

County of Santa Clara

Social Services Agency

353 West Julian Street
San Jose, California 95110-2335



DATE: May 7, 2024

TO: Honorable Board of Supervisors

FROM: Damion Wright, Director, Department of Family and Children's Services

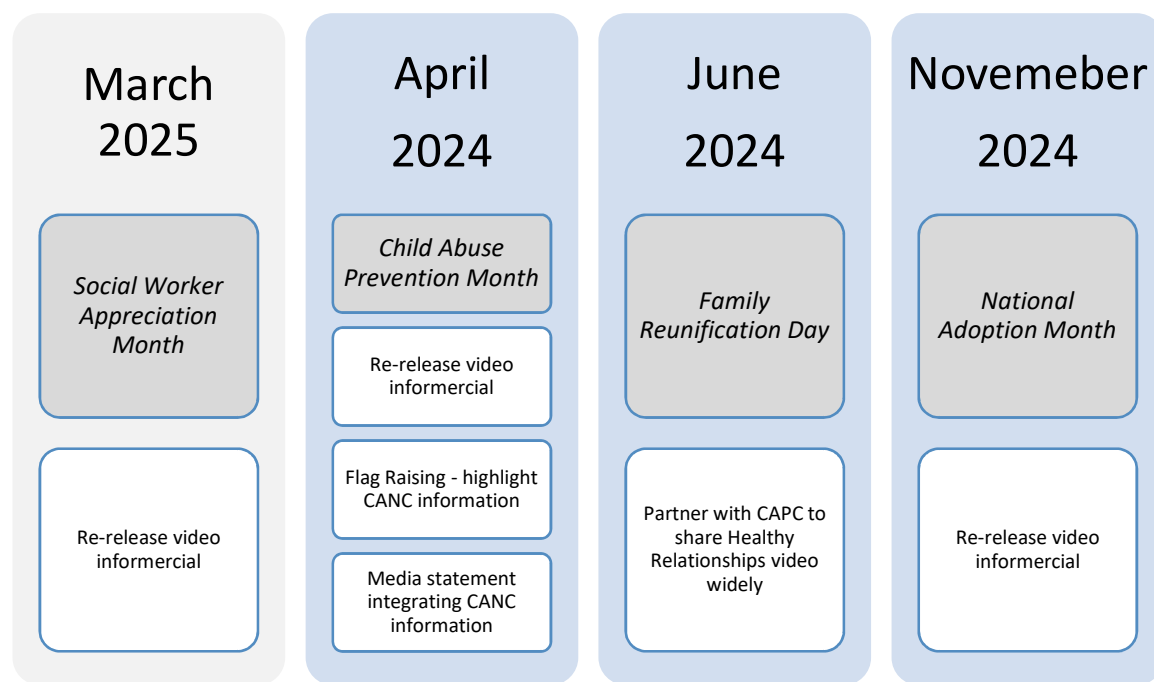
SUBJECT: Options to Increase Awareness of the Child Abuse and Neglect Center Hotline

At its December 19, 2023 meeting, the Board of Supervisors (Board) requested options on next steps for a robust campaign to increase awareness of the Child Abuse and Neglect Center (CANC) reporting number.

In order to ensure that community is informed and empowered on how to report suspected cases of child abuse or neglect, the Department of Family and Children Services (DFCS) is launching a campaign to raise awareness of the CANC and the child abuse reporting hotline number in partnership with the County's Office of Communication and Public Affairs.

DFCS's campaign will focus on how to report child abuse (including prominently featuring the CANC direct phone number 1-833-SCC-KIDS or 1-833-722-5437 for reporting and other avenues) and how the CANC receives and process reports of suspected child abuse and neglect. DFCS's plan is to align the timing of the campaign with important months (e.g., Social Worker Appreciation Month in March and National Adoption Month in May) within the calendar year that align with messaging to the community around importance of child abuse reporting. In addition to this formal campaign, DFCS is in the process of collaborating with partners and stakeholders to identify other promotional opportunities to create awareness of the CANC reporting process and phone number through social media, websites, and other platforms.

