



## San Mateo County Child Abuse Prevention Council

May 2, 2024  
1:30 - 3:30 PM

### MEETING MINUTES

**Call to Order: 1:30 p.m.**

**Present:**

Name	Agency	Role
Debra Pomeroy	San Mateo County Children & Family Services	CAPC Coordinator
John Fong	San Mateo County Children & Family Services	CFS Director
Liliana Mendoza	San Mateo County Children & Family Services	Program Analyst
Andrea Avina	StarVista Together Families	Program Manager
Noelia Corzo	San Mateo County BOS	Board of Supervisor – 2 <sup>nd</sup> Supervisorial District
Christina Falla	San Mateo County Board of Supervisors	Legislative Aid, Office of Supervisor Noelia Corzo
Melissa Egge	Keller Center	Medical Director
Elizabeth Cauley	Keller Center	Suspected Child Abuse and Neglect Program Manager
Melissa Guariglia	Family Connections	Director of Infrastructure & Clinical Services
Eric Valladares	Family Connections	Executive Director
Louise Robaina	BHRS Pre-To-Three	Mental Health Program Specialist

**I. Welcome and Public Comment:**

The San Mateo County Child Abuse Prevention Council (CAPC) was welcomed by San Mateo County CAPC Coordinator Debra Pomeroy.

San Mateo County CAPC members were asked to reflect on the meaning of child abuse prevention. Member responses included:

- Thriving children who are happy and who feel secure.
- Identifying risks that compromise the safety of children and providing the appropriate services to address the issues for families. .
- Persona of superheroes whose job it is to protect the innocent and vulnerable
- Creating a village to provide a safe and healthy environment for children
- Ensuring families and caregivers have the necessary tools to deal with stress and conflict in a healthy way and model this to their children.
- Preserving the innocence of the child

- Education, training, and identification to prevent both physical and mental harm.
- A multidisciplinary team using skills to prevent child abuse
- Building insulation around a family to prevent harm
- Partnering to elevate the strengths and resistance of families
- Creating opportunities for families to generate a safe place for their children

**Public Comment/Brown Act:**

No members of the public requested to comment.

**II. April 2024 Blue Ribbon Month Activities Recap**

The BOS CAPC Month Proclamation was held on Tuesday, April 23, 2024.

Family Connections Executive Director Eric Valladares and Keller Center Dr. Melissa Egge accepted the proclamation from the Board of Supervisors (BOS) on behalf of the San Mateo County CAPC Council.

San Mateo County CAPC members were asked to provide feedback on the event. CAPC members who attended the proclamation for the first time found it to be educational. It was an opportunity for the CBOs/non-profits to speak about the prevention work they are doing in the communities and hospitals. It brought awareness and highlighted the efforts being done by CBOs and in the medical profession for CAPC.

The Children’s Memorial Flag Raising occurred on Friday, April 26, 2024.

The yearly flag raising commemorates the children who lost their lives due to violence.

2024 was the most highly attended flag raising event in comparison to past years. Participants included BOS, CBOs, and line staff.

CAPC Council members received Blue Ribbon Month materials to distribute to staff and at their respective child abuse prevention month events.

San Mateo County CAPC Council members suggested ideas for next year’s Child Abuse Prevention Month BOS presentation which included:

- Reduction in duration of BOS speech to allow time for a family or worker to present.
- Highlight the prevention aspect through success stories/experiences from families who overcame.
  - Families involved would be those identified at risk but not reported
  - Highlighting the family’s resiliency
  - Video recording of families versus in-person presentation
- Shared experiences from individual(s) who suffered abuse and broke the cycle;
  - The resources benefited from and found to be valuable in their healing.
- More Intentional planning for the campaign
  - Earlier start on formulating a theme for the campaign
  - Social media platforms to highlight the month
  - Fine-tune the content/intent of the BOS presentation
- Hold a symposium
- Acquire sponsors

- In & Out matches donations and sponsors grants to child abuse programs
- Wendy's sponsors child abuse prevention programs
- Identify high traffic areas in the communities (i.e. restaurants, other agencies)

Over the next several years there will be a shift in mandated reporting. The emphasis will be on community supporting versus mandated reporting. Child Abuse activities should be promoted as family strengthening versus child abuse.

