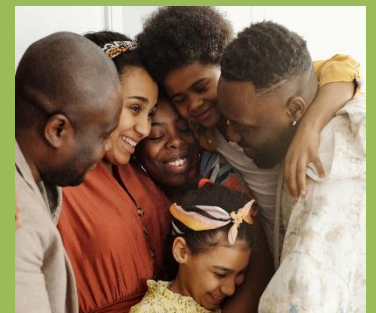


FOSTER PARENT RECRUITMENT AND RETENTION PLAN

JULY 2023- JUNE 2024



New licensed Foster Parents



**CONGRATULATIONS
GRADUATES**

We are so proud of you!



Introduction

Brevard Family Partnership (BFP) recognizes the importance of ensuring that children and youth served are placed in the least restrictive and most appropriate setting. We continue to strive to improve organizational effectiveness regarding placement, resource development, retention, and placement matching. BFP implemented this foster parent recruitment and retention plan to achieve the goal of recruiting and retaining high quality family foster homes for every child in the BFP System of Care (SOC).

BFP embraces a strength-based philosophy and approach to care that focuses on family strengths rather than family deficits ensuring that the child safety, well-being, and permanency and the continuity of relationships of the child and caregiver are the primary goals of the service delivery system (F.S. Chapter 39).

BFP 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. In addition to the Comprehensive Placement Assessment, each child entering the BFP SOC receives a trauma screening after experiencing a removal episode, and based on the results of the trauma assessment, each child is referred to services and interventions as appropriate

BFP recognizes that minimization of trauma associated with a removal is essential. To that end, the agency operates a trauma informed system of care that fosters healthy developmental functioning of children placed in foster care with focus on the promotive factors that foster the healthy development of children and youth. The BFP Out of Home Care team recognize that children who experience multiple placements while in licensed care are vulnerable to developing an attachment disorder and sudden separation from a primary caretaker, confounded with these variables, may contribute to a child's perception that the world is unsafe. BFP's placement philosophy is based on several key governing principles:

- BFP Family Foster Homes are high quality, safe, stable environments that do not have early identifiable issues indicative of placement disruption.
- Each family foster home meets the child's specific needs and ensure the child's safety and well-being.

- BFP's placement continuum of care 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 reviewed monthly to expedite the facilitation of a placement together in a streamlined process and timely submission 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. BFP remains committed to diligent recruitment and 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, reviewing recommendations and facilitating 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 and to determine what changes are needed to increase effectiveness, including timeliness of the licensure process. These data collection efforts assess processes and procedures and 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 care 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 were successfully 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 as appropriate.

Needs Assessment

Current Residential Group Care (RGC) Population vs New Teen Family Foster Homes

Brevard Family Partnership's team and youth centered approach ensures that all youth placed in residential group care are assessed on an ongoing basis. Through youth engagement and utilization of the Comprehensive Placement Assessment tool, Comprehensive Behavioral Health Assessment (CBHA), All About Me, and any current mental health assessments when appropriate, an appropriate placement is identified. Brevard Family Partnership's Out of Home Care team continually assesses the needs of children and youth placed in licensed out of home care. When appropriate, based on the needs of the youth, less restrictive levels of care are sought. Each child/youth placed in congregate care settings are reviewed ongoing by the Director of Out of Home Care or designee, which allows for follow up on any outstanding tasks for the youth, albeit services, educational needs and/or placement/transition updates.

- BFP continues to invite and include at least one youth from the Brevard Youth Leadership Council and/or from a local Group or Family Foster Home to participate in appropriate recruitment activities and pre-service training.
- The Foster Parent Recruitment Specialist engages prospective families during events, to discuss mentoring or connection with identified teens in group care.
- A Out of Home (OOHC) Team member is invited to attend pre-service training panel nights. The OOHC Specialist introduces the team to incoming families, provides an overview of the needs that youth and teens in care often experience to best prepare them for future placements.
- The OOHC team meets daily to assess needs, discuss upcoming placement moves, assign tasks, and evaluate any on call placements including disruptions and unplanned moves that occurred the day prior. In addition, the OOHC Manager and/or Director of OOHC review ongoing tasks, assign a champion for children, and ensures communication occurs with the Behavioral Health team as needed for service implementation.
- Monthly, the Director of Licensing facilitates a meeting, which includes all the licensing staff, Out of Home Care and Behavioral Health team members. This format allows for the team to discuss any needs in the home, review 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 Director of Behavioral Health leads a team meeting which includes the Behavioral Health Coordinators, MDT Coordinators, and Clinical Services Specialists, to review all youth, in all levels of care that have escalated and/or flagged due to increase needs for services, supports, Baker Acts, high end placements, etc. This forum allows for a comprehensive review of 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 for a successful transition.
- Monthly the team completes a Comprehensive Clinical review to assess the current placement needs for youth as they are identified, to ensure adequate services and supports are in place, based on a review of progress notes, provider feedback, and information provided from the OOHC team.

