

The Heart of HCPS

VOLUME 12, ISSUE 1

SPRING 2015



Stick Your Tongue Out to Child Abuse

Harris County Protective Services (HCPS) employed its new social media presence to observe Child Abuse Prevention Month. In addition to wearing blue — the color for child abuse prevention, HCPS asked the public to Stick Your (Blue) Tongue Out to Child Abuse.

Nearly 300 people of all ages were pictured with blue tongues on Facebook, Twitter and Instagram. Many of the HCPS and Department of Family and Protective Services—Region 6 staff members participated, as well as Harris County Sheriff Adrian Garcia, Houston Police Department youth and staff for state Rep. Jessica Farrar (D-Houston).



To see Stick Your Tongue Out To Child Abuse posts, visit our Facebook page at www.facebook.com/hcps1966.



HCPS Board President Philip Kunetka and daughters; and ladies at Julia C. Hester House stick their tongues out to child abuse.



Foster youth prep, primp at H.A.Y.

Center prom event

Fifty-seven Harris County foster youth shopped for prom outfits in men's and women's "stores" at the Murworth office packed with donated clothes, shoes and accessories at this year's annual H.A.Y. (Houston Alumni and Youth) Center's Prom Prep event.

The teens were also given tie tying, makeup and dance lessons.

Thanks to the volunteers, personal shoppers, seamstresses and others who made the event successful.

For more information about the H.A.Y. Center or ways to help, visit www.haycenter.org.



Volunteers prepare the girls' room the night before the event.

Government Officials

County Judge

Ed Emmett

Commissioners

El Franco Lee

Jack Morman

Steve Radack

R. Jack Cagle

Board of Directors

Philip J. Kunetka, president

Jerry LeVias, vice president

Charlene Hunter James, secretary

Jo Ellen Sweeney, treasurer

Marilyn DeMontrond

Frances Castaneda Dyess

Ernest Frugé, Ph.D.

Sherea McKenzie

Patrice B. McKinney

Sean Kelly McPherson

James Olson

Janet Stansbury, M. Ed.

Executive Director, HCPS

George Ford, J.D.

Harris County CPS Regional Director

CJ Broussard-White, LLM

HCPS CONTACT

2525 Murworth Drive
Houston, Texas 77054

713-394-4000

www.hc-ps.org



@hcps1966

CPS in Harris County

Texas Department
of Family and
Protective Services
(DFPS)

Harris County
Protective Services
for Children and
Adults (HCPS)

A word from the Executive Director

Social media has become a major part of our society, and now it is a part of Harris County Protective Services.

While the popularity and focus of traditional media has waned over the past decade, social media has become a source of information for many Americans. Instead of reading about NASA's initiative to send a spacecraft to Mars in a newspaper, you can follow the spacecraft's tweets. You learn about baby announcements on Instagram – not in the mail, about blood drives from your Facebook feed – not flyers – and about new recipes from Pinterest – not a cookbook.



According to the Pew Research Center, 72 percent of adults who use the Internet have joined at least one social media site. More than 71 percent have a Facebook page, which is translated to 58 percent of the entire adult population. Pew also found that more than half of online users over the age of 65 have a Facebook account. In essence, just about everyone we know is on social media. Social media provides an opportunity to reach out to a larger audience and let them know what Harris County Protective Services (HCPS) is doing, how the public can get help at our department, and how the community can get involved and help.

We launched our Facebook and Twitter accounts in April, which coincided with Child Abuse Prevention Month. The Community Relations team developed our first social media campaign: "Stick Your Tongue Out To Child Abuse." The campaign, although less traditional than other abuse awareness campaigns, was another tool that we used to spread the message and get more conversations started about child abuse prevention. It generated more than 60 posts of nearly 300 people. The initiative also inspired a DeMontrond Auto Group commercial and fundraiser, which raised over \$11,000 for victims of child abuse.

The team then rolled into Elder Abuse Prevention Month with a series of videos, "A Senior Moment," in which seniors spoke about their experiences in days past.

In the coming months, the Community Relations team will continue their work on Facebook and Twitter and eventually begin other social media accounts. We encourage you to visit our social media pages and learn more about what we do at HCPS.

GEORGE FORD

Working together AS CPS

Harris County Protective Services works in close partnership with the Texas Department of Family and Protective Services in the delivery of the "Child Protective Services" program to keep children safe in Harris County. HCPS provides enhancement services for DFPS, as well as its own prevention and support services to at-risk children and families.

'Mattress Mack' speaks at annual BEAR luncheon

BEAR broke records with this year's annual BEAR the Load with Love luncheon, raising more than \$265,000.