StarVista Together for Families Program Manager Andrea Avina presented on parenting skills to tenants of Mid-Peninsula Housing. The presentation focused on self-care and discussed common stressors for families and positive parent-to-child relationships. More presentations are needed that connect families with real-life issues.

Taking a more inclusive approach, agencies will copartner with families with the objective of strengthening families. Discussions will include protective factors, which is in alignment with current initiatives.

### III. Strategic Planning Group Discussion

The plan will be finalized by July 2024 or August 2024

Strategies 1.1 (Mission and Vision) and 2.2 (Onboarding) were reviewed in past meetings.

Today Strategies 1.2 and 2.1 will be reviewed.

**Goal 1** CAPC inspires and promotes civic and community engagement by serving as the bridge between Government, community partners, and individuals with lived experiences.

**Strategy 1.1:** Develop a Clear Mission and Vision to Guide San Mateo County CAPC Council's Work

Vision: Create a safe and nurturing environment where children and youth can thrive through an accessible and family centered network of trauma informed care.

Mission: Provide leadership to the community to prevent child abuse through advocacy and coordination of community resources for families and raising community awareness through outreach, education, and training.

No further feedback was provided for the vision and mission

**Strategy 1.2:** Build San Mateo County CAPC Council membership to include members from diverse backgrounds and communities.

At the November 2023 meeting, a worksheet was shared which identified potential members as recommended by the Welfare and Institution code.

Members were asked to identify organizations that reflect the groups identified and provide contact information.

Recruitment efforts will be shared amongst council member volunteers.

Talking points are available to members on what to include in their conversation with potential members. The primary goal will be to gain interest, and subsequently a follow-up call to determine level of commitment.

Current goal is to identify additional members.

- Domestic Violence: CORA Chief Officer Karen Ferguson, confirmed representation
- Coordinated Entry System (Housing): Selina Toy Lee. CFS Director John Fong will reach out to Ms. Lee.
- Preventative and Treatment Services – Help Me Grow (\*administered by Ability Path)
- District Attorney's Office

Distribution list is currently over 100+ people. CAPC Council members have been charged with updating the information for their respective agencies; removing staff who are no longer active. For staff who are still active, determine their level of interest of involvement in San Mateo CAPC Council.

1. Initial outreach by June/July 2024
2. Creation of an Orientation packet to determine onboarding process for new members is targeted for finalization by August 2024
3. New members to attend their first CAPC Meeting in September 2024
4. Prevention 101 Training for new members

Debra will send out the member list as a reminder of the recruitment deadline (August 2024)

Goal 2 Convener of Cross Sector Partnerships

Bringing together traditional and non-traditional partners to innovate, align, and integrate prevention systems and programs.

### **Strategy 2.1**

Establish regularly scheduled meetings that are accessible. Accessible meetings as a part of the vision are scheduled in convenient locations and at opportune times.

Workgroup meetings: a segment of the monthly meetings reserved for workgroups where members can engage in more focused conversations. Consensus agreed upon bi-monthly workgroup meetings.

Youth partners: meetings will need to occur after school hours. The Foster Youth Advisory Board will be consulted. CAPC Coordinator Debra Pomeroy will be responsible for outreach.

In-person participation is preferred but Hybrid meetings will still be available for members encountering time constraints.

Potential locations:

- COB3, 1<sup>st</sup> floor  
Day passes could be provided to members for County only employee parking

- Family Connections, Sabrato locations
- StarVista San Mateo Office

\*Alternating locations for each meeting. Central to Southern Region locations.

Consensus agreed upon quarterly in-person meetings at scattered sites.

