



FOSTER PARENT RECRUITMENT AND RETENTION PLAN

Brevard Family Partnership
July 1, 2021 - June 30, 2022



Brevard Family Partnership matches each child with a home that best suits the child's needs, considering all the domains that impact a child's quality of life, including family bonds, sibling bonds, education, friends, cultural, ethnic, religious values and practices, physical, medical, nutritional, developmental needs, emotional well-being, mental health, and personal growth.

- A continuum of care model is used that prescribes the training, services, skills, and competencies required of foster parents serving in each level. The foster family assumes the responsibility of a surrogate parent, ensuring the child's educational, medical, social, recreational, spiritual, and emotional health needs are met.
- Each home is consistent with the child's best interest, special needs, cultural characteristics, and sensitivity to the cultural preferences of the child.
- Children are within their home community and same school zone to preserve the child's connections and proximity to biological families.

Whenever possible, children are placed with their siblings. Any sibling group that is separated is staffed monthly to expedite the facilitation of a placement together in a more streamlined licensing process and timely submissions of licensing requests.

Recruitment Evaluation and Analysis

BFP recognizes that recruitment of high-quality, committed foster parents is fraught with challenges, but also presents many opportunities for new strategies and techniques. As an organization, BFP is committed to diligent recruitment and therefore continues to utilize a systematic approach to recruiting, retaining, developing, and supporting foster families to meet the needs of children and youth in our community. Evaluation of key data points aids our organization in making informed decisions and drives our recruitment efforts to meet specific needs. We have included feedback and input from key stakeholders including current foster parents serving on our Foster Parent Advisory Board in evaluating the data, to review recommendations, and facilitate cross-collaboration.

BFP collects and critically analyzes data in the following three tracks:

1. Strengths and bottlenecks in the recruitment process,
2. Characteristics of current and needed foster homes; and
3. Retention successes and challenges (e.g., homes that have continued to foster, families that have stopped fostering and the reasons why, etc.).



BFP collects and analyzes data about the strengths and weaknesses of current recruitment processes to identify the effectiveness of the current process and determine what changes are needed to increase effectiveness, including timeliness. BFP utilizes data collection to assess processes and procedures and to identify opportunities to enhance or modify current practices.

The following data points are essential for assessing our recruitment strategies:

- The number of inquiries received in a given time (e.g., past six months, past year, etc.).
- How inquirers learned about BFP's foster/adoption program.
- Who responded to the inquiries and how quickly a response was received?
- The number of families that attended orientation.
- Number of families who attended orientation that started and completed pre-service training.
- Number of families who completed the training and went on to be licensed.
- The timeframe in which parents accepted their initial placement.
- The percentage of inquirers who were licensed within a given time, and
- The reasons given by families who dropped out of the process, including the reasons given most often.
- Effectiveness of using technology and virtual platforms to assist with social distancing and convenience.

Needs Assessment

Current RGC Population vs New Teen Homes

Brevard Family Partnership utilizes the team approach as well as client centered needs to ensure that all youth placed in residential group care are assessed ongoing basis. Through the utilization of the Comprehensive Placement Assessment tool, CBHA, All About Me, any current mental health assessments as well as through engagement with the youth, when appropriate, an appropriate placement is identified. Brevard Family Partnership's Intake and Placement team accurately determines when the child/youth is ready for a transition into a family foster home, relative/non-relative placement as well as reunification. Each child/youth is formally reviewed by the Director of Intake, Placement & Assessment bi-weekly, which allows for follow up on any outstanding tasks for the youth, albeit services, educational needs and/or placement/transition updates.

- Once per quarter, the Foster Parent Recruitment Specialist will meet with teenagers in group home placements to discuss their needs for a best-fit foster family.
- The Foster Parent Recruitment Specialist will connect with teens to complete the “All About Me” tool kit during face-to-face visits with the teens.
- Once a month, a member of the Youth Council is invited to participate in the Facebook Live Foster parent Information Session.
- BFP Invites and includes a Teenager from the Youth Council or from a Group home or foster homes to participate in appropriate recruitment activities or events.
- The Foster Parent Recruitment Specialist engages possible families during events, to discuss mentoring or connection with identified teens in group care.
- The Intake and Placement Team (I & P) attends the PRIDE panel nights to not only introduce the team to the incoming families, but to also discuss and review fostering teenagers and those who are currently in a higher level of care. The Point of Contact from Intake and Placement attends and discusses all new homes that have been licensed. This format allows for I&P and Licensing to collaborate to have an in-depth and honest conversation regarding the strengths and weaknesses of the home, as well as review the assessment of the licensing specialist of the types of behaviors they would be able to handle.
- On average the I&P team meets daily, which includes the BHC, ESSA Staffing Specialist and the Intake and Placement Manager to review the ongoing tasks for the day, any pending moves, review who will champion which child, whether in group or family foster homes to ensure the supports and services are in place.
- Monthly, the Director of Licensing facilitates a meeting, which includes all the licensing and intake and placement team members. This format allows for the team to discuss any needs in the home, review any homes that may need some additional support due to the behaviors being displayed in the home, discussion of overcapacity waivers, homes on hold, etc.
- Weekly, the BHC, Clinical Services Specialist and the Clinical Care Coordinators meet to review all youth, in all levels of care that have been escalated and/or flagged due to increase needs for services, supports, Baker Acts, etc. This forum allows the clinical team to review the needs of the youth to support the youth and families to remain in the current level of care and/or to review those youth deemed ready to step down to ensure all services/supports are in place to ensure a successful transition occurs.

Update BFP Website and Teen Focused Marketing Material

To reach an even greater spectrum of potential foster families, especially for teenagers, BFP utilizes several outreach methods. We create a strong social media campaign that focuses on answering people's common questions, showcasing our foster care ambassadors, dispelling myths around fostering teenagers, showing the broad range of ways someone can be involved in the foster care system and the fun activities that families can do with their foster children.

- BFP has a planned architecture of the sight which will roll out October 2021.
- BFP engages in organic social media as well as paid ads and boosted posts such as Facebook, Instagram, LinkedIn, and Twitter
- BFP also pursues more traditional media through local newspaper advertising and editorial outreach. BFP currently has teen recruitment adds in Florida Today, Space Coast Magazine, Brevard Business News, and social media platforms.
- BFP's strong network of foster parents is additional tool that we utilize for recruitment through Q&A's, testimonials, attending informational events and supported outreach within their communities. Our demographics include teachers, coaches, those involved in a variety of faith-based communities and the LGBTQ+ community.
- Update printed teen recruitment flyers that will be distributed at recruitment events and throughout the community.
- BFP licensing team is in the process of working with a subcontracted marketing agency to develop a "Teen" Recruitment campaign that will be to launch in the second quarter of this fiscal year.
- The Foster Care Recruitment Specialist updated the Foster Care Informational Session Power Point slides to include teens and SEN recruitment. Youth from the Brevard Youth Council will be participating in the informational sessions.
- BFP continues to work collaboratively with All Pro Dad on recruitment needs.

