

FOSTER CARE FUNDAMENTALS | 2022

INSPIRED BY CHILDREN. COMMITTED TO FAMILIES. DEFINED BY LOVE.



5,575

FOSTER CHILDREN
SUPPORTED BY DFS



3308

AVERAGE CHILDREN
IN CARE ON ANY
GIVEN DAY



10 MONTHS TO REUNIFICATION



31 MONTHS TO ADOPTION

13,044

INVESTIGATIONS
OPENED



30,661

REFERRALS
RECEIVED

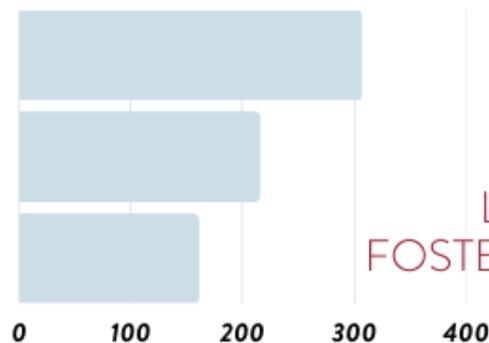
16,443

INFORMATION AND/OR
REFERRALS FOR SERVICES

REGULAR LICENSED HOMES

KINSHIP LICENSED HOMES

SPECIAL LICENSED HOMES



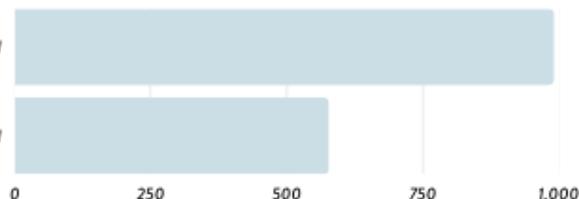
684

LICENSED
FOSTER HOMES

1,829 CHILDREN EXITED FOSTER CARE

REUNIFICATION

ADOPTION



54% REUNIFIED

32% ADOPTED

73 AGED OUT

81 GUARDIANSHIP

107 OTHER

ON AVERAGE, CHILDREN WERE PLACED IN...



