



San Mateo County Child Abuse Prevention Council Work Group Agenda

December 4, 2025

1:30 - 3:00 PM

500 County Center, HSA 2nd Floor at Billie Jean King Room

Redwood City, CA 94002

Regional Theme (Greater Bay Area CAPS)	• Theme: Strong Families, Safe Futures • Tagline: When we care together, families thrive
San Mateo County CAPC 2026	• Theme: Strong Families, Safe Futures • Topic: Child Car Seat Safety • Focus: Correct seat for age/weight
San Mateo CAPC Target Audience	• Parents/Caregivers with children 2-8 years old • Immigrant populations that may not have the awareness of law and regulations

Agenda

1. **Welcome & Roll Call: (5 Min)**
2. **CAPC Member Updates: (5 Min)**
3. **2026 Campaign Group Brainstorming: Car Seat Safety Working Session (55 min)**
 - **Campaign Focus and Core Message:** Craft and finalize the single most important message and the official tagline for the target audience. Identify the specific "what" of the campaign. (30 min)
 - **Dissemination and Action Ideas:** Brainstorm ideas for how to deliver the message. Select 2-3 delivery channels (E.g., social media, tabling event) (15 min)
 - **Next Steps:** Assign action items and roles (10 min)
4. **Looking Ahead: 2026: Review the engagement survey results and prioritize campaign topics for 2026 (20 min)**
5. **Adjourn: (5 minutes)**

Future meeting:

February 5, 2026, 1:30 - 2:30 PM
500 County Center, HSA 2nd Floor
Redwood City, CA 94002

Virtual Link: <https://smcgov.zoom.us/j/93600083135>