Self-Care for Foster Parents

BFP believes that it is important that our foster parents take care of themselves, for their own well-being and for the well-being of the child they are caring for and their family. Fostering is rewarding and challenging at the same time, so it is important that we have a strong foster parent network to support each other.

- Foster Parent Hotline launched July 1, 2021, to improve overall health, wellness, and retention within the foster parent community by providing access to free mental healthcare, calming strategies and interventions, and education through training and therapeutic support.
- Dr. Bennett provided self-care training to our foster parents on April 22nd and May 3rd.
- BFP continues to talk about self-care in PRIDE trainings and how foster parents address self-care, placement challenges and behaviors.
- The assigned Licensing Specialist will be inquiring about self-care during their monthly contact with foster parents.

Support and Services for Families of Teens to Maintain Placement

Brevard Family Partnership encompasses the principles of wrap around in all aspects of our engagement and interaction with the children/youth/families served. Not every teen may be actively engaged in the wraparound process, however, through the Clinical Services Coordinators, Dependency Case Managers, and the utilization of our referral system (PSAM- Mindshare Technology), the team is able to not only check on the services but also reviews the notes that have been entered by the provider. The Clinical Care Coordinators attend the Case Transfer Staffing's to review the case, offer insight and suggestions not only for case plan tasks for the parents but to review service needs for the children and youth. Intake and Placement attend all shelter calls during the business hours, which also allows for early engagement in services, even prior to the case transfer staffing. The BFP Behavioral Health Coordinator provides the completed CBHA along with the recommendations and concerns for the child to the Clinical Care Coordinator, DCM, DCMS and the Guardian ad Litem program. The BHC, Clinical Services Specialist and the Clinical Care Coordinators review any CBHA's that have been received for the week to review if the recommendations provided have already been initiated. Other strategies include:

- Implementations of Core Teen & Trust-Based Relational Intervention (TBRI) to stabilize children in the least restrictive environment possible.

- Engagement of a Youth Peer Specialist in outreach and support of youth.
- Recruitment of churches to wraparound a foster family who foster teens. We have one church who have committed to wrap around a foster family that foster teens and will be recruiting 5 more churches to wrap around our teen foster homes.

Teen Mentoring

Ready for Life provides oversight of our Mentorship Program. It is designed to help youth succeed. Mentors support youth ages 13 - 25 by identifying goals, increasing self-empowerment, and providing skill-based opportunities. Mentors serve a valuable role in youth development by helping them achieve milestones, build relationships, and feel confident in their ability to succeed. Mentors and mentees are matched through an expansive application process and supported ongoing through Ready for Life.

Brevard Youth Leadership Academy – Peer Advocate Pilot is designed to create a professional role of a former foster youth to support teens in care through advocacy, support, and relationship building. The Peer Advocate will provide a bridge between youth in dependency care and their Providers. He/She will serve to help the youth identify specific issues that appear to be barriers. The Peer Advocate will help find ways in which to best reflect that voice and guide the youth to self-advocacy. The Peer Advocate will serve/act in several ways, including, but not exclusively limited to: Developing and maintaining a relationship with the youth that fosters trust and validation of youth; Acting as a role model; exhibiting competency in use of coping skills; Helping the youth identify and clarify goals using Peer Advocate experiences; Encouraging responsible choices and self-advocacy; Helping to delineate steps in problem solving and working with youth and staff in developing and implementing youth-directed individual plans.

- Brevard Youth Council identified 2 youth for the Peer Advocate Pilot.
- 2 youth mentees have been identified for the Pilot program.
- The Peer Advocates will be working with the mentees to empower them to self-advocate, attend court hearings and meetings.
- The Director of Licensing is a member of the Brevard Youth Council and will be participating in meetings regarding the progress of the Peer Advocate Pilot.

Multi-tiered Approach for Placements and Assessments for Teen Stabilization and R&R

Brevard Family Partnership utilizes multiple facets of our system of care to ensure that placement stabilization is a priority, whether it be in a family foster home, group home, and/ or relative/non-relative care. As our system focuses on the children and families, we serve through a trauma informed lens; it is imperative that all placements are supported to reduce any secondary trauma that results from a disruption.

As a preventative measure as well as a support to our families, all foster homes are contacted within one or two business days from Intake and Placement, even if the placement is initially determined to be temporary. This check in serves multiple purposes, however, the primary reasons are to a) check in the family to ensure they have all that they need to feel successful and not “alone” in the fostering process and b) to continue to assess the needs of the child/youth including service needs and/or if it is necessary to temporary locate a better and more appropriate match. This check in also allows for the foster family and Intake and Placement to establish a relationship and to reinforce that if any needs occur to not hesitate to make contact.

If a family does appear to be struggling with a child’s behaviors/needs; the families are alerted that a meeting will be held with all parties to discuss, brainstorm ways to support the family and the child/youth. Through this process, if the family still maintains they feel they cannot support the child/youth any longer, we do request a 30-day notice be provided and a case/transition plan, the team will meet at minimum bi-weekly until the transition occurs. If the team feels more frequent meetings are necessary, a family may meet weekly. As previously discussed, this format allows not only our families to feel supported, but it also assists the team as well as I&P to learn more about the child/youth to make the most appropriate match. Brevard Family Partnership also utilizes a Level of Care Matrix, which correlates the interventions that a family is providing commensurate with the child’s/youth’s behaviors or needs.

Through ongoing communication as well as the formal monthly joint meetings with Licensing and Intake and Placement, family foster homes experiencing challenges are discussed and reviewed. Many times, this leads to a staffing and/or check in conducted by I&P. The licensing team is also invited to the staffing that occurs with the foster home and the team.

