



Foster Parent Retention & Recruitment Plan 2024-2025



**Family Partnerships
of Central Florida**

Protecting Children, Strengthening Families, Changing Lives.



INTRODUCTION

Family Partnerships of Central Florida (FPOCF) recognizes the importance of ensuring that the children and youth it serves are placed in the safest, least restrictive and most appropriate settings. As a result, recruitment of quality and committed caregivers is our highest priority. Caregiver families play a critical role in our system of care, which is dedicated to finding permanent solutions for children and youth in foster care. Their well-being is our primary goal.

We continually strive to improve organizational effectiveness regarding placement, resource development, retention and placement matching. FPOCF is implementing this plan to achieve the goal of recruiting and retaining the highest quality family foster homes for every child in the FPOCF system of care (SOC). FPOCF embraces a strength-based philosophy and approach to care that focuses on family strengths rather than family deficit. This ensures that both the child's safety, well-being and permanency and the continuity of relationships between the child and caregiver are the primary goals of the service delivery system (F.S. Chapter 39).

FPOCF matches each child with a home that best suits the child's needs, considering the many factors that impact a child's quality of life. These include family and sibling bonds; education; friends; cultural, ethnic and religious values and practices; physical, medical, nutritional and developmental needs; emotional well-being; mental health; and personal growth. In addition to the Comprehensive Placement Assessment, each child entering the FPOCF SOC receives a trauma screening after experiencing a removal episode. Based on those results, the child is referred to services and interventions as appropriate.

FPOCF recognizes that minimization of trauma associated with removal is essential. To that end, the agency operates a trauma-informed system of care that focuses on the promotive factors that foster the healthy development of children and youth. The FPOCF Out of Home Care (OOHC) division recognizes 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.

PLACEMENT APPROACH

FPOCF's placement philosophy is based on several key governing principles:

- FPOCF 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 ensures the child's safety and well-being.

- Reunification with the child’s family is the primary focus.
- Relationships, collaboration and partnerships are the foundation to positive outcomes for children and their families.

FPOCF’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 interests, special needs, and cultural characteristics and preferences.

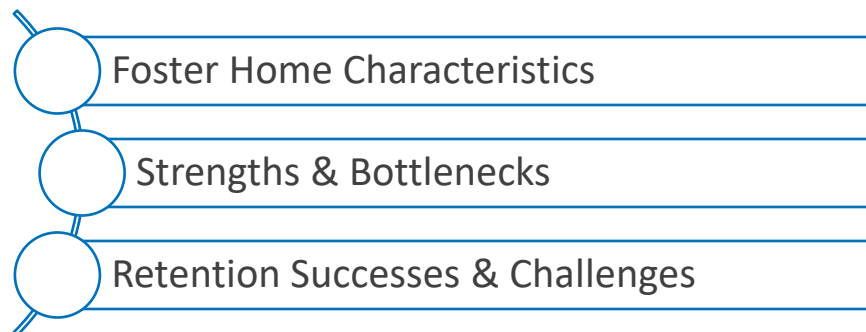
In May 2024, Brevard Family Partnership acquired the contract for community-based care services in Orange, Osceola and Seminole counties. Staff and providers in all four counties recognize and are committed to increasing capacity in all areas to best support children. They have also identified the following demographics as the highest areas of need, prioritizing them for recruitment.

- Teens
- Specialized youth (those with more challenging behaviors and higher acuity of behavioral, mental health and special needs).
- School age youth
- Sibling groups

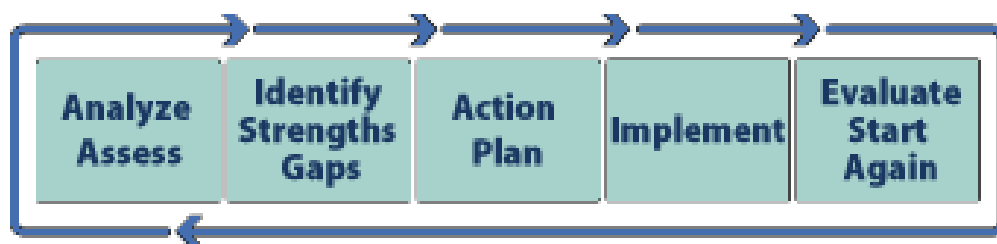
EVALUATION AND ANALYSIS

FPOCF recognizes that recruitment of high-quality, committed foster parents is fraught with challenges but also presents many opportunities for new strategies and techniques. With the merging of the two community-based care agencies, FPOCF has acquired the needed experience and expertise across all areas, with a continued commitment to diligent recruitment and utilization of a systematic approach to recruiting, retaining, developing and supporting foster families to meet the needs of children and youth in our communities. FPOCF utilized evaluation of key data points from across the organization to make informed decisions that drive our recruitment efforts to meet specific needs.

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



FPOCF continues to include feedback and input from key stakeholders, including current foster parents serving on the Brevard and tri-county foster parent advisory boards, to evaluate the data, review recommendations and facilitate cross-collaboration.



FPOCF collects and analyzes data regarding the strengths and weaknesses of current recruitment processes to identify their effectiveness and determine changes 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 to meet the unique needs of children across the four counties served:

- Number of inquiries received in a given time (past six months, past year, etc.).
- How inquirers learned about FPOCF's foster care program.
- Who responded to the inquiries and how quickly a response was received.
- Number of families that attended orientation.
- Number of families that attended orientation and started and completed pre-service training.
- Number of families that completed the training and were successfully licensed.
- Time in which parents accepted their initial placement.
- Percentage of inquirers who were licensed within a given time.
- 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.

