
Partnering for Permanency: Creative Strategies for Raising Awareness About Adoption from Foster Care | October 2, 2013

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Housekeeping

- This webinar is 90 minutes long, with time at the end for questions and answers
- We will record this webinar and have it available on our website
- Phone lines are muted
- Interactive—you can ask questions and interact with us
- Seeking your feedback—evaluation at the end of the webinar

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Webinar Agenda

- Welcome
- Webinar Goals
- 2013 National Adoption Recruitment Campaign and Response Initiative
- Overview of New Publications
- Preview of the 2013 National Adoption Month Website
- Creative Strategies for Raising Awareness About Adoption from Foster Care
- Questions and Discussion
- Closing Reminders

Webinar Goals

- To highlight effective ways that child welfare program leaders and public information officers can partner to develop and implement effective strategies to raise awareness about adoption from foster care and support recruitment efforts
- Introduce new resources available to support adoption awareness and recruitment efforts:
 - 2013 National Adoption Month Website
 - New publications
- Provide information on the upcoming national adoption recruitment campaign and response initiative

NATIONAL ADOPTION RECRUITMENT CAMPAIGN

National Adoption Recruitment Campaign

- Campaign Objectives:
 - To change public perception about adopting children from the foster care system
 - To increase the number of potential adoptive families inquiring about adoption
 - To ultimately have more children adopted from foster care

National Adoption Recruitment Campaign

- Challenge:
 - To evolve the successful “You Don’t Have to be Perfect to be a Perfect Parent” national adoption recruitment campaign



National Adoption Recruitment Campaign

- Strategic Focus:
 - “You Don’t Have to be Perfect to be a Perfect Parent”
- The 2013 campaign will reflect recent research insights
 - Creative executions will showcase simple, emotional connections between parents/teens that are relatable to a broad audience

National Adoption Recruitment Campaign

- Target audience:
 - Potential adoptive parents
- Target population:
 - 11-17 year olds in foster care waiting for adoption



Localization: National Adoption Recruitment Campaign

- Campaign Localization
 - Child welfare agencies can now localize the National Adoption Recruitment Campaign and Response Initiative materials
- Localization will allow child welfare systems to feature local contact information such as:
 - Agency name
 - Agency Website
 - Agency Phone number
 - Agency Logo

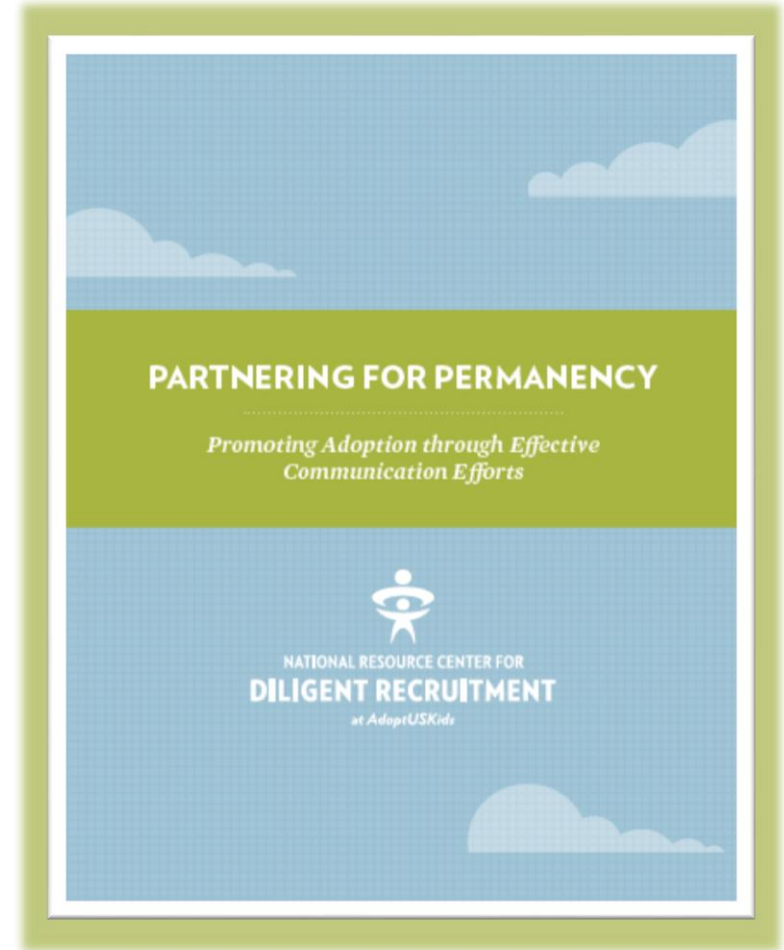
Localization: National Adoption Recruitment Campaign