- The utilization of our Clinical Services Specialist, Clinical Care Coordinator, Behavioral Health Coordinator, Wraparound Team as well as the use of the Mobile Response Team provide an effective support network for our families. These individuals offer objective insight into the child/youth/family’s needs and take an individualized approach to assist. This can come in the form of a phone call meeting, going to the home to meet with the child, /exploring service providers that may be a better match for family to just having someone validate their feelings.
- The Intake and Placement team are also a part of the Placement Stabilization Calls that are led by case management for youth at risk of coming into licensed care. Being a part of this team allows for brainstorming to explore what can be offered to support the placement and prevent disruption into licensed care.
- Brevard Family Partnership’s Behavioral Health Coordinator reviews all youth on the Sunshine Plan that have experienced a recent Baker Act as well as reviews all Critical Incident Reports. This process allows for our BHC to reach out to families and case management to check in on the needs of the youth and/or family as another preventative measure.

Existing Environment

Currently, Brevard County has 176 Level 2-5 family foster homes and bed capacity of 376. BFP retained 66.7% foster homes with a closure rate (33.3% to date) which is a decrease from last fiscal year. 49 homes closed during the FY 20-21. Of the 49 homes, 15 were closed within their first year of licensure. For FY 2021-2022, BFP has set a target to retain 78% % of foster homes.

In preparation for the Families First Prevention Services Act (FFPSA), BFP has set a goal of 200 family foster homes by June 2022. To achieve our goal, we are continually assessing our retention efforts of homes and seeking new opportunities to support our families. We continue to strive to retain as many families as possible and utilize closure data to drive our processes and implementation of new strategies. BFP has set a retention goal of 78 % for the coming year based on evaluation of the previous 4 years of retention data reviewed.

Year	Retention Rate
2017-2018	77.5%
2018-2019	71.6%
2019-2020	77.6%
2020-2021	66.7%

In FY 2020-2021, BFP averaged a net reduction of 3 licensed foster homes per month. Of the families who chose to close their licenses in FY 2020-2021, the majority did so due to the following reasons: adopting a child, relocating, ICPC homes, no longer interested and personal reasons such as divorce, pregnancy, and health concerns.

BFP continues to strategize ways to retain licensed foster homes, including the following practices: licensing supervisors calling families who have expressed an interest in closing their home to discuss their current needs, as well as the opportunity to become relicensed in the future. Retention efforts also include quarterly retention events, CEO updates, and support from the community.

	BFP	Devereux	OMC
#Licensed Homes	172	4	10
#Licensed Bed Capacity	367	9	24
# Vacant Licensed Beds	48	2	7
# Holds	42	1	0
# OCW's	14	0	2

Total number of youths in RGC, SIPP, STGH, APD, etc.	Total number of youths in an RGC placement
35	24

The tables below give more insight about the children currently in care.

AGE	CHILDREN IN LICENSED CARE
0-2 years	143
3-5 years	95
6-12 years	127
13-17 years	93
TOTAL	458

The following chart provides information related to the race and ethnicity of children in out-of-home care, age birth through 17, and of existing foster parents.

ETHNICITY OF CHILDREN IN CARE					
Race	White	Hispanic	African American	Native American	Other
% Of child population	75.15%	29.19%	23.02%	.30%	9.68%
% Of foster home population	81.66%	38.21%	17.47%	.44%	.52%

Recruitment Goals through June 30, 2022, for Level 1-5 Foster Homes

The coming fiscal year’s target was calculated based on several data points and areas of need assessment. Current capacity of family foster homes based on patterns of age, geographical location, specialty categorization (medical, traditional, enhanced, etc.) and length of stay were analyzed. The utilization of group care separated siblings and homes placed on Over Capacity Waivers were also reviewed.

BFP reviewed previous performance to create a realistic baseline by which our community profile supports fostering. Data from the past four fiscal years was used to create internal and external licensing targets.

FISCAL YEAR	HOMES LICENSED
2016-2017	52
2017-2018	45
2018-2019	45
2019-2020	39
2020-2021	70

To respond to the ever-changing needs our community, BFP executed a Memorandum of Understanding and contract with two additional Child Placing Agencies:

1. **Devereux** who specializes in our conflict of interest foster homes and services children with emotional, behavioral, and medically complex challenges.
2. **One More Child** who provides Christian-centered services to children and families in need.

BFP is confident that this array of supports, and outreach will assist in meeting our community needs to serve Brevard’s most vulnerable children while matching children to homes that meet their unique needs.

BFP recruitment goals for FY 2021-2022 for Level 2-5 Foster Homes are as follows:

Agency	Goal
BFP	45 homes
One More Child	10 homes
Devereux	10 homes
Total	65

GOAL – HOMES	TYPES OF FOSTER HOMES
16	Children age 0-3
16	Children age 4-11
20	Teen Home
8	Sibling Group
5	STFC/HT/COI

In July 2019, BFP added Level 1 Foster homes (child specific). Level 1 foster homes enable children to live with people they know and maintain extended family ties.

BFP will license 20 homes per month to meet the goal of 40% by the end of the first quarter and maintain the 40% goal. The licensing supervisor pulls report 1312 weekly for missed for opportunities for Level 1. BFP currently have 197 children placed in Level 1 foster homes. BFP currently need 33 children to meet the goal of 40% by the end of the first quarter.

BFP implemented the following support for our Level 1 foster homes until permanency can be achieved.

1. The Caregiver Support Specialist assists caregivers with navigating the System of Care. The Caregiver Support Specialist works closely with the Department of Children and Families (DCF), Child Protective Investigators (CPIs), ACCESS caseworkers, Guardians Ad Litem (GAL), Family Allies, Dependency Care Managers (DCMs), and the BFP Clinical Team. The Caregiver Support Specialist assists caregivers with applying for benefits such as TANF and food stamps.
2. The Clinical Services Specialist contacts every caregiver to discuss immediate needs of the children and how to meet them and informs them about the program. The Clinical Services Specialist also facilitates stabilization meetings.
3. Caregiver Support Group Meetings are held the 2nd Tuesday of each month.
4. The Licensing Specialist will continue to provide support and advocate for the caregivers.
5. Flexible Funding allows BFP to assist caregivers with getting their home in compliance when they cannot financially afford it.
6. Monthly meetings with DCF CPI Leadership to review barriers.
7. GAP Licensing Supervisor attending Case Management monthly meetings to provide training on the Level 1 process.

Recruitment Strategies

Recruitment of quality foster families is a chief priority of BFP. Recruitment efforts focus on recruiting, training, supporting, and advocating for foster families to promote and adhere to the principles of the Quality Parenting Initiative, as well as Trauma Informed Care principles through the Brevard Youth Thrive Initiative.

