

# Shasta County Child Abuse Prevention Coordinating Council Children's Trust Fund Annual Report 2016-2017

## **Description of Programs and Services Funded or Supported by CTF**

### **2016/2017 CTF Budget Expenditures**

The Shasta County Child Abuse Prevention Coordinating Council (Shasta CAPCC) received \$37,469.90 in 2016/2017 from the Children's Trust Fund (CTF). Birth certificate revenue generated \$33,695.9000 and Special Plates for Kids generated \$3,774.00.

Shasta CAPCC spent \$37,469.90 from Children's Trust Funds on child abuse and neglect prevention activities:

- Community wide child abuse prevention and awareness and education 61%
- Child abuse prevention trainings 5%
- Child Death Review Team 9%
- Participation in the Shasta Strengthening Families Collaborative 25%

## 2016/2017 CTF Scope of Work and Achievements Report

CTF 2016.2017 Strategies	Activities	2016.2017 Achievements
Community wide child abuse and neglect prevention awareness and education  Projected Expenses \$27,840.00 Actual Expenses \$22,856.63	<p>1.Coordinate County and City Child Abuse and Neglect Prevention Awareness Month Proclamations</p> <p>2.Update and rotate RABA bus placards every 6 weeks</p> <p>3.Disseminate Blue Ribbon and Pinwheel materials in throughout community</p>	<p>1. Proclamations were received in acknowledgement of National Child Abuse and Neglect Prevention Awareness Month from the Shasta County Board of Supervisors 03.21.2017, City of Redding City Council 04.04.2017, City of Anderson City Council 04.04.2017 and Shasta Lake City Council 04.04.2017. All three acceptances of the Proclamations were on the same evening, the Shasta CAPCC Executive Director and two CAPCC Board Members addressed the elected officials in each city and emphasized the importance of their support to reduce Adverse Childhood Experiences as an essential means to address and prevent to root cause of social problems faced by our community. Also along with the important work Shasta CAPCC does to help families increase Protective Factors and strengthen families and our community.</p> <p>2. RABA bus posters were rotated every six weeks. One new poster was developed to add to the established messaging. The additional message included information on Diaper Need Awareness. RABA provided 65,000 rides on buses where our child abuse prevention messaging was displayed.</p> <p>3. Shasta CAPCC distributed approximately 8,549 pieces of educational materials including Pinwheels, Blue Ribbon Lapel Pins, and child abuse and neglect prevention awareness ribbons were given throughout the community. Child abuse and neglect prevention awareness information was shared with: all County Schools, Shasta County Health and Human Services Agency, Youth and Family Programs, and individuals attending our outreach events that included: Week of the Young Child, Anderson Family Fun Fest, First 5 Shasta Smart Lunch, Anderson Chamber of Commerce Greeters, Redding Chamber of Commerce Greeters, April Parent Café, and the CAPCC annual Pinwheel Garden of Hope.</p>

	<p>4. Coordinate and Display Banners for the month of April</p> <p>5. Coordinate placement of three community banners for the month of April</p> <p>6. Maintain website and social media pages with relevant CAP materials</p>	<p>4. Five Banners were placed throughout Shasta County during the month of April. Banners were displayed for the entire month at the following locations: I-5 and the Shasta Outlets in Anderson, 44 East onramp at Shasta Regional Medical Center, I-5 near Riverside RV park, corner of Hartnell and E. Cypress (Cornerstone Bank), I-5 and Cypress intersection (in front of Denny's). CalTrans and City of Redding data indicate that more than 80,000 unique drivers passed child abuse prevention banners in April 2017.</p> <p>5. Shasta CAPCC focused on providing local opportunities for families, parent education and the 5 Protective Factors on our website and social media platform. Information defined Protective Factors, gave examples on how to use Protective Factors and also asked questions to provoke online conversations. March and April were primarily used to promote Child Abuse Prevention Awareness Month and our Pinwheel Gardens of Hope. With our constant and consistent messaging, we have been able to effectively reach community members with social media. We have seen growth across all social media platforms. This year we our blog saw significant growth in reach.</p> <p>6. Growth:</p> <p>Pinterest: 730 impressions.</p> <p>Google +: 6 new followers with 2, 344 impressions</p> <p>WordPress: 487 visitors with 566 views</p> <p>Facebook: 89 new likes; average reach of 644 people per day</p> <p>Instagram: 20 new followers</p> <p>Twitter: 72 new followers, 22, 265 total impressions with an average of 62.8 impressions per tweet</p> <p>YouTube: 3 new subscribers with 36 views</p> <p>Website: 3,268 users with 9, 472 page views</p>

