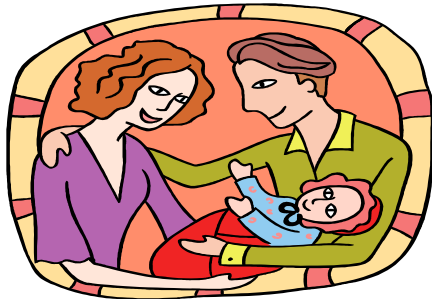


# “Work of Heart”

## A Solution to a Regional Crisis



Terri Braxton - MWCOG  
Clare Kiley - Fairfax County  
Gail Kohn - Fairfax County  
Pam Jones - Montgomery County  
Lorraine Peck - Fairfax County



# **Immediate Need: Families for Difficult to Place Children**

- 6,000 children in foster care
  - 2,551 foster families in the metropolitan region
  - Increasing numbers of children placed in **group homes**
  - Many teens in **institutions**
- 

# An Increasing Number of Children are **Difficult to Place**

- Teens
- Teen parents
- Sibling groups
- Children with emotional and mental disabilities
- Hispanic and African-American children
- Children with serious medical problems

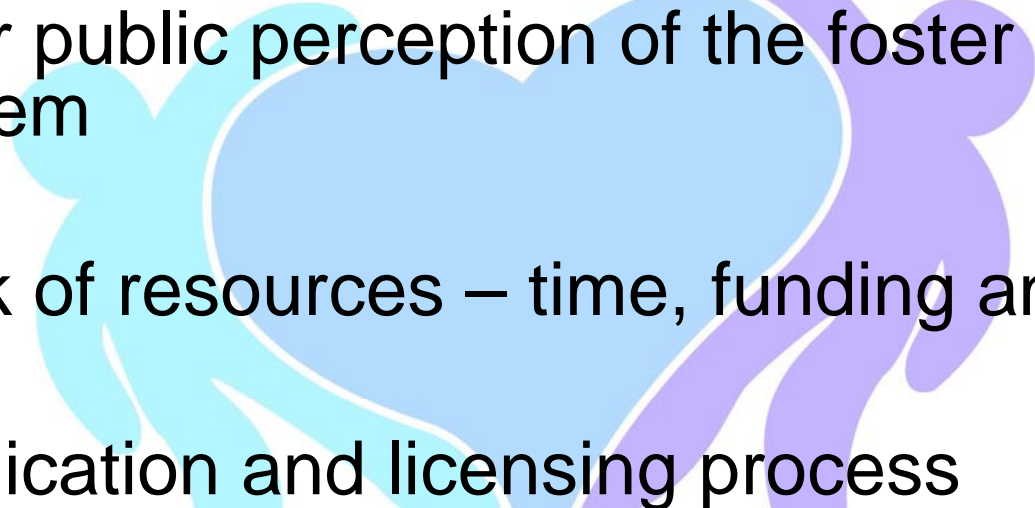


# Current Methods of Recruitment

- The “**BIG NET**” approach
- Rarely focus on families willing and able to care for the most difficult-to-place children
- Jurisdictions underutilize their most effective recruiters - **Foster Parents**



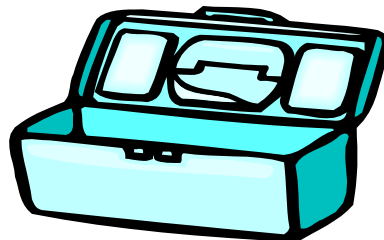
# Barriers to Foster Parent Recruitment

- Poor public perception of the foster care system
  - Lack of resources – time, funding and staff
  - Application and licensing process
- 

# “Work of Heart”

## Targeted Strategy for Recruitment

1. Toolkit
2. Regional message about foster care and foster parenting
3. Foster parents as recruiters
4. Clear outcomes and measurable success



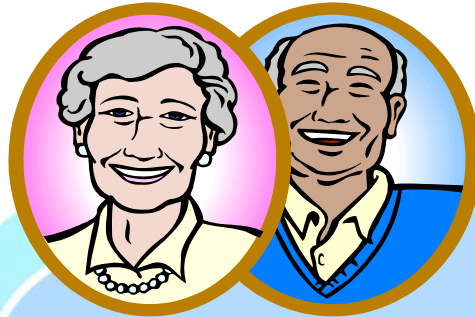
# Family Profiles

## Urban



### *Young Urban Mix*

- Ages 21-34
- Civic and Human Rights membership
- Liberals
- Limited TV Viewership



### *Upscale Empty Nests*

- Ages 55+
- Watch Game Shows
- Classical Music
- Catalog and online shoppers

## Suburban



### *Large Elite Families*

- Ages 45-54
- High Rate of College Grads
- Morning News Programs
- Belong to PTA

# How You Can Support This Initiative

- Endorse implementation of the Toolkit - a targeted recruitment effort
- Provide financial support for printing, media ads, staffing, etc.





# Leading the Region to Be a



**“Work of Heart”**