BFP implemented an assertive community engagement and communications plan under the direction of the Senior Executive of Programs that utilizes various platforms to recruit foster homes. As part of that plan, BFP developed a recruitment strategy that delivers consistent images and messages designed to provide education and awareness of the need for foster families through multiple engagement forums.

BFP's recruitment plan is divided into four parts: Agency Branding, External Communications, Internal Communications, and Community Involvement. An outline of each section is listed below with more detail following on pages 13-18.

I. Agency Branding

- Development of consistent branding in collateral materials (printed and web-based) that focus on the benefits and joy of providing foster care while raising awareness of the need for more foster homes in Brevard County.
- Distribution of printed educational materials at recruiting events, and other agency events.

II. External Communications: Owned, Earned, and Paid Media

- Implementation of targeted teen print and web-based advertising.
- Participation in related awareness weeks/months with online posts and community events (for example: February Foster Parent Appreciation, March Social Worker Appreciation, April Child Abuse Prevention, May Foster Family Awareness, etc.).
- Targeted Foster Care Recruitment through various media campaigns, including social media, the use of free and earned media, as well as paid advertising. Campaigns focus on the need for teen and sibling group foster parents in targeted areas of Brevard County.
- Implementation of new virtual tools for recruiting sessions.

III. Foster Family Referral Incentive Plan

- Disseminated information to current foster parents and staff related to the referral incentive program. Engaging foster parents and staff as partners is a key factor in both recruiting and retaining foster families.

IV. Community Involvement and Engagement

- Continual development and implementation of a schedule of recruitment events for prospective foster and adoptive families, including live and virtual events.
- Continual fostering relationships at local community groups for their continued support.
- Maintaining a consistent presence at community events, community partnership meetings, and associations to articulate the need for quality foster parents.
- Continued use of “Foster Care Ambassadors” that include representatives from Brevard Youth Leadership Council, current foster parents, and staff members that encourage, educate, and dispel myths about fostering to present at PRIDE Panel, orientation, and recruitment events.
- Continual development and expansion of the Help Us Give (HUG) volunteer program as an entry point for community members to become interested in helping foster youth.
- Continual development and expansion of the “JUST ONE” campaign, a faith-based initiative to identify and partner with faith-based organizations to encourage recruitment and support of foster families in religious organizations.
- Continued partnership with Brevard Public Schools-foster care recruitment marketing materials will be featured in monthly employee electronic newsletters, reaching 9,000 staff members each month.

I. Agency Branding

A brand is more than just a logo. Words, imagery, colors, typography, music, and tone are the building blocks of BFP’s identity as a community-based care agency.

The BFP brand connects our mission to the identity of the organization, giving members, staff, volunteers, and the community a common sense of why the organization does what it does and why it matters. It is more than just a visual identity; it’s the psychological construct held in the minds of all those aware of our organization. The BFP brand is the most powerful when our internal identity and public image align with each other and our mission, “Protecting children, strengthening families, changing lives.”

The BFP brand consists of four parts: message, tone, design, and delivery.

1. **Message:** The BFP brand message clearly defines our positioning and aligns with our core mission of “protecting children, strengthening families, and changing lives.” Messages included in design will be succinct and impactful, showing the benefits of providing foster care to both the caregiver and the child.
2. **Tone:** The tone of the BFP brand is optimistic and always shows genuine care for the well-being of Brevard’s children and families. The brand shows empathy, while being positive, respectful, genuine, and nurturing.
3. **Design:** As perhaps the most obvious element of our brand, communication pieces will be colorful, light, and bright, making use of white space to create emphasis, improve readability. Imagery and graphical elements will be thoughtfully and strategically curated to build visibility, evoke positive emotion, and increase community recognition and engagement in our cause.
4. **Delivery:** Beyond these fundamental elements, the delivery of the BFP brand through timing and across channels significantly contributes to the consistency of experience. The channels used in external communication, as well as the frequency of contact, creates a rhythm of communication.

II. External Communications: Owned, Earned, and Paid Media

Communication is a strategic activity designed to raise awareness, inform, enlighten, and guide stakeholders and key decision-makers in understanding, supporting, and sustaining the Brevard System of Care (SOC). External communication informs the public about the SOC to generate support from the community.

Media can be divided into three subcategories: owned, earned, and paid.

Earned media refers to media exposure earned through word-of-mouth. BFP can earn media through press mentions/articles, positive reviews, reposts, recommendations, and contributing content. BFP actively develops relationships with local media outlets, agency partners, and local reporters to share compelling, positive agency stories as they arise to encourage awareness of the need for foster parents in Brevard County. BFP Marketing staff have a goal of one positive story shared locally each quarter within the broadcast media.

Owned media refers to web properties owned by the agency, including our websites, electronic newsletters, and social media channels. BFP hosts information on its websites outlining how to become a foster parent and includes contact information for prospective parents to reach out directly to our Foster Parent Recruitment team. This online tool is intended to provide ease of access to information to assist families who are interested in fostering to better understand the process.

Paid media refers to traditional advertising, or any marketing that the agency pays for, including: radio spots, print advertising, search engine advertising, paid social media advertising, etc. All paid advertising focuses on general recruitment, with some ads targeted specifically for teen recruitment and/or sibling recruitment. During the upcoming fiscal year, ads and/or sponsorships will be placed in the following sites / publications:

