

Resource Parent Recruitment:

Carroll, Frederick and Montgomery Counties

- ◆ **Brooke Davis**, *LCSW-C, Foster Care Supervisor,*
Carroll County
- ◆ **Kaitlin Morris**, *LCSW-C, Resource Parent Recruiter
and Trainer,* Frederick County
- ◆ **Carly Picco**, *LCSW-C, Foster Care Supervisor,*
Frederick County
- ◆ **Jennifer Porter**, *LCSW-C, Resource Unit Supervisor,*
Montgomery County Child Welfare Services

The Need is Great

- Currently 3,203 children are in foster care in Maryland
- Family separation as a last resort
- Kinship care versus foster care
- Resource parents fill the gap
 - Rewarding but challenging
 - Kids are best served in family settings, within their local communities
- Reunification is the goal

Nationally, half of
foster parents quit
their first year of
fostering



LACK OF SUPPORT



POOR
COMMUNICATION



INSUFFICIENT
TRAINING



LACK OF TEAMING

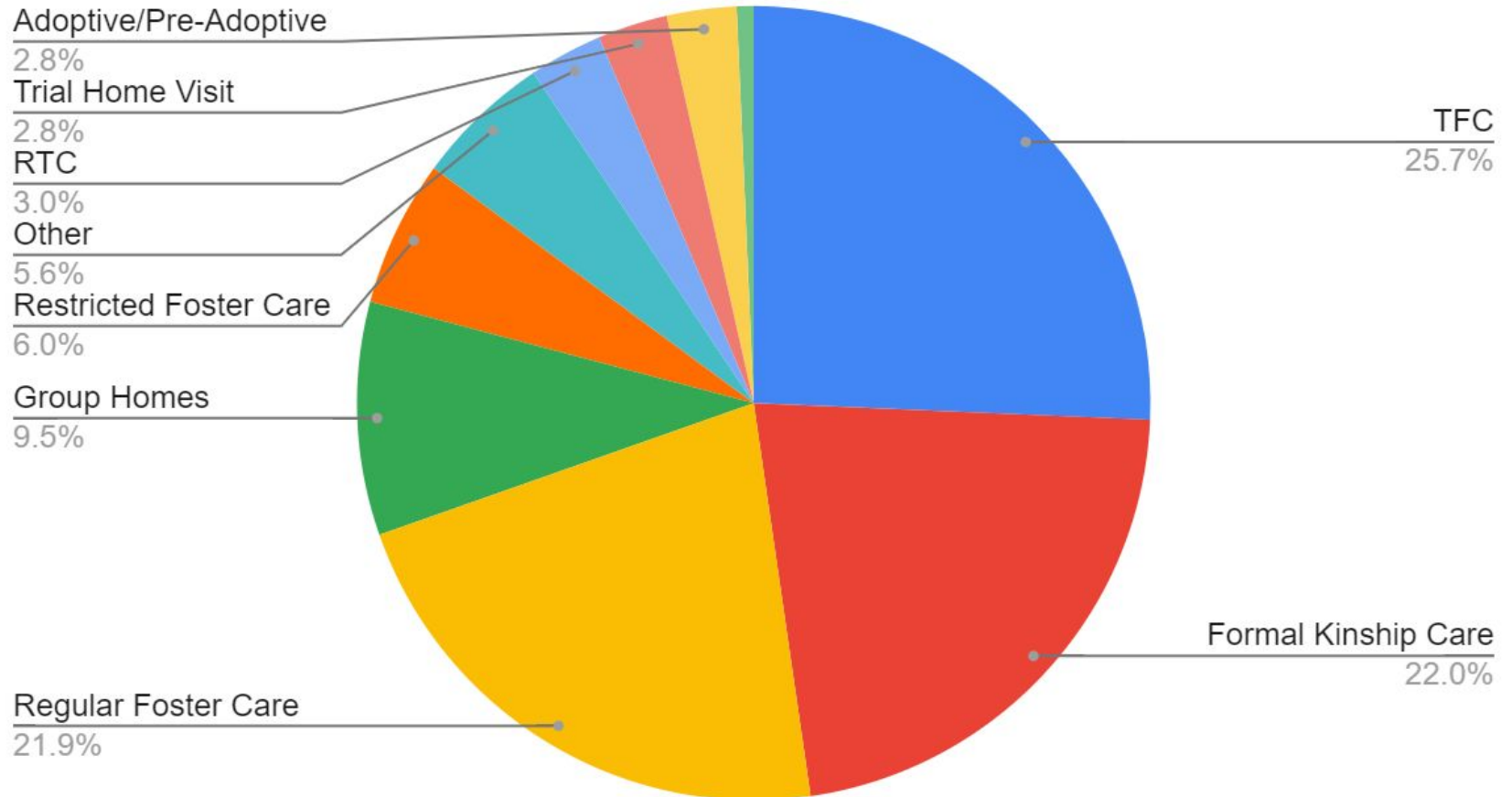


COST OF
FOSTERING



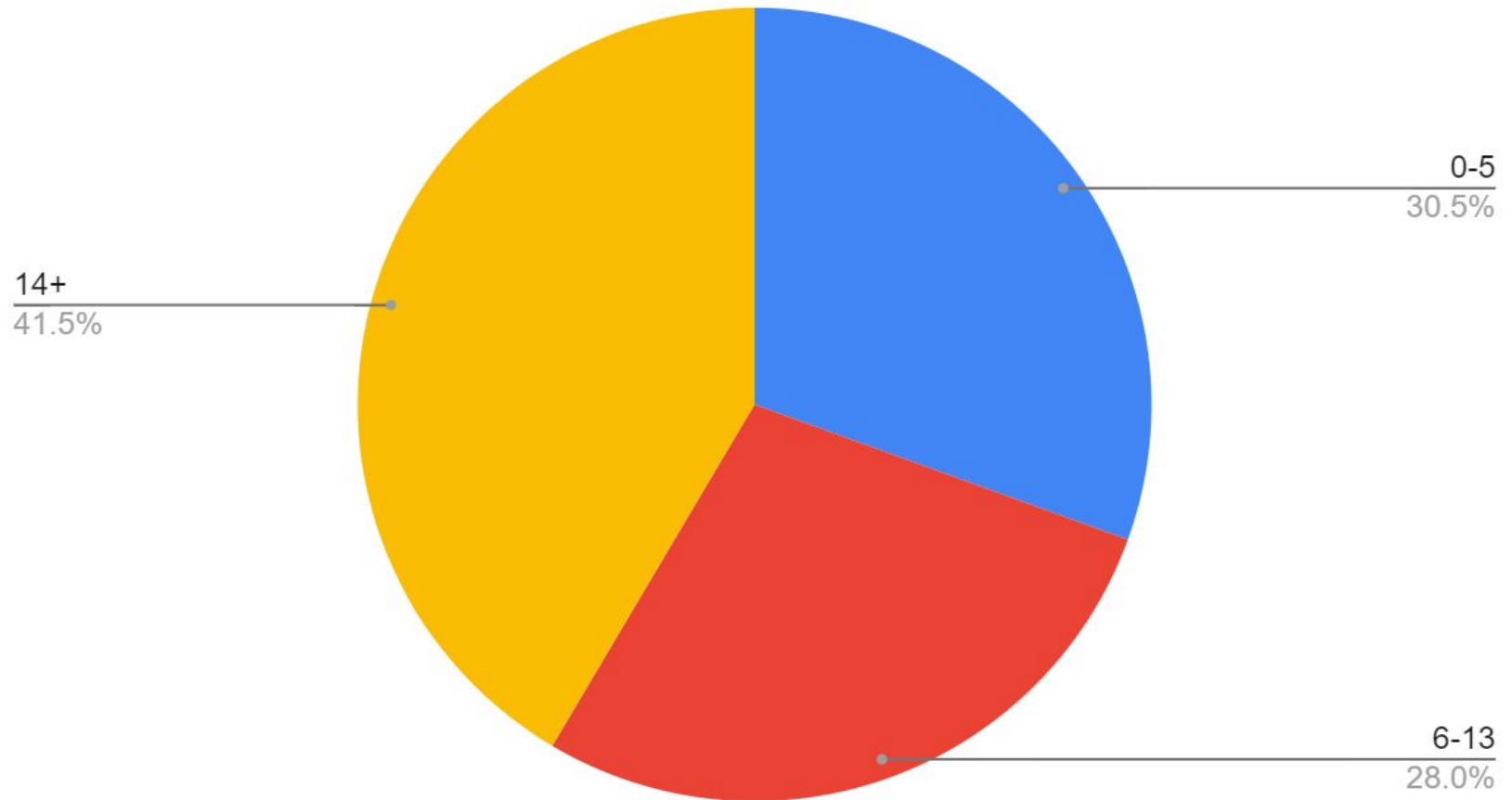
LOSS

Type of Placement



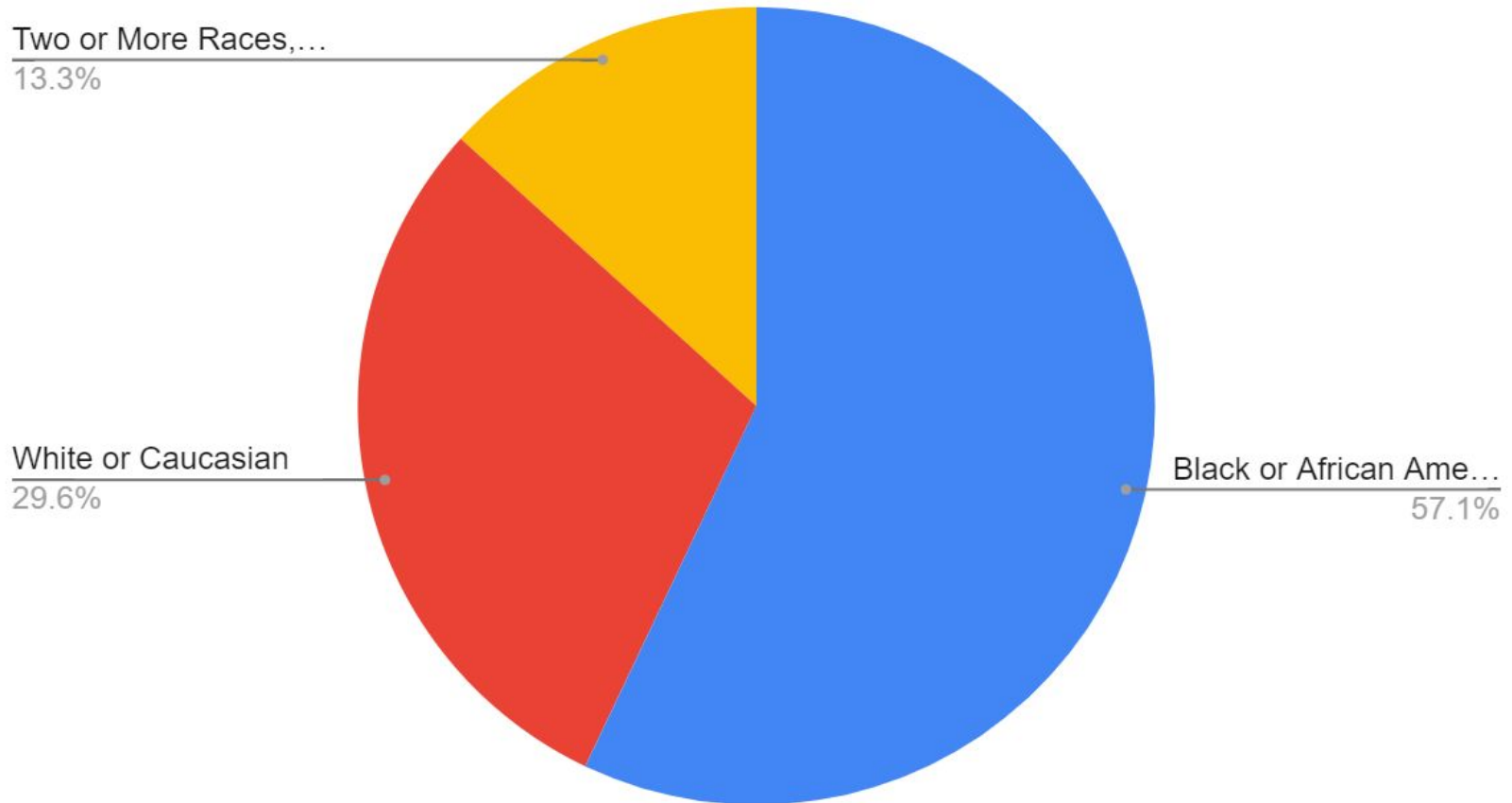
Type of Child Placements in Maryland - October 2023