38%

RELATIVE CARE



2%

CHILD HAVEN



8%

PARENTAL CARE



8%

FICTIVE KIN



17%

FOSTER HOMES



13%

SPECIALIZED
FOSTER HOMES



9%

VOLUNTARY
JURISDICTION



5%

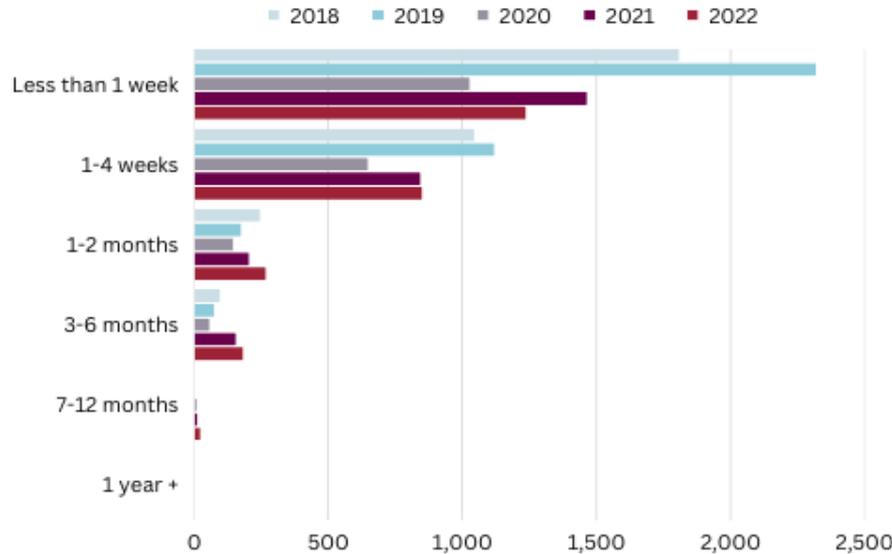
OTHER TYPES
OF CARE

CHILD HAVEN THROUGH THE PANDEMIC

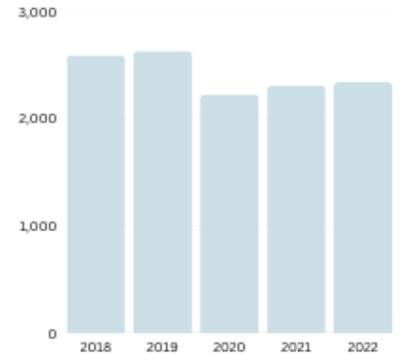
CHILD HAVEN IS THE LAST RESORT FOR PLACEMENT WHEN A CHILD IS REMOVED FROM THEIR HOME

AVERAGE POINT-IN-TIME CHILDREN PLACEMENT **2%**

TIME SPENT IN CHILD HAVEN



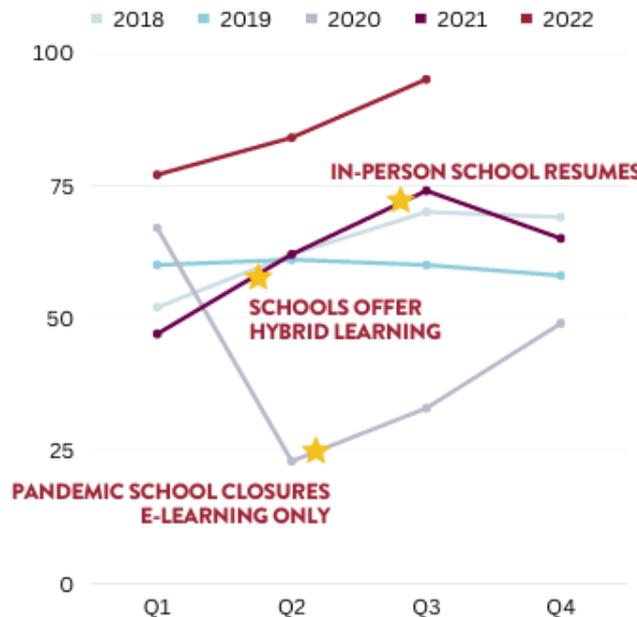
TOTAL REMOVALS 2018-2022



% REMOVALS CHILD HAVEN WAS NOT FIRST PLACEMENT



CHILD HAVEN AVERAGE DAILY POPULATION



COVID-19 and its impacts on Child Abuse and Neglect (CAN)

Carter, D, Odama, A, Obi, N, & Lang, H. (2021). St. Louis MO: Washington University.

"Additionally, those impacted during COVID-19 by CAN but were unable to be screened or provided aid will more than likely need additional services as the length of time exposed to CAN may have increased during COVID19."

"In response, policy recommendations include prioritizing at-risk families for services and investigations, increasing funds to welfare and family services, increasing community understanding and the ability for reporting CAN, shifting child welfare from a reactive system to a surveillance and preventative system, and advocating for all changes mentioned above."



IN THE COMMUNITY

CULTURALLY RESPONSIVE RECRUITMENT OUTREACH

- BLACK HISTORY MONTH
- CINCO DE MAYO CELEBRATION
- LGBTQ EVENTS & PRIDE MONTH
- NATIONAL NIGHT OUT
- RE-INVENT SCHOOLS
- ST. JUDE SIBLING DAY
- JUNETEENTH EVENTS
- JAZZ IN THE PARK @ CLARK COUNTY
- HALLOWEEN TRUNK OR TREAT EVENTS
- DAY OF THE DEAD @SPRINGS PRESERVE

187 EVENTS
6692 PARTICIPANTS

SPONSORED RECRUITMENT



- TWO DFS FAMILY NIGHTS
- ONSITE OUTREACH
- TICKETS FOR FOSTER FAMILIES
- COMMERCIAL SPOT IN ESPN+
- CLOCK WRAPS / BILLBOARDS
- FAN HANDOUT