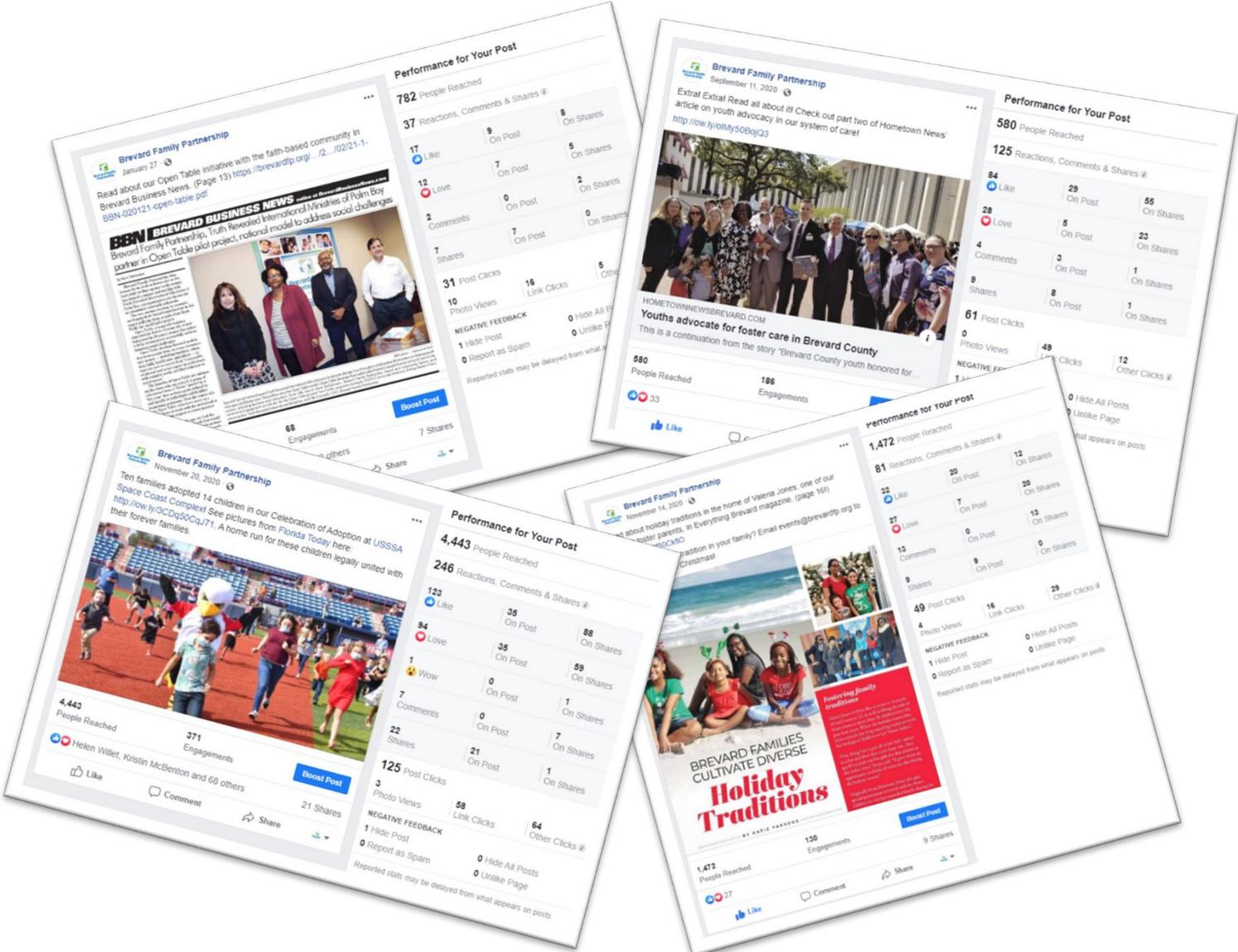
- Brevard Business News;
- Social Media Advertising (primarily Facebook);
- Search Engine Advertising;
- Space Coast Daily;
- Public Service Announcements with other community leaders, and local, cultural events, venues, and sponsorships. Below are examples of our advertising within the past year:



External Communications Tracking and Results FY 2020-2021

The public relations team tracks results from media stories through increased traffic observed on the BFP website. In FY 2020-2021, four stories regarding foster care showed notable increases in traffic:

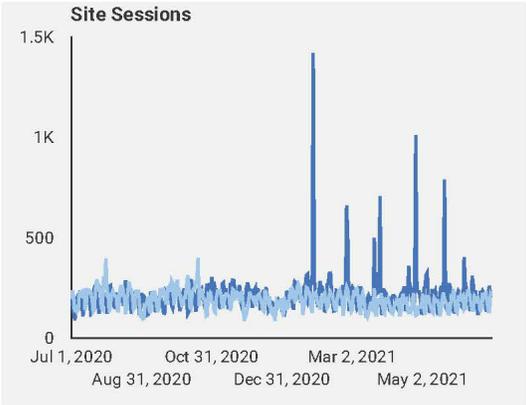
- 1. **Florida Today** article on our annual Celebration of Adoption event that allows children in care to be legally united with their forever families in November 2020.
- 2. **Everything Brevard** article on the Holiday traditions in the home of one of our foster parents in November 2020.
- 3. **Hometown News** article on youth advocacy in our system of care in September 2020.
- 4. **Brevard Business News** article on our new Open Table initiative with the faith-based community in January 2020.



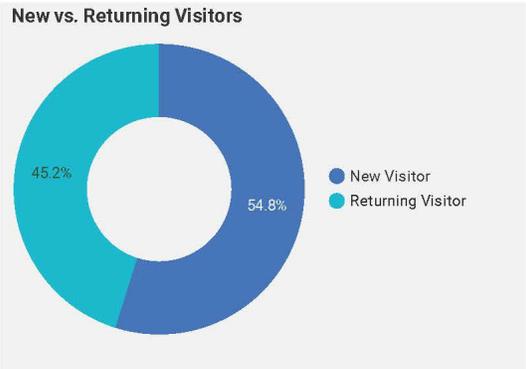
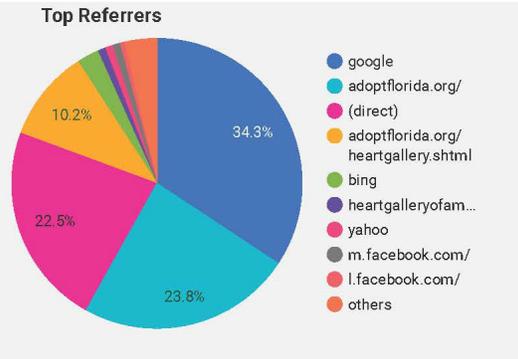
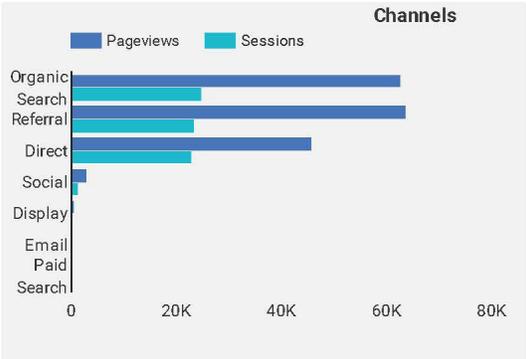
Year over year analytics from the BFP website presented below indicates a 16% increase in users. Traffic to informational pages regarding becoming a foster parent moved un in ranking again compared to last year, making it the fifth most visited page on our site.

