

Shasta County Child Abuse Prevention Coordinating Council Children's Trust Fund Annual Report 2015-2016

Description of Programs and Services Funded or Supported by CTF

2015/2016 CTF Budget Expenditures

The Shasta County Child Abuse Prevention Coordinating Council (CAPCC) received \$40,917.40 in 2015.2016 from the Children's Trust Fund (CTF). Birth certificate revenue generated \$37,025.40 and Special Plates for Kids generated \$3,892.

CAPCC spent \$40,917 from Children's Trust Funds on child abuse prevention activities.

- Community wide child abuse prevention and awareness and education 67%

- Child abuse prevention trainings 5%

- Child Death Review Team 8%

- Participation in the Shasta Strengthening Families Collaborative 20%

2015/2016 CTF Scope of Work and Achievements Report

CTF 2015.2016 Strategies	Activities	2015.2016 Achievements
Community wide child abuse prevention awareness and education Projected Expenses \$25,527 Actual Expenses \$27,840	<p>1.Coordinate County and City Child Abuse Prevention (CAP) Month Proclamations</p> <p>2.Update and rotate RABA bus placards every 6 weeks</p> <p>3.Disseminate 3000 pieces of Blue Ribbon materials in the community</p> <p>4.Coordinate 10 marquee signs for CAP month</p> <p>5.Coordinate placement of 3</p>	<p>1. Proclamations were received in acknowledgement of National Child Abuse Prevention Awareness month from the Shasta County Board of Supervisors 3.21.16, City of Redding City Council 4.5.2016, City of Anderson City Council 4.5.2016 and Shasta Lake City Council 4.19.16. At each acceptance of the proclamations the Shasta CAPCC Executive Director addressed the elected officials 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.</p> <p>2. RABA bus place-cards were rotated every six weeks. One new place-card was developed to add to the established messaging. The additional message included information on Diaper Need Awareness. RABA provided 63,000 rides on buses where our child abuse prevention messaging was displayed.</p> <p>3. Shasta CAPCC distributed approximately 4,700 pieces of educational material throughout the community. Child abuse 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 tri-tip BBQ fundraiser.</p> <p>4. Community partners around Shasta County agreed to display messaging regarding Child Abuse Prevention Awareness Month. Community marquee partners this year were TriCounty Community Network (Burney), Happy Valley Elementary and Primary School, Cottonwood Community Center, New Tech High School, Sequoia Middle School, Cypress Elementary School, Junction Elementary School, Sycamore Elementary School, Columbia Elementary School and U-Prep.</p> <p>5. 5 Banners were placed throughout Shasta County during the month of April.</p>

	<p>community banners for CAP month</p> <p>6.Maintain website and social media pages with relevant CAP material</p>	<p>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 2016.</p> <p>6. 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 an average of 832 people per day. We have seen growth across all social media platforms. This year we our blog saw significant growth in reach. In addition, Pinterest was added to our social media portfolio.</p> <p>Growth:</p> <p>LinkedIn: 17 new followers. 3153 impressions</p> <p>Google +: 12 new followers,4687 impressions</p> <p>WordPress: 8210 visitors, 1250 views</p> <p>Facebook: 293 new likes, Average reach of 954 people per day</p> <p>Instagram: 35 new followers</p> <p>Twitter: 206 new followers, average impression reaches 4320 people per post</p> <p>YouTube: 216 new viewers</p> <p>Pinterest: 63 average monthly viewers</p> <p>Website: 3,759 unique visitors</p>
<p>Child abuse prevention trainings</p> <p>Projected Expense \$1,877</p> <p>Actual expenses: \$1,821</p>	<p>1.Provide Mandated Child Abuse Reporter Training to at least 500 mandated reporters.</p>	<p>1. During the 15.16 fiscal year Shasta CAPCC provided 19 Mandated Reporter Trainings to 370 individuals in Shasta County. During this fiscal CAPCC had a transition in staff for MCART training. The transition did result in fewer trainings, however during that time an updated and fresh training was developed. 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. CAPCC anticipated being able to achieve this year's targets for individuals trained and to potentially capture the 130 that were short in 15.16. The</p>

