

State of Nevada Foster Parent and Adoptive Parent Diligent Recruitment Plan

2015-2019

The Foster and Adoptive Parent Diligent Recruitment Plans for each of the three child welfare agencies are very different from one another due to the different needs within each community that is served. The areas are diverse from each other, each having their own needs for the youth and families for which they serve. While each plan is individualized for the child welfare agency, the plans have similarities. The common themes in each of the plans include:

- Increased recruitment efforts for sibling groups, teens, and youth who have special health care needs or are considered medically fragile
- Increased use of marketing strategies through a multitude of media outlets
- Increased efforts to educate, build relationships and partner with local businesses, organizations and interfaith communities
- Increased involvement of current foster parents in the recruitment and training process
- A non-discriminatory fee structure
- Continued implementation of the Quality Parenting Initiative (QPI)

The following Foster and Adoptive Parent Diligent Recruitment Plans reflect the activities that will be conducted over the next five years to ensure that there are foster and adoptive homes that meet the needs of the infants, children, youth and young adults served by the State of Nevada child welfare agencies.

Clark County
Department of
Family Services

[2015-2019]

[Recruitment Plan]



Recruitment Strategic Plan 2015-2019



<p><u>Goal 1:</u> Identify the characteristics of the children in our community for whom foster and adoptive homes are needed.</p>
<p><u>Strategy</u> Explore the demographics, both needs and trends, of the children entering foster care and remaining in temporary shelter care and cross-reference with the demographics of the currently licensed caregivers.</p>

#	Action	Target Date	Assigned
1	Meet with QA/QI to develop reports to provide accurate statistics of current population of foster children and licensed homes.	January 2015	Resource Development Unit/QA/QI
2	Request monthly and ongoing analysis of barriers to placement for children entering shelter care.	Ongoing	Licensing Placement/Receiving
3	Survey licensed care providers regarding the characteristics of the children they have identified as potential matches.	January 2015	QPI Workgroup Support and Retention
4			



Recruitment Strategic Plan 2015-2019



<p><u>Goal 2 :</u> Create and build diverse community partnerships in order to strengthen the resources available for utilization.</p>
<p><u>Strategy</u> Identify business, organizations and faith based resources that are willing to partner with the Department of Family Services.</p>

#	Action	Target Date	Assigned
1	Utilize the information provided by the Market Segmentation sub work group of the QPI (Recruitment) to focus recruitment efforts for our targeted population.	January 2015	Sub Workgroup QPI Recruitment
2	Analyze prior community recruitment events/activities to determine the cost effectiveness of those specific efforts.	January 2015 and ongoing	Resource Development Unit
3	Determine events/activities to attend in order to increase visibility with in the community.	Ongoing	Resource Development Unit
4	Analyze whether or not the events/activities are reaching desired/targeted populations.	Ongoing	Resource Development Unit
5	Utilize the QPI Community Partnership Workgroup and the Community Partnership Unit to develop the partnerships needed for ongoing presence in hospitals, schools, police departments, churches etc.	Ongoing	Resource Development Unit
6			



Recruitment Strategic Plan 2015-2019



<p><u>Goal 3 :</u> Create, maintain and provide current and up to date information on the location, contact information and process for becoming a licensed care provider.</p>
<p><u>Strategy</u> Assess current materials and identify needed updates</p>

#	Action	Target Date	Assigned
1	Develop recruitment materials that include accurate locations, dates and times of information sessions. Materials will include but are not limited to, brochures, web based information, business cards, rack cards, etc.	On-going	Licensing, CPE Unit QPI Recruitment Workgroup
2	Reevaluate the content and messaging of the recruitment phone line relating to the information session, general recruitment questions , and web based materials.	On-going	Licensing QPI
3	Develop a data base to assist tracking our communication with potential licensed care givers and adoptive resources making it more efficient and effective.	On-going	Licensing CPE Unit
4	Continue partnership with all QPI workgroups and licensed care providers to ensure involvement in developing materials that are appealing to the targeted population.	Ongoing	Licensing QPI workgroup
5			



Recruitment Strategic Plan 2015-2019



Goal 4 :

Ensure all Licensing Unit and Placement/Receiving Units are trained to work with diverse populations while providing excellent customer service

Strategy

Identify, develop and deliver appropriate training to all current and future staff.

#	Action	Target Date	Assigned
1	Review QPI workgroup survey results related to improving customer service for the diverse community.	Fall 2014	Special Project Unit Licensing
2	Collaborate with licensed caregivers and other identified community partners to modify and identify deficiencies in service delivery.	On-going	QPI workgroups Licensing
3	Identify the cultural, racial and socio-economic profile of the children entering care, cross reference with licensed providers to identify deficiency areas that will benefit from recruitment and training.	On-going	Licensing QA/QI
4	Assess current training provisions and determine the deficiencies of current offerings.	January 2015	Licensing QPI
5	Implement and deliver identified training for all DFS employees.	On-going	Training Unit HR



Recruitment Strategic Plan 2015-2019



Goal 5 :			
Assess any linguistic barriers that may prevent community members from becoming licensed resources.			
Strategy			
Identify interpreter's resources, documents and trainings.			
#	Action	Target Date	Assigned
1	Provide initial trainings and/or translation services to assist Spanish-speaking applicants through the entire licensure and application process.	Ongoing	Resource Development Unit
2	Provide ongoing advanced trainings in the identified language(s). Training will be offered both in person and as web-based training.	Ongoing	DFS Training Team QPI training Workgroup
3	Utilize personal interpreters in order to accommodate licensing applications for both the training and home study process.	Ongoing	Caregiver Resource Development and Retention
4	Assess the linguistic demographics of the children entering foster care and cross reference this information with the linguistic demographics of currently licensed care providers.	Summer 2015	QPI workgroups