BREVARD FAMILY PARTNERSHIP

Users 55,814 ↑ 16.0%	New Users 55,722 ↑ 18.1%	Sessions 78,227 ↑ 12.5%	Pageviews 190,866 ↑ 14.2%	Bounce Rate 57.61% ↑ 8.1%
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Page Title	Pageviews	% Δ
1. Children For Adoption – Bre...	66,192	7.1% ↑
2. Brevard Family Partnership ...	21,193	16.9% ↑
3. About Us – Brevard Family ...	5,366	-12.0% ↓
4. Brevard C.A.R.E.S. – Brevard ...	4,040	19.0% ↑
5. How to Become a Foster Par...	3,760	-8.3% ↓
6. Employment Opportunities ...	3,760	-8.2% ↓
7. Contact Us – Brevard Family...	3,602	10.3% ↑
8. Destanie – Brevard Family P...	2,968	-



Source	Users
1. (direct)	18,527
2. google	18,339
3. adoptflorida.org	16,369
4. bing	998
5. heartgalleryofam...	799
6. m.facebook.com	793
7. yahoo	342

To implement social distancing in the wake of COVID-19, many of our recruiting information sessions transitioned to virtual platforms (Facebook Live and/or other videoconferencing). Due to its success and broad reach, we will continue offering virtual and live information sessions.

III. Foster Family Referral Incentive Plans

BFP offers a \$250 referral incentive to foster families who refer new foster families to the System of Care. Incentives are distributed upon completion of licensure and placement of the first child.

BFP launched a Family of Agencies and Stakeholder referral incentive and employee campaign. Those who refer foster families will receive a \$100 gift card upon licensure and first placement of a child.

IV. Community Involvement and Engagement

BFP regularly hosts information tables at various community events and provides presentations and brochures to assist people in learning more about how prospective foster families can support children in foster care in Brevard County. BFP has seen much success in recruiting.

FY 2020-2021 Recruitment Tracking Measures

Information Sessions via Facebook Live: July 1, 2020 – June 30, 2021.

Total number of people invited: 294 (invitations sent)

Total number of people attended: 368

Foster Care Inquires: July 2020 - 2021

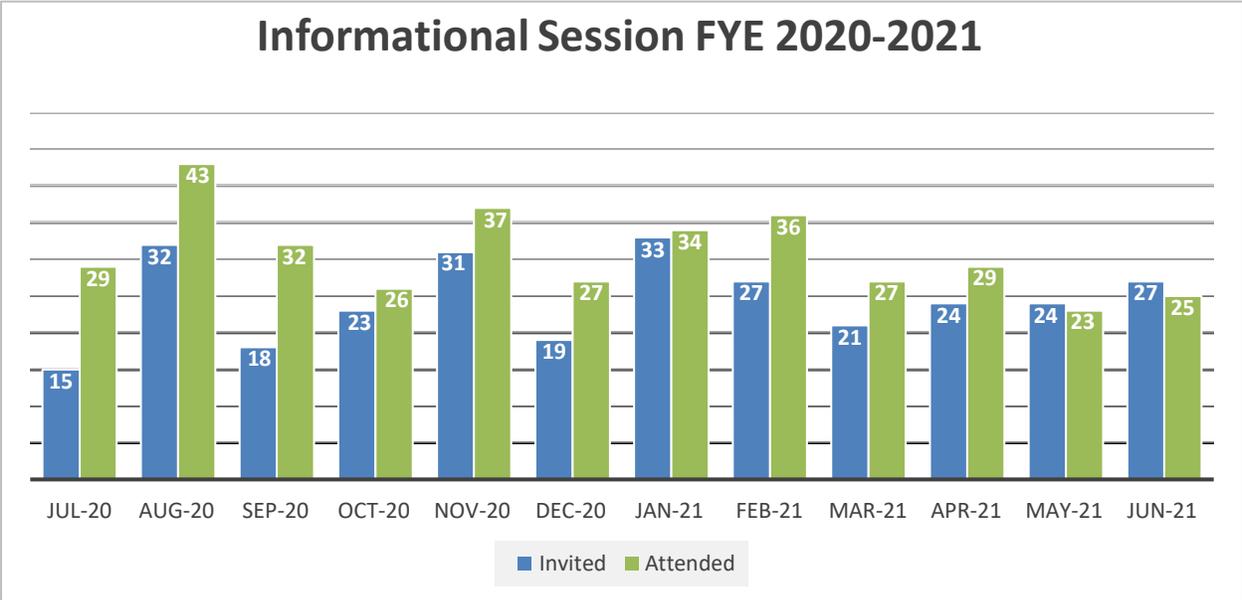
Website Inquiries: 136

Direct Emails: 71

Phone Inquiries: 47

Foster Florida Information Center (DCF): 40

Total Inquiries: 294



Information Session Attendance ★PRIDE★Licensed Homes

Information Session Attendance: 368

Screening Questionnaires: 122 (completed after attending an information session)

Families invited to PRIDE: 140 (Subtract the duplicates; was 145)

Total Licensed Homes: 70

Fiscal Year 2020-2021 Recruitment Meetings, Events and Activities:

Information Sessions conducted: 24

Just ONE Events (Faith Based): 9

Other Events (Community Based): 15

Recruitment/BFP Presentations: 3

Total Recruitment Events: 51

Fiscal year 2020-2021 Recruitment Meetings and Activities:

- Cocoa Beach Chamber of Commerce Events: Wednesday Friends-Days
- Just ONE Campaign & Faith Based Informational Sessions
- The Greater Palm Bay Chamber of Commerce: Multi-Cultural Networking Groups
- Next Level Digital Media
- Barry University
- South Brevard Seventh Day Adventist Church
- Palm Bay Seventh Day Adventist Church
- Titusville Chamber of Commerce: CVB Power Networking Lunch
- Melbourne Square Mall: Trunk or Treat Event
- Elevation Church
- Friends of Children Annual Superhero Run Event
- City Fest – City Serve (2 Day Faith Based Event)
- Coastal Community Church
- Truth Revealed Church – Just One Informational Session
- Real Deal
- East Coast Christian
- Friends of Children Superhero Run
- Suntree United Methodist Church
- First Baptist Church of Merritt Island

