

**New Jersey Task Force on Child Abuse and Neglect
Communication Committee
Kathy Collins, LCSW, Chair
Wednesday, October 16, 2013
10:00 A.M. – 12:00 P.M.
Minutes**

Kathy Collins
Ernest Landante
Cheryl Mojta
Natasha Palmer

Monmouth Cares
DCF - Office of Communications & Public Affairs
NJ Child Assault Prevention
Department of Education

Staff

Ifeanyi Pole

DCF - NJTFCAN

Old Business

Strategic Plan-Kathy Collins

The Communications Committee's strategic plan was worked on over the summer. The plan objectives are to promote awareness of the Task Force activities by informing stakeholders of emerging child welfare issues and to increase committee membership to include stakeholders vital to child protection work and those with special expertise in media and communication.

Task Force Branding/Logo

The committee discussed the logo/branding for the Task Force. Ernest Landante suggested the color blue because it is associated with Child Abuse Awareness month. The Communication committee members in attendance agreed to use blue, various shades of blue and black. Ernie informed the committee about a website called <http://99designs.com/>. Through this website, the committee could post their logo or branding job and designers would be able to submit their bids for the project. The committee members proposed the logo/branding theme represent protection, prevention and strengthening families. Ernest also suggested using three shapes to represent the goals of the Task Force. The Communication committee's mission is to increase awareness and promote social change related to child abuse and neglect prevention and intervention for the public and for professionals to promote awareness of the Task Force's activities and issues. The purpose of the Task Force is to study and develop recommendations regarding the most effective means of improving the quality and scope of child protective and preventative services provided or supported by State government. Ifeanyi will research commonly used colors associated with the different causes and the mission statements for each committee. The committee members suggested getting a few logo/branding proofs in a variety of colors for review and approval by the Task Force

The committee discussed researching New Jersey universities to recruit college students for marketing and communication internship opportunities. Other committees are utilizing interns to assist with one of the committee's projects.

Ifeanyi discussed the Task Force getting its own letterhead once the logo/branding is finalized. This will allow for all the reports that the Task Force and its committees to have the proper stationary that represents the Task Force.

The committee discussed what to do for Child Abuse Prevention Month in April 2014 in conjunction with DCF. Further discussion was around advertising on the NJ Transit buses and whether or not this is something the Task Force is interested in pursuing. It was mentioned that Department of Education has approved advertising with NJ Transit buses.

The topic of “calendar of events” was discussed to promote all the projects and activities that the Task Force is involved throughout the state. This would be done three or four times a year. Also, talks were around creating a calendar for “Child Abuse Prevention” to broadcast all the events for the month of April and also going to the committees to see if they need anything promoted.

The committee discussed attending the next Protection and Prevention committee meetings to ask the chairs how the Communication Committee can be of assistance to them as they serve their individual purpose and mission. Ifeanyi will email the next meeting dates for prevention and protection and speak with chairs in an effort to get on the committee attendees on their agendas.

DCF is sending out bi-weekly news letters regarding human trafficking which are very helpful. Kathy informs that when you click on the links for previous newsletters, it does not direct you to the previous newsletters. Due to the heightened awareness of human trafficking as it relates to next year’s Super Bowl game, stakeholders and service providers are getting the word out on training and resources.

Old Business

The committee discussed that one of their main projects is to produce the Task Force annual report. The next Task Force report is due June 2014.

There was a brief discussion on the Biennial conference that was held on September 20, 2013. The overall feedback was positive. It was very well organized with great workshops. The Task Force in conjunction with Rutgers University worked together for an equal balance of branding and name recognition.

Announcements-Cheryl Mojta

Every two years, New Jersey Child Assault Prevention (CAP) hosts a luncheon to celebrate folks who work with children to highlight their hard work and dedication on child abuse and/or bullying prevention. Human trafficking will be highlighted as well. The application deadline is January 10, 2014 and fifteen winners will be selected. The luncheon will be on March 28, 2014 and about 400 people will be in attendance. The Commissioners usually attend and an invitation will be sent to the Governor. The committee members were asks to put this event on their calendars. Ifeanyi will check to see if this information could be sent out through the Task Force email.

NJ State Parent Teacher Association (PTA) will be sponsoring the poster contest for their luncheon. It was noted that if anyone on the committee is looking for a project, the poster contest would be a good idea.

It was discussed to change the meeting dates to the third Tuesdays of every other month.

Next meeting

Tuesday, December 17, 2013