt. Edie Bader resigned from the committee. CAC Coordinator Becky Manchester Aidlberg was present.
2. Public Comments: Andrew Pane commented that he is considering organizing a day of awareness and remembrance for gun violence/mass shootings. He's considering the Sandy Hook shooting anniversary as the date of this event. He will keep the Child Abuse Council informed of his plans as they develop.
3. The minutes from August's meeting were approved. (Motion: Ashoorina Barreto; Second: Lydia Harris; Approved: all)
4. Executive Committee Meeting Update: Andrew Cain updated the PAC about topics addressed at the September Executive Committee meeting including:
 - A. Andrew Cain signed the Annual SIP report on behalf of the CAC. The CAC is asked to sign off on this report yearly. The Council will discuss (at the annual retreat) how to respond to this report each year moving forward - a process/structure for addressing data points in the report in a strategic way. No action will be taken this year on the current report.
 - B. The ICC Committee is developing a set of recommendations for improvements in how CAN Center calls are handled in response to CAC concerns about training, staffing, mandated reporters being asked to investigate, how overnight calls are handled, and a proportionally lower number of ER referrals.
 - C. The Disproportionality Committee is tentatively planning an event later in the fiscal year.
 - D. The Allocations Committee is recruiting new members.
 - E. SSA staff person Shawn Witaschek developed a written procurement procedures guide to assist the CAC in understanding and following County procurement policies. Andrew will make a report about the procurement guidelines at the October full council meeting.
5. Legislative Update: Andrew Cain reported that the legislative session ended on September 11th. Governor Brown will sign or veto bills by October 11th and Andrew expects to have an update for the Council at the October 13th meeting.
6. Discuss / Approve Public Awareness Committee Business
 - A. Implementing the Public Awareness Committee Work plan
 - i. Fall Workshop - Teen Dating Violence: Andrew Cain reported that the committee had a successful workshop on Friday, October 2nd at Overfelt High School. Approximately 100 attendees were present - a mix of students, professionals and community members. The panelists were: Rachel Arias from Next Door Solutions to Domestic Violence, Johnathan Deo from Probation, Andrea Flores Shelton from Santa Clara County Public Health Department, Crisanne Hazen from Legal Advocates for Children and Youth (LACY), and Deborah Licurse, LMFT from Peace-it-Together. Steve Baron moderated the panel. There was a consensus that hosting the event at a school and reaching out to different neighborhoods was a positive decision. The involvement of the principal and the staff was helpful, as was having refreshments

available, particularly for the students. There was a discussion about how to acknowledge the involvement of those like the Aide from Supervisor Chavez's office who attended. Lydia Harris suggested the committee write an acknowledgment letter to the office. The committee also discussed how to better involve the media and advertise the event in the future.

- ii. Social media presence for Council: Andrew Pane reported that the social media application had been submitted to the County and that the County had acknowledged receiving it. Andrew Pane suggested making a presentation about how the Council could effectively use social media at an upcoming Council meeting, as a way of educating Council members on social media campaigns. Once the committee receives approval, Andrew will create a Facebook and Linked In account, and will consider Twitter as well. Ashoorina Barreto agreed to work with Andrew Pane on developing and maintaining the social media campaign.
- iii. Media campaign/strategy: Steve Baron led a discussion about the Council's media strategy and the process for creating the campaign. Elements of the campaign that need to be determined by the Council are: what is the message, who are the partners, what media outlets will be used, what is the budget, and who might help fund the campaign. The committee decided it should devote a large portion of November's committee meeting to brainstorming possible messages the Council would adopt as well as who the Council would partner with on the campaign. The committee should be reminded a few weeks in advance of the meeting to come prepared with ideas about partners and messages so the meeting is productive. The committee discussed but did not make any decisions about inviting other Council members or potential partners to the meeting to assist in brainstorming the message. Andrew Cain said he would bring any recommendations about a media campaign made by the PAC to the Executive Committee for consideration. Although the committee decided to defer decisions about the campaign until November's meeting, some of the following ideas emerged:
 - Possible message: Family violence is bad for child development
 - Possible message: Enough Abuse campaign related
 - Campaign should reach out in English, Vietnamese and Spanish
 - Possible partners: First5, Telemundo, Public Health, and the DV Council
 - Contracting a professional marketing firm
- iv. Enough Abuse Campaign: Jane Smithson was not present to give a report. Ashoorina Barreto reported that Jane may be arranging for a tabling event at a future Shark's game.

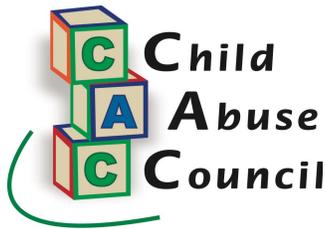
7. Discuss items for future agendas:

- A. November: Develop a child abuse prevention message a media campaign (Steve Baron), Initial recommendations for April's Blue Ribbon Campaign (Johanna)
- B. December: Approve Blue Ribbon Campaign expenses (Johanna)
- C. Future: new logo

8. Andrew Cain announced that the DV Council Symposium is scheduled for Friday, October 23rd at the Marriott.

9. The meeting adjourned at 4:25pm. The next PAC meeting is scheduled for Monday, November 2, 2015. The committee asked Becky to arrange for the committee to meet at SSA in the future, preferably in the Treasury Room.

