

# Safely Surrendered Baby Steering Committee

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Goal	Short Term Strategies				Moderate to Long Term Strategies (By Apr. 05)			
	Revenue (Expense)	Strategy	Resource	Leadership/Reporting	Revenue (Expense)	Strategy	Resource	Leadership/Reporting
<b>Media, Education &amp; Outreach Sub-Committee</b>								
1. Raise public awareness with existing resources.		a. Build on the State's \$1 million investment in the Safely Surrendered Baby Law Public Awareness campaign				Obtain technical assistance to develop protocols.		
		b. Establish partnerships to advance public information campaign.						
		c. On an interim basis, continue to disseminate existing materials developed by the State.						
2. Retain PR agency to develop a culturally sensitive media campaign.						Work w/PR agency to develop & implement a SSB public awareness campaign.		
						Create standard logo, images and name to be used in the campaign and at SSB websites.		
						Create a website providing information on SSB Law, Safe Surrender sites, help line and download-able training materials.		

(A) FUNDRAISING

MEXICAN NATIONALS INPUT ON CAMPAIGN  
COUNSEL GENERAL FIGUEROA

① MESSAGE DEVELOPMENT:  
TWO MAIN MESSAGES \* COUNSEL GENERAL FIGUEROA  
↓  
② PR MATERIAL \* SAN MATEO COUNTY  
\* PUBLIC HEALTH  
\* FIRST 5  
\* DIVISION OF

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<b>Public Safety</b>								
1	County-wide designation and implementation of SSB policy and procedures.		a. Work with all jurisdictions to pass Safe Haven resolutions.	County Fire, CEO, Sup. Beall	County Fire, CSCFC, HHC			
	(\$1,900) WHAT IS THE "KIT"	b. Implement SSB protocol and procedure. Provide "Newborn Safe Surrender Kit" and signs to all SSB designated sites.	County Fire	County Fire, CSCFC, HHC				
2	911 calls as option to surrender a newborn.		County Fire					

- PROTOCOL DEVELOPMENT W/ 911 (DESIRED RESULT)  
 - COUNTY FIRE TO BRING TO THE GROUP / COMMUNICATIONS  
 - CELL PHONE / GPS? FOR INPUT