BFP Website and Social Media

To reach an even greater audience of potential foster families, especially for teenagers, BFP utilizes several outreach methods. We create a strong social media campaign that focuses on answering frequently asked questions, dispelling myths around fostering children in care, 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 engages in organic social media as well as paid ads and boosted posts through our social media platforms: Facebook, Instagram, and LinkedIn.
- BFP continues to feature more positive foster parent stories and promo videos.
- BFP's strong network of foster parents is an 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.
- BFP is currently hosting virtual and in person Foster Care Informational Session. This fiscal year we will be launching a podcast platform that will discuss the need for foster homes, retention, resources, etc. We will include staff, foster parents, community partners, and youth.
- We continue to include the Brevard Youth Leadership Council to provide more insights into their needs and how we can recruit quality foster parents for teens.
- BFP continues to collaborate with All Pro Dad on recruitment needs.

Self-Care for Foster Parents

BFP believes that is important for our foster parents to 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 one other.

- Foster Parent Hotline launched July 1, 2021, to improve overall health, wellness, and retention within the fostering community by providing access to free mental healthcare, calming strategies and interventions, and education through training and therapeutic support.
- BFP continues to address the importance of self-care in pre-service training and how foster parents address self-care, placement challenges and behaviors.
- The assigned Licensing Specialist continue to inquire about self-care during their quarterly contact with foster parents.
- Ongoing discussions at foster parent support group meetings.

Support and Services for Families of Teens to Maintain Placement

Brevard Family Partnership encompasses the principles of wraparound 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 check on the services and reviews progress notes entered by the provider. The Clinical Services Coordinators attend the Case Transfer Staffing's to review the child and family needs, offer insight, clinical guidance and suggestions regarding services to ensure strength and needs based planning is occurring for the parents, children, and youth.

OOHC staff participate in shelter calls during business hours, which also allows for early engagement in services, 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 Services Specialists, DCM, DCMS and the Guardian ad Litem program. The BHC conducts staffing with the DCM and GAL, biweekly to ensure all CBHA's are reviewed and to ensure all recommendations are being followed. The BHC consults with the Clinical Services Coordinators to assess services to ensure they are meeting the needs of the youth and/or if it needs to be escalated or flagged for a high-end review. Other strategies include:

- In 2021 BFP implemented the Critical Ongoing Resource Family Education (CORE) Teen Curriculum for children who meet criterion for an enhanced level of care. Core Teen seeks to support older youth in the child welfare system who have moderate to severe emotional and behavioral challenges.
- Trust Based Relational Intervention (TBRI) will be implemented and available to all foster parents during the first quarter of the 23-24 Fiscal Year. This curriculum, which is an attachment-based, trauma-informed intervention is designed to meet the complex needs of vulnerable children. TBRI® uses Empowering Principles to address physical needs, Connecting Principles for attachment needs, and Correcting Principles to disarm fear-based behaviors.

Multi-Disciplinary (MDT) Staffing's

MDT staffing's occur at all critical junctures to ensure all voices within the team are heard and captured regarding decisions made about the children, youth, and families we serve. This process is intended to be family focused to help minimize trauma regarding many decisions that occur regarding children in care from placement changes, educational needs, separation of siblings, etc., to ensure that timely intervention is occurring in the least intrusive manner. The MDT process is a collaborative process that seeks shared input from all team members, including but not limited to, youth, foster parents, caregivers, providers, and others that play significant roles in the life of the youth. All moves that occur in the life of a child/youth require an MDT staffing. The MDT staffing's are facilitated by MDT coordinators who are trained, strength- based, family-focused facilitators who use a proactive approach to ensure the best outcomes.

Multi-tiered Approach for Placements and Assessments for Teen Stabilization

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 OOHC, 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 with 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 to establish a relationship and to reinforce that if any needs occur to not hesitate to make contact.

If a family appears to be in need of additional supports to meet the needs of a child or youth’s behaviors and needs the BFP OOHC Placement Stabilization Specialist may be deployed to assess needs and to aid in linking services. If a family feels placement should be changed, families are alerted that a Placement Stabilization MDT will be held with all parties to discuss, and brainstorm ways to support the family and the youth. Through this process, if the family still maintains they feel they cannot support the youth any longer, we do request a 30-day notice be provided and a transition plan is developed; the team will meet as frequently as needed or at a minimum, bi-weekly until the transition occurs. Utilizing this approach allows our youth and families to feel supported and allows our Out of Home Care Team to gain more insight about the youth to make the most appropriate placement match. Brevard Family Partnership also utilizes a Level of Care Placement Array which correlates the interventions that a family is providing commensurate with the youth’s behaviors or needs.

Through ongoing communication as well as the formal monthly joint meetings with Licensing and Out of Home Care, family foster homes experiencing challenges are discussed and reviewed. Many times, this leads to a staffing and/or check-in conducted by the team. 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, Behavioral Health Coordinator, and 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 OOHC team are also a part of the Placement Stabilization Calls that 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 our BHC to reach out to families and case management to assess the needs of the youth and/or family and provide support to both, as the youth transitions back to the home, as another preventative measure.

Existing Environment

Currently, Brevard County has 137 Level 2-5 family foster homes and bed capacity of 274. In FY 2022-23, an average of 5 homes closed per month and a total of 59 homes closed. There were 12 families that closed within their first year. There were 5 families that closed after completing their first year. Exit interviews are conducted on all homes, BFP aggregates and analyzes any trends indicated for continuous quality improvement.

To achieve our goal, we continually assess our retention efforts of homes and seeking new opportunities to support our families. FY 2022-23 we hired a Foster Parent Ambassador to help support, recruit and retain foster parents. The Foster Parent Ambassador had lived experience and was able to provide valuable insight and feedback on retention efforts, including support.