- FOSTER CARE HANDOUT INCLUDED IN 15,000 SWAG BAGS
- AD IN EVENT PROGRAM
- FOSTER FAMILY NIGHT DEC. 14

PAID ADVERTISING



SOCIAL MEDIA MARKETING

- NEW STRATEGY IN DECEMBER: LEAD ADS
 - 467 ENGLISH
 - 229 SPANISH



Amount Spent: \$6,557.08
Impressions: 1,004,634
Reach: 217,856
Link Clicks: 5,466
Thruplays: 28,112
Engagements: 114,914
Post Shares: 397

IN THE MEDIA



- RADIO COMMERCIALS & SPOTS
 - iHeartRadio
 - SUNNY 106.5 / 376 total spots
- PRINT BANNERS IN MALLS
 - North/South Outlets
 - Galleria Mall
 - Meadows Mall
- NEWSPAPERS
 - Las Vegas Review-Journal
 - El Tiempo



- CLARK COUNTY NEEDS FOSTER PARENTS, ESPECIALLY OF DIFFERENT CULTURES, BACKGROUNDS 4/25/22



- CLARK COUNTY STILL EXPERIENCING DIRE NEED FOR FOSTER FAMILIES 8/31/22
- THE WAY HOME 3 PT. SERIES
 - 11/22/22
 - 11/23/22
 - 11/24/22



- FOSTER PARENTS NEEDED FOR INFANTS IN CLARK COUNTY 5/4/22
- MAY IS NATIONAL FOSTER CARE MONTH 5/25/22



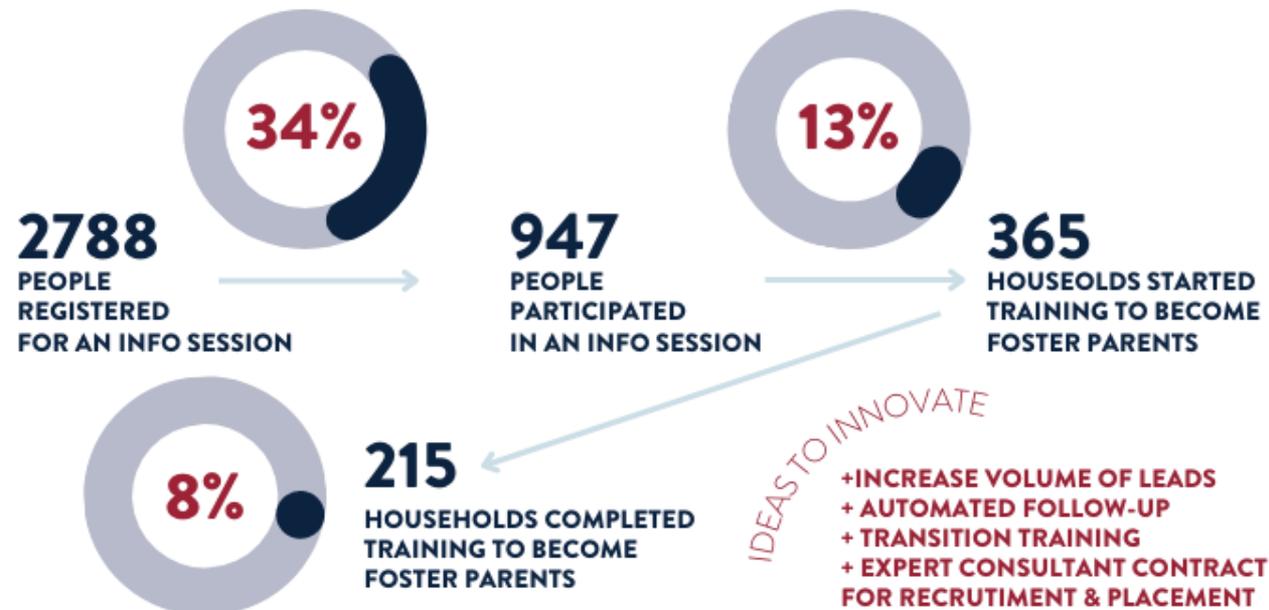
- CLARK COUNTY CALLS FOR MORE FOSTER PARENTS AMID SURGE OF INFANTS ENTERING CARE 5/19/2022