WEBSITE AND SOCIAL MEDIA

To reach an even greater audience of potential foster families, especially for teenagers, FPOCF utilizes several outreach methods. We created a strong digital and social media presence 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 sharing enjoyable activities families can do with their foster children. These efforts include:

- Enhancing organic social media posting, as well as paid ads and boosted posts, via FPOFC’s Facebook, Instagram and LinkedIn channels.
- Featuring greater numbers of foster parent stories and promotional videos on the FPOCF website and social media channels.
- Developing a strong network of foster parents who can share their lived experience through Q&As, testimonials, informational events and supported outreach within their communities. The target demographics for this support include teachers, coaches, those involved in a variety of faith-based communities and the LGBTQ+ community.
- Hosting virtual and in-person foster care information sessions.
- Supporting, engaging and promoting the FPOCF Youth Leadership Council to provide more insights into their needs and how FPOCF can recruit quality foster parents for teens.
- Continuing to collaborate with All Pro Dad on recruitment needs.

PREPARATION & RESOURCES

FPOCF engages a cross sector of representatives to best prepare families who are new to fostering. As an organization, we are focused on both requirements and retention of quality foster parents and place the highest value on preparation, support and engagement. Strategies employed include:

- **Youth input and engagement.** The Brevard area 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.
- **OOHC team members are invited to attend pre-service training panel nights.** The OOHC specialist introduces the team to incoming families and provides an overview of the need’s youth and teens in care often experience to best prepare them for future placements.

Self-Care for Foster Parents

FPOCF believes it is important for foster parents to take care of themselves, for their own well-being and the well-being of their family and the children in their care.

Fostering is both rewarding and challenging, so it is important to have a strong network of foster parents to support each other. A variety of initiatives have been implemented to provide support.

In July 2021, we launched our foster parent hotline. This 24/7 resource was designed to improve overall health, wellness and retention within the fostering community by providing access to free mental health care, calming strategies and interventions, and education through training and therapeutic support.

FPOCF recognizes the importance of and encourages self-care during pre-service training and throughout the time our families serve. Self-care often becomes most essential as foster parents establish tenure and navigate the system of care. As part of the quarterly contact with foster parents and the foster parent support groups, essential resources are promoted.

Each county has established unique partnerships with local churches and community organizations to provide support for families and children. These partnerships provide everything from school supplies and community enrichment activities to training and support services.

Commission 127 provides an array of support and resources within the foster parent community, including building relationships among foster parents, supporting groups for foster parents of teens and teens in foster care, and providing training, foster parent retreats and tangible items, such as diapers. Commission 127 is a referral source for foster parents in the tri-county area.

Love Made Visible, an organization supported by Mosaic Church in Winter Garden, is in the process of licensing a large family foster home for teens. The group plans to launch a second large family home within the fiscal year. Each home will be specific to girls or boys. Mosaic Church and its members support the homes and provide volunteer services and mentoring so the teens can build a network of support. Mosaic Church also has many foster parents as members and provides support, both tangible and intangible.

FPOCF entered a memorandum of understanding with Fostering our Future in July 2023 to partner in recruiting, training, licensing and supporting families. Fostering our Future recruits and trains families interested in fostering. In addition, the organization offers monthly in-service training that is open to all foster parents.

PLACEMENT MATCHING

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 review ongoing tasks, assign a champion for children and ensure communication occurs with the behavioral health team as needed for service implementation.

FPOCF placement and licensing division leaders meet monthly to discuss patterns and trends, assess capacity needs, and identify families that may need additional support due to behaviors their children are displaying. Discussion also includes review of over-capacity waivers, homes on hold and other trends identified.

Support & Services for Families to Maintain Placement

Family Partnerships of Central Florida encompasses the principles of wraparound in all aspects of our engagement and interaction with the children, youth and families we serve. Although not every child may be actively engaged in the wraparound process, the team is able to check on services and review progress notes entered by the provider with assistance from the clinical services coordinators and dependency case managers and through the utilization of our referral systems (Argos/Mindshare).

The clinical services coordinators attend the case transfer staffings to review the needs of the child and family and 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 members participate in shelter calls during business hours, which also allows for early engagement in services prior to the case transfer staffing. Behavioral health coordinators provide the completed Comprehensive Behavioral Health Assessment, along with recommendations and concerns for the child, to the clinical services specialists, dependency case manager (DCM), dependency case manager supervisor (DCMS) and the Guardian ad Litem program. The behavioral health coordinators conduct staffing with all relevant parties biweekly to ensure all behavioral health assessments are reviewed and all recommendations are followed. The behavioral health coordinators also consult with the clinical services coordinators to assess services to ensure they are meeting the needs of the youth and/or determine if the case needs to be escalated or flagged for a high-end review.

Residential Group Care Population Versus New Teen Family Foster Homes

FPOCF employs a youth-centered approach to ensure that all youth placed in residential group care are assessed on an ongoing basis. Through youth engagement and utilization of the Comprehensive Placement Assessment, Comprehensive Behavioral Health Assessment and all current mental health assessments when applicable, an appropriate placement is identified. FPOCF OOHC teams continually assess the needs of children and youth placed in licensed out of home care.

Multi-tiered Approach for Placements and Assessments for Teen Stabilization

FPOCF utilizes multiple facets of its 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 in ways that reduce any secondary trauma that results from a disruption.

As a preventive measure and as support to our families, all foster homes are contacted by the OOHC team within one to two business days of a placement, even if the placement is initially determined to be temporary. This check-in serves multiple purposes, but the primary reasons are to: a) ensure the family has all they need to feel successful and not “alone” in the fostering process and b) continue to assess the needs of the child/youth, including service needs and/or if it is necessary to temporarily locate a better and more appropriate match. This check-in also allows the foster family to establish a relationship with the team and reinforces that they should not hesitate to make contact if any needs arise.

If a family needs additional supportive services to manage and/or support a youth’s behaviors, the placement stabilization specialist and/or Mobile Response Team may be deployed to assess needs and assist in linking services. If a family feels placement should be changed, families are alerted that a placement stabilization multi-disciplinary staffing will be held with all parties to discuss and brainstorm ways to support the family and youth. Through this process, if the family still maintains they cannot support the youth, the team requests notice of 45 days, and a transition plan is developed. The team will meet as frequently as needed, and at a minimum bi-weekly, until the transition occurs. Utilizing this approach allows our youth and families to feel supported and our OOHC team to gain more insight about the youth to make the most appropriate placement match.