Recruitment Strategic Plan 2015-2019



Goal 6 :
CCDFS has non-discriminatory fee structures

Strategy
N/A

#	Action	Target Date	Assigned
1	No fees to families to obtain a foster care license.	Ongoing	N/A
2	No fees to families adopting waiting Special Needs Children with the exception of the attorney fee for finalization, which is reimbursed after the adoption is complete.	Ongoing	N/A
3			



Recruitment Strategic Plan 2015-2019



Goal 7:

Review and assess retention rates among currently licensed and recently closed care providers.

Strategy

Utilize existing data to complete the analysis of reasons provided by care providers for the closure of their licensed status.

#	Action	Target Date	Assigned
1	Review data that is currently available regarding the reasons for attrition of licensed care providers.	January 2015	Resource Development and Retention QPI
2	Develop a process that is integrated in the daily operations of foster care licensing to monitor and track the attrition reasons among licensed care providers.	Fall 2015	Resource Development and Retention Licensing Renewals QPI
3	Respond to trends by implementing changes that that address the current challenges among licensed care providers.	Ongoing	Resource Development and Retention Licensing Renewals
4	Develop interactive events that bring the Department of Family Services and caregivers together to get other community members aware and involved in recruitment efforts	Ongoing	QPI workgroups CPE Unit

STATE OF NEVADA

Nevada Division of Children and Family Services

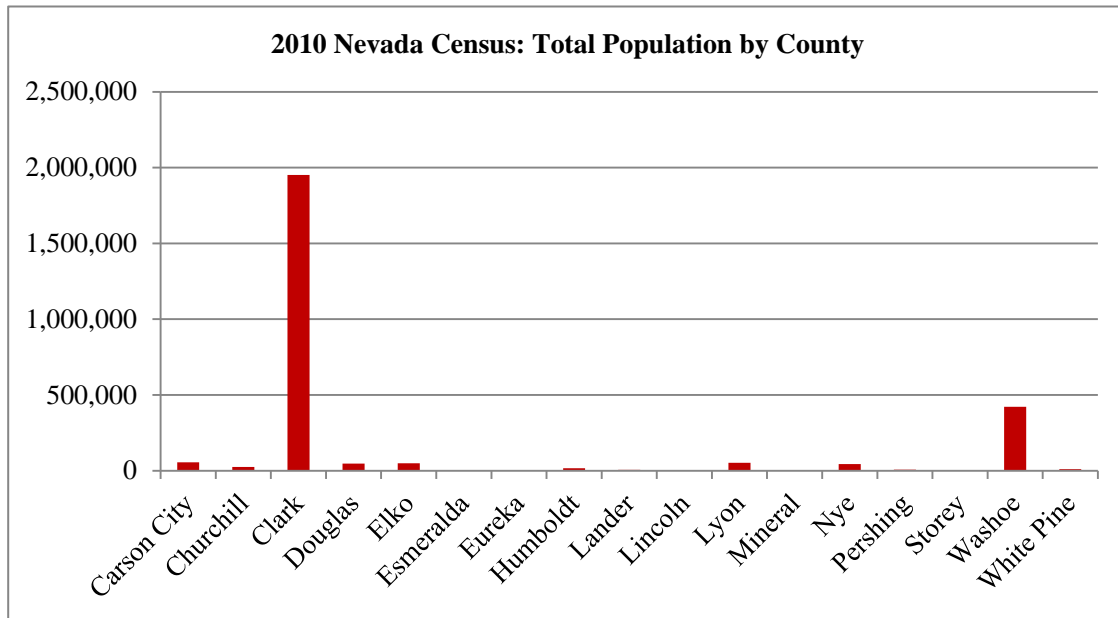
Recruitment and Retention (R&R) Plan
2015-2019

**Nevada Division of Children and Family Services
Recruitment and Retention (R&R) Plan**

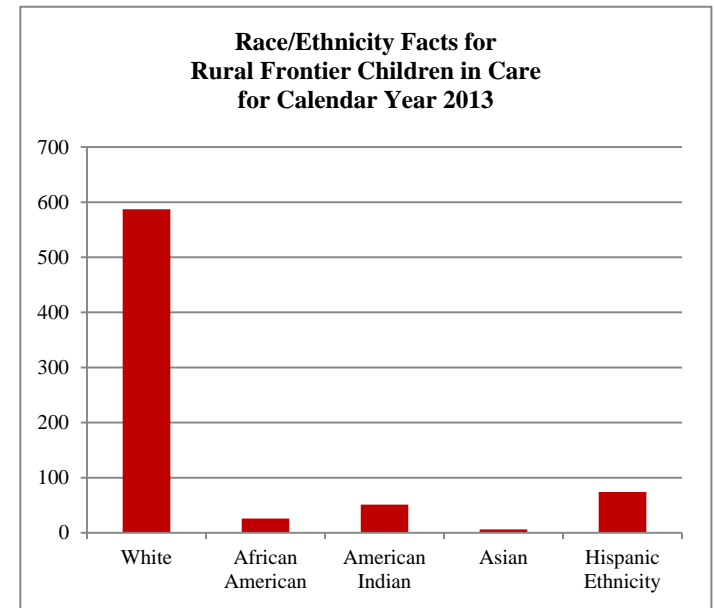
Vision:

The Nevada Division of Child and Family Services will partner with and support foster/adoptive families to maintain every child safely in his/her community, sustaining family, social and educational connections, with the ultimate goal of permanence. Diligent recruitment efforts will reflect the ethnic and racial diversity of children in areas of the Rural Frontier for whom foster and adoptive homes are needed.