The minutes were taken by CAC Coordinator Becky Manchester Aidlberg and submitted on October 7, 2015.



MINUTES

1. The meeting was called to order by Chair, Stacy Castle at 3:37 pm. A quorum was present. Committee members in attendance were Stacy Castle, Steve Baron, Dennis Wyatt, Mary Pat Panighetti, Johanna Thai Van Dat, Juan Quinones, Jane Smithson, and Lydia Harris. CAC Coordinator Becky Manchester Aidlberg was also present.
2. There were no public comments.
3. The minutes from October's Meeting were approved (Motion: Steve Baron; Second: Lydia Harris; Approved: all)
4. Executive Committee Meeting Update: Stacy Castle reported on the topics discussed at the October Executive Committee meeting including:
 - A. CAN Center Ad Hoc Committee: The next ad hoc committee meeting will take place on November 4th at the Law Foundation. The committee will focus on staffing the CAN Center, dropped call percentage, the CAT screening tool, the SIP, and customer service.
 - B. Communicating with Board of Supervisors: The Executive Committee and Chair, Andrew Cain will develop a strategy for building relationships with the Board of Supervisors. Chair, Andrew Cain welcomes anyone that wants to participate or has relationships.
 - C. Procurement Policies: A procurement policy document was created by Shawn Witaschek at SSA and CAC is expected to follow the guidelines. Biggest change is that there now is a request cover page when spending any CAC funds.
 - D. Annual Retreat Planning: An ad hoc committee has formed to plan the annual retreat which will take place on Friday, February 12th. Chair, Andrew Cain welcomes anyone that wants to participate.
5. Legislative Update: Andrew Cain reported that the legislative session is over. October 11th was the last day for the Governor to sign bills. Andrew Cain presented the most recent legislative summary at the October 13th CAC meeting. All bills related to child abuse prevention (that the CAC had been following) were signed, except for one. Andrew Cain will provide an update at the November CAC meeting.
6. Discuss / Approve Public Awareness Committee Business
 - A. Develop a child abuse prevention message for CAC's media campaign: The committee brainstormed and the following ideas emerged:
 - Possible partners are the BOS, First5, GBACAC, DV Council, DV Coalition, Kaiser, Sutter Health, a famous sports personality.
 - Lydia Harris "Designed to Market" as a possible professional marketing/branding company to engage for the CAC media campaign.
 - Stacy Castle asked SSA about the process for engaging a vendor. It is possible, but there would be a bidding process, stated outcomes, and the process would be lengthy.
 - Drowning (CDRT is releasing a report on drowning deaths) and/or partnering with CDRT on message.
 - Several committee members felt that we shouldn't focus on accidental child deaths - that the campaign should focus on child abuse awareness and prevention
 - Enough Abuse
 - Raise awareness about what the Child Abuse Council is
 - Focus on a parenting message
 - Effects of family violence
 - Healthy relationships versus family violence
 - "This not that"
 - Intimate partner violence connects to child abuse - where one is happening likely the other is happening
 - What is child abuse, how can the Council can assist in prevention, what are the available resources
 - Peace in the home fosters healthy relationships (with a visual anti-violence logo)
 - 49er Foundation as a partner
 - Someone famous to be the spokesperson
 - Possible regional media campaign collaborative with GBACAC
 - Children's mental health
 - Parent engagement, resources and healthy attachment
 - Harmonious family relationships equals healthy children
 - SCC CAC should take the lead but welcome GBACAC to participate/partner
 - Campaign should link to a resource-rich website

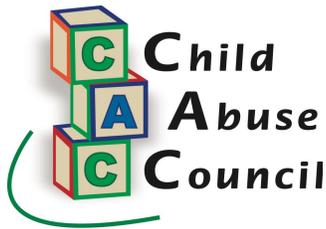
- Branding issues with Enough Abuse?
- Children are not spoken for
- Kris Perry as a possible contact
- Get input from children
- Education - Ensuring children's educational needs are met

The committee considered all options and voted on a single draft message: "This not That" which encourages healthy relationships vs family violence. (Motion: Steve Baron; Second: Andrew Cain; Abstain: Jane Smithson; No: Dennis Wyatt; Yes: Stacy Castle, Steve Baron, Johanna Thai Van Dat, Juan Quinones, Andrew Cain, Mary Pat Panighetti, and Lydia Harris). The committee agrees to take the lead on the media campaign but to enlist other regional CAPCs if they're interested. The PAC's recommendation will be discussed at the Executive Committee meeting.