- Key benefits:
 - Use of high-quality, FREE recruitment campaign materials
 - Savings of time and money
- Accessing PSA campaign materials:
 - Localizable materials can be requested via email and will also be available via an online toolkit:
 - Adoptuskids.adcouncil.org
 - Specific questions and requests can be directed to Melissa Otero, motero@adoptuskids.org
 - PSA materials will be available for localization when the campaign launches
 - » Scheduled for January 2014

OVERVIEW OF NEW PUBLICATIONS

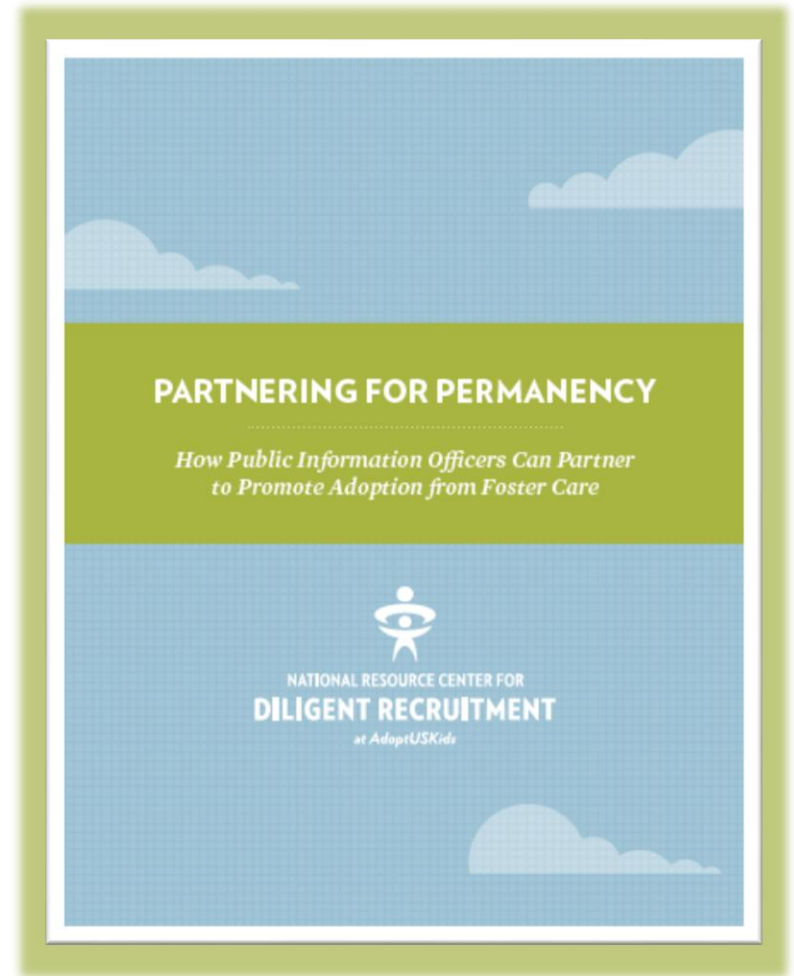
New Publications

- **Partnering for Permanency:
Promoting Adoption through
Effective Communications Efforts**
 - Highlights the value of increasing the reach and impact of the National Adoption Recruitment Campaign and Response Initiative as a way to support agencies' efforts to raise awareness about the need for adoptive families for youth in foster care.