Demographic and Statistical Background:



Information provided by United Census Bureau <http://www.census.gov/2010census/>



Information provided by UNITY Data Reports for Calendar Year 2013

2012 Estimated Population of Rural Frontier by County:

County	Estimated Population	% White	% African American	% American Indian/Alaskan Native	% Asian	% Hispanic
Carson City	54,616	89.9	2.4	2.7	2.3	22.5
Churchill	24,341	85.7	2.1	5.0	*3.0*	12.8
Douglas	47,016	92.1	0.9	2.1	1.8	11.5
Elko	50,954	89.2	1.3	6.0	1.0	23.5
Esmeralda	763	91.1	0.4	5.2	0.4	18.3
Eureka	2,003	*92.9*	0.8	3.0	1.0	12.6
Humboldt	17,074	90.6	1.1	4.8	0.9	*25.0*
Lander	5,907	91.4	1.0	5.3	0.5	22.2
Lincoln	5,357	92.7	2.9	1.3	0.7	6.9
Lyon	51,264	90.4	1.4	3.1	1.5	15.4
Mineral	4,694	73.3	*4.5*	*16.4*	1.8	9.8
Nye	42,914	90.2	2.6	1.9	1.6	14.0
Pershing	6,767	88.1	4.1	4.1	1.3	22.8
Storey	3,939	92.4	1.3	1.9	2.0	6.7
White Pine	10,007	87.8	4.3	4.4	1.1	14.0

Provided by United Census Bureau State and County Quick Facts: <http://quickfacts.census.gov/qfd/states/32000.html>;

* Asterisks* by highest percentages in each area

The data above gives a very clear picture of why the Rural Frontier Region of Nevada struggles with both general and targeted recruitment of Foster and Adoptive Homes. From the most concentrated population in Carson City (which is considered a more urban region) to the lowest population in Esmeralda County, it is apparent there is an extreme population gap between these regions as well as many square miles in-between (at the very least, there are 300 miles that separate the North – South and East – West population apexes). Also noteworthy are the variations of race and ethnicity between the counties, with the highest White population in Eureka County, and the highest African American and American Indian/Alaskan Native population in Mineral County. Churchill County had the highest population of Asians while Humboldt County had the highest population of Hispanics.

<p><u>Goal 1:</u> To increase the number of ethnically and racially diverse foster and adoptive families in the Rural frontier so that children removed from their homes can remain in their community of origin</p>
<p><u>Strategy 1</u> To identify ethnically and culturally diverse groups in each local community in the Rural Region</p>

#	Action	Target Date
1	Hold brainstorming sessions with each District Office (including all staff), to identify the various local ethnic organizations and those persons that hold leadership positions within those groups for the purpose of targeted recruitment efforts.	Summer/Fall 2014
2	Recruiter will contact identified organizations and schedule a meeting with them for the purpose of providing education that is data-specific to their population. The recruiter will make a presentation to the organization and take their feedback as to what the next steps will be for recruitment efforts in their specific community.	Summer/Fall 2014
3	Recruiter will contact existing culturally diverse foster/adopt parents for ideas on how to further recruit within their communities, identifying barriers and key individuals to further recruitment efforts.	Summer/Fall 2014
4	Recruiter for One Church One Child (OCOC) to access congregations with a predominance of certain ethnic groups in order to continue to deliver culturally-specific recruitment and awareness messages.	Summer/Fall 2014
5	Licensing/Recruitment staff will use data to inform District Office Managers of targeted recruitment, retention and decision-making developments. Managers will disseminate developed brochures and fact sheets when they meet with various community stakeholders in order to increase awareness of the need for ethnically diverse foster/adoptive homes.	Ongoing
6	Data reflecting the ethnicity of children in care and numbers of available foster/adoptive families licensed in frontier rural communities will be provided in a timely manner to local communities through town meetings and/or through the local media upon request.	Ongoing

Strategy 2:

Technical assistance will be provided to each of the Districts to assist with overcoming barriers to fostering and adopting

#	Action	Target Date
1	A contracted Foster Care Mentor will be designated to each District (4, total) that has experience in fostering and navigating resources specifically in the local community. This position will also assist with <i>day-after placement</i> calls, and provide a Foster 9-1-1 service to answer questions, be a resource and offer support 24/7.	Fall 2015
2	Any linguistic barrier is to be reduced by use of various resources such as the Language Line and a bilingual trainer. Also, workers that are motivated to develop skills to speak a different language through a program like Rosetta Stone will be given the opportunities to do so.	Ongoing
3	Barriers to be identified through various means such as appreciative inquiry groups and surveys, as well as efforts of the designated Foster Care Mentor working in the local communities.	Spring 2016
4	The provision of PSA statements, commercials, and media stories through radio, television, and print mediums and also ads to be shown in movie theaters in the Rural Frontier. Also included will be announcements in Spanish over the radio in targeted areas as well as Spanish advertisements through available Spanish media.	PSAs – Ongoing Fall 2016
5	Agency will create and air bilingual Non-Commercial Sustaining Announcements (NCSA) throughout rural Nevada, distribute brochures in Spanish, and will identify bilingual contactors to accomplish training as well as the home study process.	NCSA-Ongoing Summer-Fall 2014
6	To communicate with Spanish-speaking applicants and foster parents, a contractor that speaks Spanish will be available to translate if necessary.	Ongoing
7	Non-discriminatory fee structures set in place as evidenced by the practice of no fees being charged to issue a foster care license as well as to provide various trainings.	Ongoing
8	Families adopting special-needs children will not assume any fees with the exception of applicable attorney fees.	Ongoing