- B. Social media presence for Council: Andrew Pane was absent but reported via email that the County hadn't made any progress on the CAC application.
- C. Recommendation for April 2016 Blue Ribbon Campaign: Johanna Thai Van Dat suggested an element of the Blue Ribbon Campaign focus on community centers and libraries. Stacy Castle and Johanna will meet and present their recommendations at the January PAC meeting.
- D. Enough Abuse Campaign: Jane Smithson reported that she and Jennifer will do a presentation for the volunteers of the Bill Wilson Center. Dennis Wyatt suggested that Vice Chair of Programs reach out to the funded agencies about Enough Abuse training.

7. Discuss items for future agendas: Discuss media campaign at the Executive Committee meeting; Blue Ribbon Campaign at the January PAC meeting.
8. There were no announcements.
9. The meeting was adjourned at 4:50pm. The next PAC meeting is scheduled for Monday, January 4, 2016.

The minutes were taken by CAC Coordinator Becky Manchester Aidlberg and submitted on November 3, 2015.



MINUTES

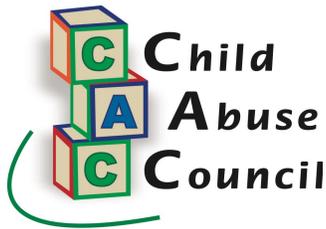
1. The meeting was called to order by Andrew Cain. A quorum was present. Stacy Castle arrived shortly after the beginning of the meeting and ran the remainder of the meeting. Public Awareness Committee members in attendance were: Stacy Castle, Andrew Cain, Johanna Thai Van Dat, Ashoorina Barreto, Jane Smithson, Lydia Harris, Steve Baron, and Dennis Wyatt. Guest Sharukina Oushana, a post adoption social worker, was present as was CAC Coordinator Becky Manchester Aidlberg.
2. Public Comments: Dennis Wyatt stated that he saw a 30-second public service announcement on child abuse prevention while visiting Reno, and suggested the Council consider such an initiative.
3. The minutes from November's PAC meeting were approved. (Motion: Steve Baron; Second: Lydia Harris; Approved: all)
4. Executive Committee Meeting Update: Andrew Cain reported that the Executive Committee didn't meet in November due to the Thanksgiving holiday, but met on December 10, 2015 instead. He updated the PAC on the following items addressed at the Executive Committee meeting:
 - A. CAN Center: The Council will consider approving a letter to DFCS at the full Council meeting on January 8, 2016, regarding Child Abuse Council recommendations for improvements to the CAN Center.
 - B. The Annual CAC retreat is scheduled for February 12, 2016 at EMQ FamiliesFirst in Campbell. The retreat will cover the following items:
 - i. Global goal setting for the FY 2016-17 year
 - ii. Panel of former foster youth moderated by Jennifer Kelleher focused on what worked in the system, what didn't, and what the Child Abuse Council can do to improve the system.
 - iii. Interaction/relationship with the Board of Supervisors
 1. Aides from each of the Districts are invited to attend and speak during this session
 2. What are the Supervisors' priorities?
 3. What is the advisory role of the Council to the BOS?
 - iv. Andrew Cain, on behalf of the Retreat Planning committee, asked the Public Awareness Committee (specifically Stacy Castle and Steve Baron) to lead a discussion on the role of the CAC in messaging child abuse prevention to the public at the retreat. The committee agreed to help with this agenda item. Steve Baron and Stacy Castle will moderate. Ashoorina Barreto will help coordinate the session.
5. Legislative Update: Andrew Cain announced that Lori Medina and Kathy Martinez would be making a presentation on AB 403 to the Juvenile Justice Commission on January 9, 2016. Andrew reported that, among other things, AB 403 would phase out group homes. It also makes licensing for stays longer than 10 days possible, which impacts planning for the RAIC. Steve Baron commented that the Council needs to advocate strongly for the RAIC to be licensed to enable foster children to stay longer than 24 hours, and noted that the overstays have increased in recent months.
6. Discuss / Approve Public Awareness Committee Business
 - A. Approve Expenses Related to the 2016 Blue Ribbon Campaign: Johanna Thai Van Dat presented a printed powerpoint detailing possible Blue Ribbon campaign initiatives for the

Committee to consider for the month of April. The committee praised Johanna for her research, ideas and presentation. Elements of the campaign she presented included:

- i. Raising awareness through public libraries and local retailers by making child abuse prevention stickers and bookmarks available.
 - ii. Plant a pinwheel garden at 70 West Hedding (and other high-profile locations) during some portion of the month of April to make a public statement about child abuse prevention. The pinwheel symbolizes child abuse awareness and prevention. A banner would be placed behind the garden stating something to the effect of: "This pinwheel garden serves as a reminder that all children deserve a healthy, happy, and carefree childhood free from abuse and neglect." The committee discussed selecting a certain symbolic number of pinwheels to plant that correlates with a number significant to the foster care system.
 - iii. Wear blue ribbon pins on Fridays.
 - iv. Ashoorina Barreto suggested a media advisory go out in relation to the blue ribbon campaign activities.
 - v. The committee agreed it would like to pursue a table for the Child Abuse Council at 70 West Hedding for some portion of April. Becky will reserve the a table for the breezeway and report back to the committee.
 - vi. The committee would like to pursue a proclamation for child abuse awareness month in April. Andrew will coordinate with Cindy Chavez's office. Becky will assist.
 - vii. **The committee approved a motion to expend up to \$4000 from the PAC budget for the purchase and distribution of child abuse prevention stickers, bookmarks, pinwheels, glancers, a banner, and other awareness items for child abuse prevention month. (Motion: Andrew Cain; Second: Jane Smithson; Approved: all)**
 - viii. **The committee approved a motion to authorize Johanna Thai Van Dat, in consultation with Stacy Castle, to select the promotional items and make the expenditures as they see fit. (Motion: Andrew Cain; Second: Jane Smithson; Approved: all)**
- B. 2016-17 Work Plan: The committee reviewed the FY 2015-16 PAC work plan. **The committee approved a motion to adopt the same work plan for the FY 2017-17 fiscal year pending any changes needed following the annual CAC retreat. (Motion: Jane Smithson; Johanna Thai Van Dat; Approved: all)** Dennis Wyatt noted that he would like the CAC mission to be incorporated in PAC materials and campaigns.
- C. CAC Media Campaign: Stacy Castle reviewed that the committee favored a "this not that" messaging campaign that would juxtapose scenes of healthy relationships next to scenes of unhealthy family relationships. She reported that Jennifer Kelleher suggested the committee look at research the Frameworks Institute had done on successful prevention messages. Steve Baron reported that the next steps would be to:
- review current examples of PSA campaigns
 - consult with First5
 - develop media contacts
- i. Discuss/Approve vendor-related expenses: The committee discussed the importance of engaging an expert on media campaigns to assist the committee with the development and implementation of a child abuse prevention media campaign. **The committee approved a motion to expend up to \$6,000 for a media campaign/marketing vendor to develop a strategy for the committee. (Motion: Ashoorina Barreto; Second: Jane Smithson; Approved: all)**

- D. Social media presence for Council: no report
 - E. Enough Abuse Campaign: Jane Smithson reported that she had contacted the Sharks regarding a tabling event, but hadn't heard back. She will follow up with the Sharks and report back to the committee. She reported that she and Jennifer Kelleher would be teaching an Enough Abuse class in February. Stacy Castle suggested Overfelt High School as a possible audience for an Enough Abuse presentation.
7. Announcements: Jane Smithson announced that Andrew Cain and Jennifer Kelleher had done an excellent job presenting at the statewide Beyond the Bench conference on promoting sibling relationships within the foster community.
 8. The meeting adjourned at 4:44pm. The next PAC meeting is scheduled for Monday, February 1, 2016.

The minutes were taken by CAC Coordinator Becky Manchester Aidlberg and submitted on January 13, 2016.

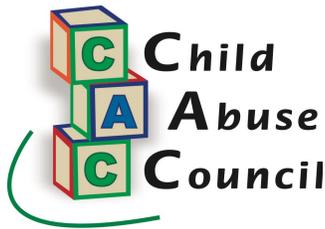


MINUTES

1. The meeting was called to order at 3:38pm by Chair, Stacy Castle. A quorum was present. PAC members in attendance were: Stacy Castle, Lydia Harris, Ashoorina Barreto, Steve Baron, Dennis Wyatt, Mary Pat Panighetti, Juan Quinones, and Johanna Thai Van Dat. CAC Coordinator Becky Manchester Aidlberg was also present.
2. There were no public comments.
3. The minutes from January's committee meeting were approved. (Motion: Andrew Cain; Second: Steve Baron; Abstained: Dennis Wyatt; Approved: all)
4. Executive Committee Meeting Update: Andrew Cain reported that the Nominations Committee had been appointed to propose the slate of CAC Officers for the 2016-17 Fiscal Year. The committee members are: Steve Baron, Penny Blake, Kathleen Dong, Dr. Jorden, and Alicia Newton. The Executive Committee also discussed the timeline for the 2016-17 committee and council work plans. Andrew announced that the Executive Committee had approved a \$25 symposium registration fee for CAC members.
5. Legislative Update: Andrew Cain reported that child welfare bills are still being proposed and that he will have more in-depth legislative updates in the Spring.
6. Discuss / Approve Public Awareness Committee Business
 - A. Blue Ribbon Campaign Update: Johanna Thai Van Dat and Stacy Castle reported that plans for CAC's Blue Ribbon Campaign are still being finalized. Unfortunately, the County informed the committee that it could not have a pinwheel garden at 70 West Hedding. As an alternative, Johanna will look into providing kits to the funded agencies that will include a variety of prevention materials and some pinwheels. Child abuse prevention stickers and bookmarks will be distributed at local retailers (locations TBD). Mary Pat Panighetti and Lydia Harris will work with Johanna on distribution of these materials. The Council will have a table in the breezeway at 70 West Hedding for two weeks in April. Visitors to the County Building will see the CAC's banners with child abuse prevention messages and can come to the table to pick up child prevention materials.
 - B. Retreat Update: Stacy Castle reported that the CAC retreat would be held on Friday, February 12th at EMQ FamiliesFirst in Campbell and that committee members were invited to attend. Public Awareness Committee members Stacy Castle, Steve Baron and Ashoorina Barreto will lead a retreat session on the Council's media campaign. The session will cover the Council's public awareness strategy in the past and its current movement into the media space. Steve Baron will show examples of PSAs and lead a discussion on what messages have worked in the past and what has been less effective. Then they will lead a discussion and brainstorming session about next steps for the Council's media campaign.
 - C. CAC Media Campaign: Steve Baron reported that the PAC's media message is "This, Not That" which will juxtapose negative scenes of parenting next to positive scenes of parenting. The focus will be TV and radio. The Council should partner with other organizations on the campaign. Steve will meet with First5 as a starting point. The committee discussed possible timelines for launching the media campaign and engaging a PR firm. No firm decisions were made. The conversation will continue at the retreat on February 12th and at the March PAC meeting.

