



Child Abuse Prevention Council of Santa Clara County
Public Awareness Committee -- January 6, 2020 -- 3:30 - 5:00 PM
333 West Julian, San Jose, Treasury Room

Minutes

1. Call to Order/Introduction: Public Awareness Committee Chair, Johanna Thai Van Dat, called the meeting to order at 3:35 p.m. A quorum was present. Committee members in attendance: Johanna Thai Van Dat, Mello, Steve Baron, Andrew Cain, Mary Pat Panighetti, Ann Towne, Greg Ziemann, Nicole Hartshorn, and Dorothy Ross. Also present: Anthony Pham, Jennifer Puthoff, Dave Numme, and Julie McKellar.
2. Public Comments: none
3. *December* committee minutes were approved. (Motion: Steve Baron; Second: Andrew Cain; Approved: all)
4. Discuss/Approve Public Awareness Committee Business
 - A. Update Projects and Budget - Johanna Thai Van Dat updated the cost of the following proposals:
 - i. Exterior bus tails, interior bus cards, billboard off 101 (VTA): 12k
 - ii. Bus shelters (Clear Channel): 10k
 - iii. Quotes distributed for digital billboards inside Westfield Valley Fair (starting at \$5,160) and Westfield Oakridge (starting at \$1,700). These projects would be considered with additional funds (ie. financial partnership from First 5)
 - B. Healthy Relationships Campaign Next Steps -
 - i. Dave Numme, Content Director Mix 106 / 94.5 Bay FM, offered free on-air time and website space for the Healthy Relationships Campaign during April.
 - ii. Dorothy Ross will hang posters at Fit for Life. Centennial Fitness in Gilroy will run the images.
 - iii. First 5 & COE meeting- Steve Baron, Andrew Cain, and Johanna Thai Van Dat will meet with First 5 and the County Office of Education on 1/16 to discuss partnership and possible financial support for the campaign (with projects such as posters in every classroom, play PSA in every classroom once a year with discussion, contest for poster design, integrate into emotional/social learning program).
 - iv. Discussion that Project Cornerstone would be a natural campaign partner as they are in 200+ schools. Nicole Hartshorn will assist with making a connection.

- C. DFCS Focus Group (Healthy Relationships) Interview Questions-
- i. Sky, DFCS MSW student and sw1, will do an English and Spanish focus group in Gilroy to test the Healthy Relationships materials. The committee discussed that twelve gift cards or other incentive (ie. dinner) would be helpful to get participants. The plan is to do the focus groups in early February in a library in South County.
 - ii. **Motion.** Mello made a motion to authorize an expenditure of up to \$300 to purchase and provide incentives for participation in the focus groups. The motion was seconded by Steve Baron. A vote was taken and the motion was approved by all.
- D. GSTV Campaign Status and Intercept Surveys- DFCS community workers went to every gas station in San Jose and one in Gilroy during the PSA run to do intercept surveys. They identified broken screens and generally low traffic. Customers had to pump gas to view the PSA and be approached to take a survey. Anecdotally, people generally got back into cars while gas pumped. They obtained one survey response. This feedback was given to the vendor who provided an additional 16 stations for the last week of the campaign for free. Assessed GSTV is not a project for future budgeted funds.
- E. Blue Ribbon Campaign
- i. Allocation of Funds- 10k
 - ii. Distribution of Materials- Distribution list from 2019 reviewed with additional suggested locations. Materials will include Healthy Relationship posters, pens, glancers, and bookmarks. Committee suggested increasing distribution to YMCA sites (working in schools/after school programs). Any excess funds (by not buying stickers and post-its) can be used to increase number of bags and possibly grass stand markers. Will consider using national materials next year.
 - iii. DFCS- Will pay for flag used at April Blue Ribbon Flag Raising at County Office, will be doing pinwheels and looking at grass stand markers that can be used every year (need schools to agree to post).
 - iv. Symposium Committee will not be able to pay for bags for Symposium attendees.
 - v. Media Release/PSA **Motion-** Johanna Thai Van Dat and Jennifer Puthoff will work offline with the DFCS Communications designee on a media release. Steve Baron makes a motion to delegate the task of creating an April Blue Ribbon Month media press release to Johanna Thai Van Dat on behalf of the committee. The motion is seconded by Andrew Cain and, after a vote, the motion was approved by all.

- F. CAPC Outreach and Branding Materials-
 - i. Discussion about using social media and how to either do it as CAPC or with partners who have social media accounts such as DEBS and DFCS. The committee will reach out to the Office of the County Exec to see if CAPC can have posting privileges.
 - ii. A draft CAPC flyer was distributed for consideration (for public to understand what we do). Content/messaging of the flyer will be finalized at the next meeting.
 - G. Approve Committee Roster- defer
 - H. PAC Work Plan and Budget FY20/21- CAPC Treasurer, Andrew Cain, reported about the CAPC budget outlook for FY20/21. SSA has recommended CAPC add 60k into its budget which means committees would budget additional funds for next fiscal year. Julie will re-send the PAC FY19/20 Work Plan and members can send suggestions to Johanna. The goals should be SMART (specific, measurable, achievable, realistic, timely). The Work Plan needs to be approved at the February meeting.
5. Discuss items for future agendas- Andrew Cain noted the new requirement that every high school post about sexual harassment in every bathroom and locker room and looking at ways to leverage with CAPC.
 6. Announcements- When writing, completing the date, put the entire year, 2020.
 7. Meeting adjourned at 5:00 p.m. The next PAC meeting is February 3, 2020.