FPOCF utilizes a Level of Care Placement Array, which correlates the interventions that a family is providing with the youth’s behaviors or needs.

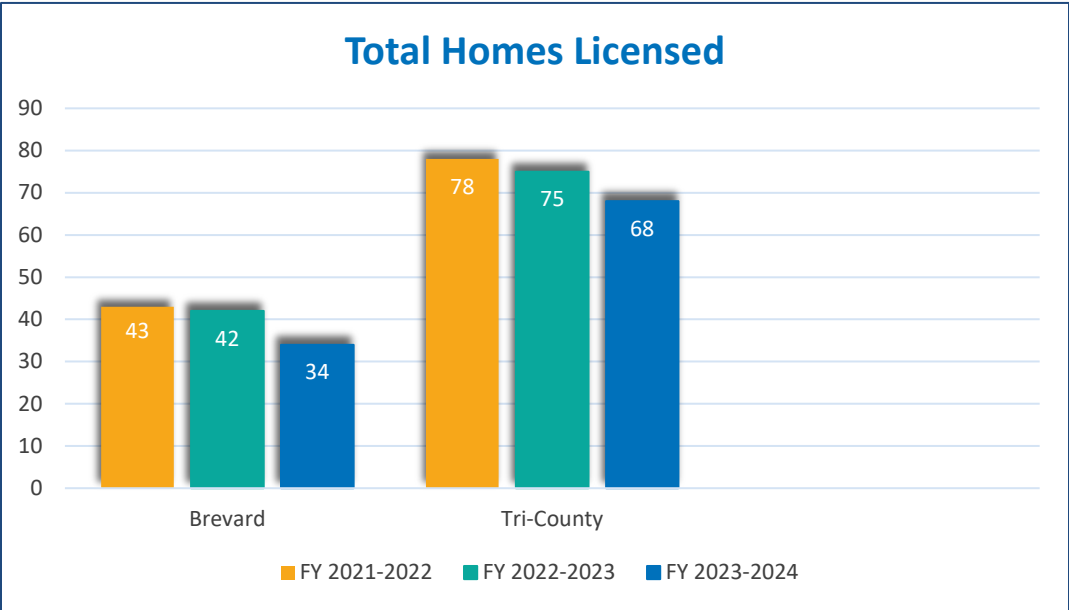
Through ongoing communication, as well as the formal monthly joint meetings with licensing and OOHC staff, family foster homes experiencing challenges are discussed and reviewed. Many times, this leads to staffing and/or check-in conducted by the team. The licensing team is also invited to the staffing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

MULTI-DISCIPLINARY STAFFING

Multi-disciplinary Staffing (MDT) occurs at 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 family focused to help minimize any trauma caused by the many decisions made regarding children in care, from placement changes and educational needs to separation of siblings. This ensures that timely intervention is occurring in the least intrusive manner. The MDT process is a collaborative one that seeks input from all team members, including, but not limited to, youth, foster parents, caregivers, providers and others who play significant roles in the lives of our youth. All moves related to our children and youth require MDT staffing. The MDT staffings are facilitated by MDT coordinators who are trained, strength-based, family-focused facilitators who use a proactive approach to ensure the best outcomes.

EXISTING ENVIRONMENT

FPOCF currently has 415 Level 2-5 family foster homes and a bed capacity of 884. During FY 2023-2024, an average of five homes closed per month, and a total of 154 homes closed. Additionally, 154 homes closed within their first year, and 25 families closed after completing their first year. Using exit interviews conducted on all homes, FPOCF aggregates and analyzes any trends for continuous quality improvement.

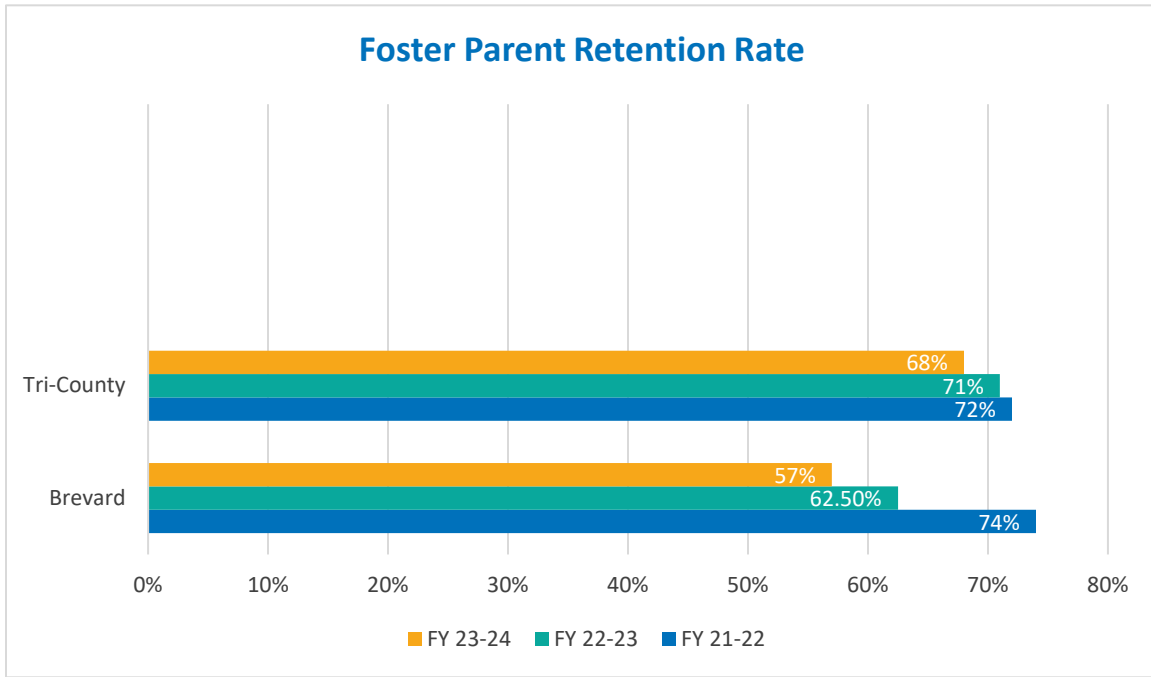


We continue to strive to retain as many families as possible and utilize closure data to drive our processes and implementation of new strategies. FPOCF has set a retention goal of 80% for FY 2024-2025, based on evaluation of the previous six years of retention data reviewed.