Year	Homes Licensed
2016-2017	52
2017-2018	45
2018-2019	45
2019-2020	39
2020-2021	70
2021-2022	43
2022-2023	42

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 80 % for the coming year based on evaluation of the previous 6 years of retention data reviewed.

Reasons for foster family closure are tracked by the Licensing Supervisor. On an ongoing basis, the Director of Licensing and the Licensing Supervisor analyze retention patterns to brainstorm ways to retain foster families. The most common reasons for foster family closure were adoption, relocating, no longer interested, lack of quality home, and personal reasons, and health concerns.

Year	Retention Rate
2017-2018	77.5%
2018-2019	71.6%
2019-2020	77.6%
2020-2021	66.7%
2021-2022	74%
2022-2023	62.5%

BFP continues to strategize ways to retain licensed foster homes. We provide comprehensive support because foster parents often face unique challenges, so it's crucial to offer them ongoing support, resources, and training opportunities. This includes regular check-in including the following practices: licensing supervisors contact 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, focus groups, foster parent support groups and support from the community.

	BFP	Devereux	OMC	Total
#Licensed Homes	117	10	10	137
#Licensed Bed Capacity	228	20	26	274
#OCW's	3	0	0	3

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

AGE	CHILDREN IN LICENSED CARE
0-2 years	89
3-5 years	84
6-12 years	100
13-17 years	39
TOTAL	312

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	40.59%	15.53%	36.96%	0.34%	4.76%
% Of foster home population	53.85%	16.99%	26.28%	0.96%	1.92%

Recruitment Goals through June 30, 2024, for Level 1-5 Foster Homes

The current 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.

To respond to the ever-changing needs our community, BFP contracts with two additional Child Placing Agencies:

1. **Devereux** who specializes in special 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 support 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 goal for FY 2023-2024 is 65 new homes for Level 2-5 Foster Homes:

Agency	Goal – 65 Homes
BFP	41 homes
One More Child	12 homes
Devereux	12 homes
Total	65

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 implemented the following support for our Level 1 foster homes until permanency is achieved.

- Two Kinship Care Coordinators were hired in FY 2022-23 and are responsible for tracking referrals, making initial contacts, completing background checks, and assisting caregivers with required trainings and documents. Kinship Care Coordinators make the initial calls to the families to introduce Level 1 and the benefits of their program. Once the families are interested, they are assigned them for 30 days or less and will support them through completing training, setting them up in BINTI and completing all background checks on the family. Once completed they will staff the family over to a Level 1 specialist to complete the licensure process. This is proven to be effective in supporting large caseloads and allowing the Licensing Specialist to focus on the licensure portion of the home study and cut down on the licensure timeframes. It has assisted with assessment on the front end as well to ensure families are eligible for the Level 1 program.
- The BFP Level 1 team continues to work toward achieving the goal of 40%. FY 2022-23 the Level 1 program hired 9 staff to assist with reaching our goal, 2 supervisors, 4 initial staff, 3 relicensing and 2 kinship care coordinators. The initial teams' goal is to submit one home per week per initial licensing specialist. BFP will continue to collaborate with DCF CPI, Case Management and the GAL Program to assist the Level 1 team to license homes in a timely manner.
- 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.
- The Clinical Services Specialist contacts every caregiver to discuss the immediate needs of the children and informs them about the programs available including Level 1.
- Caregiver Support Group Meetings are held the 2nd Tuesday of each month.
- Flexible Funding allows BFP to assist caregivers with getting their home in compliance when they cannot financially afford it.
- Monthly meetings with DCF CPI and Case Management Leadership are held to review barriers.

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 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.

I. Agency Branding

BFP's identity as a community-based care agency in Brevard County is vital to our mission. We are committed to strengthening our public perception and knowledge through stories of what we do and why it matters.

We strive to have a consistent brand throughout all our digital platforms and printed materials where our logos, images, colors, and messaging are displayed consistently and effectively.

The BFP brand continues to work on its reputation through our branding and our slogan: "Protecting children, strengthening families, changing lives."

- Development of consistent branding in collateral materials (printed and web-based) that focus on educating the public on the benefits 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.

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

1. **Message:** The BFP brand message aligns with our core mission of "protecting children, strengthening families, and changing lives." The message in our marketing materials are succinct and impactful while showing the benefits of providing foster care to both the caregiver and the child.
2. **Tone:** The tone of the BFP brand is optimistic, empathetic, nurturing and always portraying a genuine care for the well-being of Brevard's children and families.
3. **Design:** The BFP brand is visually appealing to the eye with vibrant logo colors, and succinct messaging to improve readability. Imagery and graphical elements will be thoughtfully and strategically curated to evoke positive emotions and increase community recognition and engagement in our cause.

4. **Delivery:** The key message of BFP is delivered through a plethora of communications channels to increase brand awareness, the mission, and the connection with the audience.

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 in the following ways:

- Producing content to be shared on our communications channels is a priority to educate stakeholders on the need for foster parents in Brevard County. We distribute the information as follows: earned media (news coverage), foster parent testimonials, promotional videos, and digital marketing efforts.
- 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.). Sharing success stories, providing information about the foster care process, and highlighting the impact of foster parenting can attract interested individuals. Targeted Foster Care Recruitment is achieved through social media, the use of free and earned media, as well as paid advertising.