		following is a list of agencies that received training: Shasta Family YMCA (5), Shasta Union High School District ROP (2), Shasta College (2), NSRAP AmeriCorps, Shasta Community Health Center (4), Shasta County Health and Human Services (4), Redding Rancheria, Millville Elementary School (2), West Redding Preschool, and Trinity Lutheran Preschool.
<p>Child Death Review Team</p> <p>Projected Expenses \$2,627</p> <p>Actual expenses \$3,833</p>	<p>1.Recruit appropriate CDRT members</p> <p>2.Coordinate 2 CDRT meetings per year</p> <p>3.Enter all CDRT finds into the online database</p> <p>4.Summarize 2015.2016 Shasta County child deaths and prevention recommendations</p>	<p>1. During the 15.16 fiscal year Shasta CAPCC Executive Director was able to recruit 3 new CDRT members to assist with building a comprehensive team. Additional Members replaced existing positions with Anderson Police Department, California Highway Patrol, and Shasta County Public Health. Orientation was provided to all new members.</p> <p>2. Two CDRT meeting were conducted; October 21, 2015 and June 16, 2016.</p> <p>3. All closed CDRT cases have been entered into the National Center for the Review & Prevention of Child Deaths online database.</p> <p>4. On October 7th 11 deaths were reviewed, 8 new to the team and 3 for re-review. During this meeting the CDRT was able to close 6 cases with 5 preventable and 1 not preventable, 4 cases were held open needing further information for review. On June 16th 12 deaths were reviewed, 8 were new and 4 were held for review from the October 7th meeting. 7 cases were held open for re-review requiring additional information and 5 were closed. Of the 5 closed cases only 2 of those were not preventable. In summary, during the 15.16 year 11 cases were closed, 8 of them were preventable. Of the 8 preventable deaths, 2 were from drowning, 2 were skateboarding vs vehicle, 2 due to late or no prenatal care, and 1 due to a fatal DUI. Deaths reviewed spanned dates covering 2013, 2014, 2015 and 2016. Many deaths occurring in 2016 are still under review or, in some circumstances, not all 2015.2016 deaths certificates have been reported to the CDRT.</p>
<p>Shasta Strengthening Families Collaborative</p> <p>Projected Expenses \$7,508</p>	<p>1.Participate in monthly SFC Steering Committee meetings</p> <p>2.Participate in monthly SFC Pilot workgroup meetings</p>	<p>1-4.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 2016.2017. The SFC held monthly Learning Conversations with community organizations that developed action plans to embed the Strengthening Families framework within their work with families and children. The CAPCC Executive</p>

Shasta County Child Abuse Prevention Coordinating Council

Actual Expense \$7,423.13	<p>3. Provide support & coordination for four Parent and Youth Cafes through the SFC Pilot program</p> <p>4. Participate in large SFC meetings every other month</p>	<p>Director attended these Learning Community meetings to support and mentor other agencies in developing and executing their action plans. There were multiple SFC general gatherings, one being a celebration of accomplishments where the CAPCC Executive Director lead the collaborative of over 70 members through a mock Parent Café. During the 15.16 year Shasta CAPCC Executive Director provided coordination and hosting of 5 community Parent Cafes serving 125 parents and caregivers.</p>
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2016/2017 Proposed CTF Budget Expenditures

CAPCC proposes to spend \$40,000 dollars of CTF funds in the 2016/2017 fiscal year. The primary direct service activities that will be supported with these funds are:

Community wide child abuse prevention and awareness and education 68%

Child abuse prevention trainings 5%

Child Death Review Team 7%

Participation in the Shasta Strengthening Families Collaborative 20%

2016/2017 Proposed CTF Scope of Work

CTF 2016.2017 Strategies	Activities	Staff Responsible	Timeline
Community wide child abuse prevention awareness and education \$27,200	1.Coordinate County and City Child Abuse Prevention (CAP) Month Proclamations 2.Update and rotate RABA bus placards every 6 weeks 3.Disseminate 3000 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 3 community banners for CAP month 6.Maintain website and social media pages with relevant CAP material	Project Coordinator Executive Director	7.1.2016 – 6.30.2017
Child abuse prevention trainings \$2,000	1.Provide Mandated Child Abuse Reporter Training to at least 500 mandated reporters.	Project Coordinator/Other Staff	7.1.2016 – 6.30.2017
Child death review team \$2,800	1.Recrut and retain appropriate CDRT members 2.Coordinate 2 CDRT meetings per year 3.Enter all CDRT finds into the online database 4.Summarize finds and trends from deaths reviewed in 2016.2017	Project Coordinator Executive Director	7.1.2016 – 6.30.2017
Shasta Strengthening Families Collaborative \$8,000	1.Participate in monthly SFC Steering Committee meetings 2.Participate in monthly SFC workgroup meetings 3.Provide support & coordination for Parent Cafes 4.Participate in large SFC meetings as scheduled	Executive Director	7.1.2016 – 6.30.2017