Reasons for foster family closure are tracked by the licensing supervisor. On an ongoing basis, information is reviewed and analyzed to identify retention patterns and brainstorm new innovations that will support and retain foster families. The most common frequently reported closure reasons are adoption, relocation, loss of interest/desire to foster and health concerns.

FPOCF continues to strategize ways to retain licensed foster homes. We provide comprehensive, ongoing support, resources and training opportunities to help foster parents cope with the unique challenges they often face. This includes regular check-ins and 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.
- FPOCF coordinates quarterly retention events, focus groups, foster parent support groups and community support.



The following chart provides information related to the age groups of children FPOCF served in FY 2023-2024.



AGE	CHILDREN IN LICENSED CARE
0-2	191
3-5	105
6-12	295
13-17	302
TOTAL	893

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

ETHNICITY OF CHILDREN IN LICENSED OUT OF HOME CARE					
Race	White	Hispanic	African American	Native America	Other
% of child population	46.70%	15.59%	40.14%	0.00%	11.78%

ASSESSMENT OF NEED

At the end of FY 2023-24, Circuit 18 reported the following breakdown of licensed caregiver foster homes and total youth in out-of-home care:

- Total homes: 181
- Total beds: 378
- Total beds occupied: 63.27%

At the end of FY2023-24, Circuit 9 reported the following breakdown of licensed caregiver foster homes and total youth in out of home care:

- Total homes: 234
- Total beds: 463
- Total beds occupied: 61.9%

Data about holds and preferences are documented in Argos/Daily Placement Log for each provider if different from licensed capacity. The relicensing and support coordinators update the system on a regular basis as situations change to keep the data current. The short-term holds and capacity limitations are reviewed monthly, and information is communicated to the intake and placement team, which also has access to the Active Foster Home Report. It contains all capacity data.

Circuit 18 and 9 licensing divisions have set a goal of reducing the number of beds not utilized and increasing utilization to at least 75% during FY 2024-2025. Through ongoing analysis, outreach and support of families, it is intended that all homes will engage and provide foster care placement for children in need.

RECRUITMENT & RETENTION GOALS THROUGH JUNE 30, 2025

LEVEL 2-5

The FY 2023-2024 target was calculated based on several data points and areas of need assessment. The current capacity of family foster homes based on patterns of age, geographic location, specialty categorization (medical, traditional, enhanced, etc.) and length of stay was analyzed. The utilization of group care, separated siblings and homes placed on over-capacity waivers were also reviewed.

Brevard	50
Tri-county	100
TOTAL	150

To respond to the changing needs our community, FPOCF contracts with multiple child-placing agencies across the four counties:

- Devereux specializes in special interest foster homes and serves children with emotional, behavioral and medically complex challenges. It is also the Conflict-of-Interest CPA.
- One More Child provides Christian-centered services to children and families in need.
- Key Haven provides enhanced Level 2 family foster home services.
- Love Made Visible provides enhanced Level 2 family foster home services.

Division Goals FY 2024-25

- Increase the number of family care and specialized therapeutic foster care (STFC) homes in our system of care and increase utilization of available beds for kids.
- Increase retention rate through increased communication, engagement and support for foster parents.
- Reduce the number of short term/night-to-night placement stays through improved service delivery and wraparound supports for children to maintain and strengthen placement and reduce the number of placement stabilization staffings needed.
- Increase the number of enhanced foster homes able to care for children and youth who present with higher behavioral and mental health acuity and need.

Strategies for Success FY 2024-25

- Reduce need by helping more youth exit licensed out-of-home care than enter it.
- Increase capacity through partnerships with Fostering Our Future, Love Made Visible and Commission 127.
- Increase retention activities with foster parents, including increased communication, foster parent advisory board participation and support activities.
- Link families in the process of becoming licensed to the foster parent community for support early in the training process and continue to foster those relationships throughout licensure.
- Collaborate with Devereux to recruit STFC and family care homes by supporting their recruitment efforts and assessing existing licensed homes for the ability to grow into a specialized foster home setting.
- Share medical foster home information in the pre-service class and discuss it during licensing with families who have medical experience or experience caring for kids with medical issues.
- Partner with the CMA Family Match Recruitment program for increased awareness about the medical foster care program.

LEVEL 1

In July 2019, Brevard Family Partnership added Level 1 foster homes (child specific), which enable children to live with people they know and maintain extended family ties. A variety of systems support these homes until permanency is achieved.

Two kinship care coordinators were hired in FY 2023 and are responsible for tracking referrals, making initial contacts, completing background checks and assisting caregivers with required training and documentation. These coordinators make the initial calls to the families to introduce the Level 1 program and its benefits. The coordinators are assigned to interested families for 30 days or less and will support them throughout the training process, adding them into the Binti licensing system and completing all background checks on the family. Once those steps are completed, a Level 1 specialist will help the family complete the licensure process. This has proven effective in supporting large caseloads and allowing the licensing specialist to focus on the licensure portion of the home study and reduce licensure timeframes. It has also assisted with initial assessment and ensuring families are eligible for the Level 1 program.