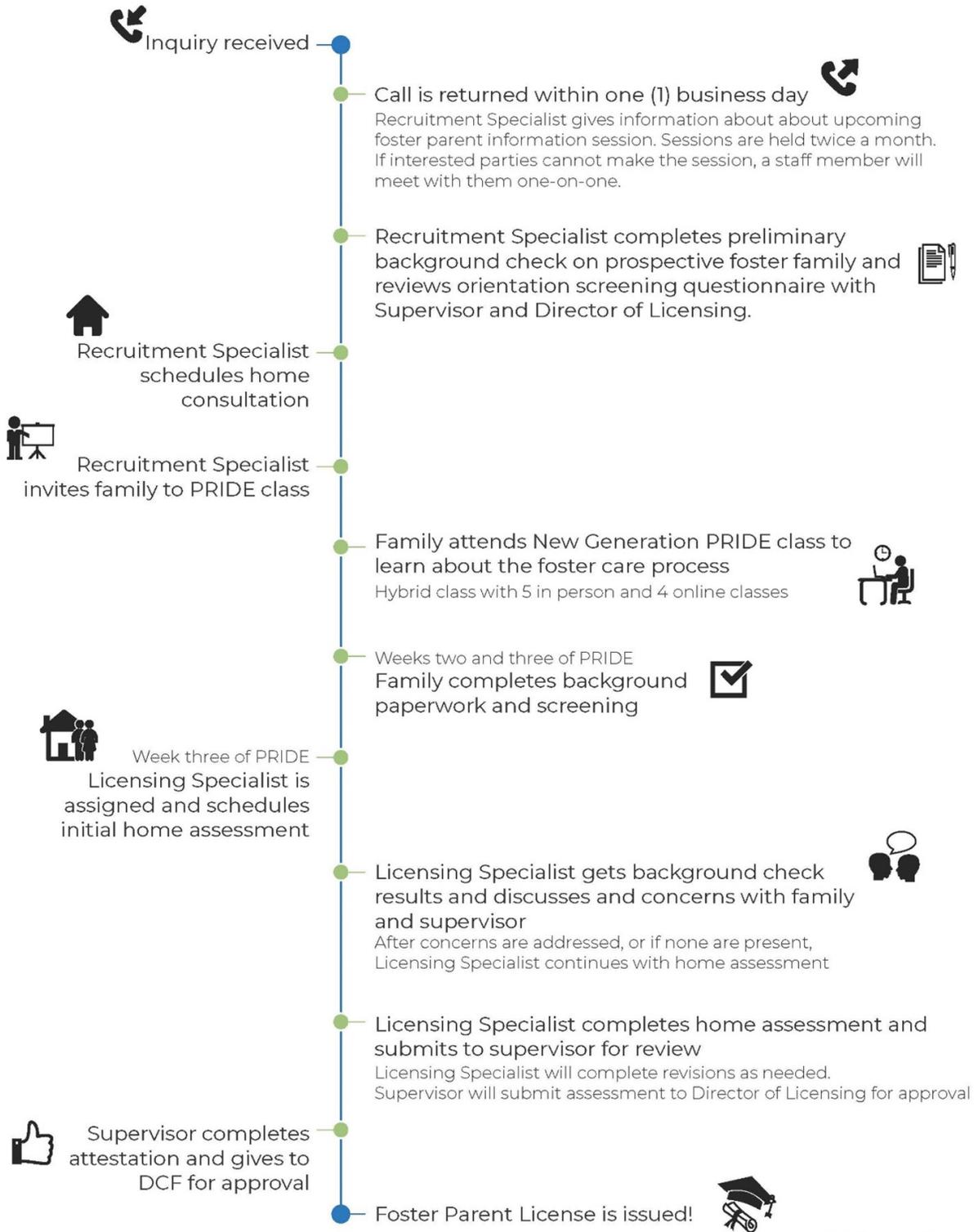
Recruitment Follow-Up and Prospective Family Engagement

All recruitment efforts are conducted by BFP Foster Recruitment Ambassadors. Identified families are then referred to BFP's bi-weekly information sessions that are designed for all families interested in learning more about fostering. The Brevard Family Partnership Foster Parent Recruitment Specialist receives information on prospective foster parents, aggregates the information and monitors and tracks progress and timelines for engagement. The Foster Parent Recruitment Specialist schedules the prospective family for the next available upcoming PRIDE class that is conducive to the family's scheduling needs. The Foster Care Recruitment Specialist engages in a pre-screening process and completes the Screening Questionnaire form for each family as well as a preliminary background screening. The families are then reviewed with the Director of Licensing and Initial Licensing Supervisor. The Foster Parent Recruitment Specialist confirms the family's attendance of PRIDE 72 hours in advance of training.

Tracking Effectiveness of the Plan:

BFP utilizes the Binti licensing system to track prospective parents through the recruitment, training, and initial and re-licensing home study process. Families can complete licensing forms and upload documents that Licensing Specialists can access in real time. Licensing Specialists can easily review the progress of their families and focus their efforts on moving forward with families who are making progress as well as identify families who need additional help or encouragement to move forward. Families report this system allows them to complete their tasks quickly and easily and Licensing Staff report an increase in timeliness of receipt of documents and accuracy of forms completed. This has resulted in overall increased timeliness of the licensure process.

Specific Timeframes Associated with Recruitment and Home study:



Educational Resources

BFP provides PRIDE Pre-Service Training Classes annually to all prospective families interested in fostering. Ten PRIDE classes are scheduled for FY 2021-2022; classes are added to the training schedule as needed to expedite foster parent training and to better accommodate prospective foster parent needs, including location, cultural, and socio-economic variations. The classes are conducted in both the central and southern regions of the county.

The Child Welfare League of America endorsed New Generation of Foster PRIDE/Adopt PRIDE: organized into five groups in person sessions and four online clusters of courses (27 total hours). BFP requires participation and attendance at four (4) additional training classes at the end of each PRIDE Pre-Service Training cycle. Becoming a trained medical foster home is an option available through Children's Medical Services (CMS). BFP works in partnership with CMS to recruit and identify foster homes for medically complex children. BFP works in collaboration with CMS to monitor, support and provide services as needed (from both on a licensing and clinical standpoint) to assist in maintaining medically complex children in the least restrictive and most nurturing environment available. BFP will be imbedding the QPI Excellent Parenting and Respectful Partnership in PRIDE Pre-Service training.

JUST ONE Faith-Based Initiative

Launched in late 2018, the JUST ONE initiative was designed to bring a personal level of awareness to faith-based agencies to serve as advocates in helping with the foster home recruitment. The JUST ONE campaign was designed to identify and partner with faith-based organizations to find additional foster homes for children in our community.

With 411 churches in Brevard County, the foundation of the JUST ONE campaign is the fact that if every church included JUST ONE foster family, BFP would be able to better meet the needs of each child coming into the system of care. Non-foster families and other church members are encouraged to support the foster family in their congregation. Each month, nine faith-based agencies will be identified; the County has been divided into three regions (north, central, and south) and three churches are targeted from each region every month.

