

# FOSTER CARE FUNDAMENTALS | 2022

INSPIRED BY CHILDREN. COMMITTED TO FAMILIES. DEFINED BY LOVE.



**5,575**

FOSTER CHILDREN SUPPORTED BY DFS



**3308**

AVERAGE CHILDREN IN CARE ON ANY GIVEN DAY



10 MONTHS TO REUNIFICATION



31 MONTHS TO ADOPTION

**13,044**

INVESTIGATIONS OPENED



**30,661**

REFERRALS RECEIVED

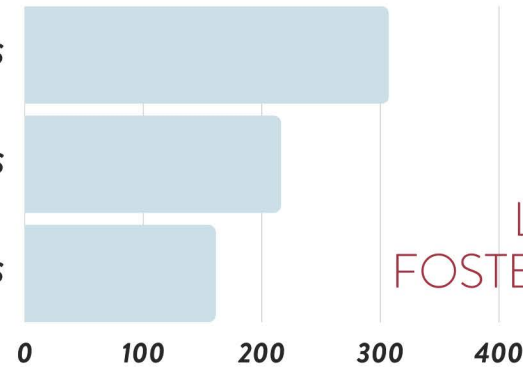
**16,443**

INFORMATION AND/OR REFERRALS FOR SERVICES

REGULAR LICENSED HOMES

KINSHIP LICENSED HOMES

SPECIAL LICENSED HOMES



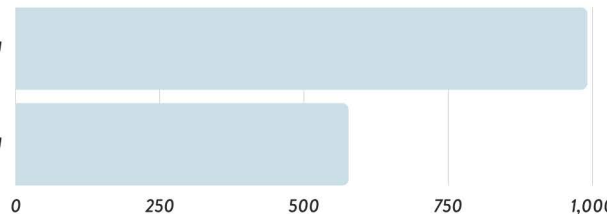
**684**

LICENSED FOSTER HOMES

**1,829 CHILDREN EXITED FOSTER CARE**

REUNIFICATION

ADOPTION



**54%** REUNIFIED

**32%** ADOPTED

**73** AGED OUT

**81** GUARDIANSHIP

**107** OTHER

## ON AVERAGE, CHILDREN WERE PLACED IN...

**38%**  
RELATIVE CARE

**2%**  
CHILD HAVEN

**8%**  
PARENTAL CARE

**8%**  
FICTIVE KIN

**17%**  
FOSTER HOMES

**13%**  
SPECIALIZED FOSTER HOMES

**9%**  
VOLUNTARY JURISDICTION

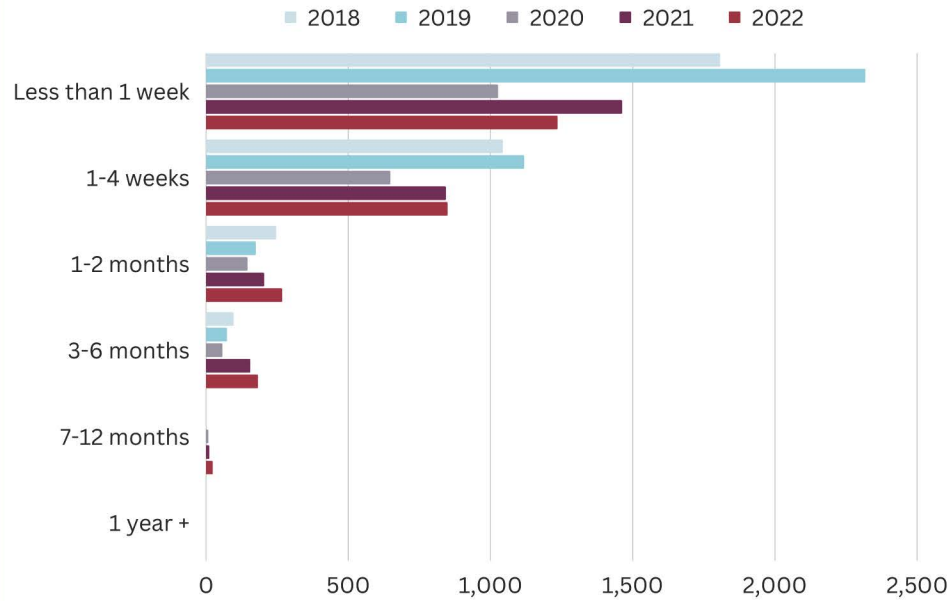
**5%**  
OTHER TYPES OF CARE

# CHILD HAVEN THROUGH THE PANDEMIC

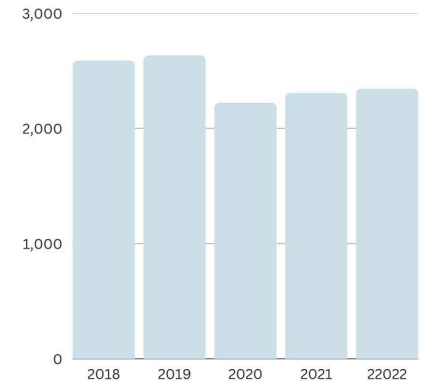
