

**Annual Report for 2021**  
**Electronically Submitted to the Humboldt County Board of Supervisors**  
**April 1, 2022**

The Child Abuse Prevention Coordinating Council of Humboldt County (CAPCC) is a broad-based non-profit advocacy organization that works to eliminate child abuse and neglect in our community through (1) striving to assure coordinated services and policies for the prevention, intervention and treatment of child abuse among agencies and organizations, (2) actively promoting and supporting high-quality programs that successfully reduce child abuse and neglect and (3) increasing public awareness of resources to help prevent child abuse and decrease family stress. Our Mission is: ***Strengthening community connections to promote safe, healthy, resilient children and families in Humboldt.***

In our report of 2020 we discussed CAPCC's participation in an initiative lead by the Office of Child Abuse Prevention, at the California Department of Social Services (CDSS), to assist selected counties in creating a Child Abuse Prevention Plan. The work we did locally in 2018-2020 resulted in the creation of a Primary Child Abuse Prevention Plan (PPP) for Humboldt County. Child abuse is viewed as a continuum, with prevention services occurring at three critical points; primary, secondary and tertiary. Primary prevention targets healthy individuals/families and aims to prevent harmful abuse from ever occurring. Programs such as play groups, preschool, after school programs, EBT (food stamps), financial management classes, parenting classes, and child development classes are all examples of Primary Prevention. Primary prevention strategies are designed to prevent and reduce the likelihood of abuse from ever occurring. CAPCC continued to seek funding, to implement the plan, through the summer of 2021. In June we partnered with Children & Family Services - Child Welfare Services on a grant application to the Administration of Children & Families. The funding was to establish a Primary Prevention Demonstration Site. We did not get the grant but through the collaborative application process CAPCC learned about the Family First Prevention Services Act (FFPSA). FFPSA is federal legislation which provides funding to support Primary and Secondary prevention at the community level. Through FFPSA, which is being implemented in Humboldt County, our Primary Prevention Plan will come to fruition.

April was Child Abuse Prevention month and CAPCC reached out to populations in the key cities of Eureka and Arcata by flying Child Abuse Awareness Month street banners. Caltrans's estimates 189,000 vehicles passed under the banner in Eureka. Even with the restrictions of Shelter in Place, CAPCC promoted virtual or no-attendance events on Child Abuse Awareness by advertising in various local newspapers. CAPCC also

placed announcements on local marquees to raise awareness of Child Abuse Prevention Month. We were able to attend the Board of Supervisor's meeting, virtually, for the Proclamation for Child Abuse Prevention Month. We submitted our annual report electronically in April. The Children's Memorial Flag Ceremony was held on the fourth Friday in April, at 9 a.m. at the Eureka Teen Center 3015 J Street Eureka. We honored 6 individuals selected for their exceptional work in child abuse prevention; Ann Blackwood - Department of Health & Human Services, Amy Terrones - Redway Family Resource Center, Jessica Eusebio Larios – Paso a Paso, Sharrone Blanck - North Coast Big Brothers Big Sisters, Soledad Torres - Paso a Paso and Florence Parks – North Coast Big Brothers Big Sisters. Their stories and pictures were featured on CAPCC's website [www.capcchumboldt.org](http://www.capcchumboldt.org), in our spring e-newsletter and on our Facebook page. This past year we also supported two additional events. The first was a 60 second radio spot, The Truth Works, created by Humboldt County Office of Education that featured CAPCC and Child Abuse Prevention month. The second event was Pinwheels for Prevention coordinated by the Child Development Center at College of the Redwoods. CAPCC purchased pinwheels for the parade, held on April 16<sup>th</sup>. Little Learners and Winzler Day Care also participated.

Throughout the year CAPCC participated in the Humboldt County Community Task Force, a collaborative between the Humboldt County Sheriff's Office and Department of Health & Human Services, to address the State Attorney General's judgement against Humboldt County. Our participation is centered on the creation of a Child Protection Reporting Guide, which was completed for release in 2021. We are waiting for a permanent URL, to post the link on our website to assist individuals in reporting abuse to Child Welfare Services.

Throughout the year we promoted, through our list serve, monthly trainings (webinars) on trauma focused care, ACE's, resiliency, child development, and service provision during COVID, to name just a few. We also presented at numerous webinars, hosted by the Office Child Abuse Prevention ,on how to create a Primary Prevention Plan.

During December we created our e-newsletter with articles centered on how to deal with the stress of COVID and the holidays. This year we provided the newsletter in both English and Spanish. We revised and updated our "Simplify the Season" campaign with Bi-Coastal Media and ran radio spots throughout the holiday season, in English and Spanish, on ways to spend time, not money, with your family.

Respectfully submitted,

Cynthia Sutcliffe, President

Child Abuse Prevention Coordinating Council of Humboldt County