

Appendix B: Foster and Adoptive Parent Diligent Recruitment Plan Update

NC DSS completed a statewide awareness campaign which focused on the need for placement for teenagers and sibling groups. The slogan of the campaign – You Can Be Their Yes! The ads were on Facebook, Twitter, and the radio. The recruitment campaign ran from November – December 2022.

The media summary completed by Clean, Inc., the vendor who designed the campaign, indicated that the campaign had the highest click through rate of any traffic-driving NC DHHS campaign on Facebook over the past two years. The click through rate is the ratio of clicks on a specific link to the number of total users who viewed the advertisement. The Want a Teenager ad creative asset delivered the most impressions while the Brother/Sister ad had the strongest click through rate. An impression occurs any time a user opens an app or website, and the advertisement is visible.

The campaign also developed a new landing page. The link to the new page is: [Foster Family Recruitment | NCDHHS](#). The purpose of the landing page is to provide ongoing information on kinship care and becoming a foster or adoptive parent(s). As of March 1, 2023, the website has had 453,550 site visits.

In July 2022, NC DSS entered into a workplan with Capacity Building Center for States (CBCS) to revise the North Carolina Diligent Recruitment and Retention (DRR) Plan. An initial draft of the DRR Plan was submitted to ACF on March 31, 2023, for review and feedback. In May 2023, CBCS and NC DSS held a two-day, in-person meeting. The purpose of the meeting was to map out implementation steps, sequencing of the steps, and a communication plan. The input from this meeting will be incorporated in the DRR Plan.

- The new DDR Plan targets the following areas:
- Regionalization of the DRR Plan
- Supporting efforts for a KinFirst culture
- Retention efforts for resource families
- Development of a CQI process
- Recruitment efforts for specific populations such as LGBTQ+ youth, for medically fragile and developmental disabilities

NC DSS continues to maintain data for the DRR Plan. Through the revision of the DRR Plan, the goal is to identify alternative data points to support the strategies named above.