**CHILD HAVEN IS THE LAST RESORT FOR PLACEMENT WHEN A CHILD IS REMOVED FROM THEIR HOME**

**AVERAGE POINT-IN-TIME CHILDREN PLACEMENT 2%**

## TIME SPENT IN CHILD HAVEN



## TOTAL REMOVALS 2018-2022



## % REMOVALS CHILD HAVEN WAS NOT FIRST PLACEMENT

**2020: 2,379 REMOVALS**



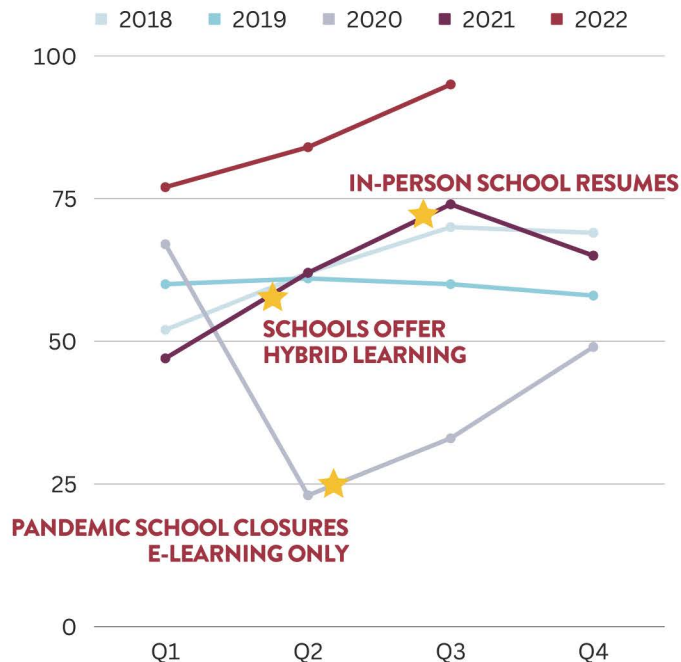
**2021: 2,467 REMOVALS**



**2022: 2,258 REMOVALS**



## CHILD HAVEN AVERAGE DAILY POPULATION



## COVID-19 and its impacts on Child Abuse and Neglect (CAN)

Carter, D, Odama, A, Obi, N, & Lang, H. (2021). St. Louis MO: Washington University.

"Additionally, those impacted during COVID-19 by CAN but were unable to be screened or provided aid will more than likely need additional services as the length of time exposed to CAN may have increased during COVID19."

"In response, policy recommendations include prioritizing at-risk families for services and investigations, increasing funds to welfare and family services, increasing community understanding and the ability for reporting CAN, shifting child welfare from a reactive system to a surveillance and preventative system, and advocating for all changes mentioned above."