Strategy 3:

Develop a mechanism to provide expedited training and services for foster and adoptive families in exigent circumstances

#	Action	Target Date
1	Subcontracted trainers/facilitators to provide P.R.I.D.E. Training in <i>more</i> geographic areas to accommodate the vast area over which the Rural Frontier covers and potential applicants live.	Fall 2015
2	Subcontracted trainers/facilitators will be mobilized to relative/fictive kin families that are caring for children in emergency placement in order to expedite the licensing process.	Ongoing

Strategy 4:

DCFS will develop diverse methods to reach out to all parts of the Rural Frontier for both general and child-specific recruitment.

#	Action	Target Date
1	Pilot program to be developed by DCFS to utilize the services of a private investigator to ensure that all familial ties/relationships are sought out for children that are awaiting adoption.	Summer 2014
2	The business and agricultural community as well as various community organizations will be approached to collaborate with DCFS to disseminate recruitment messages to employees and patrons.	Fall 2014
3	New and innovative techniques for recruitment for foster/adoptive families to be considered but not limited to events like Adoption Parties, Foster-ware gatherings, etc.	Fall 2015
4	Foster Home Recruiter to recruit for Specialized Foster Care Pilot Program at various events. Brochure to be designed and produced to hand out at these events.	Recruitment – Ongoing Spring 2016
5	DCFS to utilize the Heart Gallery and/or Wednesday’s Child to recruit for waiting children.	Fall 2014
6	Recruitment to expand to other areas through collaboration with different ethnic groups in specific communities; data that is compiled will be utilized to address these different groups of people.	Fall 2014
7	One Church One Child faith-based recruitment program to be utilized. Created flyers, newsletters, bulletins, etc. to be disseminated by contracted person.	Ongoing
8	Child-specific recruitment through various means: Radio NCSA’s and the television show ‘Observations’ will be created and aired through partnership with the Nevada Broadcasters Association. Child-specific information to be disseminated by recruiters and OCOC contractor through brochures and fact sheets, etc.	Spring 2014
9	Resources such as Adopt US Kids, Adoption Exchange, DCFS, and Child’s Journey Home websites as well as social media through Facebook will be used to recruit for waiting children.	Ongoing

Goal 2:

Foster parents will feel valued and supported by the Division of Child and Family Services

Strategy 1:

DCFS will create a list of activities that will educate and reinforce how to successfully interact and support foster parents and staff.

#	Action	Target Date
1	Cultural as well as socio-economic sensitivity training will be identified and delivered to both foster/adoptive parents and DCFS staff.	Fall 2015
2	A 4 x 6 glossy refrigerator magnet will be designed and produced to contain basic area-specific information for foster parents that will be helpful in the days immediately following a new foster placement. Provided on this item will be contact information for on-call social worker, Foster Care Mentor and IFS after-hours number. These will go out to the entire Rural Region for distribution to assessment workers.	Spring 2015
3	Create and reinforce guidelines for staff interactions with foster parents.	Ongoing
4	Foster parents will be surveyed utilizing Survey Monkey regarding their top six (6) areas of concern. Top complaints will be identified and alleviated.	Fall 2014

Strategy 2:

Expand respite program to include Specialized Foster Care Pilot Program.

#	Action	Target Date
1	Advocate with Administration to allocate Respite dollars for Specialized Foster Care Pilot Program.	Spring 2015
2	Develop procedure for Specialized Foster Care Pilot Respite Program.	Summer 2015
3	Explore possibility of developing respite co-op with existing foster parents in each community; Foster Care Mentor will have oversight for this project.	Spring 2016

Strategy 3:

The agency will facilitate the development of a regional Foster Parent Advisory Board.

#	Action	Target Date
1	Develop Scope of Work for Facilitator (Foster Care Mentor).	Spring 2016
2	Foster Care Mentor to contact the Licensing Worker in each District Office to identify foster parents who can participate on Advisory Board in each district office area.	Spring 2016
3	DCFS and Foster Parent Advisory Board to determine the purpose and goals of the Board. Advisory Board will provide input to the agency in regard to policies, practices, procedures, and issues that foster parents may experience.	Spring 2016
4	DCFS to provide training credit to foster parents for participation in Advisory Board Activities.	Spring 2016

Strategy 4:

Institute the Quality Parenting Initiative Program (QPI) which is intended to help support and maintain nurturing and strong families.