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

Earned media. BFP's earned media is obtained through news coverage such as print, broadcast and radio coverage. BFP actively develops relationships with local media outlets and journalists to share compelling newsworthy stories to bring awareness of the impact the SOC has in the community and how the public can help us succeed.

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 targeted to:

- Brevard Business News; Brevard Public Schools; Everything Brevard; Florida Today
- Social Media Advertising (Facebook and Instagram)
- Public Service Announcements with other community leaders, and local, cultural events, venues, and sponsorships.

Celebrate Reunification

June is National Reunification Month! It is a time to celebrate families who have been reunified with their children and recognize the dedication and commitment of parents, caregivers, and professionals who have help make reunification possible.



Lifting Families Together

Brevard Family Partnership
Protecting Children, Strengthening Families, Changing Lives.

New Licensed Foster Parents



CONGRATULATIONS GRADUATES

We are so proud of you!

Brevard Family Partnership
Family of Agencies

Brevard Family Partnership
Protecting Children, Strengthening Families, Changing Lives.

- ➔ Make a difference in a child's life
- ➔ Make an impact on a Generation




If you have room in your heart and home, help us make a difference in Brevard County.

FOR MORE INFORMATION
www.brevardfp.org
EMAIL: foster@brevardfp.org



BECOME A FOSTER PARENT
Call us: 321-752-4650
You're not alone in this journey.

WHAT ARE THE MYTHS ABOUT BECOMING A FOSTER PARENT?



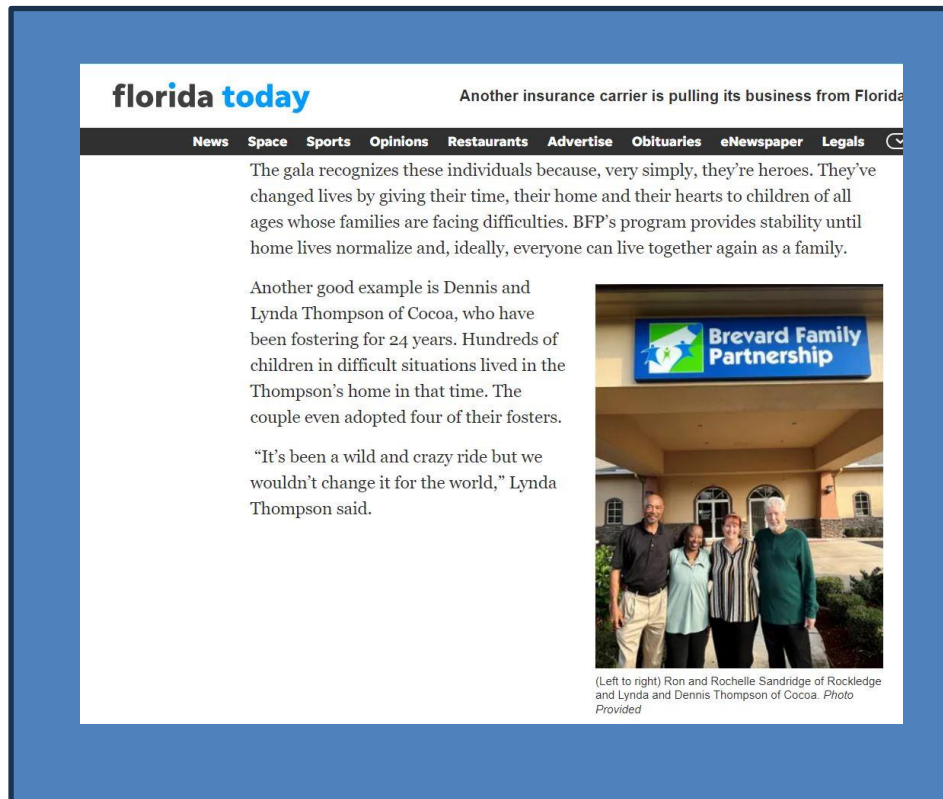
- FALSE** You can't be single
- FALSE** You can't work full-time
- FALSE** You must be a parent
- FALSE** You can't have pets
- FALSE** You need to provide medical insurance
- FALSE** You need to own your own home
- TRUE** Most children in foster care have been in multiple placements

Brevard Family Partnership

BREVARDFP.ORG

External Communications Tracking and Results FY 2022-2023

The public relations team tracks results from earned media stories such as:




florida today Another insurance carrier is pulling its business from Florida

News Space Sports Opinions Restaurants Advertise Obituaries eNewspaper Legals

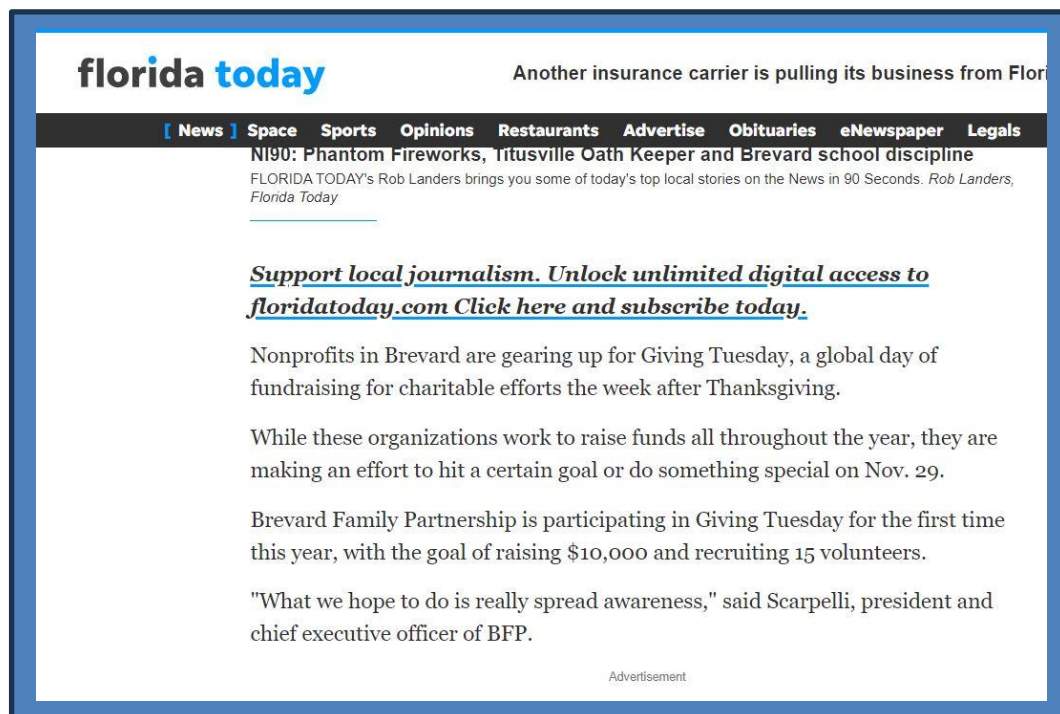
The gala recognizes these individuals because, very simply, they're heroes. They've changed lives by giving their time, their home and their hearts to children of all ages whose families are facing difficulties. BFP's program provides stability until home lives normalize and, ideally, everyone can live together again as a family.

Another good example is Dennis and Lynda Thompson of Cocoa, who have been fostering for 24 years. Hundreds of children in difficult situations lived in the Thompson's home in that time. The couple even adopted four of their fosters.

"It's been a wild and crazy ride but we wouldn't change it for the world," Lynda Thompson said.



(Left to right) Ron and Rochelle Sandridge of Rockledge and Lynda and Dennis Thompson of Cocoa. Photo Provided



florida today Another insurance carrier is pulling its business from Florida

[News] Space Sports Opinions Restaurants Advertise Obituaries eNewspaper Legals

NI90: Phantom Fireworks, Titusville Oath Keeper and Brevard school discipline
FLORIDA TODAY's Rob Landers brings you some of today's top local stories on the News in 90 Seconds. Rob Landers, Florida Today

Support local journalism. Unlock unlimited digital access to floridatoday.com Click here and subscribe today.

Nonprofits in Brevard are gearing up for Giving Tuesday, a global day of fundraising for charitable efforts the week after Thanksgiving.

While these organizations work to raise funds all throughout the year, they are making an effort to hit a certain goal or do something special on Nov. 29.

Brevard Family Partnership is participating in Giving Tuesday for the first time this year, with the goal of raising \$10,000 and recruiting 15 volunteers.

"What we hope to do is really spread awareness," said Scarpelli, president and chief executive officer of BFP.

Advertisement



Gala celebrates foster families, community

By Brittany Ó Ruacháinn For Hometown News Apr 6, 2023 Updated Apr 7, 2023

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Home for the holidays - Happy Times Highlighted at Celebration of Adoption

By Jill Blue Nov 30, 2022 Updated Dec 18, 2022

By Jill Blue Nov 30, 2022 Updated Dec 18, 2022



Ray and Bonnie Ferguson give their son, Jireh, 4, a kiss during the Home Run Forever — Celebration of Adoption in Viera.
Photo by Jill Blue

Gala set to recognize partners, help protect children, families

BY NANETTE HEBDIGE Mar 10, 2023



Brevard Family Partnership has been working with children to perform a small Broadway production, which will be part of A Night Among the Stars. Brevard Family Partnership's Gala will be held March 25.

Brevard Family Partnership, which works to protect children, is set to recognize partners and families with a gala March 25 at the Hilton Rialto in Melbourne.