# IN THE COMMUNITY

CULTURALLY RESPONSIVE RECRUITMENT OUTREACH

- BLACK HISTORY MONTH
- CINCO DE MAYO CELEBRATION
- LGBTQ EVENTS & PRIDE MONTH
- NATIONAL NIGHT OUT
- RE-INVENT SCHOOLS
- ST. JUDE SIBLING DAY
- JUNETEENTH EVENTS
- JAZZ IN THE PARK @ CLARK COUNTY
- HALLOWEEN TRUNK OR TREAT EVENTS
- DAY OF THE DEAD @SPRINGS PRESERVE

**187 EVENTS**  
**6692 PARTICIPANTS**



## SPONSORED RECRUITMENT



- TWO DFS FAMILY NIGHTS
- ONSITE OUTREACH
- TICKETS FOR FOSTER FAMILIES
- COMMERCIAL SPOT IN ESPN+
- CLOCK WRAPS / BILLBOARDS
- FAN HANDOUT



- FOSTER CARE HANDOUT INCLUDED IN 15,000 SWAG BAGS
- AD IN EVENT PROGRAM
- FOSTER FAMILY NIGHT DEC. 14



# PAID ADVERTISING



## • RADIO COMMERCIALS & SPOTS

- iHeartRadio
- SUNNY 106.5 / 376 total spots

## • PRINT BANNERS IN MALLS

- North/South Outlets
- Galleria Mall
- Meadows Mall

## • NEWSPAPERS

- Las Vegas Review-Journal
- El Tiempo



# SOCIAL MEDIA MARKETING

- NEW STRATEGY IN DECEMBER: LEAD ADS
  - 467 ENGLISH
  - 229 SPANISH



Amount Spent: \$6,557.08  
Impressions: 1,004,634  
Reach: 217,856  
Link Clicks: 5,466  
Thruplays: 28,112  
Engagements: 114,914  
Post Shares: 397

# IN THE MEDIA

- 
  - CLARK COUNTY NEEDS FOSTER PARENTS, ESPECIALLY OF DIFFERENT CULTURES, BACKGROUNDS 4/25/22



- CLARK COUNTY STILL EXPERIENCING DIRE NEED FOR FOSTER FAMILIES 8/31/22
- THIS WAY HOME 3 PT. SERIES
  - 11/22/22
  - 11/23/22
  - 11/24/22



- FOSTER PARENTS NEEDED FOR INFANTS IN CLARK COUNTY 5/4/22
- MAY IS NATIONAL FOSTER CARE MONTH 5/25/22



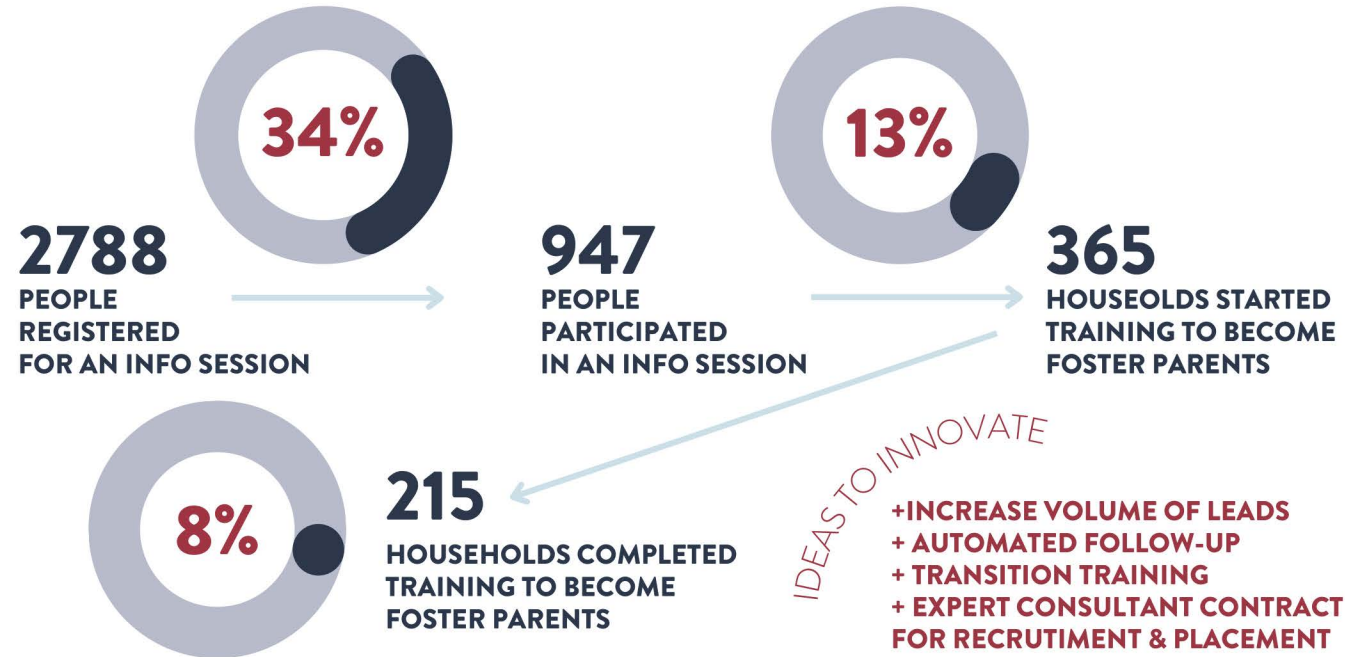
- CLARK COUNTY CALLS FOR MORE FOSTER PARENTS AMID SURGE OF INFANTS ENTERING CARE 5/19/2022



