



Blue Ribbon
Month 2021
SPEAK UP...
Save a Child!



Orange County's Child Abuse Prevention Council

BLUE RIBBON COMMITTEE DEBRIEF MEETING AGENDA

Thursday, May 13, 2021 – 9 a.m. – 10:30 a.m.

via ZOOM - <https://us02web.zoom.us/j/9980668900>

I. WELCOME

- A. Thank You
- B. Celebrate BR Month “Share a favorite moment.”
- C. *Remembering John Machiaverna*

II. OLD BUSINESS: A Look Back

- A. Goals, Focuses/Approaches, Target Audiences
- B. Committee Planning Process
- C. Outcomes
 - 1. CAPC Efforts
 - a. Events/Outreach
 - 2. Community/Collaborative Efforts – Round Robin
- D. Successes & Lessons Learned – Round Robin

III. NEW BUSINESS: A Look Ahead

- A. Community Evaluation (Recommendation to CAPC)
 - 1. Assessment
 - 2. Audience
 - 3. Questions
- B. Roaming Art Exhibit
- C. Blue Ribbon Award of the Month (name)
- D. 2022 Committee (August/September Meeting)

IV. CLOSING REMARKS

V. PUBLIC COMMENT

Summarized Overview

CAPC EVENTS

Kick Off Ceremony
Community Forum
Family Fun Days
Vigil

OUTREACH

Community/Collaborative Activities
Art Contest
Award Nominations/Honors
Community Awareness Kits
Trainings
Presentations
Social Media
Other Publicity

Thank you for your time, input, and caring heart!

Orange County Child Abuse Prevention Council

2021 BLUE RIBBON MONTH

GOAL STATEMENT

As a result of the countywide Blue Ribbon Month public awareness campaign,

ADULTS will:

- strive to create a safer environment for children
- recognize the warning signs of child abuse and neglect
- be educated and informed about how to report suspected child abuse and neglect within their communities

YOUTH will:

- be encouraged to express themselves creatively (through artwork, etc.)
- be empowered to speak up if they have experienced or witnessed child abuse or neglect
- feel safer, healthier, and happier!

FOCUSES/APPROACHES

- ✓ Spotlight Mandated and Community-based Child Abuse Reporting
- ✓ Educate/Provide tools and resources
- ✓ Use most effective/trending social media platforms and tools to reach target audiences
- ✓ Generate a highly visual awareness campaign
- ✓ Implement peer-to-peer outreach (e.g., youth to youth, teen to teen, parents to parents, etc.)
- ✓ Collaborate with numerous groups
- ✓ Virtual/Livestream events as well as in-person component if safe to do so
- ✓ Strive to reach at least 250 people for the initial playing of the Kickoff Ceremony