

**New Jersey Task Force on Child Abuse and Neglect
Communication Committee
Yvonne A. DeCicco, Esq., Vice Chair
Tuesday, February 24, 2015
10:00 A.M.
Conference Call**

Minutes

In Attendance:

Yvonne A. DeCicco	Office of the Law Guardian
Ernest Landante	DCF – Office of Communications and Public Affairs
Andrea Lovas	Youth Advocate Programs, Inc.
Cheryl Mojta	Child Assault Prevention

Staff

Ifeanyi Pole	DCF - NJTFCAN
--------------	---------------

Introduction and Welcome

Introductions were made.

The June 2014 and October 2014 minutes were approved.

Old Business

Task Force Logo

The Committee was informed that Yvonne DeCicco and Andrea Lovas met with Claudia Ehr Gott, president of Graphic Image, Inc., who has agreed to create the Task Force logo pro bono. Background information on the Task Force was provided at the meeting as well as noting blue as a color associated child welfare. Sample designs were emailed to the Committee prior to the meeting. The Committee discussed the sample logos and selected two design options: number “12” on the proof sheet (the logo with the umbrella incorporating different color hues of blue); and letter “C” (the last logo in the third row) with the addition of the full name of the Task Force listed below the acronym. Yvonne and Andrea will contact Ms. Ehr Gott to make the noted changes to the two selected logos before presenting them to the Task Force for their feedback and approval.

Recruiting New Members

The Committee discussed their ongoing efforts of recruiting new members and the additional skill levels needed on the Committee. The Committee emphasized recruiting people who are knowledgeable with social media, communication and marketing background, which will be helpful with revamping the Task Force webpage. Ifeanyi will forward the Task Force application to the Committee members to share with their colleagues/network with the hope of recruiting new members. Ifeanyi reminded the Committee that that a person does not have to be a Task Force member to serve on the Task Force’s committees.

Disseminate the New Prevention Standards/Plan

Ifeanyi Pole provided the Committee with an update on the Prevention Committee, Prevention Plan Implementation Workgroup which has been created to advance the communication goal of the Prevention Plan. The workgroup has had two conference calls to discuss ways to promote the awareness of the updated Standards for Prevention and the Prevention Plan. The first step will be networking with state agencies to find out their awareness of the Standards for Prevention and the updated Prevention Plan with the goal of collaborating and recruiting new members to the Prevention Committee. The Prevention Plan Implementation Plan Workgroup has drafted questions to guide the discussion when meeting with the agencies in person or via telephone. Training for the Standards for Prevention will be available via a series of webinars to meet this goal. The Workgroup will schedule a meeting after the Prevention Committee meeting on March 5, 2015 to further discuss ways of disseminating to the public the Standards for Prevention and the updated Prevention Plan.

Ifeanyi reminded the Committee that they have been invited to attend the Prevention Committee meeting on March 5, 2015 and will email the meeting details.

Task Force Webpages

The Committee viewed and discussed the Task Force webpages to provide their feedback on improving the website to make it more interactive and useful to the general public. Changes to webpages' images and defining the website's purpose were suggested. The Committee also suggested adding a link or tab to the Task Force page for people to provide their feedback and/or share their ideas. Yvonne and Andrea will set a date to meet to review the webpages, incorporate the Committee's suggestions and provide updated drafts of its content to the Committee at the next meeting.

Task Force Calendar

Yvonne informed the Committee that DCF has confirmed that a calendar feature is available for inclusion on the Task Force's website. The purpose of the calendar is to have the information posted and accessible to the public regarding upcoming events and training opportunities. Yvonne has drafted a proposal (sent to the Committee via email) addressed to the Task Force Chairpersons: Dr. Martin Finkel and Commissioner Allison Blake. Upon the Committee's review and feedback it will be forwarded to the Task Force for feedback and approval. The proposal includes four (4) sections: Purpose, Problem, Solution to the Problem (i.e. disclaimer-informational purpose only and not endorsing, sponsoring or promoting items on the calendar, and guidelines for posting on the calendar) and Conclusion. Also, the Committee agreed that the Task Force should make the decision on whether or not items are added to the calendar. Ifeanyi will explore with the Committee assistance how she may be able to assist as the point person to receive web calendar posting requests. Yvonne will make some revisions to the memo and forward it to the Committee for their feedback. Yvonne will forward the final draft of the proposal to Ifeanyi to share with Taraun Tice, DCF-Ethic Liaison, for her feedback. The final version of this proposal will be forwarded to Dr. Finkel and Commissioner Blake with a request to add this topic to the Task Force agenda for discussion at a future meeting.

The Committee briefly discussed naming the calendar. Some of the calendar titles that were discussed included: Gateway; Child Information or Child Welfare Information Gateway; Child Welfare Training; and Child Welfare Event Gateway].) The Committee also discussed the five calendar categories (i.e. Task Force meetings/events; training; conferences; awareness information, etc). The Committee will include the calendar's title and categories in the drafted proposal memo and will further discuss the calendar content at a future meeting.

Announcements

Ifeanyi informed the Committee of the Task Force's discussion about moving the Task Force report due date to either September or November. Historically, the report was to be completed in June. Ifeanyi will confirm the report's due date with the Committee via email. Ifeanyi discussed last year's timeline for drafting, editing, approving and designing the report. Ifeanyi will email the Committee the report template for their review and discussion.

Cheryl announced that April is Child Prevention Month and the New Jersey Child Assault Prevention (CAP) will be hosting an event at the Liberty State Park in Jersey City, NJ on April 25, 2015 from 10:00am until 4:00pm. The flyer will be forwarded to Ifeanyi; and Yvonne will add this as a part of the Committee update at the Task Force next meeting.

Next meeting – April 28, 2015 – DCF Professional Center – Conference Room 123