

Innovative Partnerships Meeting

Date: January 16, 2020

Start Time: 10:30AM

End Time: 2:30PM

Location: El Dorado County

El Dorado County Office of Education

6767 Green Valley Rd.

Placerville, CA 95667

CAPC Sacramento Host: Mike Baldwin **Note Taker:** Destiny Mendoza

Present	County	Representative
	Alpine	
X	Amador	Tracy Carlton
X	Calaveras	Robin Davis
X	El Dorado	Jenna Knight
	Inyo	
	Mono	
	Nevada (East)	
	Nevada (West)	

Present	County	Representative
X	Placer(West/South)	Mike Mason
	Placer (North)	
X	Sacramento	Mike Baldwin Destiny Mendoza
Phone	Sierra	Tammy Muldoon
	Sutter	
	Tuolumne	
Phone	Yolo	Natalie Audage
Phone	Yuba	Liz Corniel

Guest: Ruth Griffin



AGENDA

Topic	Discussion	Action/Decision	Assignments
I. Welcome/Introductions	<ul style="list-style-type: none"> Welcome all attendees Housekeeping: Jenna Review all the agencies on site. 		
II. Approval of Meeting Minutes	<ul style="list-style-type: none"> Corrections: None 	Motion: Tracy Carlton 2 nd : Jenna Knight Approved	Destiny will remove Natalie from Attendance for November meeting
III. Capacity Building Grant	<ul style="list-style-type: none"> Every county that has already submitted a grant has been approved. The funding for each grant should be going out soon Please submit by January 31st so money can be sent as soon as possible. If your county is not applying for funding, please let Jasmine know as well so CAPC can reallocate the remaining funding. Follow-up answers for specific funding usage <ul style="list-style-type: none"> The grant does not say that you can't use the funding for swag and/or food for CAP month. The grant does state it that funding should be used specifically for outreach materials. Mike: The safe recommendation would be not to use the funding for swag or food. 		
IV. CAP Month	<p><u>Media Relations and Presenters</u></p> <ul style="list-style-type: none"> Presentation was given by Mike Mason, of KidsFirst, and Ruth Griffin, of Acacia Consulting. Acacia Consulting lead the presentation: <ul style="list-style-type: none"> They handle personal and professional development Do website writing as well <u>Social media</u> <ul style="list-style-type: none"> Plenty of people feel scared or afraid of social media for companies. <u>How do you use social media?</u> <ul style="list-style-type: none"> Amador uses Facebook for updates on events <ul style="list-style-type: none"> County rarely uses twitter at all, only to post news articles. 		<p>Contact information: Acaiargl@gmail.com & mikemason@kidsfirst.org</p>



SIERRA-SACRAMENTO REGION - 14 COUNTY COLLABORATIVE

- Calaveras & El Dorado have a Facebook but have other staff that handles the platforms.
- Sacramento has all social media platforms, however, CAPC has several programs that individually post on the different platforms.
 - Sacramento does not have a uniform social media platform.
- Sierra County use Facebook for social media but does not always post
 - Sierra is interested in creating an interactive website that has events and that different collaborative partners could post on.
- **Benefits of social media**
 - Social media is quick communication
 - It has the benefit of some research
 - Community management by building an audience or community and attracting viewer who you want to view your content.
 - It is cost efficient, so you spend little to no money for the accounts and profiles.
- **Challenges of social media**
 - Counties have no time to post or concisely update profiles.
 - People are responding in a different way than what the post was meant to be.
 - Having to keep creating fresh and meaningful content or trending topics
 - Tracking if the post is getting views and the progress that is happing.
 - Getting approval from executives to post or get your posts approved to upload.
- **Where do I start with Social Media?**
 - Instagram, Facebook and Twitter are the best place to start.



