



North Carolina Department of Health and Human Services Division of Social Services

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Courier # 56-20-25

Michael F. Easley, Governor
Carmen Hooker Odom, Secretary

Pheon E. Beal, Director
(919) 733-3055

April 7, 2004

DEAR COUNTY DIRECTOR OF SOCIAL SERVICES

Attention: Adoption & Foster Care Supervisors
Adoption & Foster Care Social Workers

Subject: **National Recruitment Effort & AdoptUSKids' "Answering the Call"
Materials**

In 2002 the Children's Bureau and the Administration for Child and Families (ACF), entered into a partnership and Cooperative Agreement with the Adoption Exchange Association and its partners, The Collaboration to AdoptUSKids, to carry out its mission to recruit and connect foster and adoptive families with waiting children throughout the United States. Each state has been asked to participate in this effort by designating a Recruitment Response Team (RRT) whose tasks are to respond to families, provide them with state specific information and keep them engaged in the process. Due to the many demands that are already placed on agencies, the Division has contracted with NCKids Adoption & Foster Care Network (NCKids) to serve as our Recruitment Response Team.

The national campaign has been funded for three years in the amount of \$2,000,000. States are given an amount based on proportion in non-relative foster care, not including preadoptive homes, in care on 9/30/02-10/7/03. North Carolina's share for the first year is \$32,793. This money has been used for the contract with NCKids. There is little funding recognition for this effort, but we encourage you to use this opportunity to enhance your recruitment efforts.

This three year campaign will utilize television, radio, outdoor/transit, newspapers, magazines, web banners and other media at no cost to states. It is anticipated that the number of families interested in becoming foster and/or adoptive parents will significantly increase and NCKids will make initial contacts with families. They will provide each caller from your area with your county's contact information. They will also contact each family on a regular basis to ensure that no interested family is "lost in the system". You may also get an increased number of calls directly to your agency; these calls must be handled by your agency or referred to another agency, as appropriate.

All states will be evaluated on the effectiveness of their response to this national recruitment campaign. The Division is pleased with the efforts that have been shown in recruitment, but we know there is much more that needs to be done to recruit and maintain good foster and adoptive families. To assist your agency in meeting this need and to more effectively respond to this

campaign, The Collaboration to AdoptUSKids has developed a three part series that agencies can use for guidance:

- Recruitment Work Plan Guide for Adoption and Foster Care Managers
- Practitioner's Guide to Getting More Parents for Children from Your Recruitment Efforts
- Answering the Call Family Pocket Guide

NCKids has the responsibility of disseminating this information. If more material is needed or if you have questions regarding these materials or the national campaign, please contact Jeanne Preisler, NC Kids Adoption & Foster Care Network Director at 336-315-7450 or j_preisler@uncg.edu. Since this is a three year project, agencies should designate someone to work with NCKids.

We appreciate all your efforts to make this a successful recruitment campaign for North Carolina. Although it is an unfunded mandate, we know you will do your best to serve foster and adoptive families who provide care for all children in the foster care system.

Sincerely,



Jo Ann Lamm, Program Administrator
Family Support and Child Welfare Section

JAL/eh

Attachments

cc: Pheon Beal
Sherry Bradsher
Another Choice for Black Children
Methodist Home for Children
Adoptions Plus
Children's Home Society of North Carolina
Children's and Work First Program Representatives
Family Support and Child Welfare Services Team Leaders

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