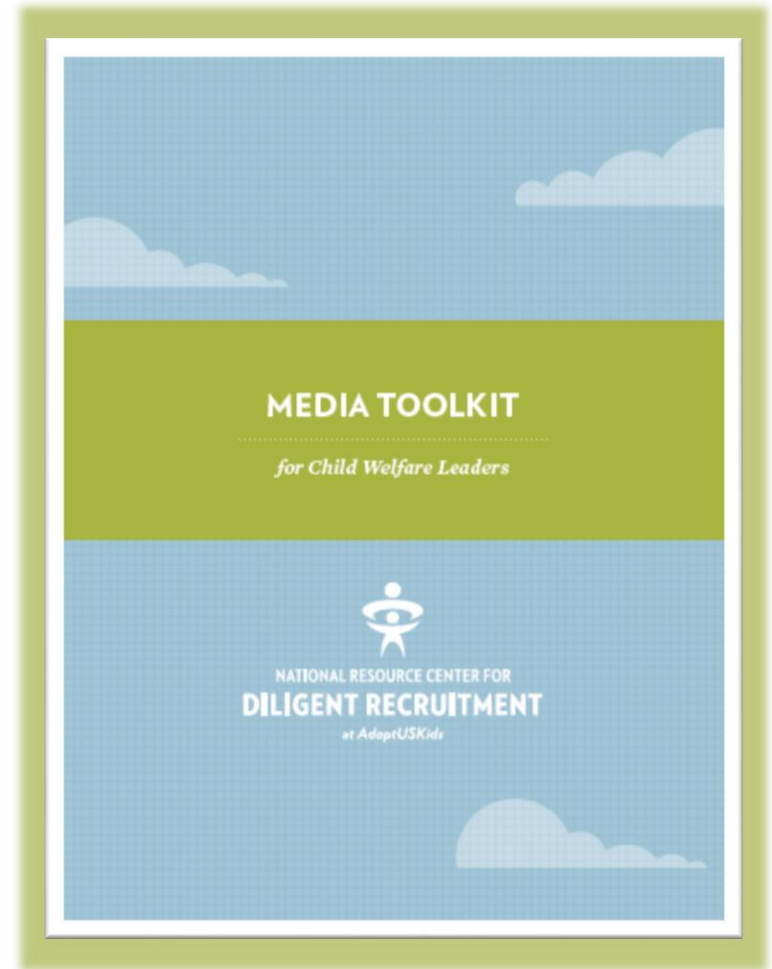
New Publications

- **Partnering for Permanency:
How Public Information Officers
Can Partner to Promote Adoption
from Foster Care**
 - A publication for public information officers in child welfare agencies with ideas on how to raise awareness about the need for adoptive families.



New Publications

- **Partnering for Permanency: Media Toolkit for Child Welfare Leaders**
 - Provides tips and strategies to work effectively with the media and how to increase the impact and reach of the National Adoption Recruitment Campaign and Response Initiative as a way to help raise awareness about adoption both during National Adoption Month and throughout the year.



New Publications

- **Partnering for Permanency:
Working with Your Public
Information Officer**
 - Helps child welfare program leaders understand the role of public information officers and develop effective strategies for partnering with them to raise awareness about adoption.



2013 NATIONAL ADOPTION MONTH WEBSITE

CREATIVE STRATEGIES FOR RAISING AWARENESS ABOUT ADOPTION FROM FOSTER CARE

Understanding and Working with Your Program Manager

- Current landscape
 - Reduction in the work force
 - Reduction in funding
 - Agencies reorganizing
 - Agencies moving back to generalized service delivery

Understanding and Working with Your Program Manager

- Challenges/Barriers to working with the media
- Utilizing the national adoption recruitment campaign

Understanding and Working with the Media

- Media challenges
 - Increasingly competitive and constantly changing
 - Multiple media choices available that are literally at audience's fingertips
 - Media outlets receive hundreds of press releases and media advisories everyday
 - Donated media time and space is shrinking
 - Tight budgets
 - Competitive environment for worthy causes seeking media support

Understanding and Working with the Media

- Opportunities
 - Be aware of new media trends
 - A broad media/communication mix is ideal for maximum results
 - Consider which types of media are most appropriate for identified target audiences
 - » Concentrate efforts on media that focuses on families, children, and parenting
 - Even limited budgets can be effective with a marketing mix that ties closely to campaign goals
 - » Extensive reach to broad population?
 - » Frequency of message to priority population?
 - » Importance of seasonality or geography?

Understanding the Media Environment

- Opportunities
 - Understand the media's goals
 - The media wants stories that are relevant for their readers/audiences
 - Break through the clutter by:
 - Highlighting (new) data/information that is important in your community
 - Using humor
 - » You Don't Have to be Perfect to be a Perfect Parent PSAs
 - Featuring human-interest stories
 - » AdoptUSKids has spokesfamilies available in several markets across the country who are willing to share their stories
 - Develop clear messaging

Understanding the Media Environment

- Opportunities
 - Develop relationships with local media contacts
 - Be seen as a trusted, reliable source for information
 - Data, research, family stories, spokespeople
 - Be accessible and responsive
 - Be proactive
 - The media appreciates new information and good content – especially information that is timely
 - Follow-up
 - » Reminders are important and necessary