<p>Child Abuse Prevention trainings</p> <p>Projected Expense \$1,821.00</p> <p>Actual expenses: \$1,873.50</p>	<p>1. Provide Mandated Child Abuse Reporter Training to at community members, school staff, and partner agencies.</p>	<p>1. During the 16.17 fiscal year, Shasta CAPCC provided 26 Mandated Reporter Trainings to 496 individuals in Shasta County. During this fiscal Shasta CAPCC had a transition in staff for MCART trainings however, did not result in fewer trainings, In 2016 training was updated. This allowed individuals who are required to receive this training on an annual basis to have fresh and engaging material. The updated training material has been very well received</p> <p>The following is a list of agencies that received training: Shasta Family YMCA (1), Shasta Trinity ROP (5), NSRAP AmeriCorps (1), Shasta County Health and Human Services (7), Redding Rancheria (2), Community (7), Carenet (1), One Safe Place (1), District Attorney's Office (1).</p>
<p>Child Death Review Team</p> <p>Projected Expenses \$3,833.00</p> <p>Actual expenses \$3,372.29</p>	<p>1.Recruit appropriate CDRT members</p> <p>2.Coordinate Two CDRT meetings per year</p> <p>3.Enter all CDRT finds into the online database</p> <p>4. 2016/2017 Child Deaths Reviewed</p>	<p>1. During the 16.17 fiscal year, Shasta CAPCC Executive Director was able to recruit two new CDRT members: A Forensic Pathologist from Coroner's Office and a Pediatrician from Shasta Community Health Foundation were added to assist with building a comprehensive team.</p> <p>2. Two CDRT meeting were conducted; January 8, 2017 and June 8, 2017. The Team agreed to move to quarterly meetings beginning in 207/2018 fiscal year.</p> <p>3. All closed CDRT cases have been entered into the National Center for the Review and Prevention of Child Deaths online database.</p> <p>4. On January 8, 2017:</p> <ul style="list-style-type: none"> <li>• 15 cases reviewed-10 cases were new, 5 re-review</li> <li>• 10 cases were closed; 5 preventable, 5 not preventable</li> <li>• Of the 15 cases, 5 were held for re-review</li> </ul> <p>On June 8, 2017</p> <ul style="list-style-type: none"> <li>• 16 cases reviewed, 11 cases were new, 5 re-views</li> <li>• 12 cases were closed; 4 preventable, 8 not preventable</li> <li>• Of the 16 cases, 4 were held for re-review</li> </ul>

