

Annual Report

Orange County
Child Abuse Prevention Council

FISCAL YEAR

2019-2020

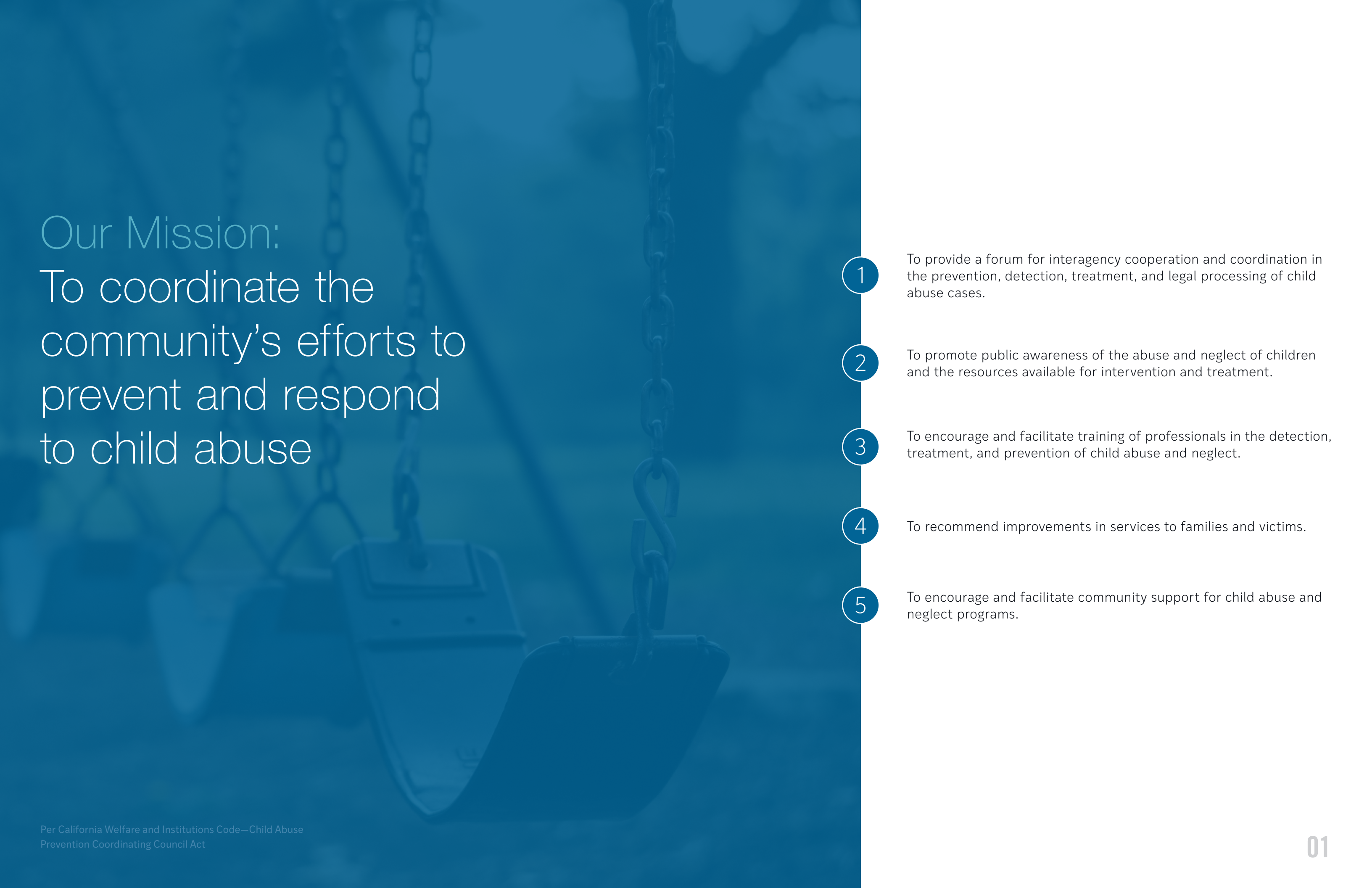




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Our Mission:

To coordinate the community's efforts to prevent and respond to child abuse

- 1 To provide a forum for interagency cooperation and coordination in the prevention, detection, treatment, and legal processing of child abuse cases.
- 2 To promote public awareness of the abuse and neglect of children and the resources available for intervention and treatment.
- 3 To encourage and facilitate training of professionals in the detection, treatment, and prevention of child abuse and neglect.
- 4 To recommend improvements in services to families and victims.
- 5 To encourage and facilitate community support for child abuse and neglect programs.

