



New Jersey Task Force on Child Abuse and Neglect

PREVENTION COMMITTEE

Natasha Johnson, Chair
Niurca Louis, Vice Chair

March 2, 2017

10:00 A.M. – 12:30 P.M.

Capital Center Building
50 East State Street, 2nd Floor
Commissioner's Large Conference Room
Trenton, NJ 08625

Minutes

In Attendance:

| | |
|-----------------------|---|
| Christine Baker | Metro-RDTC at Newark Beth Israel Medical Center |
| Andrea Breitwieser | Department of Human Services |
| Suzanne Conrad | Prof/Voc. Educational Administrator |
| Gerard Costa | Montclair State University |
| Jessica Gregory Cowan | DCF – Division of Family & Community Partnerships |
| Roslyn Dashiell | PEI Kids |
| Diane Dellanno | Advocates for Children of NJ |
| Chante Gunter | DCF – FCP/DOW |
| Aldina Hovde | NJ Chapter, American Academy of Pediatrics |
| Natasha Johnson | DHS – Division of Family Development |
| Niurca Louis | Robins' Nest, Inc. |
| Cheryl Mojta | NJ Child Assault Prevention |
| Patty Mojta | Prevent Child Abuse – New Jersey |
| Kathleen Roe | Parents Anonymous |
| Rush Russell | Prevent Child Abuse - NJ |
| Charmaine Thomas | DCF – Family and Community Partnerships & Div. on Women |

Call-In

Jeanne McMahon Director Health and Family Support Projects / SPANNJ

Staff

LaTasha Holmes DCF – Assistant to the Commissioner
Daniel Yale DCF – Executive Coordinator

The Pledge of Allegiance – The Pledge of Allegiance was not completed at this time.



Welcome and Introductions

A brief welcome was provided by Natasha Johnson and each attendee offered a brief introduction.

Review and approve January 5, 2017 Minutes

Minutes were approved with the following edits:

Andrea Breitwieser – Department of Human Services

Aldina Hovde – NJ Chapter, American Academy of Pediatrics

Cheryl Mojta – NJ Child Assault Prevention Program

Business

Discuss Prevention Plan – Focusing on Strategic Priorities

For this meeting, a different approach to the agenda was used to begin focusing on the Prevention Plan and its strategic priorities in an effort to remind members to its content and begin planning for next iteration of the plan. Members of the committee were in agreement that specific, measurable, and actionable goals are the priority. As a result, the committee was divided into small groups to focus on the five strategic priorities and their related goals with a focus on what has been accomplished and if it still is a goal and priority. Natasha informed the committee that during this meeting they would focus in on the first two strategic priorities: Communication and Early Childhood Engagement.

During this activity, committee members were requested to move around the room in order to list ideas and feedback on white poster paper for each of the objectives that are listed under the first two strategic priorities. The final instruction was to determine if the objectives would be feasible in the next three year plan. The members were also requested to think about the objectives within a Bold, Upstream, Integrated, Local, and Data-driven or B.U.I.L.D. framework.

The following is excerpted from the Prevention Plan and represents the information which the Committee reviewed to engage in this activity:

- **Communication**

Strategic Goal: Increase public awareness of prevention efforts and mobilize community members in family strengthening activities.

Objectives:

- Develop positive, prevention focused messages designed to educate the public about family strengthening and support.
- Identify prevention partners to utilize prevention messages.



- Use data as part of prevention messaging.
 - Ensure all communication is done in a culturally responsive manner.
 - Develop targeted community strategies to reach high-risk communities.
 - Develop a prevention toolkit that can be used at the county level to map resources and outline prevention strategies, such as a user-friendly Community Resource Guide for families.
- **Early Outreach and Engagement**
Strategic goal: Develop and implement earlier outreach and engagement strategies that increase protective factors and decrease risk factors for all infants, children, youth, and families.
Objectives:
 - Ensure a broad array of representative community partners, including parents and caregivers, are meaningfully involved in developing, implementing and evaluating outreach and engagement strategies.
 - Develop culturally responsive prevention approaches that are universal, non-stigmatizing, family-friendly and positive.
 - Promote community norms that support neighbors helping neighbors and invite community members to access the knowledge, skills, resources and support they need to thrive.