- The age demographic you are trying to get the information to should determine where you would post it.
- Facebook for ages 30-60
- Instagram for ages 25-30
- Twitter varies, usually college students
- YouTube, LinkedIn, Snapchat are close runner ups for social media.
- **What's next**
 - Pick you social media posts based on the age demographic your county is trying to reach
 - Use branding and make it consistent
 - Find your brand voice, who are you talking to, and who are your followers
 - Use your company logo as a profile picture to continue that consistent branding.
 - Like and follow similar brands
- **After Posting**
 - Keep a close eye on your mentions and respond to comments and messages from followers.
 - When “trolls” happen, manage them immediately
 - Create a content calendar and organize it ahead of needing to post.
 - Promote your social media platforms
 - Get creative: use a gif or something like a raffle for people who follow your social media accounts.
- **What to Post**
 - Post your business information, who you are, how you help, and why?
 - People, staff clients, donors, volunteer anytime you can should post pictures and tag all other organizations.
 - Resource, Quick Tips, Info, Tricks
 - Humor gets more people interactive.



	<ul style="list-style-type: none"> • <u>Format & Tips</u> <ul style="list-style-type: none"> ○ Make it so that it sticks in people minds and is interactive. ○ Facebook allows you to schedule (Post later) thru their publishing tool ○ Instagram will allow you to post the same material and content to Facebook and Twitter. ○ Sites like Hootsuite and Sprout social gather all social media accounts and make a post in similar manner across all. <ul style="list-style-type: none"> ▪ These sites do cost but worth the amount of work it saves you from making multiple post ▪ It can help you narrow your view to certain area codes. ○ # hashtags= key words your audience might use <ul style="list-style-type: none"> ▪ Users use #s to find certain post. ▪ This will help guide your audience • <u>Facebook Boosts & Events</u> <ul style="list-style-type: none"> ○ Paid Promotion on Facebook will help send out an add for an event or site for a low cost. ○ You can send it to a specific area code or put it on Facebook in general. ○ Facebook events are okay, as long as you link the event to the main page. <ul style="list-style-type: none"> ▪ If the event is not linked, it will be hard to find the events page. • <u>Mass communication</u> <ul style="list-style-type: none"> ○ Avoid overwhelming you followers. You should not be posting too much ○ Best number of posts is about one per day. 		
V. MCART-Best Practices	<p>Team reviewed additions to the MCART PowerPoint County template.</p> <ul style="list-style-type: none"> • CAPC added a county statistic place holder slide 		



SIERRA-SACRAMENTO REGION -14 COUNTY COLLABORATIVE

	<ul style="list-style-type: none"> ○ Amador would like to see if CAPC could add a percentage breakdown of sexual, physical abuse, for allegations ○ Amador would like a breakdown of just substantiated cases • Add another statistical page for a breakdown of abuse • In the notes we have the definitions to specify data. • Yolo County child welfare would like to see the draft and could give feedback • Placer County: use graphics such as pie charts and visuals representation for types if abuse. <ul style="list-style-type: none"> ○ Placer would like for CAPC to add visuals into the PowerPoints as well. • Added a Slide on how to report on the site • Committee discussed whether they give hard copies of the report or just show the website • The slide has a direct link to the online paper form to make a report • Counties would like CAPC to add in Acronym S.C.A.R so people know what it means. • Make link shorter, rename to Madatereporter.org • CAPC needs to add in the importance of reporting slide • Change the wording for the slide 8 to make it more general for brand new participants • Add in Safeguards in the slide so people understand what protection they have as a mandated reporter • Add safeguard for HIPAA exception for therapist <ul style="list-style-type: none"> ○ Therapist who have clients who chose to disclose they watch or have seen child pornography is reportable- ADD not of this in the footnotes. ○ Mike Mason has language for this slide • Adding in food hunger or hoarding types of abuse slide • Added in Let's talk <ul style="list-style-type: none"> ○ Slides gives a place holder to have a conversation ○ Sacramento county has it extended to add in a self-care portion. • Added in a slide after questions about cultural practices that might look like abuse but isn't. 		
--	---	--	--