A Look Back

From the Annual Report Committee



I am proud to be a member of the Child Abuse Prevention Council during these unprecedented times with COVID-19. The Council and The Raise Foundation have been innovative, nimble, flexible, and creative in finding ways to better serve our community in Orange County. From increased food distributions through strategic partnerships to better serve those in need, to moving workshops on germane topics for all facets of services that impact our children; the team has left no stone unturned. We have persisted through COVID-19 because the pandemic won't be what stops child abuse in our community. It will be the actions that we take and do each day that will make that change.

Katherine Hamel

Junior League, Orange County



The Child Abuse Prevention Council (CAPC) was instrumental in providing the training on "Understanding Vicarious Trauma and its Path to Resilience" to the analysts with the California Department of Social Services, Community Care Licensing Division. This training resonated with the analysts as they are on the frontlines to license, monitor and investigate sexual and physical abuse allegations in day-care facilities. I am honored to be a member of this Council because the resources and trainings provided help to strengthen and inform the various communities and family-serving professionals of Orange County.

Bertha Manzanares

Community Care Licensing-Child Care Program,
California Department of Social Services

In a year that has brought so many changes and challenges to our lives, we strive to safeguard our children and continue to protect them, not just from a devastating pandemic, but also from the abuse that continues in our society. Those of us on the Child Abuse Prevention Council (CAPC) will continue to work with our community partners to ensure that children remain our priority, and do everything we can to protect and care for them. We collectively commit to deal with the issues that impact children and families.

Nasario Solis

Tustin Police Department



A Message From Jana Hoffmann

Orange County’s Child Abuse Prevention Council Member

SAFETY. HEALTH. HAPPINESS.

The children of Orange County deserve a community of caring people who work to ensure their safety, good health and happiness. The Raise Foundation convenes Orange County’s designated Child Abuse Prevention Council (CAPC) to work toward this important vision for all children. In alignment with this year’s Child Abuse Prevention Month theme, “It Takes the Whole Community to Care for the Whole Child”, the District Attorney of Orange County is proud to be a member of this collaboration of Orange County agency leaders, law enforcement agencies, nonprofits, educators, schools, medical professionals, volunteer ambassadors, lay leadership and all of our community partners.

As you review the CAPC Report for Fiscal Year 2019-2020, you will see the highlights of this year’s projects and activities. The efforts of this council have been enhanced both online and on the ground. With the COVID-19 pandemic, the CAPC recognized the changing needs of our Orange County families and mobilized into action. We pivoted from previous in-person events to on-line training, reaching hundreds of people – even more than in prior years. Food distribution was also ramped up to serve even more families. With schools being closed and the shift to distance learning, and people being laid off or working from home, children have become more insulated in their home environments. Our goal is to strengthen families and make “home” a safe, healthy and happy place to be.

Thank you for entrusting the CAPC with the vital mission to prevent child abuse and neglect. Child abuse prevention means that families, and those who work with children, must be united and empowered. This council and our community partners will continue to adapt our efforts to the changing world around us. The CAPC’s renewed focus on mandated reporter training for the coming year reflects our commitment to enhance how we help protect our most vulnerable and important community members – our children.



Jana Hoffmann
Orange County District Attorney’s Office

2019–2020 Council Membership

Katherine Ahlswede-Hamel
Advocacy/Legal Representative, Junior League of Orange County

Eldon Baber
Executive Director, The Raise Foundation

Seth Bank
Assistant Public Defender, Orange County Public Defender’s Office

Jana Hoffmann
Assistant District Attorney, Orange County District Attorney’s Office

Pamela Kahn
RN, MPH, NCSN, Coordinator—Health and Wellness Orange County Department of Education

Anne Light, MD
Medical Director, County of Orange Social Services Agency

John Machiaverna
Executive Director, Boys & Girls Club of Greater Anaheim-Cypress