#	Action	Target Date
1	A QPI brochure (English/Spanish) will be designed and produced to hand out to foster families and to the general public at recruitment events.	Fall 2014
2	A Partnership Plan through the QPI Program will be developed by DCFS and include the valuable input of foster parents. Intended to promote teamwork and respect between DCFS and foster parents, this will help to support and maintain nurturing and strong families.	Spring 2015
3	A QPI coordinator will be contracted to maintain contact with foster families in the Rural Region, by telephone, email, and face-to-face meetings to gather information on how DCFS can better meet their needs. The QPI coordinator will also work to inform foster parents of upcoming trainings through the QPI website and will assist with providing training specific to their needs.	Ongoing

Goal 3:

Maintain children in their communities or with relatives while facilitating reunification or timeliness to permanency.

Strategy 5:

Agency will ensure concurrent planning for all children in out-of-home placements.

#	Action	Target Date
1	Provide training to staff through the Adoption Exchange to ensure understanding of concurrent planning; the importance of identifying possible relative placements at the beginning of the case and; how to speak to children about adoption.	Spring 2015-Fall 2015
2	Create procedures for a timely and diligent search for prospective relative connections for children in out of home placements.	Spring 2015
3	Implement a tracking system for all cases with children whose parents' rights have been terminated by the courts to ensure timeliness to permanency.	Fall 2014
4	DCFS to continue the use of contractors to assist with adoption related activities to assist in moving children to permanency.	Spring 2014 and Ongoing
5	Prioritize licensure of new specialized foster care homes being created throughout the rural region.	Spring 2014 and Ongoing

State of Nevada

Washoe County Department of Family Services

Foster and Adoptive Parent Diligent Recruitment Plan
2015-2019

RECRUITMENT/TRAINING PLAN

- The Have a Heart campaign continues to be used as the foundation for our recruitment efforts. It has successfully been used as an aspect of targeted recruitment around homes in specific school zones.
- The child specific adoption recruitment program is a permanent aspect of the unit's duties matching children at a higher rate than in the past.
- The OCOC faith based recruitment program has gained momentum with Gloria Torma. Several large churches have held orientations, allowed time during the service and allowed for informational tables on weekend services. Twenty Washoe County churches are actively involved in recruitment efforts.
- School Zone targeted recruitment for foster homes with an emphasis of keeping children in their home school is ongoing. Quarterly community based recruitment events have taken place in areas where there is a high need for foster homes with advertisement focused in the schools in those surrounding zones.
- Efforts have been started within the unit to research the concept and approach of Extreme Recruitment, a method of recruitment in which efforts are made to locate family connections for children and youth who tend to be in long-term foster care in an effort to secure permanency or at least additional support. This has been a result of Permanency Review Teams.
- The PPP match process has strengthened in order to consistently ensure that families being considered for flexible placement have an opportunity to speak with the recruiter, the child's worker and foster parent, if appropriate, to ensure exchange of information and to allow workers to have informed input regarding their perception of potential match.
- Quality Parenting Initiative has been implemented in the past year and focuses on recruitment, retention and quality parenting. This continues to grow and focus on specific issues to meet these main goals.

Goals

Continued efforts to develop placements for children with specific needs to include:

- As requested by District Attorney staff and supported by WCDSS administration efforts will be made to explore and develop targeted recruitment with Native American families for the purposes of foster care and adoption. Emphasis must be placed on registered tribal members for this effort due to the expectation of tribes. This increased potential for tribes to consider supporting children from their tribes being given permanency through adoption.
- Continue work with One Church One Child to re-approach involved churches and hold informational sessions, to seek out new churches to have them become involved. This includes attendance at the CAFO conference in 2014. Christian Alliance for Orphans.
- Increase efforts to address a child's culture as part of their foster home placement to assist both them and the foster family in providing a placement that addresses this important issue for foster children. The recruiter will address the cultural needs of each child with potential families to be able to report back to PPP or HART teams as to how the family can meet the cultural needs of the child (ren).

Develop Advanced Foster Parent Trainings to include:

- ❖ Consistent, sustainable advanced training for foster/adoptive parents on the subject of the developmental stages of adoption. This includes Trauma training. Goal: increase knowledge and skill sets of families who have adopted from foster care in order to increase the resilience of the adoption and decrease the chance of disruption of the adoptive placement.
- ❖ While continuing to integrate flexible family training into pre-service training ongoing and development of advanced training on the subject. Goal: To assist foster parents who wish to serve children and families in this way so they will be effective and not sabotage case plans of reunification.
- ❖ Trainings specific to being relative foster caregivers.
- ❖ Continue to increase the library of Just in Time trainings on the QPI website through webcast, including Spanish trainings.

- ❖ Trainings specific to transitions as part of the QPI committee. Focusing on training families transitioning children home, to another placement such as a relative or to a stranger adoptive placement.

Specific Recruitment Strategies to Reach All Parts of the Community

A. Information and Marketing Materials

1. The Agency provides program brochures for foster parent/special needs adoptive parents, application process booklets and educational literature. There is an informational web link on the county foster/adoption website that answers several FAQ's and includes testimonials.
2. Inquiry packets and brochures have been developed in both English and Spanish (ongoing)
3. The Agency maintains a program display booth, magnets, notepads, rubber bracelets, reusable grocery bags, bookmarks, etc for distribution to the public during recruitment events and displays. Newly purchased items are focused on sustainable use and family friendly items.
4. Department has partnered with the University of Nevada for a "Have a Heart Nevada" awareness campaign from September through May in hopes of sustaining ongoing;
 - "Make a Splash during adoption month" by having the Wolf Pack team sponsored home game on November 1 and use marketing, outreach and public relations efforts to increase awareness and visibility during the month of November and "Connect with your target demo via local celebrity's story" by using head coach Brian Polian to connect with fans by sharing his family story.
 - Women's Football 101 with Have A Heart Nevada sponsorship
 - Media spots for the home football season television broadcasts, year-long awareness campaign for radio and affiliates.
 - Season-long awareness campaign (space on two of the largest and most visible signs inside Mackay Stadium)
 - Lawlor events center rotational sign branding
 - Year-long awareness advertising in the official game programs of the University of Nevada.
 - Nevada WolfPack.com digital advertising
 - Baseball and Volleyball game sponsorship promotions
5. New brochures have been printed with updated information and mail card.
6. A photo slideshow of the children in recruitment is brought to Church and other indoor events.
7. Joint department and One Church One Child recruitment events in schools where foster homes are needed to recruit homes which can maintain children in their school of origin.