- D. Social media presence for Council: No report. Ashoorina Barreto volunteered to assist Andrew Pane with the social media campaign moving forward.
 - E. Enough Abuse Campaign: No report. Lydia Harris volunteered to assist Jane Smithson with the Enough Abuse campaign moving forward.
7. There were no announcements.
 8. The meeting adjourned at 4:10pm The next PAC meeting is scheduled for Monday, March 7, 2016.

The minutes were taken by CAC Coordinator Becky Manchester Aidlberg and submitted on February 26, 2016.



MINUTES

1. The meeting was called to order by Andrew Cain at 3:33pm. PAC members in attendance were: Andrew Cain, Steve Baron, Mary Pat Panighetti, Lydia Harris, Johanna Thai Van Dat, Ashoorina Barreto, Jane Smithson, Dennis Wyatt, and Andrew Pane. CAC Coordinator Becky Manchester Aidlberg was also present.
2. There were no public comments.
3. The minutes from February's meeting were approved. (Motion: Steve Baron; Second: Ashoorina Barreto; Approved: all)
4. Executive Committee Meeting Update: Andrew Cain reported that the Executive Committee had discussed the following items at the February Executive Committee meeting:
 - A. Annual Retreat feedback was mainly positive. The Council voted to approve the following priorities for FY 16-17:
 - i. Incorporate youth voices into the oversight and improvement systems
 - ii. Promote public awareness of child abuse prevention
 - iii. Monitor systems serving children
 - iv. Enhance CAC's role as an advisory commission to the Board of Supervisors.
 - B. CAC Budgets: The Public Awareness Committee will be asking for additional funding for the media campaign so other committees have been asked to be thoughtful in planning their spending for next year and identify areas to cut spending where possible.
5. Legislative Update: Andrew Cain reported that the last day to introduce bills was at the end of February. A number of child welfare bills have been introduced. Many of them are placeholder bills that will continue to take shape over the coming months. Andrew will submit a written report for the Council meeting.
6. Annual Member Retreat Update: The committee presented their feedback on the retreat including:
 - A. Lydia Harris thought it was a good use of time but would have like to have seen more members present. She liked being able to network with members.
 - B. Jane Smithson added that she would like to see higher participation during the goal setting session.
 - C. Dennis Wyatt thought that hearing from or touring EMQ, since we were using their facility, would have been nice.
7. Discuss / Approve Public Awareness Committee Business
 - A. FY 2015-16 PAC Work Plan and Budget: The committee reviewed and revised the PAC work plan and budget for FY 16-17. There was a discussion about whether or not Enough Abuse should be on the work plan since GBACAC is not continuing to emphasize it. There was a consensus that it should remain on the work plan until the CAC's decision about how the Enough Abuse campaign will evolve is decided. The committee also discussed how the work plan should reflect the costs and next steps associated with the media campaign. The committee voted to approve a budget increase of \$8,000 (for a total of \$19,000) for costs associated with the media campaign and working with contractors/vendors. (Motion: Jane Smithson; Second: Lydia Harris; Approved: all)
 - B. Blue Ribbon Campaign Update: Johanna Thai Van Dat reported that materials for the blue ribbon campaign had been ordered and that she would need help with distribution. Ashoorina will notify the funded agencies that kits will be coming the last week in March.

Becky will pick up and sort the orders and distribute it to Johanna, Ashoorina and Mary Pat Panighetti for distribution to the BRC sites:

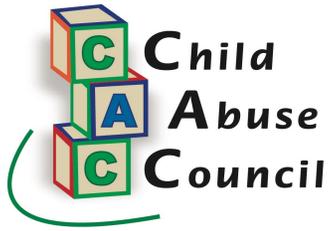
- i. Mary Pat Panighetti will distribute kits to the three Bill Wilson Center locations, Community Solutions, Family & Children Services, Parents Helping Parents, Rebekah's and Grail Family Services.
 - ii. Johanna will distribute to International Children Assistance Network, Little Gym, Whole Foods, and Libraries.
 - iii. Ashoorina will distribute kits to Catholic Charities, Community Health Awareness Council, and Unity Care.
 - iv. Becky will make sure materials get to the resource tables at the Symposium.
 - v. 70 West Hedding - There will be a table in the breezeway of 70 West Hedding from Monday, April 4th through Friday, April 25th. Becky will deliver the materials to Victim Witness which will hold the BRC materials in storage so they can be used to replenish the tables during those two weeks. The committee will discuss maintenance of the tables at the next meeting.
- C. CAC Media Campaign: Steve Baron reported on his meeting with First 5 regarding a media campaign. The minutes of his meeting are included in an attachment to these minutes.
- D. Social media presence for Council: Andrew Pane reported that progress had been made on the social media front. The CAC's clerk will most likely be the Council's social media "authorized agent" as a County employee is required to oversee social media accounts. Andrew Pane will follow up with Kristen. Ashoorina will assist. Andrew Cain asked that Andrew Pane and Ashoorina come to the next committee meeting with a proposed timeline and a procedure for posting content on social media accounts.
- E. Enough Abuse Campaign: Jane Smithson reported that GBACAC's contract with the Enough Abuse campaign has ended and GBACAC is not going to continue to promote the campaign. There will not be anymore train the trainer events. CAC will need to consider how or if it will continue to use the Enough Abuse Campaign. A more robust discussion on the future of the Enough Abuse Campaign will take place at the next PAC meeting.
8. Discuss items for future agendas:
- A. Social Media: timeline and procedures for posting content (Ashoorina and Andrew Pane)
 - B. The Future of the Enough Abuse Campaign (Jane Smithson)
9. Announcements: Mary Pat Panighetti announced that there was a 25% membership discount to join the American Professional Society on the Abuse of Children (APSAC) through May 31st. She will forward the information to Becky who will email to the full Council.
10. The meeting adjourned at 4:41 p.m. The next PAC meeting is scheduled for Monday, April 4, 2016.

The minutes were taken by CAC Coordinator, Becky Manchester Aidlberg, and submitted on March 19, 2016.

PAC Representative meeting with FIRST5 staff re: consultation re: CAC public awareness media campaign, 2-22-16: Notes:

Met with Melanie Daraio, Tyson Jue, Brittany Satkoski, Daniel and Karen for 1 hour. The following is a summary of their feedback, suggestions, and comments:

- Think through the campaign strategy, step by step.
- Identify target groups, and get some focus group feedback from them that will serve to identify what kind of media approaches will get their attention and engage them.
- Tackle the campaign in phases
- Keep it simple.
- All media products should serve to grab the target group's attention in 3-5 seconds.
- Create a dedicated web page, facebook page, twitter account, etc. for the campaign, all of which need to be regularly updated to continue to attract attention.
- Local angle helps
- Video creation takes a lot of time planning, scripting, shooting.
- Going viral is difficult
- FIRST 5 in safe sleep campaign did you tube video (in house), major press conference and launch at Family Resource Center resulting in extensive local TV news coverage (ABC and CBS), radio public service announcements, plus mall kiosks, hospital and agency lobbies, flag banners, bus signs (they do not encourage bus advertising), provided "onesies" to all hospitals and Public Health nurses serving newborns, two-sided handout cards with what not to do and what to do with photos in Spanish and English, Simple message = put baby down "alone, in crib, on back" can be lifesaving. Used volunteer parent who lost child in video and presentations. Personalized it. Emotional hook.
- First5 has done other campaigns such as "Walk Towards Better Health!" and "Bring Your Bottle and Drink Water - Potter the Otter."
- Involve the Hub and high school kids and others that can help in production.



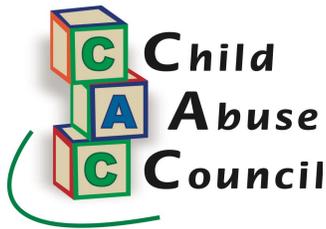
Child Abuse Council of Santa Clara County
FY 2016/17 Public Awareness Committee Work Plan and Budget

Committee Chair: Stacy Castle

Date Updated: March 7, 2016

Committee Purpose: Increase awareness and understanding of child abuse to support community and Council prevention activities and impact policymaking.

Goals and Objectives		Proposed Activities	Timeline	Personnel Sub-committee	Budget
1	Outreach to General Public	<ul style="list-style-type: none"> • Collaborate to raise awareness of issues related to child abuse prevention • Educate service providers and community members on legislation and policy relevant to child abuse prevention • Purchase of public awareness materials and/or advertising • Promote awareness of child abuse prevention through the Blue Ribbon Campaign • Collaborate with ICC and Council on promotion of Enough Abuse Campaign 	Ongoing	All	\$11,000
2	Launch a Media Campaign	<ul style="list-style-type: none"> • Explore the possibility of working with partners and paid contractors to develop and execute the media campaign 			\$8,000
	Total				\$19,000