Bertha Manzanares
Regional Manager, Community Care Licensing-Child Care Program, California Department of Social Services

Jamie S. McDonald
Executive Director, American Academy of Pediatrics—Orange County Chapter

Barbara Patison
Director, South Coast Metro Children’s Village

Bryan Prieto
Chief Deputy Probation Officer, Orange County Probation Department

Daphne Wong, MD
Medical Director, Child Protection Team – Children’s Hospital of Orange County

Cathy Rodriguez
Civic Member, Exchange Club of Irvine

Detective Nasario Solis
Master Reserve Officer, Tustin Police Department

Tiffany Williams
Senior Deputy Coroner, Orange County Sheriff’s Department

Building Distribution Channels

Public Awareness

2019-2020 DISTRIBUTION STRATEGIES:

Distributing preventative public awareness materials at weekly food distributions in pre-prepared food and basic need packages.

All materials for Child Abuse Prevention Month were made available on the CAPC website for download and printing.

INCREASE IN DISTRIBUTED MATERIALS

+18,919

23,796 TOTAL MATERIALS DISTRIBUTED IN 2019-2020

The 30 Days, 30 Ways Blue Ribbon Month Activity Calendar (3,500 distributed), the Create a Family Plan During COVID-19 poster (3,000 distributed) and the Child Abuse Registry Hotline poster (3,500 distributed) were some of the most distributed public awareness materials during the Fiscal Year 2019-2020.

Examples Of Locations For Distribution

- Family Resource Centers
- Boys & Girls Club of Greater Anaheim-Cypress
- Kieviet and Manzanita Clubhouses
- Karina’s Backpack Project at the Angel’s Stadium
- Festival of Children
- Melinda Hoag Center for Healthy Living
- National Night Out
- Healthy Relationships Fair



If your family is struggling or you know a family who is—especially during these unprecedented times for the workforce—there are food drives, mental health services and much more available.

It Takes a Whole Community to Care For the Whole Child.

Contact Us. www.theraisefoundation.org
Convening Orange County’s Child Abuse Prevention Council since 1974

PRINT DISTRIBUTION

OC Business Journal

Front page and ½ page advertisements were included in the April 2020 issue of the OCBJ, which was circulated to approximately 20,000 individuals.

“It Takes the Whole Community to Care for the Whole Child” cover page was also featured in OCBJ’s April 2020 issue.

ANNUAL DIGITAL REACH

Web & Social Media

74,638 JULY 19-JUNE 20 WEBSITE ENGAGEMENTS

2019-2020 INCREASED WEB VIEWS

+44,628

ANNUAL FOLLOWERS

f 1,102 13% GROWTH

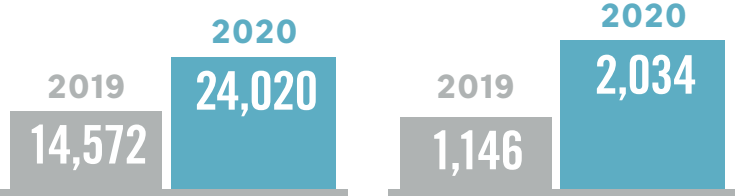
t 345 24% GROWTH

ig 406 4% GROWTH

*Engagement is defined as clicks, views, subscriptions, shares and/or downloads of digital content.

CHILD ABUSE AWARENESS MONTH

Campaign Engagement



+9,448 INCREASE IN WEBSITE VIEWS

+888 INCREASE IN SOCIAL MEDIA ENGAGEMENT

Two of the highest-performing posts on Facebook and Instagram in the last year; both were produced during April 2020 as part of the online Child Abuse Prevention Month campaign.



EMAIL DISTRIBUTION

Quarterly Newsletter

2,504 TOTAL NEWSLETTER SUBSCRIBERS

18.5% GROWTH

Fall 2019

This issue featured articles about drowning prevention tips from the Orange County Fire Authority, early financial literacy for strong future families, the Festival of Children celebrating and connecting families, the 31st Pathways to Prevention Child Abuse Prevention Conference, and volunteer opportunities at the Manzanita Park food distribution.