Caregiver support specialists help caregivers navigate the system of care. They work closely with the Department of Children and Families (DCF), child protective investigators, ACCESS caseworkers, Guardians ad Litem, FPOCF's Family Allies DCM, DCMS and the agency's clinical team. The caregiver support specialists help caregivers apply for benefits from such programs as Temporary Assistance for Needy Families and Supplement Nutrition Assistance Program. Clinical services specialists contact every caregiver to discuss the immediate needs of their children and inform them about the programs available, including Level 1. Caregiver support group meetings are held the second Tuesday of each month. Flexible funding allows FPOCF to help caregivers make their home compliant when they cannot financially afford to do so. Monthly meetings with DCF, child protective investigators and case management leadership are held to review barriers.

The Level 1 team utilized an automated report for notification of new relative and nonrelative placements. Due to limited staff priority given to cases with a permanent guardianship goal and teens turning 17 or already 17, the team also focused on relicenses so permanency wouldn't be affected. As funds are available, FPOCF will expand the Level 1 team to include an additional unit consisting of a supervisor and six licensing coordinators.

The Level 1 supervisor reviews new placements for Level 1 requirements related to background checks, sleeping arrangements and placement home studies, and a licensing coordinator reaches out to the family. During that first communication, the coordinator begins the licensing process if the caregiver chooses to opt-in and schedules a licensing home visit. The use of Binti for Level 1 families began in April 2024 and will be expanded to all caregivers when the licensing process begins.

The Level 1 team will offer Level 1 training to case managers and system of care partners who support relative and nonrelative caregivers. Currently, Family Finders presents Level 1 information to caregivers, explaining available benefits, and assists in providing placement information and documents to the Level 1 team to support the licensing process.

During the licensing process and quarterly contacts, licensing coordinators collaborate with case managers to meet identified needs and support caregivers and placement stability.

TRACKING EFFECTIVENESS OF THE PLAN

FPOCF continues to utilize Binti to track prospective parents through the recruitment, training, and initial and re-licensing home study process. Families complete licensing forms and upload documents that licensing specialists can easily access in real time. The specialists review the status of their families and focus efforts on moving forward with families who are making progress, as well as identify families that 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 receiving documents in a timely manner and accuracy of forms completed. This has resulted in overall increased efficiency of the licensure process.

The foster care recruitment team will assess opportunities for community engagement and recruitment that align with targeted populations to meet the greatest needs of our system. Activities will be assessed after completion for their overall impact and value to meeting the recruitment and retention goals of the agency. Questions to be asked include:

- Was the recruitment activity successful and what defines this success?
- Did the activity reach 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?

FPOCF completes monthly, quarterly and annual reports and critically analyzes the outcomes of past recruitment efforts.

Recruitment Tracking Measures July 1, 2023–June 30, 2024

People Attended Orientation Session	Foster Care Inquiries (Website)	Total Inquires	Families Invited to Pre-Service	Families Completing Pre-Service	Homes Licensed
230	204	336	217	85	102

FPOCF completes quarterly/annual reports and critically analyzes the outcomes of past recruitment efforts to improve and strengthen processes.

Recruitment Meetings, Events and Activities

Total Faith-Based Events	Total Community-Based Events	Total Presentations
5	66	71

EDUCATIONAL RESOURCES

FPOCF provides pre-service training classes annually throughout the four-county area to prospective families interested in fostering. Classes are added to the training schedule as needed to expedite foster parent training and better accommodate prospective foster parents' needs, including location and cultural and socio-economic factors.

In FY 2024-25, FPOCF will transition from the PRIDE curriculum to the National Training and Development Curriculum (NTDC), a new curriculum 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 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. FPOCF requires participation and attendance at training classes.

At the end of each pre-service training cycle, a Panel Night offers prospective foster parents the opportunity to ask questions of experienced foster parents and other stakeholders within the system of care.

MEDICAL FOSTER CARE

Becoming a trained medical foster home is an option available through Children's Medical Services (CMS). FPOCF works in partnership with CMS to recruit and identify foster homes for medically complex children, as well as monitor, support and provide services as needed (from both a licensing and clinical standpoint). This collaboration helps maintain medically complex children in the least restrictive and most nurturing environment available.

ENHANCED FOSTER CARE

FPOCF Enhanced Level 2 homes are required to complete the Critical Ongoing Resource Family Education (CORE) Teen Curriculum or Trust Based Relational Intervention (TBRI®) training to better prepare foster parents for more challenging children in care.

In 2021, CORE Teen Curriculum was added for children who meet criteria for an enhanced level of care. The curriculum supports older youth in the child welfare system who have moderate to severe emotional and behavioral challenges.

TBRI® is provided across the four counties as training is available. 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. FPOCF continues to seek additional trainers and training resources to expand these invaluable resources to our children and families.

REFERRAL SOURCES

A starting point for decision making is an evaluation of referral sources that have paid dividends by driving awareness, interest in fostering and participation in required training. Our caregiver recruitment team regularly collects data to assist in this decision-making process.

Data indicates that the top two referral sources identifying families who register and attend the first class of the NTDC training are the lead agency website and DCF internet sites.

TOP LEAD SOURCES	
My Florida Families (DCF)	333
Internet (CBC website)	204

TOP PERFORMING SOURCES	
My Florida Families (DCF)	15
Foster Parents/Friends/Family	14
Website/Internet	15

TARGETED SOCIAL MEDIA & MARKETING CAMPAIGN

The licensing department is partnering with FPOCF’s public relations team to gather stories and images from current foster parents for earned and social media outreach opportunities. These stories will be aimed at motivating prospective families to start their journey in fostering. Stories highlighting teens and harder to place youth, various age groups and diverse family dynamics, and families that have reunified will be shared on Facebook, Instagram and LinkedIn and pitched to local media when possible.

Efforts will also focus on recruiting millennials and LGBTQ+ families by utilizing a combination of earned media and digital and social media marketing that targets these audiences. Strategies include, but are not limited to, geographic targeting, digital ad placements and media pitches. Because this strategy involves paid advertising, a funding source, ideally in the form of an individual or business donor, may be needed to fund all or a portion of the campaign.