- "UNSEEN & UNHEARD" ART PROJECT MEDIA
- KVCW Wake Up with the CW 6/6/22 | 10am
  - KVVU FOX 5 5/20/22 | 3pm | 4pm | 5pm | 11pm
  - KTNV ABC 13 5/20/22 | 6 pm
  - KTNV ABC 13 5/21 | 5am | 11 pm

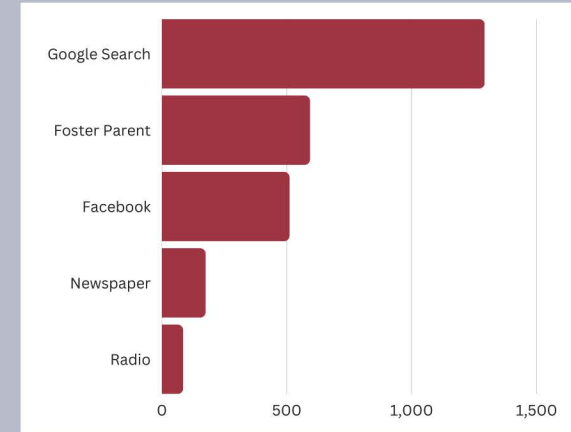


# STRENGTHENING THE PIPELINE TO BECOMING A FOSTER PARENT



## REFERRAL SOURCES

HOW REGISTRANTS HEAR ABOUT INFORMATION SESSIONS



## DFS IN ACTION

**EXPEDITED FOSTER TRAINING:**  
2 WEEKEND INTENSIVE VS.  
8 WEEKS TRADITIONAL TRAINING



**FOSTER KINSHIP PARTNERSHIP:**  
SUPPORT FOR LICENSING AND  
RESOURCES FOR KINSHIP FAMILIES



**TRANSFER TRAINING TO  
RAISE THE FUTURE, SO RDS TEAM  
CAN FOCUS ON RECRUITING,  
RETENTION & SUPPORT**

## FUTURE STRATEGIES

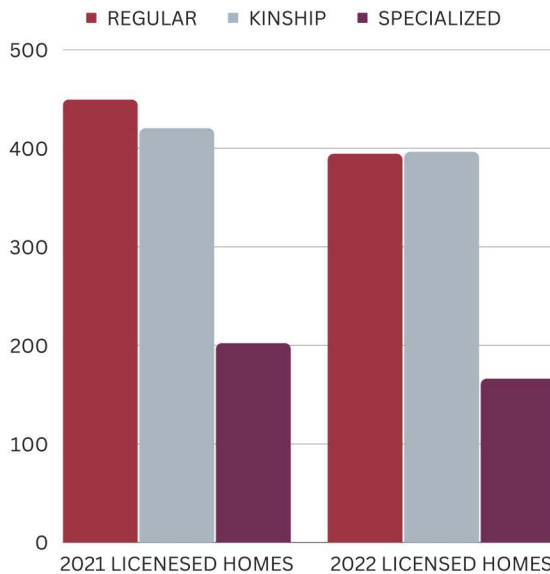
**IN PARTNERSHIP WITH ONE7,  
INCREASE VOLUME OF INTEREST  
USING DIGITAL MARKETING &  
LEAD GENERATION PLATFORMS,  
LIKE FACEBOOK ADS & GOOGLE ADS**