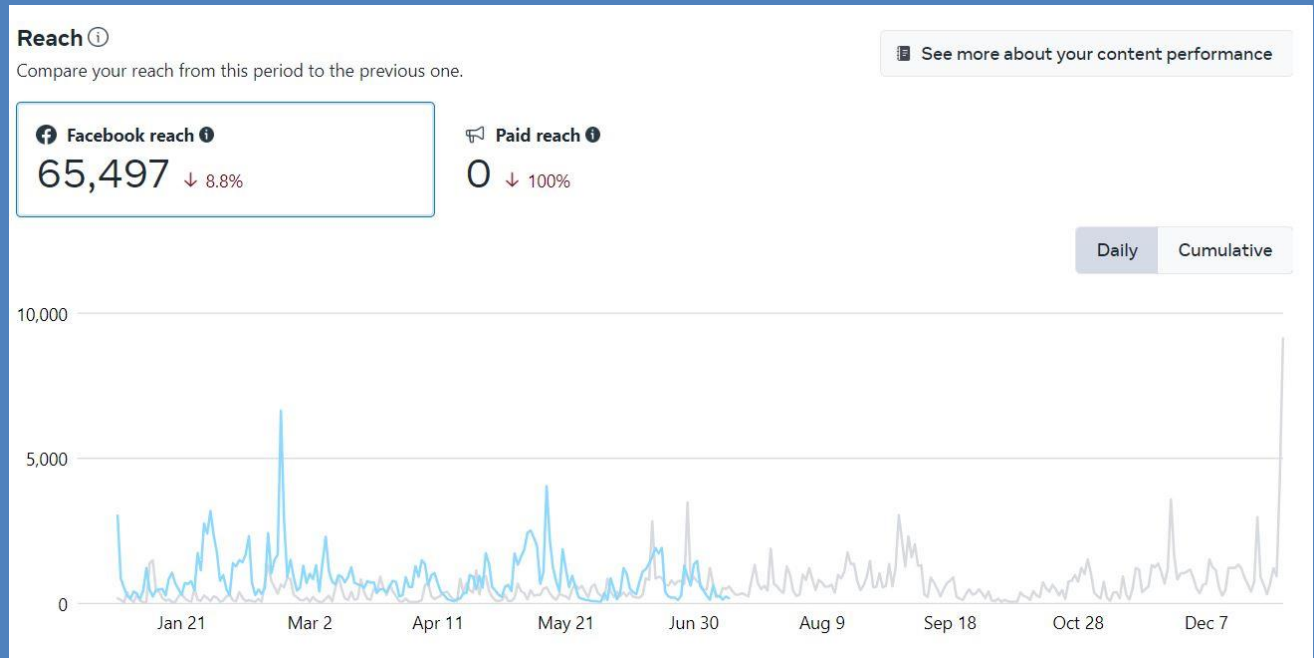
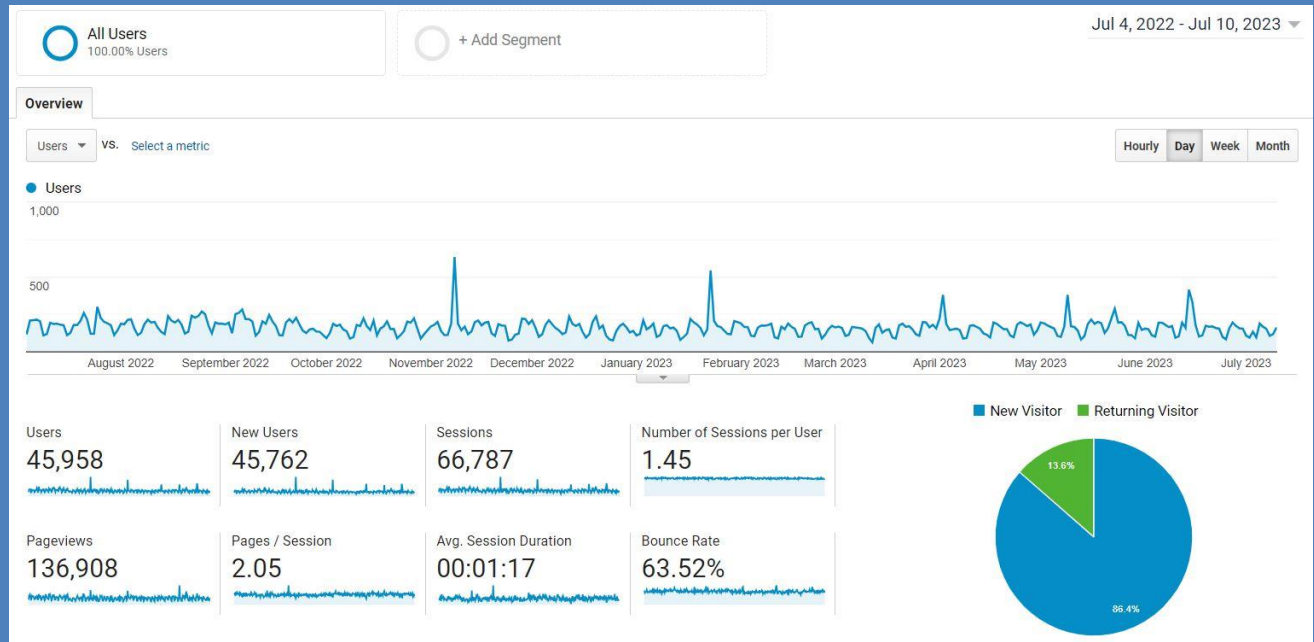


The mission of Brevard Family Partnership is simple: To protect children, strengthen families and change lives with the prevention of child abuse. It does that through comprehensive, community-based initiatives for the care of abused, abandoned and neglected children within the foster care system.



BREVARD FAMILY PARTNERSHIP

The top channels BFP had for 2022-2023 were our direct channel, referrals, and organic search for customer acquisition. Our website analytics for the year 2022-2023 shows the following statistics.



III. Internal Communications and Staff Engagement

- Internal communication is important to ensure an ongoing exchange of information among key stakeholders within BFP's system of care, including staff and current foster parents.
- Engaging foster parents and staff as partners is a key factor in both recruiting and retaining foster families.
- *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 continues to have a Family of Agency foster care recruitment incentive program. Staff who refer a foster family receives a \$100 gift card upon licensure and first placement of a child.