ADDITIONAL STRATEGIES

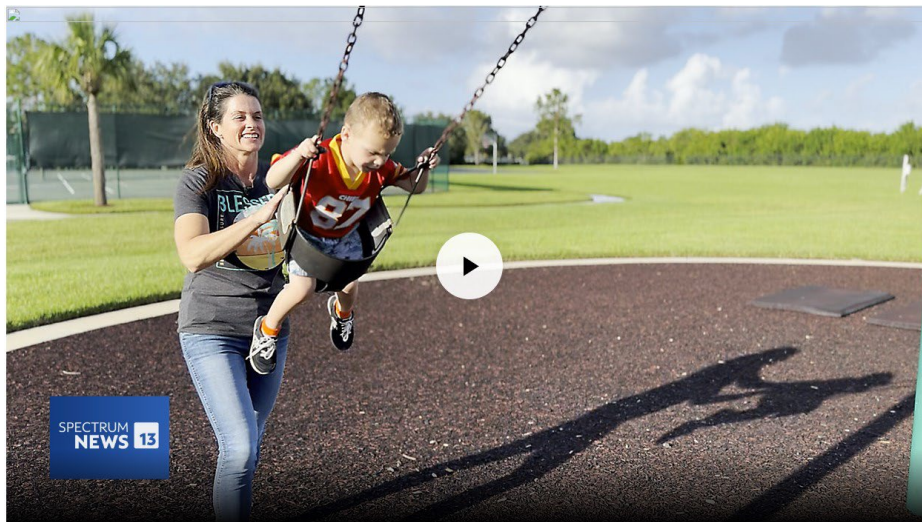
- Prioritize earned media placement of stories that reach targeted demographics and focus on families that are successfully fostering children who are hard to place.
- Partner with social media influencers within our network and who represent various ages, genders and family dynamics who would be willing to serve as foster parent ambassadors by posting:
 - About their experience fostering and tagging FPOCF’s social channels.
 - PFOCF stories on their social pages and platforms.

FY 2023-2024 RESULTS

Earned Media



Contract awarded to Brevard Family Partnerships — WFTV News



Big need for foster families in Brevard County — Spectrum News

Maria Sander pushes her newly adopted son Elijah on a swing. (Spectrum News 13)

UFO Campaign (Unique Foster Opportunity)

Earned Media



Photo courtesy of Brevard Family Partnership

Melissa and David Jarman are just one of the many couples working with Brevard Family Partnership as a foster family, providing a loving home while hoping to reunify children with their families.

Brevard Family Partnership/For Hometown News

Nonprofit seeks to train foster families
— Hometown News

Other Earned Media

- **Big need for foster families in Brevard County** — Spectrum News
- **Brevard Family Partnership looks for more foster families** — WFTV News

Website



Landing Page: Launched Aug. 18, 2023

<https://lp.constantcontactpages.com/su/SuWeliH/fostercarebrevard>

- 105 submissions (no employee emails included in this number) 1176 people visited
- 8% conversion rate

New Website Form:

Screening questionnaire launched Nov. 30, 2023

<https://brevardfp.org/screening-questionnaire/>

- 952 Visitors
- 46 submissions
- 4.8% conversion rate

Digital Ads



Launch Networks



META ads

Social Media Impact

Facebook

- June 2022 – 3,854
- March 2024 – 5,226
- Followers increased by 35.59%

LinkedIn

- June 2022 – 253
- March 2024 – 653
- Followers increased by 158.10%

Storytelling



William Joseph

Story:

<https://youtu.be/DiCfE4PGs9A>

Advice:

<https://youtu.be/72RFsjgESM8>



Andi Parks

Story:

<https://youtu.be/rLpf4l8m>

First Foster Care Open House — Jan. 29, 2004

Event Details

- Speed networking concept.
- System of care divisions presented.
- More than 30 community stakeholders interested in learning about the foster care process participated.
- Three board members attended.
- Three families took the next step by completing the screening questionnaire.



FOSTER CARE

OPEN HOUSE

Open House

Learn, Network and Ask Questions!

MONDAY, JANUARY 29TH
 TIME: 06:00PM - 08:00PM
 389 COMMERCE PARKWAY, ST. 120
 ROCKLEDGE, FL 32955

Brevard Family Partnership
 Adoption - Foster Care
 Independent Living

www.brevardfp.org



Facebook Promotion

Event Page

- 103 interested
- 10 attended

Facebook Ad

- Reach: 6,905
- Response: 89

Ads

Brevard Family Partnership
 Adoption - Foster Care
 Independent Living

Every Child Deserves a Safe Home

FOSTER PARENTS NEEDED IN BREVARD

Join the growing number of families making a difference on the Space Coast.

TOGETHER WE ARE ONE
 ACCOUNTABLE - VALUED
 EMPLOYED - DETERMINED
 TRANSPARENT - OPTIMISTIC
 ENGAGED - COLLABORATIVE
 IDEAL TEAM PLAYERS

www.brevardfp.org

Brevard Family Partnership
 Adoption - Foster Care
 Independent Living

FOSTER PARENTS NEEDED

UNIQUE FOSTER OPPORTUNITY

UFOs on the Space Coast!
 Join us in growing the number of families that are becoming part of our Foster Parent community.

www.brevardfp.org
 EMAIL: foster@brevardfp.org

TOGETHER WE ARE ONE
 ACCOUNTABLE - VALUED
 EMPLOYED - DETERMINED
 TRANSPARENT - OPTIMISTIC
 ENGAGED - COLLABORATIVE
 IDEAL TEAM PLAYERS

Did you know that the minimum age to become a licensed Foster parent is 21 years old

www.brevardfp.org/foster-care

Printed Materials — Tri-fold Brochure



Every child deserves to be loved.



Every child deserves a safe home.