Figure 1: Important Months to Support Regular Messaging of CANC Information



Methods to Communicate CANC Information

DFCS has worked with the Office of Communications and Public Affairs (OCPA) to update and re-release this video infomercial on April 5, 2024: [*“Report Child Abuse to County of Santa Clara’s CANC Hotline \(English\)”*](#).¹ The goal is to raise awareness about the warning signs of child abuse and the crucial role that reporting such incidents plays in safeguarding children. The video includes impactful messaging, emphasizing the responsibility of every community member to protect children’s well-being. Furthermore, the video is available in [*Spanish*](#)², [*Chinese*](#)³, and [*Vietnamese*](#)⁴ languages for broader accessibility.

DFCS also partnered with OCPA to release a media statement on April 9, 2024, to recognize April as Child Abuse Awareness and Prevention Month, where the CANC contact number is highlighted within the media statement: [*“Child Abuse Prevention Month: It Takes a Community to Protect Our Children”*](#).

On the same date, DFCS also leveraged the annual flag raising event in recognizing Child Abuse Awareness and Prevention Month to further educate the public about the CANC reporting line, in collaboration with the Board. DFCS will also use its webpage dedicated to child abuse reporting information including instructions on how to report child abuse.⁵

DFCS will continue its practice of prominently featuring the CANC contact information in almost all of its community presentations, including presentations at the Board and Child Abuse Prevention Council (CAPC) meetings. As part of ongoing collaboration with the

¹ English Version: https://www.youtube.com/watch?v=Cy_ONGRLgIQ

² Spanish version: <https://www.youtube.com/watch?v=5TnTX1RNxgk&feature=youtu.be>

³ Chinese version: <https://www.youtube.com/watch?v=p9As--zl60Y>

⁴ Vietnamese version: <https://www.youtube.com/watch?v=CmiRIP4ns-I>

⁵ The Child Abuse and Neglect Center website can be found at: <https://socialservices.sccgov.org/protective-services/child-abuse-neglect-center-canc>

CAPC, CAPC will feature the reporting hotline number at the end of their Healthy Family Relationships video. This video emphasizes that healthy relationships are characterized by safety, respect, and kindness, serving as the foundation of strong family bonds. At the end of the video, the reporting hotline number will be prominently displayed, encouraging viewers to take action if they suspect any abuse or neglect. CAPC has a dedicated web page to report child abuse and neglect, which provides detailed information around the child abuse reporting process, including the CANC phone number.⁶ CAPC will also continue to provide additional information on its website that supports connecting families to resources and other community information.

DFCS will also work with OCPA to put together a social media toolkit to be used throughout the year. This child abuse prevention toolkit will extend the reach of this important campaign to all demographics and communities in Santa Clara County. DFCS will look at public service announcements (PSAs) and helpful tips on identifying child abuse and neglect in the community. There will be developed social media messaging and graphics that will be shared across County-sponsored social media accounts and shared with DFCS partners to post on their respective social media accounts.

As school personnel are one of the highest percentage of mandated reporters in Santa Clara County (33% in CY 2023), DFCS has engaged local schools and school districts to increase awareness and prevention of child abuse. DFCS has provided presentations around mandated reporting and held question and answer forums for schools, when requested. DFCS will further engage high referent schools to support continued streamlined communication in real-time collaboration around current child abuse and neglect reports, and to ensure the reporting process is efficient. DFCS has also begun to work with the medical community and community clinics in supporting similar communication and collaboration with clinics that support at-risk populations.

To truly support the intent of impacting the reduction of child abuse and neglect in communities, there are ongoing conversations DFCS is having internally and with mandated reporters around Assembly Bill (AB) 2085.⁷ DFCS is following the direction of not generating referrals unless there is a nexus for child abuse and neglect, including having conversations with mandated reporters around strengthening families where their needs are purely impacted by poverty. DFCS is highlighting the opportunities that differential response services can provide to support families as well as what other community resources are available to support children and families.

⁶ The Child Abuse Prevention Council website can be found at: <https://capc.sccgov.org/reporting-child-abuse>

⁷ Assembly Bill 2085 (AB 2085) [eff. January 1, 2023] available at <https://legiscan.com/CA/text/AB2085/id/2609155> (last visited Apr. 29, 2024).