SIERRA-SACRAMENTO REGION - 14 COUNTY COLLABORATIVE

	<ul style="list-style-type: none"> • Add in a slide about proper child interviewing questions for signs of abuse <ul style="list-style-type: none"> ○ Reminder that Participants aren't investigators ○ Mike will send over proper questions to ask ○ It should be for the purpose of suspected abuse and not just because a Participants doesn't understand another cultures practice. • Add in a slide about developmental milestones for all ranges of kids • Slide about types of sexual abuse <ul style="list-style-type: none"> ○ Counties would like to add in charts about age and sexual contact ○ CAPC will add in the chart they provide to MCART training. - Express the chart is for Vaginal intercourse ○ Add in slide for questions about developmental milestones to look for. ○ Using traffic light hand out on what are things to be concerned about and not for children at different stages. • Are counties wanting to do Pre/Post-test? That is something the group could do. <ul style="list-style-type: none"> ○ It is a way to track the knowledge each group gains from the presentation • Commercial sexual exploitation of children slide 23 <ul style="list-style-type: none"> ○ Committee agreed to add in the Hotline number to be added to the presentation as well and add in the CPS number. ○ The language from the bill wording is not the best so presenter should explain out loud what it is explaining. ○ Mike Mason will send language slide for the bill for CSEC • Next Let's talk slide <ul style="list-style-type: none"> ○ CAPC added it as a place holder for questions for CSEC • El Dorado would like to know if a place holder could be added for Sexual harassment <ul style="list-style-type: none"> ○ Natalie added that people should report these kinds of issues so CPS can decide if it's for CPS or law enforcement 		
--	--	--	--



SIERRA-SACRAMENTO REGION - 14 COUNTY COLLABORATIVE

<p>VI. Recap/Knowledge Sharing</p>	<p>IPP</p> <ul style="list-style-type: none"> Next meeting will be scaffolding the tool kits for poison control tool kit <ul style="list-style-type: none"> Receive some support from Ruth Griffin <p>Amador</p> <ul style="list-style-type: none"> The Lisa project is going to Amador county and is trying to bring it to more counties. <ul style="list-style-type: none"> It's an exhibit of child abuse and information for support Amador will bring more information to next meeting <p>El Dorado</p> <ul style="list-style-type: none"> Jenna Knight is officially on the Child death review team of El Dorado <ul style="list-style-type: none"> El Dorado bumped up the age to 21 for case they review. <p>CAPC</p> <ul style="list-style-type: none"> Sacramento is getting their social media ready for CAP month and would like IPP to take a picture with all reps wearing blue. CAPC will tag each county social media. Destiny will send a reminder to wear blue in the next meeting email. 	
<p>VII. Next Meeting/Adjournment</p>	<ul style="list-style-type: none"> Follow up on Poison Control Media 	<p>Next Meeting: <u>March 19, 2020</u> Location: KidsFirst 124 Main St, Roseville, CA 95678</p>

Sierra-Sacramento Regional Meetings 2019/2020

All in-person meetings will be held on the third Thursday of every other month.

Meetings can also be attended virtually, when advance notice is given.

Please be sure that your Primary Delegate is available to attend each meeting,



SIERRA-SACRAMENTO REGION - 14 COUNTY COLLABORATIVE

or that an Alternate (where one has been established) can attend in the Primary's absence.

<u>Location</u>	Date	County	Location
	✓ July 18, 2019	Sacramento County	Child Abuse Prevention Center
	✓ September 19, 2019	Yolo County	Children's Activity Room @ Yolo County Library
	✓ November 21, 2019	Tuolumne County	Sunshine Child Advocacy Center
	✓ January 16, 2020	El Dorado County	El Dorado County Office of Education
	○ March 19, 2020	Placer County	KidsFirst
	○ May 21, 2020	Sacramento County	Child Abuse Prevention Center

Addresses:

Child Abuse Prevention Center

4700 Roseville Road
North Highlands, CA 95660

Children's Activity Room of the Yolo County Library

Mary L. Stephens-Davis Branch Library

315 E 14th Street
Davis, CA 95616

Tuolumne County

Sunshine Child Advocacy Center

20591 N Sunshine Rd. Sonora, CA 95370

El Dorado County Office of Education

Building B, Conference Room 2
6767 Green Valley Rd.
Placerville, CA 95667

Kids First

124 Main St.
Roseville, CA 95678