BFP will continue to increase recruitment opportunities among the faith-based organizations within Brevard County through JUST ONE by continuing our outreach and relationship building within the faith community. This fiscal year BFP will be able to measure how many homes we gain through this initiative with our new formalized tracking system.

Foster Parent Retention Plan

Retaining quality foster homes is an integral part of our System of Care. BFP regularly evaluates retention rates and hosts activities to boost foster parent engagement in the SOC. An annual foster parent survey is distributed and exit interviews are conducted on homes that voluntarily close to assess any opportunities, gaps in the system and to identify where services and support to foster families may be enhanced.

Foster Parent Support Group Meetings

BFP has representation at the Foster Parent Support Group monthly meetings. BFP and members of the Foster Parent Support Group establish contact and communication on an ongoing basis and foster parents are key partners in all major initiatives at BFP. Foster Parents have an option to attend the South or North County Foster Parent Support Group meetings. The North County Foster Parent Support Group was established in FY 2016-2017. BFP works with the Foster Parent Support Group leaders to plan trainings and activities appropriate to recruit, support, and recognize foster parents. Activities include recruitment/appreciation picnics, book clubs, clothing closets, birthday baskets, and foster parent mentoring programs, etc.

Foster Parent Advisory Board

The Foster Parent Advisory Board initiative was added in August 2015 and continues to meet monthly to discuss such initiatives as the Quality Parent Initiative and Foster Parent Mentor program. Each fiscal year the Foster Parent Advisory Board identifies goals and other areas of needed support or improvement. The Foster Parents are BFP's best recruiters, and they have volunteered to host mix and mingle recruitment information sessions at their homes.

Foster Parent Appreciation Events

BFP hosts quarterly foster family appreciation events, including, but not limited to:

- Foster Appreciation Week (February)
- Foster Appreciation Month (May)
- Back to School Supply Distribution (August)
- Thanksgiving Dinner Baskets (November)
- Breakfast with Santa (December)
- Dinner on the Go sponsored by faith-based organizations (throughout the year)

Partnership with Faith-Based Foster Family Care Teams

Continue active partnerships with faith-based and community organizations. BFP frequently posts on various forms of social media to give appreciation to the faith-based community partners and volunteers who give their time, efforts, tangible items, financial support, etc., to create positive outcomes for children in care. Examples of services include, but are not limited to:

- Delivering meals
- Providing respite care (background check required)
- Donating goods or services (i.e., cribs, diapers, car seats, lawn mowing, laundry)
- Assisting with household tasks

Foster Parent Mentoring Initiative

This initiative was added in August 2015. As a result of the Foster Parent Mentoring Initiative, the following outcomes have been achieved since implementation:

- Improved retention of Licensed Foster Homes by providing short term and intensive coaching, training, support, encouragement, and skill reinforcement.
- Increased placement stability for children and the prevention, whenever possible, of any unnecessary disruptions and transitions due to stress and discouragement. This includes the addition of placement stabilization staffing's.
- Increased foster parent recruitment activities.
- Improved satisfaction with BFP and provider agencies across the System of Care.
- Newly learned strategies to equip newly approved foster parents with a wide variety of parenting strategies unique to providing out-of-home care.
- Assists newly approved foster parents in applying skills that make their experience both satisfying and successful.
- Increased trauma informed care trainings and access of the agency's Mobile Response Team for immediate crisis.
- Increased demonstration of the understanding of the value of the Quality Parenting Initiative with an emphasis on the importance of working with biological families to meet the best interest of children in care.

- Increased understanding of the roles of child welfare professionals and enhanced opportunities to build effective partnerships with team members and key stakeholders.

Foster Parent Support Hotline

The Foster Parent Support Hotline is a Counseling Program developed to be responsive to the needs and direct feedback provided by Brevard County's foster parents. The program provides therapeutic aid and support to foster parents facing personal or foster-related concerns and issues.

Services are delivered by Master Level or Licensed Therapists that can provide help and support to meet a wide range of needs to include but not limited to; coping with daily stressors, dealing with loss and grief, depression, anxiety, and help with other mental health and fostering related issues. Treatment and recommendations are tailored to each foster parent's individualized needs, symptoms, and lifestyle.

Like other forms of traditional counseling, The Foster Parent Hotline is confidential, and a counselor cannot provide any additional information without the foster parent's consent.

Foster Parent Chat Café

The Foster Parent Chat Café forum is an opportunity for foster parents, a venue to come together to seek and give emotional support, share experiences, and have a place to network to fellow foster parents who truly understand how difficult, tiring, rewarding, joyful and exhausting parenting children who have experienced trauma can be. There are six chat cafes that are led by experienced foster parents from the Foster Parent Advisory Committee. The chat cafes meet once a month.

QPI Steering Committee

Through the QPI Initiative, BFP ensures active participation and involvement from the leadership of the agencies; engages foster parents to collaborate in meetings and staffing's (transparency); provides open and honest communication between all parties (open-door policy); ensures foster parents have a voice and issues are resolved (notification) and provides support and empathy.

In Brevard, families who foster:

- Are full partners, committed to supporting our mission of protecting children, strengthening families, and changing lives.
- Build lasting relationships with children, youth, and their families; and,
- Are trained, skilled, dedicated and invested in parenting and mentoring.

In addition, BFP continues to build positive relationships and support the current homes that are licensed by providing excellence in customer service:

- "24-hour Contact after Initial Placement" - When a child is placed in a foster home, the Licensing Specialist assigned to that foster home contacts (typically by telephone) that foster parent to review the information, provide reminders of medical and dental appointments needed; and provides support and services that may be identified from removal and placement.
- Warm Calls - The Foster Parent Navigator maintains constant communication with families and provides informational updates, conducts home visits, fields questions, and offers an additional layer of support.
- Single Point of Contact for Placements, Movement and Respite -Establishes that all daytime placements, movement, and respite are made through one single point of contact (Licensing Specialist) to provide the foster parents with a direct line regarding placement needs, issues, and to both better establish and sustain relationships between BFP and foster parents.
- Monthly Foster Parent Trainings at the Brevard Foster Parent Support Group Meetings provides BFP the ability to deliver required trainings and, build relationships through monthly contact with communication and collaboration in a process of continuous quality improvement.

BFP will continue to effectively monitor and evaluate foster family recruitment and retention activities to seek opportunities in the community to better support our foster homes and ensure their continued involvement for the children entrusted to our care.

BY DIRECTION OF THE VICE PRESIDENT OF OPERATIONS:

Dr. Valerie Holmes PhD
Vice President of Operations