

**New Jersey Task Force on Child Abuse and Neglect  
Communication Committee  
Kathy Collins, LCSW, Chair  
Tuesday, April 22, 2014  
10:00 A.M.  
Conference Room 223**

**Minutes**

**In Attendance:**

Kathy Collins	Monmouth Cares
Yvonne DeCicco	Office of the Law Guardian
Cheryl Mojta	Child Assault Prevention

**Staff**

Ifeanyi Pole	DCF - NJTFCAN
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**Introduction and Welcome**

Introductions were made.

February 2014 minutes were approved.

**Old Business**

Discuss and edit 4<sup>th</sup> Annual Task Force Report – Kathy Collins

Kathy informed the Committee that this year's report will be much easier to update due to the report being revamped last year. The drafted report content was submitted to the Committee for their review and edits. The Committee noted the following amendments:

- Page 2 - Ifeanyi Pole informed the Committee that the asterisk next to some of the names in the member lists indicates that a member has resigned or died, Also, the names in italics acknowledge a member's time served on the perspective committee.
- Page 4 – the Table of Contents will remain the same and the page numbers will be added once the report is completed.
- Page 5 –The Introduction will be amended by deleting the word "Division" in the second paragraph that references the Department of Children and Families (DCF)
- Page 6 - Children's Trust Fund – Kathy stated that there were no edits to the CTF section because it references a three-year grant that ends June 30, 2014.

- Page 7 - Task Force Proceedings – This section has been amended with an updated revised web address to view the Task Force minutes.
  - Under Finding Words – it should read “Finding Words – New Jersey”
- Page 8 – Ifeanyi will inform Juan Serrano that the Committee would like for the conferences section referenced on page 8 to be highlighted more prominently in the report.
  - The MDT acronym should come after the word “Team” in section C. Multidisciplinary Team Training.
  - Include the outcome data from the October 3, 2013 “Developing Leadership and Facilitation Skills and Developing the MDT Process” event (i.e. attendee total) since the training took place within the reporting period. Ifeanyi will ask Rhona Beadle if pictures were taken at the training to include in the report.
- Page 9 – Prevention Committee – the first bullet should read: *“The New Jersey Standards for Prevention: Building Success through Family Support (Standards), originally developed in 2003, has been reviewed, revised, and approved by the Task Force. This is the culmination of an eighteen-month process to review the original Standards”*, followed by the following bullets:
  - *“The Standards include the History of the document, the Importance of Prevention, the Intended Purpose of the Standards, and Definitions of Prevention and Risk and Protective Factors.”*
  - *“The Standards for Prevention cover Practice with Families, Practice with Communities, and Administrative Standards. The Standards are accompanied by an Evaluation Rubric that allows families, researchers, funders, providers, administrators, communities, and policy makers to measure a program's compliance with best practice.”*

The Committee decided to delete the sentence that read, *“This included a literature review of current research and practice, evaluation of existing training and usage, and cutting edge proposals strategies to improve effectiveness and relevancy.”*

- The Committee amended the second sentence of the second main bullet to read: *“A wide range of public and private partners participated in the development of this Plan. Approximately, 485 parents representing New Jersey's diverse population provided feedback and recommendations that helped to shape this Plan.”* The following should be added with hollow bullets:
  - The Plan’s 5 Strategic Goals should be listed using the hollow bullet formatting
  - The next paragraph should read, *“The Plan has been a collaborative project of DCF’s FCP and the Prevention Committee of the New Jersey Task Force on Child Abuse*

*and Neglect. Public and private agencies will share in the Plan's implementation."*

- Page 10 – The April 28<sup>th</sup> community event be inserted into a text box for a better visual impact.
  - *The third bullet should read "The Prevention Committee facilitated presentations by the DCF's FCP at committee meetings. This has included information on family success centers, home visiting, central intake, and data collection."*
  - Delete the last bullet that reads, *"The Prevention Committee continually seeks to add new constituencies to its membership from different state departments and divisions, non-profit organizations, community leaders and interested citizens"*.
- Page 10 – The Communication Committee discussed revising their mission statement, however, it was decided that it would not be changed at this time.
- The content noted under the first bullet in this section should be formatted with two hollow bullets as follows:
  - *"Developed a mechanism to explore the needs of other committees regarding collaboration on communication."*
  - *"Collaborate with the Prevention Committee on marketing the 2014 NJ Statewide Prevention Plan."*
- The second bullet: should read "Created and began implementation of the Task Force's media plan" and list the following areas:
  - Produced the Annual Task Force Report
  - Creating a brand and logo for the Task Force
  - Developing plans for a Task Force calendar and web page
  - To identify and align with potential partners
- Page 11- SORS — Kathy informed the Committee that they would receive SORS' report summary by email and the Committee will email their edits and/or feedback.
- Page 12 - Prevention Committee member listing:
  - Page 12: Amend the organization listed for Cheryl Mojta and Jeanette Collins to read, *"NJ Child Assault Prevention."*
  - Add a space between Kathleen Roe and Rush Russell's information.
- Page 14 – Protection Committee member listing:

- Write-out the title, Deputy Attorney General, for Deirdre Carver and Angela Melchionna, versus listing the DAG acronym.
- Alphabetize the committee listing.
- Page 116 Communication Committee:
  - Amend the organization listed for Cheryl Mojta.
  - Amend Yvonne DeCicco's title to Deputy Public Defender and add Esq. after her name.
  - Confirm Andrea Lovas' contact information, as it has recently changed.
  - Kathy informed the Committee that Pat Stanislaski has resigned.
- SORS membership:
  - Ifeanyi will add Kara Wood and John Ramos to SORS' 2013/2014 membership.
  - The Committee was informed that Dawn Leff is the staff liaison for SORS.
  - Write-out Lisa Nemeth's Deputy Attorney General title, versus noting the DAG acronym.
  - Amend Mary Hallahan's title from foster parent to resource parent.

It was noted that Andrea Lovas will provide her edits for the annual report at a later time.

Discuss Partnering with the Prevention Committee for Kick-Off of Prevention Plan and Standards

Kathy informed the Committee that the Prevention Committee has a communication goal in their Plan. It was discussed that the Communication Committee could partner with the Prevention Committee to get the word about the Plan and Standards. The Plan was just approved by the Task Force and will be unveiled on April 28, 2014 at DCF Professional Center in New Brunswick at their kick-off event. Commissioner Allison Blake and Dr. Martin Finkel will give the opening welcome; Maura Somers Dughi, Diana Autin and members of the Prevention Committee will provide more information about the Plan's five goals and their vision its implementation. Kathy Collins and Cheryl Mojta will be in attendance. Ifeanyi Pole will email the Committee the approved Plan and the April 28<sup>th</sup> event information.

It was discussed that the Prevention Plan could be shared via social networks to broaden its reach throughout New Jersey. Kathy suggested that it would be helpful to attend the April 28<sup>th</sup> kick-off event to formulate some ideas of how the Committee can assist in meeting the Plan's Communication goals. The Committee may need to get approval to have the plan posted on social media.

### Discuss Communication Committee Interns

Kathy informed the Committee that the Task Force is interested in the idea of the Committee creating a logo for the Task Force. At a previous meeting, Ernest Landante, Director of DCF-Office of Communications and Public Affairs provided great suggestions regarding the color, formatting and design to represent prevention, protection and family strengthening. The Committee is currently looking at colleges/universities communication departments and a request has been sent out to the entire Task Force.

The Committee will continue to look for a graphic designer/intern.

### **New Business**

The Committee discussed collaborating with the Prevention Committee on marketing the Prevention Plan and Standards.

**Next meeting** - Tuesday, June 24, 2014