PARTNERING FOR PERMANENCY

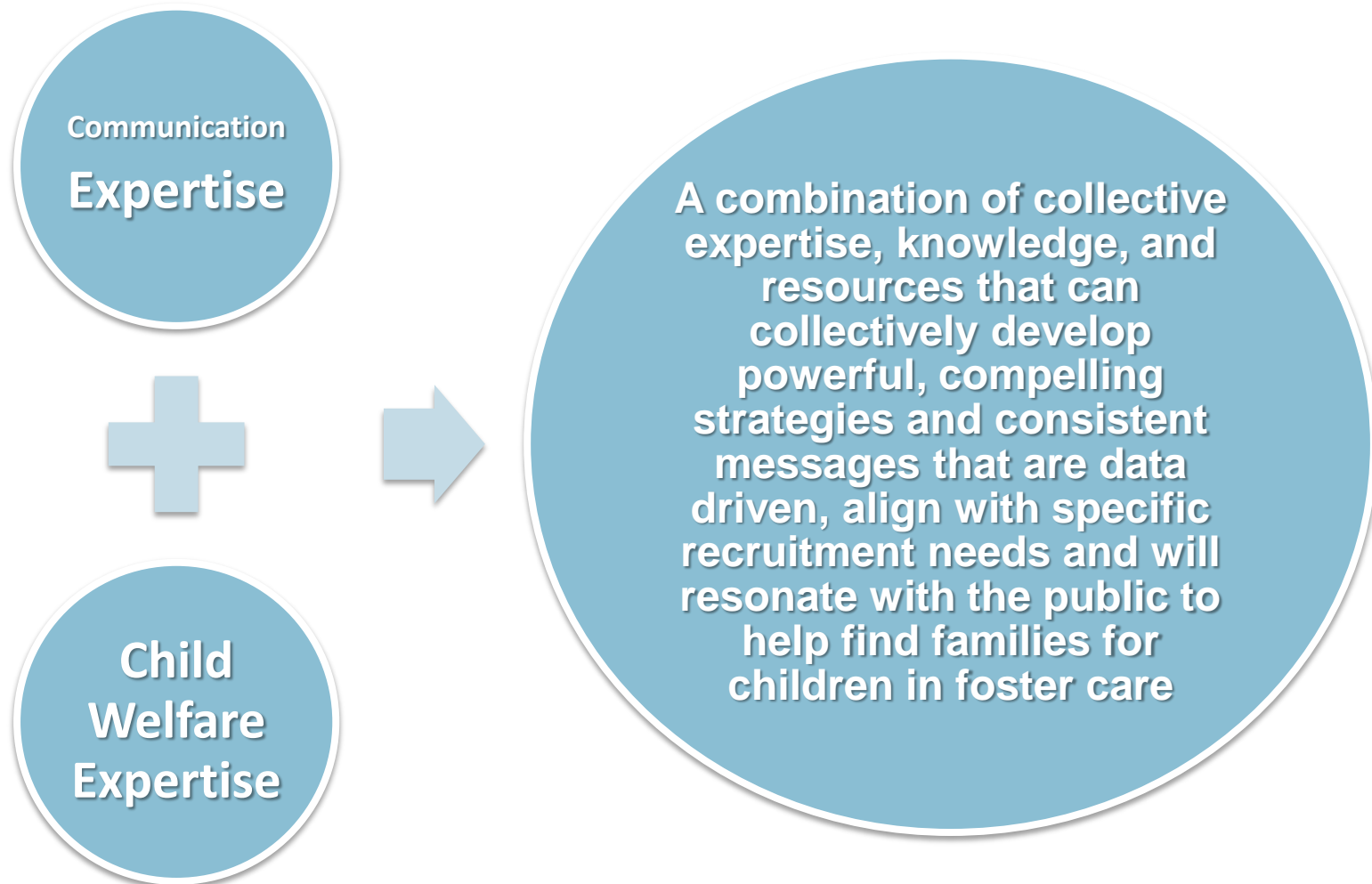
Understanding Roles and Expertise

- Public Information Officers (PIOs)
 - Provide information to the media and general public
 - Often serve as a bridge between child welfare program staff and the media and provide editorial and media relations expertise
 - Maintain a broad understanding of the media
- Key responsibilities include:
 - Writing and distributing press releases, media alerts, and other communication pieces both internal and external
 - Media relations
 - Speaking on behalf of the agency/authorized person

Understanding Roles and Expertise

- Child Welfare Program Managers
 - Wealth of child welfare knowledge
 - Have data to support the need for families
- Key responsibilities include:
 - Know policy about use of a child's images in the media
 - Can identify where is the need for families
 - Ensure the response system is ready for a media blitz
 - Find human interest stories

The Value of Partnership



The Benefits of Partnership

- PIOs can offer assistance with media preparation including:
 - Media trainings
 - Talking points
 - Fact/tip sheets
 - Press releases and media alerts
- PIOs are experts in crisis communication management
- PIOs provide clear, effective communication to key audiences

The Benefits of Partnership

- Child Welfare Program Managers are experts in child welfare and serve as a key resource for much needed data, research, information and personal stories about adoption and foster care
- Experts in child welfare

Lessons Learned

- Targeting your recruitment efforts
- Peer-to-peer learning
- Market segmentation
- Data driven decisions
- Partnership is crucial
- The need for localization

Key Strategies for Effective Partnerships

- Understand current agency protocols
- Establish clear communication goals
- Identify common goals and objectives
- Be a key resource for information and stories
- Clearly identify and define roles and responsibilities
- Communicate

QUESTIONS AND DISCUSSION



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