LEARN MORE



Brevard Family Partnership



Scan me

Together we can make an impact

Contact Us

☎

321-752-4650

📍

389 Commerce Parkway, Suite 120
Rockledge, FL 32955

✉

foster@brevardfp.org

CHANGE A LIFE TODAY

BECOME A FOSTER PARENT



WWW.BREVARDFP.ORG



EVERY CHILD DESERVES TO BE SAFE, LOVED AND NURTURED

Initial Requirements

We are looking for individuals willing to open their hearts and homes to children who have been separated from their environment due to abuse, neglect or abandonment.

Who can become a Foster Parent:

- At least 21 years old
- Married or single
- Rent or own residence
- Financial stability
- Able to physically accommodate children in your home
- Work in partnership with everyone involved in the child's life
- Anyone dedicated to helping reunify the child with their family

Our Mission

To protect children, strengthen families and change lives.

About Us

Brevard Family Partnership is the lead child protection agency under contract by the Department of Children and Families to provide Foster Care, Adoption and Independent Living services in Brevard County.

Attend a prospective foster parent information session

Complete Screening Questionnaire

Complete and receive eligible fingerprint results



Future Project — Podcast



Wraparound Support

REGISTRATION NOW OPEN

2024
NATIONAL
Wraparound
CONFERENCE

BREAKING BARRIERS AND STRENGTHENING BONDS - ENGAGING FATHERS, FAMILIES AND COMMUNITIES IN WRAPAROUND


 **JUNE 19-21, 2024**

COCOA BEACH, FL

 **THE NATIONAL CENTER FOR INNOVATION & EXCELLENCE**
A Dynamic Community

A promotional banner for the 2024 National Wraparound Conference. It features a background image of a beach with waves and a person walking. The text is arranged in a structured layout with various colors (green, blue, white) and fonts. A calendar icon indicates the dates June 19-21, 2024, and the location is Cocoa Beach, FL. The logo for The National Center for Innovation & Excellence is at the bottom.


Q & A WITH
Dr. John VanDenBerg

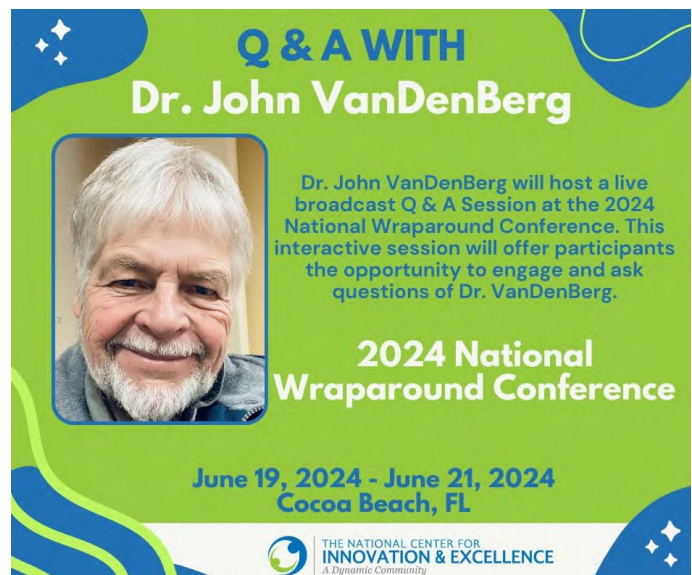


Dr. John VanDenBerg will host a live broadcast Q & A Session at the 2024 National Wraparound Conference. This interactive session will offer participants the opportunity to engage and ask questions of Dr. VanDenBerg.

2024 National
Wraparound Conference

June 19, 2024 - June 21, 2024
Cocoa Beach, FL

 **THE NATIONAL CENTER FOR INNOVATION & EXCELLENCE**
A Dynamic Community

A promotional banner for a Q & A session with Dr. John VanDenBerg. It features a portrait of Dr. VanDenBerg on the left. The text on the right describes the session and provides the dates and location of the 2024 National Wraparound Conference. The logo for The National Center for Innovation & Excellence is at the bottom.

INTERNAL COMMUNICATION AND STAFF ENGAGEMENT

Internal communication ensures an ongoing exchange of information among key stakeholders within FPOCF's system of care, including staff and current foster parents. Engaging foster parents and staff as partners is a key factor in recruiting and retaining foster families.

FPOCF 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.

FPOCF also offers a foster care recruitment incentive program for staff. Those who refer a foster family receive a \$100 gift card upon licensure and first placement of a child.

COMMUNITY INVOLVEMENT AND ENGAGEMENT

The community engagement and development team works in the community to facilitate, strengthen and grow community partnerships and develop resources for our four-county foster families. These efforts support FPOCF in expanding collaborations with faith-based organizations, identifying untapped resources that empower individuals to affect change, leading special projects, coordinating celebratory events, and seeking donors and sponsors.

Team members lead and partner with staff internally to provide education and awareness in a variety of community forums to maintain a positive community presence by:

- Developing and implementing a schedule of recruitment events for prospective foster and adoptive families, including live and virtual events.
- Fostering relationships with local community groups to garner continued support, provide education and create greater awareness of the need for foster parents.
- Maintaining a consistent presence at community events, community partnership meetings and association gatherings to express the need for quality foster parents.
- Recruiting foster care ambassadors from FPOCF's Youth Leadership Council, current foster parents and staff members to encourage, educate and dispel myths about fostering during pre-service training panel night, information sessions and recruitment events.
- Continuing to develop and expand the JUST ONE campaign, a faith-based initiative that identifies and partners with faith-based organizations to encourage recruitment and support of foster families within their faith communities.
- Partnering and collaborating with such community organizations as libraries, schools and hospitals to promote and support foster families.

RECRUITMENT FOLLOW-UP AND PROSPECTIVE FAMILY ENGAGEMENT

The foster parent recruitment specialist receives information on prospective foster parents, aggregates the information, and monitors and tracks progress and timelines for engagement. The specialist also:

- Schedules the prospective family for the next pre-service training class that is conducive to the family's scheduling needs.
- Engages in a pre-screening process, including a preliminary background screening and fingerprinting, and completes the screening questionnaire for each family.
- Confirms the family's attendance at pre-service training 72 hours in advance of the training.