IV. Community Involvement and Engagement

The Director of Community Development is in the community facilitating, strengthening, and growing community partnerships and developing resources for our foster families. This position supports BFP and our family of agencies to expand collaborations with faith-based organizations, identify untapped resources that empower individuals to effect change, lead special projects, coordinate celebratory events, and seek out donors and sponsors.

The Director of Community Development leads and/or partners internally to provide education and awareness in a variety of community forums to maintain a positive community presence.

- Continual development and implementation of a schedule of recruitment events for prospective foster and adoptive families, including live and virtual events.
- Continued fostering relationships with local community groups for their continued support and education and awareness of the need of foster parents.
- Maintain a consistent presence at community events, community partnership meetings, and associations to express the need for quality foster parents.
- Continued use of "Foster Care Ambassadors" that included representatives from Brevard Youth Leadership Council, current foster parents, and staff members that encourage, educate, and dispel myths about fostering to present at pre-service training panel night, information sessions, and recruitment events.

- 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 and collaboration with community organizations such as libraries, schools, hospitals, churches, and local businesses to promote and support foster families.

Tracking Effectiveness of the Plan:

BFP continues to utilize the Binti licensing system to track prospective parents through the recruitment, training, initial and re-licensing home study process. Families 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 that this system allows them to complete their tasks quickly and easily. Licensing Staff report an increase in timeliness of receipt of documents and accuracy of forms completed. This has resulted in an overall increased timeliness of the licensure process.

- The Foster Care Recruiter assesses each recruitment activity after its completion. The following questions are asked retrospectively:
 - Was this recruitment activity successful and what defines this success?
 - Did the activity spread the word to its intended audience?
 - Are there any changes or revisions that could make it more successful?
 - Could this activity, with revisions, be used with another targeted audience?
 - Should this strategy be discontinued?
 - Was the effort (staff time/costs) worth the outcome?

•BFP completes monthly/quarterly/annual reports and critically analyzes the outcomes of past recruitment efforts.

FY 2022-2023 Recruitment Tracking Measures

Information Sessions via Facebook Live: July 1, 2022– June 30, 2023.

Total number of people invited: (invitations sent) **144**

Total number of people attended: **319**

Foster Care Inquires: July – 2022- June 30, 2023

Website Inquiries: **42**

Direct Emails: **38**

Phone Inquiries: **101**

Foster Florida Information Center (DCF): **50**

Total Inquiries: 231

Information Session Attendance PRIDE Licensed Homes

Information Session Attendance: **75**

Screening Questionnaires: (completed after attending an info session): **54**

Families invited to PRIDE: **80**

Total Licensed Homes: 42

Fiscal Year 2022-2023 Recruitment Meetings, Events and Activities:

Information Sessions conducted: **28**

Just ONE Events (Faith Based): **5**

Recruitment/BFP Presentations: **22**

Other Events (Community Based): **35**

Fiscal year 2022-2023 Recruitment Meetings and Activities:

- The Grove Church
- Cocoa Beach Chamber of Commerce Events
- The Greater Palm Bay Chamber of Commerce Events
- Foster Parent Information Session Virtual and In-Person
- Foster Care Collaboration Information Session with One More Child and Devereux
- Brevard Foster Care Christian Collaboration
- All Pro Dad
- Elevation Church
- Brevard Public School Parent Leadership Conference
- Lighthouse Christian Church
- Smile From Within/Move Into Light Community Event
- Poochella Community Event
- Viera Business Means Networking Meeting
- East Coast Christian Church
- Friends of Children Superhero Run
- Suntree United Methodist Church
- Brevard Public School Counselor Collaboration
- Helping Hands Community Event
- Brevard Public School New Teacher Collaboration
- City of Palm Bay Multicultural Festival
- Women of Excellence Community Event
- Cocoa Beach Chamber of Commerce Spring Fling

Educational Resources

BFP provides pre-service training classes annually to prospective families interested in fostering; classes are added to the training schedule as needed to expedite foster parent training and to better accommodate prospective foster parents' needs, including location, cultural, and socio-economic variations. The classes are held throughout Brevard County. FY 2023-24 BFP will be transitioning from the PRIDE curriculum to the National Training and Development Curriculum.

The National Training and Development Curriculum (NTDC) is a new curriculum that is based on research and input from experts, families who have experience with fostering or adopting children, and former foster and adoptive youth. It is a state-of-the-art classroom and online program that helps to prepare prospective foster and adoptive parents and provides access to information and resources needed to continue building skills once they have a child in their home. BFP requires participation and attendance at training classes. At the end of each Pre-Service Training cycle there is a Panel Night to allow for Q&A from the prospective foster parents with experienced foster parents and other stakeholders within the system of care. 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 a licensing and clinical standpoint) to assist in maintaining medically complex children in the least restrictive and most nurturing environment available. BFP Enhanced Level 2 homes are required to complete the CORE Teen training or TBRI (Trust Based Relational Intervention) training to better prepare foster parents for more challenging children in care.

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, 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 pre-service training 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 and fingerprints. The Foster Parent Recruitment Specialist confirms the family's attendance of pre-service training 72 hours in advance of training. Prior to pre-service training prospective foster families are assigned an initial licensing specialist to start the assessment and home study process.