Spring 2020

This issue featured articles about the 2019 Adopt-A-Family project, Blue Ribbon Month 2020, information about an Acceptance and Commitment Training to Educate Parents Whose Children Receive Behavioral Services, and featured a council member spotlight on Jamie McDonald, MPH from the American Academy of Pediatrics-Orange County Chapter.

Winter 2019

This issue featured articles about the planning of Blue Ribbon Month 2020, parent tips for de-stressing during the holiday season from Western Youth Services, information about the Prevent Child Abuse Network Holiday Breakfast, a college student’s perspective about the importance of “Keeping Kids Safe”, and spotlighted council member Pam Kahn, RN, MPH, NCSN from the Orange County Department of Education.

Summer 2020

This issue featured articles about the Blue Ribbon Art Contest, Orange County food distributions and COVID-19 resources, information about COVID-19 and its impact on children and families from Dr. Daphne Wong at Children’s Hospital of Orange County, drowning prevention tips from the Orange County Drowning Prevention Task Force, and spotlighted council member Jana Hoffmann from the Orange County District Attorney’s Office.

Trainings

1,297 ACCREDITED
HOURS
DISTRIBUTED

ACEs Assessment and Treatment Workshop Hours Distributed: Located At:
with Dr. Mark MacMillin and Reverend Valeri Briggs 70 UCI

This workshop reviewed the original CDC-Kaiser Permanente Adverse Childhood Experiences Study and examined how ACEs has been shown to underlie a variety of medical and psychological issues. The workshop also focused on the assessment and treatment of ACEs within medical settings.

Accredited by: Chicago School of Professional Psychology

How Do You See the World? Located At:
with Dr. Elizabeth Pringle-Hornsby and Phaedra Allen The Hacienda, Santa Ana

This mini training, offered at the Prevent Child Abuse Network Holiday Breakfast, encouraged attending professionals to consider the impact of implicit bias and taught six interventions for tackling unconscious or implicit bias.

The Impact of Adverse Childhood Experiences on Health and Well-Being Hours Distributed: Located At:
with Dr. Holly Magaña 256 The Melinda Hoag Center for Healthy Living

These workshops helped professionals develop a deep understanding of the ways in which early trauma and adversity impact health and well-being throughout the life span. In addition, participants learned about the importance of screening for adverse childhood events and discussed strategies for addressing these events within specific health care settings.

Accredited by: Hoag Hospital

Taking Care of Yourself as You Care for Others Hours Distributed: Located At:
with Dr. Holly Magaña 112 The Melinda Hoag Center for Healthy Living

This training helped family-serving professionals learn strategies to help monitor and minimize the impacts of compassion fatigue and burnout as they bear witness to the pain and suffering of the community members they serve. This training provided professionals opportunities to refuel and regenerate so that they feel healthy and whole, as well as be able to bring their best selves to the important work that they do.

Accredited by: Hoag Hospital

Substance Use Disorders and the Family Hours Distributed: Located At:
with Dr. Melody Bacon 356 Zoom Teleconference

The framework for integration of the family therapy approach within the context of substance use disorder treatment were prevalently examined during this training, while also offering a model for addressing the needs of families struggling with addiction through creating relational environments that support recovery.

Accredited by: Chicago School of Professional Psychology

Understanding Vicarious Trauma and its Path to Resistance Hours Distributed: Located At:
with Dr. Bina Parekh 503 Zoom Teleconference

This training focused on building the theoretical framework for highlighting the signs of vicarious trauma in family-serving professionals. Additional focal points included reviewing the mental health workers most at risk for burnout and developing tools to review the effects of burnout and fatigue.

Accredited by: Chicago School of Professional Psychology

Acceptance and Commitment Training Located At:
with Dr. Heidi Eilers Zoom Teleconference

The Acceptance and Commitment Training (ACTraining) was a training on the evidence-based approach that uses behavior analysis principles to address rule-governed behavior, self-control, self-management, behavior maintained by escape/avoidance of experiencing unpleasant private events and increasing values-driven behavior. This workshop introduced participants to the ACTraining model and taught participants how to identify appropriate ACT-based interventions that can be incorporated into parent education services, while staying within the scope of practice of applied behavior analysis services.