- “UNSEEN & UNHEARD” ART PROJECT MEDIA
- KVCW Wake Up with the CW 6/6/22 | 10am
 - KVVU FOX 5 5/20/22 | 3pm | 4pm | 5pm | 11pm
 - KTNV ABC 13 5/20/22 | 6 pm
 - KTNV ABC 13 5/21 | 5am | 11 pm

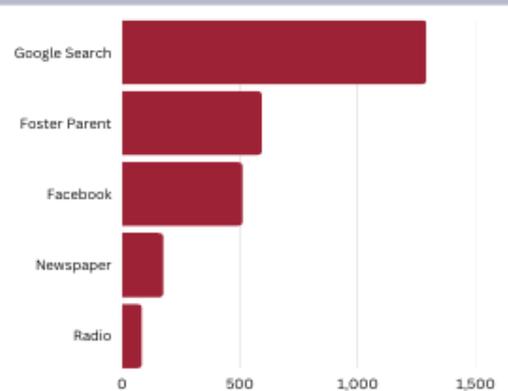


STRENGTHENING THE PIPELINE TO BECOMING A FOSTER PARENT



REFERRAL SOURCES

HOW REGISTRANTS HEAR ABOUT INFORMATION SESSIONS



DFS IN ACTION

EXPEDITED FOSTER TRAINING:
2 WEEKEND INTENSIVE VS.
8 WEEKS TRADITIONAL TRAINING



FOSTER KINSHIP PARTNERSHIP:
SUPPORT FOR LICENSING AND
RESOURCES FOR KINSHIP FAMILIES



**TRANSFER TRAINING TO
RAISE THE FUTURE, SO RDS TEAM
CAN FOCUS ON RECRUITING,
RETENTION & SUPPORT**

FUTURE STRATEGIES

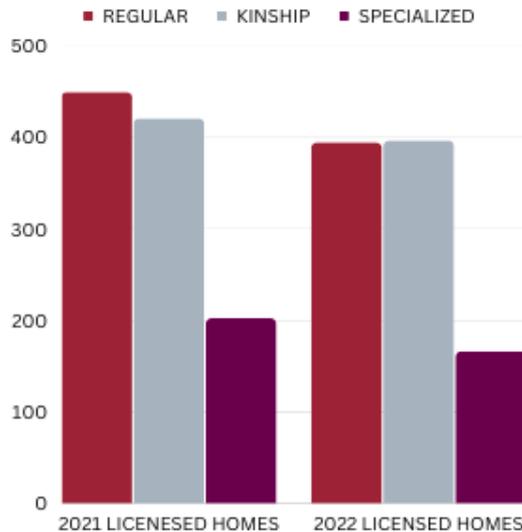
**IN PARTNERSHIP WITH ONE7,
INCREASE VOLUME OF INTEREST
USING DIGITAL MARKETING &
LEAD GENERATION PLATFORMS,
LIKE FACEBOOK ADS & GOOGLE ADS**

**USE TECH TOOLS, TO AUTOMATE &
INDIVIDUALIZE COMMUNICATION
WITH LEADS FROM THE TIME THEY
REGISTER FOR AN INFO SESSION
UNTIL THEY COMPLETE TRAINING**

**STRENGTHEN PARTNERSHIP WITH
FOSTER PARENTS THROUGH
INCENTIVE PROGRAMS,
INVOLVEMENT IN POLICY GROUPS,
AND COMMUNICATIONS**