B. Media

1. Channel 8 KOLO:
 - Features foster children needing adoption on "Have a Heart" feature, also on Channel 8 website.
 - Commercial airtime.
2. Washoe County Cable Channel
 - Production of Open Arms show which features foster children in need of foster homes and "How to Become a Foster Parent in Washoe County" showings
3. La Voz Newspaper:
 - Continue to relationship with paid advertisement promoting the need for foster and adoptive homes to include:
 - Placement of article and photograph of each Spanish language foster parent graduating class to honor them in their community.
4. Radio:
 - PSAs on English and Spanish Language stations – ongoing
 - Explore offer by Universal Spanish Language station to have Foster Care Recruiter who speak Spanish host a radio show weekly with the focus on parenting.
 - Radio interviews on local stations (ongoing)

5. ADOPT US KIDS Campaign
 - National Campaign began in fiscal year 2003/2004 promoting the need for foster and adoptive families throughout the country with a national toll free number and resource recruitment team through the Adoption Exchange in Colorado to facilitate initial contact. Spanish campaign launched Spring 2005.
 - ADOPT US KIDS website for photograph and biography listings of waiting children.
 - All child listings from Washoe County placed on ADOPT US KIDS are translated into Spanish to allow Spanish-speaking individuals to learn about the children.
6. ONE CHURCH ONE CHILD
 - Grant awarded again 2013/2014 fiscal year to continue program efforts.
 - Churches continue to assist partnering with One Church One Child to recruit foster and adoptive homes for children and find homes for specific children in Washoe County community.
 - Maintain contracts with leaders of OCOC faith ministries/leaders to assist.
 - Partnership with Christian Alliance for Orphans and National Orphan Sunday through OCOC.
7. Other Media help:
 - Washoe County Public Information Office available to write and/or distribute PSAs of activities and events related to foster care and special needs adoption. Can utilize foster parent's son, Adam Fredeen to help with a radio spot- (702) 466-3539.
 - Explore the idea of a Heart Gallery at the Discovery Museum, County buildings, airport, etc. using a media screen.
 - Internet
Washoe County website for social services developed during this fiscal year to include photo listing of waiting children in Washoe County and contact information/orientation schedule for foster parent training.
Informational video has been added to the website to answer questions about the process as well as adoption day videos to appeal to heart.

C. Foster Parents as Part of the Recruitment/Training Team

We will maximize the effectiveness of foster parents as recruiters as it is well known that they are our best source of new referrals. The agency will collaborate with the Quality Parenting Initiative to help gain foster parent involvement. The department has assisted in forming the Foster/Adoption Support Group of Northern Nevada and is holding monthly events and monthly meetings which provide food (through contributions from the Boys and Girls Club) and trainings.

1. Foster Parents as part of the yearly Recruitment Planning Committee to share and evaluate recruitment and retention ideas.
2. Foster Parents will continue to be provided with business cards to hand out to people inquiring about foster care. There is a place on the back of the card for their name and phone number if they choose to do so. Incentive program being considered to provide a drawing for those foster parents that refer interested applicants to foster care/adoption orientation meetings.
3. Foster parent trainers will co-train at pre-service training and will be able to develop on-going advanced training in their area of knowledge and expertise.
4. Continue to work with foster families on minority populations to better access and improve recruitment and support of foster parent in these minority populations.

5. Develop database to assist department and foster parents in communicating in a more cost effective and efficient manner.
6. Continue the QPI committees which address finding and maintaining quality foster parents while involving them in the process.
7. Continue holding appreciation events in May to appreciate foster parents and award them for their years of service.
8. Offer ongoing events bringing foster families and department employees together.
9. Use QPI strategies throughout the year to assist in this recruitment and retention.

D. Business Connection

1. To continue to cultivate relationships with businesses that wish to support the needs of foster children and foster families in our community. *Foster Friendly Businesses.*
2. Explore working with businesses:
 - To become a part of their community service
 - To have information included in paychecks, company newsletters
 - To be able to speak directly with employees in groups about becoming foster parents at employee events, lunch hours
 - To post information in common employee areas
 - To include advertising for foster/adoptive parents along with their own advertising
3. State, County, City Employees
 - Work with personnel departments to include flyers in checks and/or other employee mailings.
 - Attend benefit fair for Washoe County employees
 - Have on-going articles in County Line on-line paper to promote foster care and adoption issues and announce orientation meetings
 - Feature orientations on Washoe County calendar that is posted on both the Intranet and Internet websites
 - Utilize county press releases to promote interest while sharing information.