Accredited by: Chicago School of Professional Psychology

Community Support

Food Distributions

“Through a strong collaborative effort between Orange County’s Child Abuse Prevention Council, The Boys and Girls Club of Greater Anaheim-Cypress, the Anaheim White House, Second Harvest Food Bank, the Junior League of Orange County and the Anaheim Community Foundation, we were able to respond to the COVID-19 crisis immediately. Our organizations are very agile. We have been able to shift our focus from being a traditional club to a community-based food distribution hub site, offering multiple food distributions per week since the end of March 2020. We are also very pleased that the Manzanita Park facility has been approved to begin operation as a Family Resource Center, building off the successes of the food distributions and increasing the capacity to provide preventative services at this community site.”

John Machiaverna
Executive Director, Boys & Girls Club of Greater Anaheim-Cypress



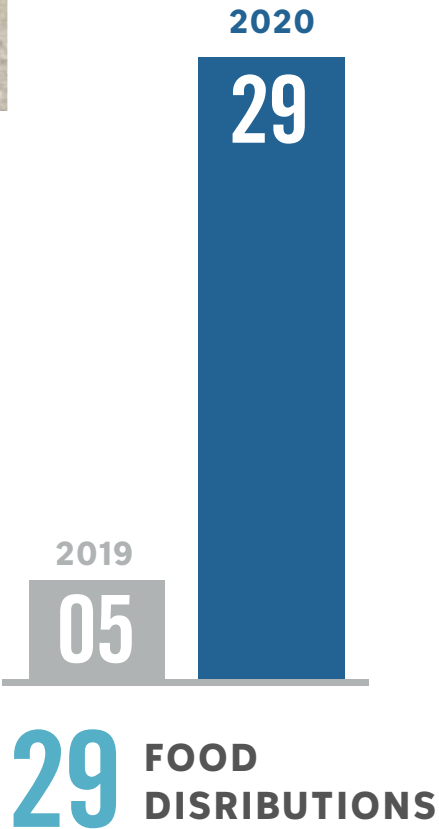
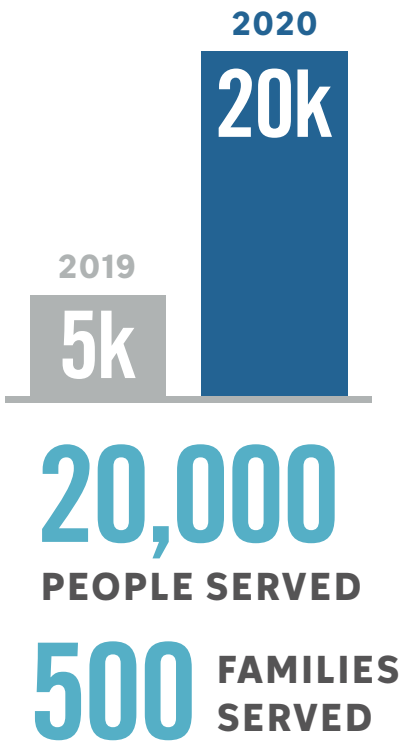
“Our organizations are very agile. We have been able to shift our focus from being a traditional club to a **community-based food distribution hub site**”

In 2019, CAPC conducted one food distribution per month throughout the fiscal year. Starting in March 2020, CAPC began offering four food distributions per week due to the growing needs of the community.

Approximately 250 families are currently served per food distribution, providing families with three to four meals for the week. This makes up a total of 1,000 families and 3-4,000 meals served every week. The Manzanita Food Distribution provides a model of concrete support to families in need by addressing access to food, basic needs, health screenings and community resources. It is the intent of CAPC to continue offering these distributions as long as the needs of the community persist.

With modeling and support from CAPC and the Boys and Girls Club of Greater Anaheim and Cypress, additional food distribution sites have begun at the Kieviet Clubhouse, the King Clubhouse in Cypress and the Anaheim White House with Chef Bruno Serato.

In light of COVID-19, food distributions are optimized to “grab-n-go”—allowing for participants to remain in their cars, while CAPC staff and volunteers in personal protective equipment deliver food boxes, basic need supplies and public awareness materials to their vehicles. Additional accommodations are also provided to participants without transportation.