Proceeds from the BEAR the Load luncheon will benefit the BEAR Necessities program, which provides children under the care of DFPS with basic necessities like hygiene kits, school uniforms, shoes and more.

Jim "Mattress Mack" McIngvale, owner of Gallery Furniture, implored everyone to remember the "least, last and lost" in his keynote speech.

Thanks to the co-chairs, supporters and staff for a successful luncheon.

To find out more about BEAR, visit
www.bearesourcehouston.org.



Above: Keynote Speaker Jim "Mattress Mack" McIngvale poses with BEAR director Bernadette Cashin, BEAR board chairman Charlie Meacham and vice chair Betsy Mercer.



Left: Luncheon Co-chairs Katy Burton (left) and Mary Jane Gallagher (right) with Lisa Malosky.

DFPS second lines for child abuse prevention



The Texas Department of Family and Protective Services observed Child Abuse Prevention Month with a New Orleans tradition, second-lining.

A second line dances behind a band at weddings—as a celebration—and at funerals—as a remembrance.

DFPS asked staff to celebrate child abuse prevention efforts and remember the 21 children who died in Harris County last year from child abuse and neglect.

To report suspected or known child abuse, visit www.txabusehotline.org.

Youth visit Austin for Youth In Action Capitol Day 2015

The HCPS Youth On B.O.A.R.D. group proclaimed "Youth Matter" at the state capitol. The group showcased their Youth Matter video during presentations at the Youth In Action Capitol Day on March 27. Youth groups from around Texas attend the event every two years to learn about the legislative process and present ideas to lawmakers. Over 250 youth from 12 organizations attended this year's event, according to Elizabeth Flint from the Texas Network of Youth Services.

While some youth groups spoke about specific issues related to children and teenagers, Youth On B.O.A.R.D. opted to show a video about why the voices of youth are important. These young opinions help make a difference in our community, they said.

Youth On B.O.A.R.D. is comprised of youth representatives from participating Youth Advisory Councils in Harris County.

To view the video, visit the HCPS [YouTube page](#).



Youth On B.O.A.R.D. pose for picture with Texas Sen. Jessica Farrar (D-Houston) after hearing her speak about her journey to the legislature and how the legislative process works.

Happenings AT CPS

Guardianship hears from businesses

Thirteen vendors presented their services to caseworkers at the Guardianship Program's first Vendor Resource Day in March.

Vendors are companies that either already or could provide services to the disabled and elderly adults for whom the Harris County Guardianship Program serves as guardian. Caseworkers decide which companies from an approved list are best for each of their clients.

The vendor fair streamlined the approval process and introduced new employees to their resources.

To present to Guardianship Program, call Melva Parker at 713-363-2349.

Youth spend Spring Break at shelter

For Spring Break 2015, the HCPS Youth On B.O.A.R.D. teenagers spent time keeping Kinder Emergency Shelter youth company. They worked on tie-dye shirts and played Just Dance on the Xbox. Reaching out to the shelter youth is another way that Youth On B.O.A.R.D. gives back.

Thanks to these teens for being great!



‘Stick Together For CPS Improvements’ campaign goes to Austin



Joel Levine, HCPS's Children's Services Administrator, hands Lt. Gov. Dan Patrick gumballs at the Texas capitol. He and HCPS board members Janet Stansbury (left) and Marilyn DeMontrond (right) were among the group to deliver the jars to state officials.

Thirty-one one-gallon jars of gumballs rolled into the state capitol this April, with the message “Let’s All Stick Together for CPS Improvement and Family Support.”

Staff and board members from Harris County Protective Services, as members of the Texas Council of Child Welfare Boards (TCCWB), delivered jars of gumballs to Texas Lt. Gov. Dan Patrick and others at the statehouse during Child Protection Advocacy Day. Each gumball was meant to represent a child in DFPS custody.

New HCPS tagline and mission

Harris County Protective Services began its rebranding campaign with a new tagline and rewritten mission statement, which the HCPS board approved in March.

The new tagline is:

At the heart of families.

The new mission statement is:

To support, enhance, and advocate for the safety and well-being of children and adults in Harris County.

The rebranding effort, which will soon include a new website and logo, will better explain to the community what HCPS does and why it is important to the general public.

Commissioner's Court pledges to help end child abuse



Harris County Commissioners Steve Radack, Jack Morman, El Franco Lee, R. Jack Cagle; County Judge Ed Emmett; and County Attorney Vince Ryan and his staff pose with staff from the Children's Assessment Center, Texas Department of Family Protective Services — Region 6, and Harris County Protective Services after proclaiming April as Child Abuse Prevention Month.