FOSTER HOME RETENTION

END OF YEAR LICENSED HOMES



40% CLOSURES DUE TO PERMANENCY-ADOPTION/REUNIFICATION

130 CHILDREN WERE ADOPTED BY KINSHIP FAMILIES

107 LICENSED HOMES CLOSED DUE TO FAMILY DECISION

19 NUMBER OF HOMES WHO WERE NOT IN COMPLIANCE

FUTURE GOALS

- +HAVE A SURPLUS OF FOSTER HOMES
- +ABILITY TO BETTER MATCH CHILD TO HOME
- +INCREASE SUPPORT FOR KINSHIP HOMES, SO KIDS CAN STAY SAFELY WITHIN THEIR NETWORKS

FOSTER HOME CLOSURES



DFS IN ACTION

IN 2022, FOSTER PARENT CHAMPIONS SUPPORTED CAREGIVERS WITH 8539 PHONE CALLS TO OFFER REFERRALS AND SUPPORTIVE SERVICES.

FUTURE STRATEGIES

INCREASE COMMUNICATIONS AND ACCESS TO RESOURCES USING TECH TOOLS LIKE WEBSITE AND TEXT MESSAGING APPLICATION

TRAINING AND SUPPORT GROUPS OFFERED BY RAISE THE FUTURE, FOSTER KINSHIP, COMMUNITY PARTNERS, AND DFS

RISE IN REVERSE MATCHING-PREVENTS THE TRAUMA OF PLACING KIDS ON CHILD HAVEN CAMPUS

STRENGTHEN RELATIONSHIPS BETWEEN STAFF & FOSTER FAMILIES, AND RECOGNIZE THEIR COURAGEOUS WORK AS VOLUNTEERS

EVENTS LIKE THE BACK-TO-SCHOOL & HOLIDAY GIVEAWAYS

RESOURCE FAIR FEATURING COMMUNITY ORGANIZATIONS

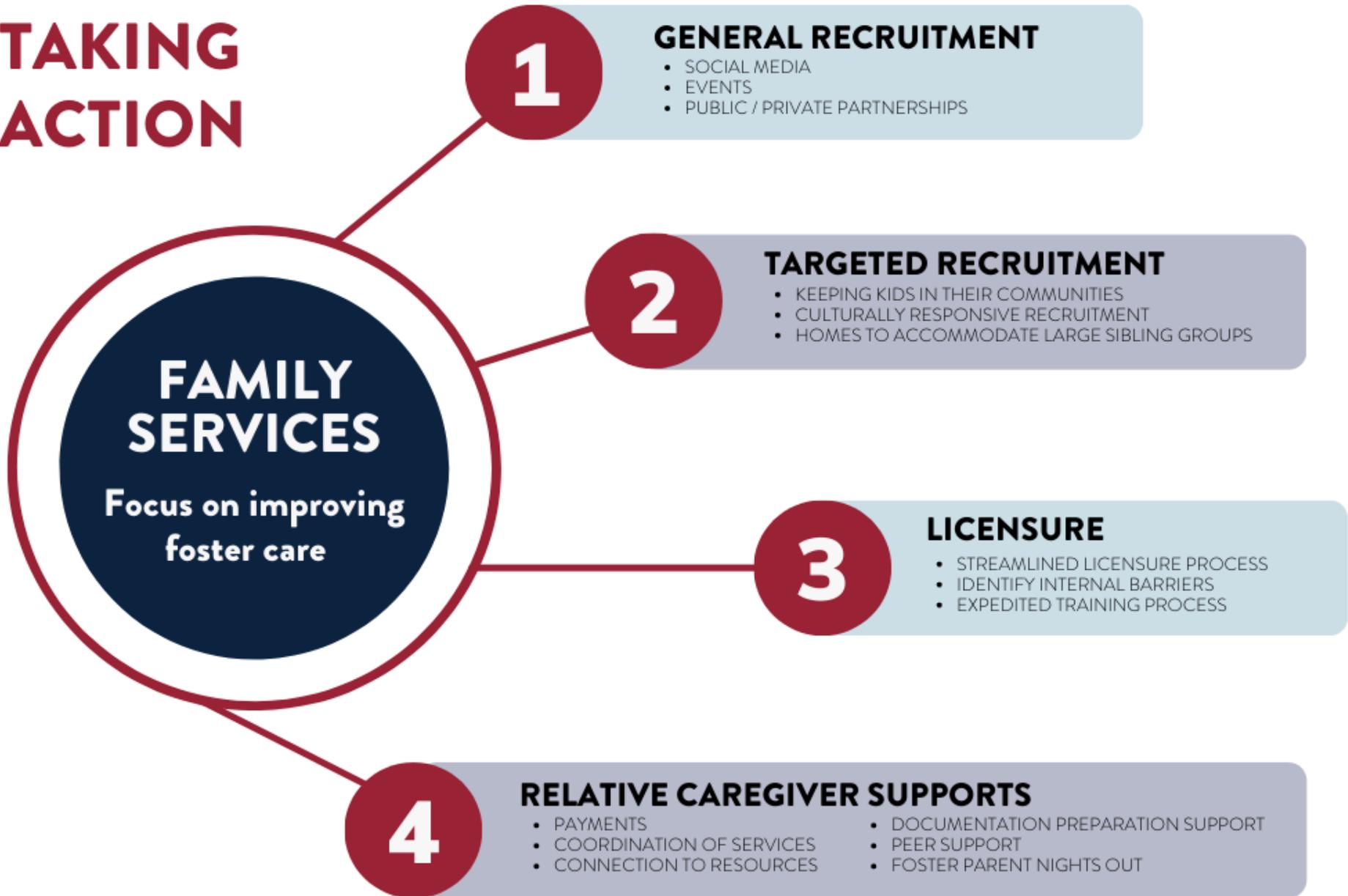
MONTHLY EMAIL NEWSLETTER