Community Support

Blue Ribbon Campaign

Orange County’s Child Abuse Prevention Council coordinates and conducts Blue Ribbon Month (also known as Child Abuse Prevention Month) activities every year during the months of March and April, but the planning and prevention messaging occurs year round. CAPC utilizes the Blue Ribbon Committee to plan and coordinate the materials, activities, and details to be produced for Blue Ribbon Month. Blue Ribbon Committee membership is comprised of American Academy of Pediatrics--OC Chapter, County of Orange Social Services Agency, Orange County Sheriff’s Department, Orange County Department of Education, Boys and Girls Club of Greater Anaheim-Cypress and community volunteers.



1,875 BLUE RIBBONS DISTRIBUTED

Primary thematic of the month

130 BLUE RIBBON ART CONTEST SUBMISSIONS

From 46 schools representing 16 cities

100 COMMUNITY AWARENESS KITS CREATED

Kits included blue ribbons, pinwheels, public awareness materials, stickers and “It Takes the Whole Community to Care for the Whole Child” silicone bracelets.

Kit contents supported eight April community-based events, such as food distributions and drive-by wellness checks with the Blue Ribbon thematic.

11 “KEEP KIDS SAFE, HEALTHY AND HAPPY” COMMUNITY PRESENTATIONS

Over 300 people reached

3 BLUE RIBBON ART CONTEST WINNERS

- 1. Riley P., John Marshall Elementary School
- 2. Max N., Pioneer Middle School
- 3. Guadalupe G., Santa Ana High School

2 BLUE RIBBON AWARD WINNERS

Deputy Jonathan Israel of the Orange County Sheriff’s Department and foster mom Bobbie Ott known for volunteering for numerous youth-based organizations were selected.

Community Support

Adopt-A-Family Project

The 2019 Annual Adopt-A-Family Project provided community-based support to at-risk parents and families during the 2019 holiday season. Community volunteers and donors were matched with Family Resource Center families, holiday wish lists were complied and collected by Family Support Specialists, through which donors provided clothes, books and educational toys and games during the holiday season. Donations were collected through November 2019, and gifts were distributed to families at FRC holiday events in December 2019.



Donors (left to right) Bill and Candace Cain, Deborah Mayhew, and Nicky Grismer with some of the gifts they donated to the 2019 Adopt-A-Family project.

Memoranda Of Understanding

The council has developed and is currently maintaining 15 Memoranda of Understanding (MOUs) with these family-strengthening agencies:



American Academy of Pediatrics

Academy dedicated to the health of all children by offering professional resources, education, advocacy and policy development



Bikers Against Child Abuse
—OC Chapter

Social biker club dedicated to creating safe environments for children through advocacy, support, and community collaboration



Boys and Girls Club—
Greater Anaheim

Enables all young people, especially those who need us most, to reach their full potential as productive, caring and responsible citizens



Higher Ground OC Youth and Family Services

Expands purpose, possibilities, and hope for youth and families at risk through mentorship



Olive Crest

Transforms the lives of at-risk children through the healing power of family. Uses proven models to help end child abuse and neglect, stop the cycle of child abuse, and enable children and families to become healthy, productive citizens



Jamboree Housing Corporation

Affordable and quality housing developer that includes family strengthening programs onsite at all affiliated properties



Latino Health Access

Partners with communities to bring health, equity and sustainable change through education, services, consciousness-raising and civic participation



Boys and Girls Club—Cypress

Enables all young people, especially those who need us most, to reach their full potential as productive, caring and responsible citizens



Child Guidance Center

Organization dedicated to providing excellent behavioral and mental health services for the youth of Orange County



Children's Bureau

Protecting vulnerable children through prevention, treatment, and advocacy



Southwest Community Center

Provides the basic needs of food, clothing, shelter, household items, referral services and other support services to the homeless, low-income and economically disadvantaged in an effort to enable them to become or retain self-sufficiency



Wellness and Prevention Center

Helps youth and families lead healthy and productive lives, educates the community to bring more services to our youth and families, and provides healthy activities to keep our communities safe



Western Youth Services

Advances wellness, cultivates success and strengthens through integrated mental health services for children, youth and families

Recommendation

To continue to support mandated reporter trainings by: offering semi-annual centralized trainings to a variety of child-serving and family-serving professionals and updating mandated reporting training curricula with most current best practices.

*This recommendation is submitted respectfully for consideration on behalf of Orange County's Child Abuse Prevention Council

