



NC DEPARTMENT OF  
**HEALTH AND  
HUMAN SERVICES**

ROY COOPER • Governor

KODY H. KINSLEY • Secretary

SUSAN G. OSBORNE • Assistant Secretary for Human Services

October 25, 2022

**DEAR COUNTY DIRECTORS OF SOCIAL SERVICES,**

**ATTENTION: DIRECTORS, CHILD WELFARE PROGRAM ADMINISTRATORS, MANAGERS,  
SUPERVISORS, AND SOCIAL WORKERS**

**SUBJECT: Child Welfare Workforce Recruitment Campaign**

**REQUIRED ACTION:  Immediate  Time Sensitive  Information Only**

The North Carolina Department of Health and Human Services' Division of Social Services is pleased to announce the launch of our statewide media campaign for child welfare recruitment, *Child Welfare Careers: Invest in You and Your Community*. The goals of this campaign are to increase awareness of child welfare work as a rewarding career and to strengthen North Carolina's child welfare workforce. The target audiences include high school and college students, retirees, prior child welfare staff and other human service professionals.

To support your recruitment efforts at the local level, all county agencies will receive a strategic toolkit that includes printed resources and materials. The toolkits are user-friendly, evergreen and include various materials with standardized messaging and some that are customizable. Research and interviews were conducted to help tailor the toolkits to each region of the state and to align with the needs of all counties. In addition to receiving these items, please see this digital package of files for your use, including a PowerPoint template, social media graphics, an email signature and virtual meeting backgrounds:



DHHS-3864\_Recruitment  
Materials\_Digital

To complement this campaign and raise awareness of job opportunities in child welfare, the NCDHHS website now has a landing page to share job postings with prospective applicants. Please make sure that any vacancies you have are posted to one of the websites included on this page:

<https://www.ncdhhs.gov/childwelfareworks>.

**RECOMMENDED ACTION**

Counties should receive the toolkits by the end of October. We recommend that materials be used to educate and promote child welfare services as a career opportunity within the community, including high schools, community colleges and traditional colleges/universities, as well as other networking events.

**NC DEPARTMENT OF HEALTH AND HUMAN SERVICES • DIVISION OF SOCIAL SERVICES**

LOCATION: 820 S. Boylan Avenue, McBryde Building, Raleigh, NC 27603

MAILING ADDRESS: 2401 Mail Service Center, Raleigh, NC 27699-2401

www.ncdhhs.gov • TEL: 919-527-6432 • FAX: 919-715-0168

AN EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

NCDSS will host a webinar on Friday, November 4<sup>th</sup> from 12-1pm to provide training and suggestions for the toolkit. Participants must register prior to the event via <https://attendee.gotowebinar.com/register/3584667817861635851>. After registering, you will receive a confirmation email containing information about joining the webinar.

If you have questions about the campaign materials, please contact LaShonda S. Pickett, Workforce Coordinator at [lashonda.stanley-pickett@dhhs.nc.gov](mailto:lashonda.stanley-pickett@dhhs.nc.gov) or 919-588-0170.

Sincerely,

*Peter L. West*

Peter L. West,  
Section Chief for County Operations  
Division of Social Services

Cc: Susan Osborne, Assistant Secretary for Human Services  
Lisa Tucker Cauley, Senior Director of Child, Family and Adult Services  
Adrian Daye, Deputy Director for Child Welfare Practice  
Tammy Shook, Interim Deputy Director for County Operations  
Carla McNeill, Section Chief for Permanency Planning  
Kimaree Sanders, Interim Section Chief for Regulatory and Licensing  
Kathy Stone, Section Chief for Safety and Prevention Services

Attachment- DHHS-3864\_Recruitment Materials\_Digital

CWS-62-2022