**USE TECH TOOLS, TO AUTOMATE &  
INDIVIDUALIZE COMMUNICATION  
WITH LEADS FROM THE TIME THEY  
REGISTER FOR AN INFO SESSION  
UNTIL THEY COMPLETE TRAINING**

**STRENGTHEN PARTNERSHIP WITH  
FOSTER PARENTS THROUGH  
INCENTIVE PROGRAMS,  
INVOLVEMENT IN POLICY GROUPS,  
AND COMMUNICATIONS**

# FOSTER HOME RETENTION

## END OF YEAR LICENSED HOMES



**40%** CLOSURES DUE TO PERMANENCY-ADOPTION/REUNIFICATION

**130** CHILDREN WERE ADOPTED BY KINSHIP FAMILIES

**107** LICENSED HOMES CLOSED DUE TO FAMILY DECISION

**19** NUMBER OF HOMES WHO WERE NOT IN COMPLIANCE

FUTURE GOALS

- +HAVE A SURPLUS OF FOSTER HOMES
- +ABILITY TO BETTER MATCH CHILD TO HOME
- +INCREASE SUPPORT FOR KINSHIP HOMES, SO KIDS CAN STAY SAFELY WITHIN THEIR NETWORKS

## FOSTER HOME CLOSURES



## DFS IN ACTION

IN 2022, FOSTER PARENT CHAMPIONS SUPPORTED CAREGIVERS WITH 8539 PHONE CALLS TO OFFER REFERRALS AND SUPPORTIVE SERVICES.