- 30 minutes devoted to a short presentation from the host organization on the work being done by their agency
- Tour of the facility

The framework will be reviewed at the June 2024 CAPC Meeting.

### Strategy 2.3

Spaces that engage community members and parents

- FRCS
- Community centers
- WIC: Women's Infants and Children
- Libraries
- Park and Recreation Centers
- Probation - Juvenile Hall Youth

Community members with lived experiences

- Parents who have successfully gone through the program
- FYAB (Foster Youth Advisory Board): youth who have successfully gone through the programs
- StarVista Transitional Housing Program: parenting youth
- BHRS: family partners with lived experiences

CFS is preparing to send out an RFP to develop a parent/partner program. Participation in San Mateo County Council Meetings could be built into the scope. The RFP is in process.

The remainder of Strategy 2.3 will be revisited in the June 2024 meeting.

**Goal 3 Overview / Feedback** (Strategies 3.1, 3.2, 3.3 will be covered in detail during June 6<sup>th</sup> CAPC meeting)

Coordinator of Countywide Prevention Activities

CAPCs align larger prevention efforts through public awareness, education, and training

### 3.1

Promote Public Awareness and build shared understanding of how to prevent child abuse and neglect. Measures of Success were reviewed.

Data Component

- Develop a system for CAPC Council members to be able to share respective CAPC activities.
- Develop a good marketing plan utilizing social media, press releases, and other platforms

- Develop community education campaigns, (i.e. Blue Ribbon)
- Develop a system to evaluate the impact of public awareness efforts
- Take inventory of the current resources available in San Mateo County and map them to determine which demographics are being met.

El Concilio is actively building awareness within the community and promotes campaigns and disseminates information. It is not known if their work aligns with CAPC. They may be a resource for partners with lived experiences because they have established the connection within their community. Family Connections Executive Director Eric Valladares will reach out to El Concilio's Executive Director.

### **Strategy 3.2**

Partner with San Mateo County Children & Family Services (CFS) in the implementation of the County's Comprehensive Prevention Plan (CPP)

CFS is in the process of implementing strategies.

The plan was submitted to the State and has been approved

There are several strategies, and a funding/spending component, which should be guided by San Mateo County CAPC Council

### **Strategy 3.3**

Provide professional development training to stakeholders on preventing child maltreatment.

A review of this strategy will occur at the next meeting.

## **IV. Membership List Review by Agency**

Distribution list is currently over 100+ people. CAPC Council members have been charged with updating the information for their respective agencies; removing staff who are no longer active. For staff who are still active, determine their level of interest of involvement in San Mateo CAPC Council.

5. Initial outreach by June/July 2024
6. Creation of an Orientation packet to determine onboarding process for new members is targeted for finalization by August 2024
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Debra will send out the member list as a reminder of the recruitment deadline (August 2024)

## **V. Announcements**

### **San Mateo County CAPC Member Updates**

StarVista Together for Families (Andrea Avina):

They will be fully staffed by mid-June. They have hired two bilingual staff.

San Mateo County Children & Family Services (Director John Fong):

Work on a 5-year Strategic Plan for the Human Services Agency has commenced. Included in the CFS segment of the plan is the work currently being done by the San Mateo County CAPC. The San Mateo County CAPC will be a valuable stakeholder and consultant, in the Strategic Planning process.

CFS is in the recruitment process for social work staff. The agency is exploring different options for hiring staff and approaches to doing the work. This is a larger regional issue that other counties are also experiencing.

Keller Center Dr. Melissa Egge:

Stanford will be holding a child abuse symposium in November 2024.

July CAPC Meeting will be canceled due to the 4<sup>th</sup> of July Holiday

VI. **NEXT MEETING:** Thursday, June 6, 2024; 1:30 pm – 3:30 pm, (in person preferred, 1 Davis Drive, Belmont, virtual will be available)

VII. **Adjourn**