CELEBRATING FOSTER PARENTS

FORM FOSTER PARENT POLICY GROUP TO BETTER ADDRESS IMMEDIATE NEEDS

ADVOCATE FOR HIGHER FOSTER CARE REIMBURSEMENT RATES

TAKING ACTION



SIMPLE STEPS TO SUPPORT FAMILY SERVICES

INSPIRED BY CHILDREN. COMMITTED TO FAMILIES. DEFINED BY LOVE.



1

FOLLOW CLARK COUNTY FAMILY SERVICES ON FACEBOOK & SHARE OUR POSTS.

Find us on

2

VISIT CLARKCOUNTYFOSTERCARE.COM TO LEARN ABOUT OUR FOSTER CARE PROGRAM.



3

INCLUDE FOSTER PARENT INFORMATION SESSIONS IN YOUR SOCIAL MEDIA AND/OR E-NEWSLETTERS.



4

INVITE THE FAMILY SERVICES RECRUITMENT TEAM TO YOUR PUBLIC EVENTS TO HOST OUTREACH ACTIVITIES.



5

PLACE FAMILY SERVICES RECRUITMENT POSTERS AND FLYERS IN YOUR OFFICE.



6

VOLUNTEER AT FAMILY SERVICES EVENTS, LIKE OUR BACK-TO-SCHOOL OR HOLIDAY CELEBRATIONS.



7

SPEAK PUBLICLY ABOUT THE NEED FOR FOSTER FAMILIES.



8

VOTE IN FAVOR OF FOSTER CARE FUNDING.



VALUE AND RECOGNIZE FOSTER PARENTS

- Publicly thank foster parents for their work at appearances or in social media
- Host a foster parent appreciation event
- Come to DFS events and thank foster parents in person
- Support foster care funding & advocate for increased reimbursement rates