



METROPOLITAN WASHINGTON

**Council of Governments**

# CHILD WELFARE PROGRAM

## Branded Programs:



### **Wednesday's Child**

Type: Child-Specific Adoption Recruitment via NBC4  
Funder: Dave Thomas Foundation for Adoption



### **Kids Need Families**

Type: Foster Parent Recruitment via Social Media  
Funder: COG



### **Families Like Yours**

Type: Outstanding Foster Parent Recognition/Retention  
Funder: COG and Members



### **The Pic Me Project**

Type: Child-Specific Adoption Recruitment via Social Media  
Funder: COG

## Committees

Child Welfare Directors Committee

Foster Care Advisory Committee

Wednesday's Child/Adoption Committee

## Workgroups

Independent Living Specialist Workgroup

Child Welfare Data Workgroup

## Work Plan Priorities:

1. **Increase the Recruitment and Retention of Foster Parents**  
Through the use of traditional and social media COG promotes outstanding foster parents in the region.  
**ACTIVITIES: Kids Need Families Social Media outreach, Families Like Yours Video and Reception**
2. **Increase Public Knowledge of the Foster Care System**  
COG authors and releases a report annually about the state of the foster care system and emerging trends.  
**ACTIVITY: Annual Report on Foster Care**
3. **Recruit adoptive homes for special needs foster children**  
COG plans Wednesday's Child segments on NBC4 news, and The PicMe Project features on social media to recruit adoptive families for local teens, medically-fragile children, and sibling groups. COG also organizes regional matching events where our region's longest waiting children can meet local families who are ready to adopt them.  
**ACTIVITIES: Wednesday's Child, The PicMe Project, Adoption Exchange and Match Party**
4. **Create partnerships with the public and private sector to help older youth who are aging out of foster care.**  
COG plans opportunities to help youth make their transition out of foster care into college, trade school, or the workforce, rather than homelessness.  
**ACTIVITY: Youth Emerging Successfully**  
**\*Coming Soon: Capital One Partnership, Renette Oklewicz Fund/Trailblazers\***