E. Agency Collaboration

1. Sierra Association of Foster Families
2. WCSD connect with PTA/PTO and teacher associations
3. National Network of Adoption Advocacy Programs and the Adoption Alliance of Northern Nevada to jointly support the development of the OCOC program in Washoe County
4. Establish collaborations with other agencies as appropriate and necessary throughout the year.
5. Collaboration with CASA and JOIN to provide advanced foster parent training.

6. Boys and Girls Club of Truckee Meadows as partners for the support group as well as recruitment and retention events.

F. Events and Public Speaking

1. Twice Monthly Have a Heart Workshop Meetings in Washoe County
2. Overhead show of Waiting Children for specific child adoption recruitment
3. Attendance at family events held throughout the year while maintaining attendance and interest numbers.
4. Adoption and Foster Care Fair at least 4 times per year in locations that effectively reach areas of community in which the need for homes is high.

IV. TARGETED RECRUITMENT PLANS TO ADDRESS RECRUITMENT OF HOMES FOR SPECIFIC NEEDS OF CHILDREN

A. Targeted Spanish Language and Hispanic Community Recruitment/Retention

- Continue to address recruitment of Hispanic homes in Recruitment and Training plan. Address ongoing training and support of families involved in foster care and adoption.
 - Increase paid and donated media outreach in Spanish speaking media.
 - Cultural training to workers to assist them in understanding and supporting Hispanic foster and adoptive parents.
 - Increase placement of Hispanic children in Hispanic homes when it is culturally appropriate for child.
 - Spanish in-service training for foster parents.
 - Retention event specific for Hispanic foster families
 - Use One Church One Child program to promote the need for Hispanic homes (all materials must be created in Spanish as well as English)

B. Targeted Recruitment of Homes for Teens

- Use One Church One Child program to promote the need for permanency for teens in the faith-based community.
- Continue to explore methods of increasing family foster homes that will provide foster care to children over 12 in order to maintain them in least restrictive environment whenever possible.

C. Sibling Recruitment:

- Use One Church One Child program to promote the need for foster care and permanency for sibling groups in the faith-based community.
- Continued advocacy within department to begin national recruitment on www.adoptuskids.org when sibling groups of 3 or more children are involved to increase potential of timely permanency.
- Create infomercial on foster care and sibling adoption for purchased airtime and filler time during sports seasons.

D. Foster homes for medically fragile children /special needs:

- Provide a special set rate when approved by Administration to reimburse foster parents with special skill sets who are for children who have documented medical needs that are difficult to meet in a traditional foster care setting without expertise and full-time care.
- Establish specialized training for select foster parents on medical issues and provide automatic incentive for taking medically fragile placement.
- Work with NV Lend program through UNR to create trainings specific to children with special needs to help caregivers feel more comfortable in taking children with these special needs.

V. CHILD SPECIFIC RECRUITMENT STRATEGIES FOR CHILDREN WHO NEED PERMANENCY THROUGH ADOPTION AND DO NOT HAVE AN IDENTIFIED PLACEMENT

All children who are identified through court order or case plan are referred to the Child Specific Recruitment Social Worker who is responsible to provide individualized recruitment for permanent homes for these children. Children who need an adoptive placement and children who need a concurrent placement are eligible for this program. The Child-Specific Recruitment Social Worker works with the child's worker, and other members of the child's team in order to learn the child's needs and develop recruitment to best meet those strategies. Some general Child-Specific Recruitment Strategies include but are not limited to:

- Open Arms, Washoe County Channel 17. Half hour profile of waiting children
- Northern Nevada adoptive licensed contact list, to alert local families when new children come into recruitment.
- Dedicated adoption hotline and email address established.
- Placement on websites to include ADOPT US KIDS; Washoe County website.
- Child-specific information, bulletin inserts and posters through One Church One Child at all Foundation and Partner Churches for recruitment through faith-based organizations
- Professional photographs produced and biographies developed to use in recruitment efforts.
- Continue to explore opportunities for child specific recruitment that can either be utilized for many children in need of adoptive homes or that would be unique to a specific child based on their needs, attributes, or interests.
- Adoption mixers have began in 2/12 where all children in recruitment and all flexible and adoption only families are invited to interact at social gatherings in a confidential neutral environment, these are continued to be held quarterly with a significant increase of matches based on these "meetings".

IV. STRATEGIES FOR ASSURING THAT ALL PROSPECTIVE PARENTS HAVE TIMELY ACCESS TO THE HOME STUDY PROCESS, INCLUDING LOCATION AND HOURS OF SERVICES THAT FACILITATE ACCESS BY ALL MEMBERS OF THE COMMUNITY.

1. Twice monthly Have a Heart Workshop sessions held in Washoe County.
2. Quarterly Foster/Adoption Fairs held with flyers given to 25 or more surrounding elementary schools as well as posted on the RGJ.com website.
3. Individual screenings available at recruitment events where interested applicants may complete paperwork and forgo workshop attendance and start directly into training.
4. Three full time Recruiter/Trainer positions for foster and special needs adoptive parents.
5. Training in PRIDE foster parent training to better meet pre-service training needs of applicants.
6. Recruitment duties for child specific adoption recruitment dispersed among R&T staff to ensure proper coverage.
7. Two and one half foster parent liaison positions, specifically devoted to supporting the foster and adoptive parents and ensuring quality placements and communication between foster parents and agency. One liaison position has specific focus on assisting relative placement development.
8. Five full time Licensing Social Workers in the Child Care Licensing Unit.
9. Adoption of the SAFE universal home study process and new application on a state-wide level to provide licensing home study consistency, a combined foster care/adoption home study that is identical, and improve unbiased assessment of interested applicants for inclusion and "best practice" in the area of licensure.
10. Legislative approval of utilization of the "live scan" fingerprint process has been given with the initiation of the program pending.
11. Pre-Service Training of 27 hours offered on on-going basis in Washoe County, including evenings and Saturday training schedules.
12. Flexible staff schedules to meet the needs of clients.