Prior to pre-service training, prospective foster families are assigned an initial licensing specialist to start the assessment and home study process.

FPOCF will continue to increase awareness around the need for foster homes through increased community outreach, up-to-date marketing materials, and the creation and launch of a new foster care recruitment campaign. Staff are also encouraged to actively recruit foster families at the community and educational events they attend.

OTHER RECRUITMENT INITIATIVES

Brevard Foster Care Christian Collaboration

FPOCF continues to partner with Brevard Foster Care Christian Collaboration to recruit and retain foster parents. The grassroots organization develops church-wide partnerships to care for children at risk of entering foster care, who are already in foster care, or those exiting foster care, as well as children becoming legally available for adoption.

The goal of this collaboration is to present unified and clear information about foster care to local Christian churches so they will become active in the following:

- Creating foster-supportive congregational ministries and opportunities that recruit and train volunteers to support foster families.
- Helping retain current foster families by offering on-going support, practical resources and community interventions, as well as changing the cultural perception of foster care.
- Building and sustaining a foster-friendly community with business and church support.

Mix and Mingles

During FY 2024-25, FPOCF will re-introduce Mix and Mingles to assist with recruiting foster families. Held at an existing foster parent's home or church, Mix and Mingles is an opportunity to use current foster parents as credible messengers to recruit prospective foster parents from within 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 recruit foster parents. The JUST ONE campaign identifies and partners with faith-based organizations to find additional foster homes.

Through JUST ONE's outreach and relationship building within the faith community across all four counties, FPOCF continues to increase recruitment opportunities among faith-based organizations.

Outreach/Partnerships

FPOCF's tri-county area utilizes multiple outreach strategies to cultivate individuals and groups within target market segments. This includes partnering with organizations and school systems to engage in information-sharing and relationship building for recruitment of foster homes for teens and kids with special needs.

In addition, partnerships with faith-based organizations such as Mosaic, Fostering our Future and Commission 127 will help FPOCF recruit, provide services to and retain foster families through church, chamber and fellowship meetings that foster information-sharing and recruiting on-site and/or at events hosted by the partner.

With expansion of resources and support, additional efforts will be made to engage the faith-based community in providing wraparound support to families in their area. This will include, but is not limited to, babysitting, providing meals and offering overall support.

FOSTER PARENT RETENTION

Retaining quality foster homes is an integral part of our system of care, providing stability, lived experience expertise, and fostering support networks and meaningful relationships for foster children. Research confirms that families who feel engaged and valued are more likely to remain committed to the important work we do every day.

FPOCF regularly evaluates retention rates and hosts activities to boost foster parent engagement. An annual foster parent survey is distributed, and exit interviews are conducted on homes that voluntarily close to identify any opportunities, gaps in the system, and how services and support of foster families may be enhanced.

Foster Parent Support Group Meetings

FPOCF is represented at the Foster Parent Support Group monthly meetings and works with its members to connect and communicate on an ongoing basis. Together, FPOCF and support group leaders plan training and activities to recruit, support and recognize foster parents, including picnics, book clubs, resource giveaways, birthday baskets, foster parent mentoring programs and more. Foster parents are key partners in all major initiatives.

Partnership with Faith-Based Foster Family Care Teams

FPOCF will continue to partner with faith-based and community organizations and recognize their support through posts on various forms of social media, showing appreciation for those who give their time, efforts, tangible items, financial support and more to create positive outcomes for children in care. Examples of services include delivering meals, providing respite care (background check required), donating goods or services, and assisting with household tasks.

Foster Parent Advisory Board

Foster Parent Advisory boards (FPA) serve in all areas to meet the unique needs of each county. The FPAs meets on an ongoing basis to develop initiatives, assess areas of need, identify barriers and develop strategies to best support the foster parent network.

QPI Initiative

Through the QPI Initiative, FPOCF ensures active participation and involvement from leadership, engages foster parents to collaborate in meetings and staffings (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. FPOCF currently has two QPI champions and will enroll three more staff in the QPI Champions program during FY 2024-25. The champions are advocates and change agents who ensure every child and youth in foster care receives excellent parenting every day.

Foster Parent Mentoring Initiative

This initiative connects newly licensed families with foster parent mentors for short-term and intensive coaching, training, encouragement, support and skills reinforcement. This innovative

approach provides real-time coaching and resources to families that are learning to navigate the foster care system.

Foster Parent Support Hotline

The Foster Parent Support Hotline is a counseling program developed to be responsive to the needs of and direct feedback provided by 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’s level or licensed therapists who provide help and support to meet a wide range of needs, such as coping with daily stressors, loss and grief, depression, anxiety, and other mental health- and fostering-related issues. Treatment and recommendations are tailored to each foster parent’s individual needs, symptoms and lifestyle.

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

Take Me Table

The Take Me Table was launched in FY 2023-24 to support Level 1-5 foster families and kinship caregivers. These resource opportunities for parents are held quarterly at the Brevard administrative office to provide such items as diapers, wipes, clothes, shoes, books and car seats that have been donated by individuals within the community.

Equipped and Encouraged

Equipped and Encouraged, a new local charity comprising foster parents with more than two decades of lived experience, partners with FPOCF to support foster parents in Brevard County and share information about community resources available to them. The group was organized to advocate for, train and mentor local foster parents and build community support through awareness, education and involvement. It shares a passion for improving morale among foster parents, encouraging respectful relationships between foster parents and those with whom they work in the child welfare system, and improving foster parent retention.

CONCLUSION

FPOCF continues to 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. It is a multi-faceted approach that combines community partnerships, online presence, informational sessions and ongoing support to effectively recruit and retain foster parents.

BY DIRECTION OF THE VICE PRESIDENT and COO
Dr. Valerie Holmes, PhD
Vice President and Chief Operations Officer



Family Partnerships
of Central Florida

BREVARD | ORANGE | OSCEOLA | SEMINOLE



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