	5.Summarize 2016.2017 Shasta County child deaths findings	<p>5.A total of 31 cases were reviewed for 2016/2017 and closed, the findings were as follows:</p> <p>Not preventable</p> <ul style="list-style-type: none"> <li>• 1 Cancer</li> <li>• 2 Congenital anomaly</li> <li>• 3 Prematurity</li> <li>• 1 SIDS</li> <li>• 1 other infection</li> <li>• 1 prenatal condition</li> <li>• 2 unknown</li> <li>• 1 undetermined medical cause</li> </ul> <p>Preventable</p> <ul style="list-style-type: none"> <li>• 1 unknown</li> <li>• 5 Motor Vehicle</li> <li>• 2 drowning</li> <li>• 1 asphyxia</li> </ul> <p>Deaths occurring in 2016/2017 are still under review or, in some circumstances, not all 2016/2017 deaths certificates have been reported to the CDRT.</p>
<p>Shasta Strengthening Families Collaborative (SFC)</p> <p>Projected Expenses \$7,423.00</p> <p>Actual Expense \$9,367.48</p>	<p>1.Participate in monthly SFC Steering Committee meetings</p> <p>2.Provide support &amp; coordination for Parent Cafes, Table Host Trainings, and Parent Café Train the Trainer,</p> <p>3.Community Maintenance Meetings/Community Calendar</p> <p>4.Participate in ACEs meetings, training, &amp; Learning Communities</p>	<p>1.Shasta CAPCC Executive Director participated and supported multiple activities within the Shasta Strengthening Families Collaborative. CAPCC Executive Director attended all SFC Steering Committee meetings and will be the Chair Elect for 2018.</p> <p>2.The Shasta CAPCC Executive Director provided coordination three Parent Cafes, five Table Host trainings, and one Parent Café, train the trainer training</p> <p>3.Held four community Parent Café maintenance meetings and maintained county wide calendar on Shasta CAPCC website and distributed calendars via email and print for all Parent Cafes in Redding, Shasta Lake, and Anderson areas.</p> <p>4.The SFC held Town Hall meeting to introduce Adverse Childhood Experiences to the community; developed a poster/rack card awareness campaign; launched the strongfamilies website; in collaboration with Public Health had 26 individuals trained as ACE Interface trainers to provide trainings countywide for ACE education and monthly ACE trainers Learning Collaborative meetings.</p>

## 2017/2018 Proposed CTF Budget Expenditures

CAPCC proposes to spend \$40,000 dollars of CTF funds in the 2017/2018 fiscal year. The primary direct service activities that will be supported with these funds are:

Community wide child abuse prevention and awareness and education 65%

Child abuse prevention trainings 5%

Child Death Review Team 10%

Participation in the Shasta Strengthening Families Collaborative 20%

## 2017/2018 Proposed CTF Scope of Work

CTF 2016.2017 Strategies	Activities	Staff Responsible	Timeline
Community wide child abuse prevention awareness and education \$26,000	1.Coordinate County and City Child Abuse Prevention (CAP) Month Proclamations 2.Update and rotate RABA bus placards every eight weeks 3.Disseminate 8000 pieces of Blue Ribbon materials in the community through outreach events and community partnerships 4.Coordinate 10 marquee signs for CAP month 5.Coordinate placement of three community banners for CAP month 6.Maintain website and social media pages with relevant CAP material 7. Coordinate Billboard campaign with five other rural counties for regional CAP awareness; distribute materials with regional CAP messaging 8.Provide awareness materials to partner agencies and community	Project Coordinator Other Staff Executive Director	7.1.2017 – 6.30.2018
Child abuse prevention trainings \$2,000	1.Provide Mandated Child Abuse Reporter Training (MCART) to at least 400 mandated reporters. 2.Advertise MCART trainings via social media, emails, and Shasta CAPCC website	Project Coordinator Other Staff	7.1.2017 – 6.30.2018
Child death review team \$4,000	1.Recruit and retain appropriate CDRT members 2.Coordinate four CDRT meetings per year 3.Enter all CDRT finds into the online database 4.Summarize finds and trends from deaths reviewed in 2017.2018	Project Coordinator Executive Director	7.1.2017 – 6.30.2018
Shasta Strengthening Families Collaborative \$8,000	1.Participate and Chair monthly SFC Steering Committee meetings 2.Participate in monthly SFC workgroup/learning community meetings 3.Provide support & coordination for Parent Cafes and Table Host Trainings 4.Participate in large SFC meetings as scheduled 5.Maintain Community Calendar for Parent Cafes and Table Host Trainings 6. Coordinate/Facilitate Community Parent Café Maintenance Meetings	Executive Director Other Staff	7.1.2017 – 6.30.2018