Following the activity, a debrief was conducted to discuss the smaller group discussions with the larger group. A summary of the notes on the white note paper will be developed and finalized by Daniel Yale.

Update on NJTF CAN determination regarding curriculum

It was determined at the last meeting of the NJ Task Force on Child Abuse and Neglect (NJTF CAN) that there does not appear to be any prohibitions on having nongovernmental individuals contributing to the curriculum. It was recommended that the committee obtain written approval from the contributors allowing their work to be reproduced as part of the curriculum. NJTF CAN received legal advice that it was not permissible to market and sell the curriculum.

Prevention Updates

Prevention Plan Implementation Workgroup

At the Prevention Committee meeting on January 5, 2017, the committee requested information regarding what had been accomplished by the workgroup and if a final report was available. It was determined that interviews were conducted with state executives regarding their knowledge of the



Prevention Plan and what was being done with the plan at their level. The report consisted of a one page document indicating that these interviews had been conducted, along with recommendations for implementation. Although there was not much information in the document, it appeared that an attempt was made to begin partnering and making connections to the Prevention Plan.

New Jersey Children’s Trust Fund Marketing Campaign Workgroup

The Communication Committee, in conjunction with the Prevention Committee, is currently working on a marketing campaign to educate people on what the Children’s Trust Fund (CTF) is, what it does, and how to donate. The Prevention Committee was presented with a logo that was created for CTF and was approved by the Communication Committee. The logo was described as representing all that CTF will produce, as well as programs that are already in place. Although there was a concern regarding whether the logo had been shown to any parents or focus groups, the committee approved of the logo to be recommended to the Task Force for final approval.

CTF donations were reported as being lower than in previous years. The workgroup is hopeful that a marketing campaign will increase the amount of money in the fund and bring it to a level that is similar to other states. It is necessary to make CTF more recognizable so that people are willing to donate. The marketing proposal that was initially created will need to be revised to determine what can be realistically accomplished by the CTF workgroup and whether a consultant should be sought for assistance. At their next meeting on March 24, 2017, the Task Force will be discussing whether funds from CTF can be used to market CTF. The committee was informed that the Charitable Campaign application for 2017 was not submitted. The workgroup will ensure that the application will be completed for the 2018 campaign.

The committee also had a discussion regarding to the role of the committee as it pertains to the Children’s Trust Fund. It was explained that the committee’s role is to make recommendations for CTF use based on the needs of the community. Once the recommendations are made and the committee agrees on what actions should be taken or services provided, the recommendations are brought to the NJ Task Force on Child Abuse and Neglect for approval.

Announcements

- April is Child Abuse Prevention Month – A statewide list of events will be produced by DCF’s Division of Family and Community Partnerships. If a committee member would like to have an event listed, please email the information to Charmaine Thomas.
- On April 4, 2017 at the Military Park in Newark there will be an event to raise awareness about child abuse in the community. There will be pinwheels planted throughout the park to represent a safe and happy childhood. The committee discussed several options to raise awareness



about prevention of child abuse in the community. It was determined that a plan should be made to raise awareness in 2018.

- On May 11, 2017 Montclair University will hold their 6th annual conference regarding early childhood mental health consultations and on May 12, 2017 they will hold a think tank to discuss the limitations of services for preschool expulsion and suspension. These events will feature Dr. Walter Gilliam as the keynote speaker.
- On May 19, 2017 in Washington, D.C., there will be a Standards of Quality for Family Strengthening & Support Certification Training. If attendees attend the entire training, they will earn a two year certification in Family Support Principles.

Next Meeting – May 4, 2017 in Trenton