## FUTURE STRATEGIES

INCREASE COMMUNICATIONS AND ACCESS TO RESOURCES USING TECH TOOLS LIKE WEBSITE AND TEXT MESSAGING APPLICATION

TRAINING AND SUPPORT GROUPS OFFERED BY RAISE THE FUTURE, FOSTER KINSHIP, COMMUNITY PARTNERS, AND DFS

RISE IN REVERSE MATCHING-PREVENTS THE TRAUMA OF PLACING KIDS ON CHILD HAVEN CAMPUS

STRENGTHEN RELATIONSHIPS BETWEEN STAFF & FOSTER FAMILIES, AND RECOGNIZE THEIR COURAGEOUS WORK AS VOLUNTEERS

EVENTS LIKE THE BACK-TO-SCHOOL & HOLIDAY GIVEAWAYS

RESOURCE FAIR FEATURING COMMUNITY ORGANIZATIONS

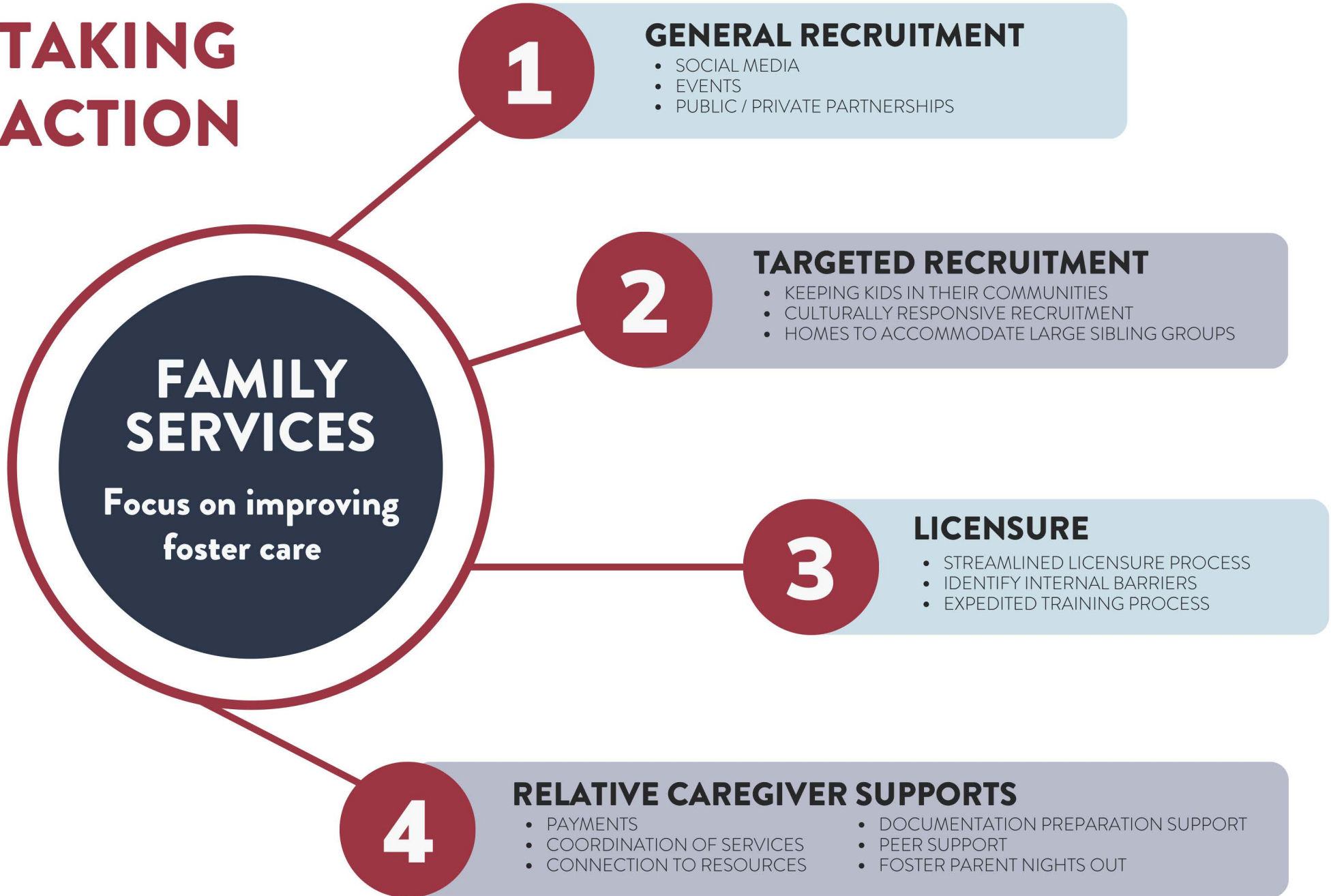
MONTHLY EMAIL NEWSLETTER

CELEBRATING FOSTER PARENTS

FORM FOSTER PARENT POLICY GROUP TO BETTER ADDRESS IMMEDIATE NEEDS

ADVOCATE FOR HIGHER FOSTER CARE REIMBURSEMENT RATES

# TAKING ACTION



# SIMPLE STEPS TO SUPPORT FAMILY SERVICES

INSPIRED BY CHILDREN. COMMITTED TO FAMILIES. DEFINED BY LOVE.



## VALUE AND RECOGNIZE FOSTER PARENTS

1

**FOLLOW CLARK COUNTY FAMILY SERVICES ON FACEBOOK & SHARE OUR POSTS.**

Find us on

2

**VISIT CLARKCOUNTYFOSTERCARE.COM TO LEARN ABOUT OUR FOSTER CARE PROGRAM.**



3

**INCLUDE FOSTER PARENT INFORMATION SESSIONS IN YOUR SOCIAL MEDIA AND/OR E-NEWSLETTERS.**



4

**INVITE THE FAMILY SERVICES RECRUITMENT TEAM TO YOUR PUBLIC EVENTS TO HOST OUTREACH ACTIVITIES.**



5

**PLACE FAMILY SERVICES RECRUITMENT POSTERS AND FLYERS IN YOUR OFFICE.**



6

**VOLUNTEER AT FAMILY SERVICES EVENTS, LIKE OUR BACK-TO-SCHOOL OR HOLIDAY CELEBRATIONS.**



7

**SPEAK PUBLICLY ABOUT THE NEED FOR FOSTER FAMILIES.**



8

**VOTE IN FAVOR OF FOSTER CARE FUNDING.**



- Publicly thank foster parents for their work at appearances or in social media
- Host a foster parent appreciation event
- Come to DFS events and thank foster parents in person
- Support foster care funding & advocate for increased reimbursement rates