VII. STRATEGIES FOR TRAINING STAFF AND FOSTER/ADOPTIVE PARENTS TO WORK WITH DIVERSE CULTURAL, RACIAL, ECONOMIC COMMUNITIES

1. Provide Recruitment and Training that addresses the language and cultural needs of the Spanish community since it is our fastest growing population in our community as well as in our client population.
2. Develop and provide on-going training to licensed foster parents on culture and diversity to assist them in practicing cultural competence when working with children of other backgrounds.
3. Consult with cultural experts both in our department, the foster parent community, and in the community at large in order to increase awareness of how to work and train people of different cultures, races, and economic circumstances. (ongoing)
4. Work with the Nevada Training Partnership on training needs and opportunities.

VIII. STRATEGIES FOR DEALING WITH LINGUISTIC BARRIERS

1. Spanish language training or translation provided to assist Spanish-speaking applicants in completion of the training process.
2. Advanced training offered in person and on-line in Spanish.
3. PRIDE training is provided in Spanish to meet the needs of relatives becoming licensed for specific children.
4. Non-English applicants are welcomed to utilize their own interpreter during pre-service training (ongoing) as well as the homestudy process. If they cannot provide their own assistance, a translator or HSSS will be provided to complete homestudy process if deemed appropriate.
5. Disability accommodations provided as appropriate and required to provide training for applicants who have disabilities that impair learning by regular training means (such as those who are Deaf).

IX. STRATEGIES FOR ADDRESSING THE RETENTION OF LICENSED FOSTER HOMES POST LICENSURE

1. Continue to provide professional level advanced training for foster parents that provide them skill based applicable topics (that they assist in identifying).
2. Provide trauma training frequently to foster homes to help caregivers see through the “trauma lens”.
3. Begin to develop a “Just in Time” website to access specific training topics available any time.
4. Work with administration to address department philosophy and attitudes in relation to foster and adoptive parents through QPI. These include committees such as retention and transitions.
5. Continue to engage foster parents through the liaison social workers to establish rapport and assess feedback from all contracted foster parents.
6. Continue to provide activities and events that publicly support and honor foster parents in our community such as the annual years of service awards and the Foster Parent Appreciation Picnic held each May during foster care month. Other ideas stemming from QPI will support and honor foster parents, such as the Angel Among Us, where foster parents are nominated and acknowledged quarterly.
7. Will work collaboratively to ensure that full exploration regarding the closure of foster and adoptive homes is done in order to learn from this data.
8. Adoption Unit is going to begin mandatory training to all foster/adoptive families to assist them post pre-service training being prepared for placements and decreasing disruption.
9. QPI Nevada website to communicate issues of importance to the foster parent community including training opportunities. This information will also be provided and updated on the website.
10. Provide supportive funding to SAFF for events as well as staff to sit in on their board meetings and participate in activities.

X. NON-DISCRIMINATORY FEE STRUCTURES

1. No fees to families to attain a foster care license (ongoing)

2. No fees to families adopting waiting Special Needs Children with the exception of the attorney fee for finalization.

XI. PROCEDURES FOR A TIMELY SEARCH FOR PROSPECTIVE PARENTS FOR A WAITING CHILD PROVIDED THAT SUCH PROCEDURES MUST INSURE THAT PLACEMENT OF A CHILD IN AN APPROPRIATE HOUSEHOLD IS NOT DELAYED BY THE SEARCH FOR A SAME RACE OR ETHNIC PLACEMENT.

1. WCDSS currently utilizes the flexible family resource program for children who are needing the benefit of a concurrent placement in which the foster family assists the child(ren) and the family of origin in reunification and agrees to serve as the permanent resource should reunification not take place. This program requires ongoing development of policies and procedures to better utilize and recruit for these types of foster parents. Collaboration with the worker and DA has been implemented to assist in best communicating with the flexible family when discussing the placement.
2. WCDSS places children in legal risk placements whenever possible. A list of “flexible homes” is maintained and the concept is discussed thoroughly in pre-service training.
3. All interested adoptive and foster families are considered equally for a waiting child. Placement is not delayed based on race. Families are asked to respond to how they can best meet cultural needs of a child.
4. Waiting children have their biographical information and photographs placed on websites, such as www.AdoptUSKids.org; and the Washoe County website for people to access. Children are also beginning to be placed on the Adoptex website for more potential family viewing. Ongoing efforts are being made to locate appropriate interagency resources for recruitment of homes for waiting children. Biographies of children who are geographically limited are sent to “rural” Nevada to be shared directly with fost/adopt and adoptive homes.
5. Continue to learn from AdoptUSKids program about faith-based recruitment, website recruitment and other topic areas meant to secure increase in adoptive homes for children.

VIII. FUNDING ISSUES

Full funding of all elements of the Recruitment, Retention, and Training program will require funding from budget, current grant funding, as well as other sources. These include:

- ❖ Federal, State, and County funding based on budget planning by administration.
- ❖ Seek other donation and grant opportunities to further enhance funding and plan. (Food donations for events, etc)