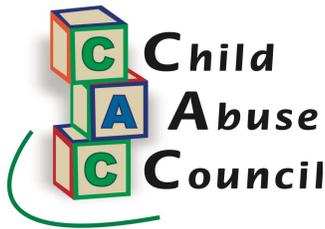


MINUTES

1. The meeting was called to order at 3:34 p.m. by Andrew Cain. Stacy Castle arrived shortly thereafter to chair the remainder of the meeting. A quorum was present. Committee members in attendance included: Andrew Cain, Stacy Castle, Mary Pat Panighetti, Johanna Thai Van Dat, Jane Smithson, Ashoorina Barreto, Steve Baron, and Lydia Harris. CAC Coordinator Becky Manchester Aidlberg was also present.
2. There were no public comments.
3. The minutes from March's meeting were approved. (Motion: Ashoorina Barreto; Second: Steve Baron; Approved: all)
4. Executive Committee Meeting Update: Andrew Cain reported the following:
 - A. The Executive committee provided feedback about the Symposium to the Symposium Committee Chair.
 - B. Elizabeth Shivell is stepping down as Chair of the Allocations Committee at the beginning of the next fiscal year. The Council will vote in June or July to appoint the next Allocations Chair.
 - C. The CAC Coordinator's performance was evaluated and the Council is moving forward with renewing her contract for the next fiscal year.
 - D. The Executive committee discussed concerns about medical care for foster youth during Dr. Stirling and Dr. Egge's leave. Since the Executive committee meeting, the Mercury News reported that both doctors had been terminated. The Council will continue to follow the issue closely.
5. Legislative Update: Andrew Cain reported that there were no major updates since his April legislative report. He reported that there were many child welfare bills but nothing transcendent.
6. Discuss / Approve Public Awareness Committee Business
 - A. Blue Ribbon Campaign: The committee provided feedback on the several activities that happened in relation to April's BRC campaign. The committee thanked Johanna Thai Van Dat for her leadership on the campaign.
 - i. Agency Kits: Kits filled with child abuse prevention materials were delivered to the funded agencies and Kaiser at the beginning of April. These were well-received, especially the pinwheels. The committee felt that this effort should be repeated next year.
 - ii. 70 West Hedding table: A table with the CAC banners and child abuse prevention materials was set up in the breezeway of 70 West Hedding for two weeks during April. The prevention materials and give-aways were very popular and were taken from the table as soon as they were stocked. There was some discussion that the committee should chose another location for the table next year, like the Self Help Center or Dependency court to better reach the intended audience of these materials.
 - iii. Commendation at Symposium: Supervisor Dave Cortese presented the declaration that April is Child Abuse Prevention and Awareness month during lunch at the Symposium. There was a consensus that this should be repeated at next year's event.

- iv. #HowWeDoBlue Campaign: Ashoorina Barreto reported that the social media campaign launched at the Symposium with an announcement by the moderator at the Symposium. Ashoorina also emailed the funded agencies encouraging their participation in the campaign. Ashoorina made several posts throughout the month, as did Partners in Prevention, but she didn't believe there was a great response from the agencies.
 - v. Symposium Resources: Lydia Harris reported that that child abuse prevention materials were well received at the resource table at the Symposium. The pinwheels were particularly popular. She suggested that the Symposium committee use the pinwheels as centerpieces at next year's event.
 - B. CAC Media Campaign: Steve Baron reported that he was interested in reaching out to local universities and students to participate in the campaign. He will have more to report on the media campaign at the next PAC meeting.
 - C. Social media presence for Council: Ashoorina Barreto will follow up with the Council's clerk to discuss next steps for the social media campaign.
 - D. Future of Enough Abuse Campaign: Jane Smithson reported that GBACAC's contract with the Enough Abuse campaign had ended. The regional representatives felt that the campaign was a positive effort while it lasted, but that it was not sustainable on an ongoing basis as long as the trainers were unpaid volunteers.
 - E. FY 15/16 PAC Workshop: Stacy reported that although the committee had planned to do two workshops this year, it had only done the one workshop on teen dating violence (in October). The committee will discuss ideas for workshops at the next committee meeting.
7. Discuss items for future agendas: PAC Chair and FY 2016-17 Workshops
 8. Announcements: Stacy Castle announced that she will likely step down as Chair of the Public Awareness Committee in order to Chair the Allocations Committee. She asked that anyone interested in chairing the PAC contact her or Andrew Cain. Lydia Harris announced that she would be willing to chair the committee if no one else stepped forward. The committee will agendize a vote on the PAC Chair at the June meeting. Stacy Castle also announced that Child Advocates was celebrating its 30th anniversary at a gala event on May 21st at Club Auto Sport and encouraged committee members to attend.
 9. The meeting adjourned at 4:45 pm. The next PAC meeting is scheduled for Monday, June 6, 2016.

The minutes were taken by CAC Coordinator Becky Manchester Aidlberg and submitted on May 27, 2016.



