



COUNTY WELFARE DIRECTORS ASSOCIATION PUBLIC AWARENESS AND EDUCATION COMMITTEE

CWDA

Resource Family Recruitment Tool Kit



Welcome to the Resource Pages for the *CWDA Resource Family Recruitment Tool Kit*. For the last several years, the *CWDA Public Awareness and Education Committee* [PAE] has been developing strategies to assist county Child Welfare Agencies in their recruitment of “Resource Families” for children who need to be placed out of the home. The economic pressures all families face have made it increasingly more difficult to find families to serve as traditional “foster homes”. In addition, the emphasis of the state and county “System Improvement Plans” to maintain a child’s connection with their family of origin by making greater use of kin systems or finding homes more aligned with a child’s cultural and demographic environment has called for new strategies in finding homes. Developing and implementing these strategies must face the challenges posed by the declining resource base that county child welfare agencies have.

The creativity of county social services staff should never be underestimated however! There are a number of ingenious and “low-cost” strategies that county public information officers and foster home recruiters have developed. A number of these strategies leverage the limited resources counties have by engaging the assistance of other community organizations as well as media outlets. These strategies are being shared on this web site as part of the “Resource Family Recruitment Toolkit” that the PAE committee has put together. These pages have been developed by the public information officers and others on the PAE committee who serve this role in their county. Also included is a sample flyer that can be customized for individual county use.

This Toolkit is intended to be a dynamic resource that can be added to at any time by others who are willing to share recruitment strategies that work. Submittals can be forwarded to PAE via the CWDA administrative office.

Joe Valentine
2008-2009 PAE Chair