BFP will continue to increase awareness around the need for foster homes through increased community outreach, updating marketing materials, and through creating and launching a new foster care recruitment campaign. Staff are encouraged through education and support to actively recruit children in all venues they are in attendance.

Brevard Foster Care Christian Collaboration

Brevard Family Partnership continues to work in collaboration with Brevard Foster Care Christian Collaboration to collaborative help recruit and retain foster parents in Brevard County. Brevard Foster Care Christian Collaboration is a grassroots effort in Brevard County with a mission to activate church-wide partnerships in caring for vulnerable children at risk, in, or exiting foster care as well as those children becoming legally available for adoption.

The goal of this collaborative is to present unified and clear information about foster care to local Christian churches so that they will become active in one of the following avenues pertaining to at-risk children:

- Create foster supportive congregational ministries and opportunities that recruit and train volunteers to serve to support foster families (Retention)
- Successfully retain current foster families by offering on-going support, multiple practical resources, and community interventions, and changing the cultural perception of foster care. (Retention)
- Building and sustaining a Foster Friendly Community with business and Church support (Recruitment/Retention)

Mix and Mingles

During FY 2023-24 BFP will re-introduce Mix and Mingles to assist with recruiting foster families. The Mix and Mingles will be held at an existing foster parents' home or church. This is an opportunity to use our existing foster parents as credible messengers to recruit prospective foster parents from their own networks.

JUST ONE Faith-Based Initiative

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

BFP continues 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. BFP is collaborating with our two CPA's One More Child and Devereux to conduct joint quarterly information sessions at different churches throughout the county.

Partnership with Faith-Based Foster Family Care Teams

Continue active partnerships with faith-based and community organizations to provide wrap-around services for our foster families. During church presentations a call is made to congregations to step forward and provide wrap-around services such as respite care, babysitting, meal preparation, yardwork, and other acts of service for foster families.

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. Retaining foster parents is important for providing stability, lived experience expertise, fostering support networks, and building meaningful relationships for foster children. Research confirms that families who feel engaged and valued are more likely to remain committed to this important work we do every day.

Foster Parent Ambassadors

BFP hired a Foster Parent Ambassadors this fiscal year to further engage with our foster families to improve and build on the fostering experiences throughout Brevard County. The Foster Parent Ambassador assisted with retention and quality foster homes. The Foster Parent Ambassador has been able to provide mentoring and peer support through lived experience. In addition to providing additional resources and opportunities for the foster parents to network. The Foster Parent Ambassador launched the “BFP Buzz” to inform foster parents of resources in the community, training opportunities, calendar of events and kudos corner.

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. The Foster Parent Support Group Meetings have returned to in person this fiscal year and will continue being face to face this FY 23-24. BFP works with the Foster Parent Support Group leaders to plan training and activities appropriate to recruit, support, and recognize foster parents. Activities include recruitment/appreciation picnics, book clubs, take me table, birthday baskets, and foster parent mentoring programs, etc.

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 Advisory Board

BFP launched The Foster Parent Advisory Board 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.

QPI Initiative

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. BFP currently has two QPI champions and will send three more staff through the QPI Champions program FY 2023-24. The champions are advocates and change agents in our work to ensure every child and youth in foster care receives excellent parenting every day.

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
- are trained, skilled, dedicated and invested in parenting and mentoring.

Foster Parent Appreciation Events

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

- Foster Appreciation Week (February)
- Easter Basket Giveaway (April)
- Foster Appreciation Month (May)
- Back to School Bash (August)
- Trunk -a-Palooza (October)
- Thanksgiving Dinner Baskets Giveaway (November)
- Breakfast with Santa (December)
- Dinner on the Go sponsored by faith-based organizations (throughout the year)
- Diapers and Wipes Giveaway (throughout the year)
- Parent's Night Out (throughout the year)
- Take Me Table (Quarterly)

Foster Parent Mentoring Initiative

This initiative was added in August 2015 and continues to be a valuable resource for our foster families. The mentors connect via short term and intensive coaching, training, support, encouragement, and skill reinforcement to new licensed foster parents.

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 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.

Take Me Table

Brevard Family Partnership launched the Take Me Table FY 2023-24 to support Level 1-5 foster families and kinship caregivers. The Take Me Table is held quarterly at our BFP administrative office and contains items such as diapers, wipes, clothes, shoes, books, car seats, etc. that have been donated by the community.

Get Too Attached

Get Too Attached is a new local charity that consists of foster parents with over two decades of lived experience helping support foster parents in Brevard County. Get Too Attached was organized to advocate for, train, and mentor local foster parents, and to build community support through awareness, education, and involvement. Get Too Attached shares a passion for improving morale among foster parents, encouraging respectful relationships between foster parents and those they work with in the child welfare system, and improving foster parent retention. BFP works in partnership with Get Too Attached to educate foster parents on community resources and support foster parents.

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

- 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 (Out of Home Care 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 continues 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. A multi-faceted approach that combines community partnerships, online presence, informational sessions, and ongoing support help in recruiting and retaining foster parents effectively.

BY DIRECTION OF THE VICE PRESIDENT OF OPERATIONS:

A handwritten signature in blue ink, appearing to read 'V. Holmes', is written over a horizontal line.

Dr. Valerie Holmes PhD

Vice President and Chief Operations Officer