MINUTES

1. The meeting was called to order at 3:32 p.m. by Chair, Stacy Castle. A quorum was present. PAC members in attendance were: Stacy Castle, Lydia Harris, Johanna Thai Van Dat, Dennis Wyatt, Steve Baron, Mary Pat Panighetti, and Andrew Cain. CAC Coordinator Becky Manchester Aidlberg was also present.
2. There were no public comments.
3. The minutes from May's meeting were approved. (Motion: Steve Baron; Second: Mary Pat Panighetti; Approved: all)
4. Executive Committee Meeting Update: Andrew Cain reported that the Executive Committee met in May and discussed the following items:
 - A. The gaps in services created by the departure of Dr. Stirling and Dr. Egge and CAC's efforts to address the gaps.
 - B. A process for considering a revision of the CAC mission statement.
 - C. Member Recruitment efforts to fill what will be four vacancies on the Council effective July 1st.
 - D. Recommendation that Stacy Castle become chair of the Allocations committee which was subsequently voted on and approved by the full Council at the June CAC meeting.
5. Legislative Update: Andrew Cain reported that the state legislature had been oriented towards budget-related issues, and there had not been much action on legislation since his last update. He also reported that the the state had not allocated any new funding for dependency counsel which may impact staffing at DAC and LACY. The County will consider allocating county funds to dependency counsel programs to ensure these services continue.
6. Discuss / Approve Public Awareness Committee Business
 - A. Elect PAC Chair: Stacy Castle explained that she would be stepping down as PAC Chair to chair the Allocations Committee and that two committee members had expressed interest in chairing the PAC committee. Both Johanna Thai Van Dat and Lydia Harris explained their qualifications for the position and then left the room so the committee could come to a consensus. The candidates returned to the room and Stacy explained that the committee had decided in favor of Johanna Thai Van Dat as chair. The committee moved and approved a motion to elect Johanna Thai Van Dat as chair of the Public Awareness Committee. (Motion: Dennis Wyatt; Second: Mary Pat Panighetti; Approved: all).
 - B. FY 2016-17 Meeting Schedule: The committee moved and approved to continue meeting the first Monday of the month at 3:30 p.m in the Treasury Room except in the case of a holiday. (Motion: Steve Baron; Second: Mary Pat Panighetti; Approved: all) Schedule attached.
 - C. Social Media Presence for Council: No report
 - D. CAC Media Campaign: Steve Baron reported that ha had consulted with a film and video production company about the production and distribution of an English and Spanish language PSA for both radio and television. The summary of his presentation is attached. The committee discussed the proposal and next steps. There were questions about the possibility of a vietnamese production, involving a marketing company to develop the message, and partners (universities, Kaiser, First 5, etc) who should be involved in the

campaign. Steve will continue his research and the committee will continue discussion on this item at the July PAC meeting.

- E. FY 2016-17 Workshops: The committee discussed possible topics for the two workshops for FY 2016-17: CSEC and Mandated Reporting. The committee will discuss further at the next committee meeting.
- F. 2017 Blue Ribbon Campaign: The committee decided to begin discussing the BRC in the fall.

7. The meeting adjourned at 4:45 p.m. The next meeting is scheduled for July 11, 2016.

The minutes were taken by CAC Coordinator Becky Manchester Aidlberg and submitted on June 27, 2016.

Consult with Salo Productions (San Ramon): Film and video production company:

<http://saloproductions.com/public-service-announcements/> See handouts;

Proposal for English language video PSA:

1. \$8,000 to produce a 30 second and 60 second English speaking PSA, we provide location and actors and extras, shot in one day.
2. \$1,920 to distribute to 12 local channels and 12 cable channels in Bay area.
3. \$2,300 for Sigma electronic tracking of where and when it's used.
4. Reports a PSA done for the Contra Costa County DA was shown a total of 451 telecasts, 17 million views, over 6 month period..

Subtotal: \$12,220

Proposal for Spanish language video PSA:

1. \$8,000 to produce a 30 second and 60 second English speaking PSA, we provide location and actors and extras.
2. \$640 to distribute to 4 local regular and 4 local cable TV channels.
4. Reports the PSA done for the Contra Costa County DA was shown 112 times, 9 million views, 6 month period.

Subtotal: \$8,640

We would own the video and could put it on You Tube, social media, whatever.

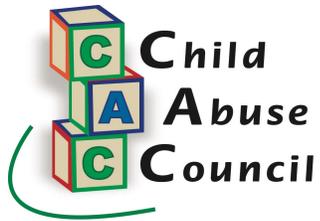
Proposal for English language Radio PSA:

1. \$5,000 to produce.
2. \$1,300 to distribute to 26 local channels.
3. Far less exposure than TV PSA's, especially for the money.

Proposal for Spanish language radio PSA:

1. \$5,000 to produce.

2. \$600 to distribute to 12 local channels.
3. Far less exposure than TV PSA's, especially for the money.



**Public Awareness Committee
FY2016/2017 - Meeting Schedule**

*First Monday of the Month, 3:30 p.m. to 5:00 p.m.
(except where noted with ** below)*

**July 11, 2016 (7/4 is Independence Day)

**No August Meeting

**September 12, 2016 (9/5 is Labor Day)

October 3, 2016

November 7, 2016

** No December Meeting

January 9, 2017 (1/2 Is New Year's Day Observed)

February 6, 2017

March 6, 2017

April 3, 2017

May 1, 2017

June 5, 2017