

**New Jersey Task Force on Child Abuse and Neglect
Communication Committee
Kathy Collins, LCSW, Chair
Tuesday, June 24, 2014
10:00 A.M.
Conference Call**

Minutes

In Attendance:

Kathy Collins	Monmouth Cares
Yvonne DeCicco	Office of the Law Guardian
Ernest Landante	DCF-Office of Communications and Public Affairs
Cheryl Mojta	Child Assault Prevention (CAP)

Staff

Ifeanyi Pole	DCF - NJTFCAN
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Introduction and Welcome

Introductions were made.

April 2014 minutes were approved.

Old Business

4th Annual Task Force Report

A brief update was given on the Task Force and Staffing and Oversight Review Subcommittee (SORS) reports. The reports are currently being formatted, redesigned and will be completed by the end of June 2014. The reports will be posted on the Department of Children and Families' (DCF) website. The Committee was thanked for their assistance with updating the drafted content of the Task Force report.

Prevention Plan and Standards – Communication Goals

The Committee discussed the Prevention Plan's "communication goal." The Prevention Committee has expressed interest in having the Communications Committee involved with the communication of the Prevention Plan and Standards. Ifeanyi will email the Committee the Prevention Plan and Standards by close of business today and will reference in the email the page number of the "communication goal" within the Plan. Kathy encouraged the Committee to review the Plan's communication goal for future discussion. Also, the Committee was informed that the next Prevention Committee meeting is scheduled for July 2, 2014, and one of the agenda items is to discuss the next steps for the Prevention Plan. Ifeanyi will add a subtopic to the agenda to solicit feedback from the Prevention Committee regarding their ideas and suggestions on how to move forward on the communication goal. This will allow the Committee to provide feedback to the Prevention Committee for their September 4, 2014 meeting.

Communication Committee Interns

The Committee had a further discussion regarding recruiting an intern to design the Task Force logo brand. Yvonne informed the Committee that she had reached out to Montclair State University; however, it yielded no outcome. Yvonne stated that Montclair State University's internship program requires their interns to receive school credits. Kathy suggested looking into the graphics, communication, and marketing department of community colleges rather than an intern. Ernest informed the Committee that Middlesex County College has a graphic design department and a google search yielded additional community New Jersey colleges with graphics departments. Kathy will research and generate a list of community colleges that have graphics department. Also, Kathy will follow-up with Dr. Finkel regarding Rowan University to see if there is an intern possibility there. In addition, she will make another announcement at the next Task Force meeting.

Recruitment of New Committee Members

The Committee's quest for new members is ongoing. Kathy reiterated that one does not have to be a member of the Task Force to be involved in the Communication Committee. The Committee was encouraged to send emails to their colleagues and friends as a recruitment method and to inform them of the kind of work that is being done by the Committee.

Ernest informed the Committee of DCF's recent news release regarding the "Safe Haven" campaign, which is a great example of how the Committee could assist DCF in informing other communities, stakeholders, and constituents about DCF's initiatives and programs by providing a link to DCF announcements on their websites. The Committee discussed creating a communication protocol with DCF through Ernest to post DCF's announcements on the Task Force website, send to newspapers, online blogs, etc. Kathy and Cheryl will work on drafting a protocol. Kathy will reach out to Cheryl after July 8, 2014. Also, an email will be sent to Ernest requesting information that should be included in the protocol.

Ernest also informed the Committee of the news release of the "Safe Haven" campaign which DCF is executing in partnership with the New Jersey Hospital Association. Two thousand door markers were made available to their hospitals to place in and around the doors of emergency rooms. The door markers will also be distributed to police stations.

An email distribution list will be created for the Communication Committee to be included in the DCF's database (email notification) to ensure that the Committee members receive future Commissioner's Messages and DCF press releases in order to broaden DCF's outreach.

New Business

Discuss Child/Youth Safety Prevention Campaigns

The Committee discussed child safety campaigns for the summer: water safety and not leaving a child unattended in a car. The dog safety poster was discussed with regard to children going up to strange dogs and getting bit in the face. Ifeanyi informed the Committee of DCF's ongoing campaigns: pool safety and car seat/car safety. The Committee also discussed ways of further sharing information about DCF's various child safety campaigns through various marketing platforms. It was discussed that the Task Force members should be encouraged to post DCF's

child safety campaign information on their websites. Cheryl will send the dog safety poster to Ernest.

Ernest stated that DCF is printing magnets as part of the Department's water safety campaign that has a list of water safety tips. The magnets are being distributed through the New Jersey Chapter, American Academy of Pediatrics (AAP). AAP will distribute these magnets to their members and the members will distribute them to their patients.

Cheryl stated that the NJ CAP Grant Application is posted annually on the NJCAP.org website for schools to complete and submit in order to get the prevention programs in their district. They are found at: <http://njcap.org/grant-applications/>. She would also like to see the information posted on DCF website. Cheryl will be attending a meeting on Thursday with the NJ CAP State Advisory Board and speaking with Nancy Kerry from the Department of Education (DOE) about promoting the grant more.

Cheryl informed the Committee of the "Male Survivors International Conference for 2014" (October 31, November 1-2) at the Newark Marriott. This is a bi-annual event that CAP was a part of two years ago. The event is not only for male survivors, but it is on a variety of issues surrounding boys and men. The Task Force is encouraged to support this conference and materials will be sent to the Committee.

Announcements

The Task Force 2015 calendar will be drafted for the Task Force September 26, 2014 meeting

Next meeting – Tuesday, October 28, 2014 – Conference Call