Age of Children in Foster Care



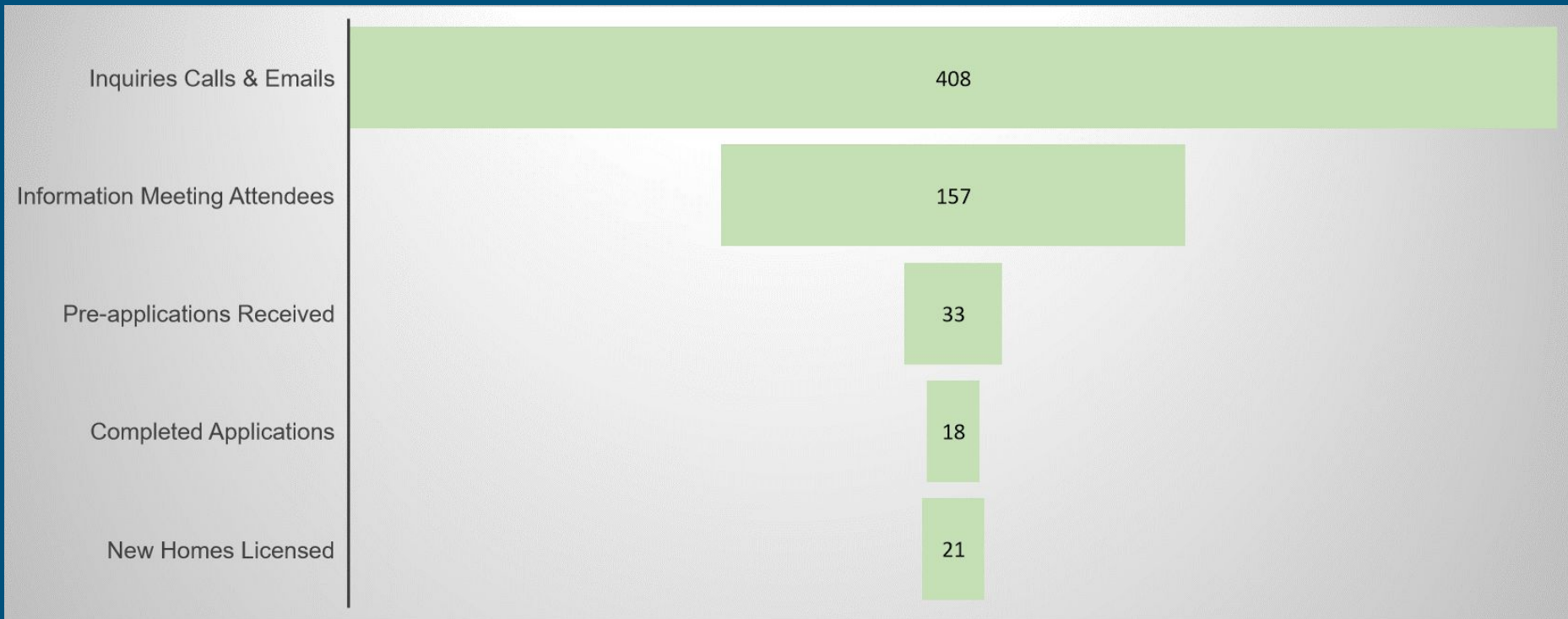
Ages of Children in Foster Care in Maryland - October 2023

Race of Children in Foster Care



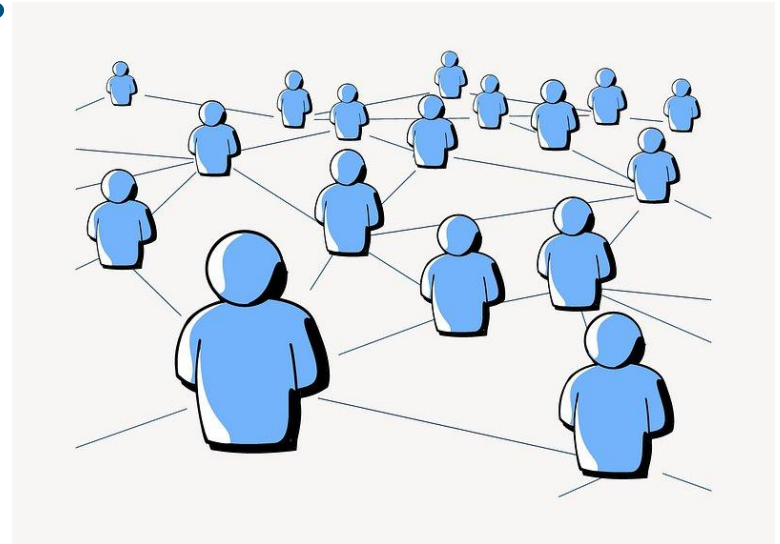
Race of children in Foster Care in Maryland - October 2023

Recruiting Funnel FY23: Montgomery



What Does Recruitment Look Like?

- **Monthly Information Sessions**
- **Participation in community events**
- **Social Media Presence**
- **Raising awareness in the community**
- **Community Organizations/Faith-based partnerships**
- **Local advertisements**



Recruitment Considerations



- Planting the seeds
- Casting a wide net
- Raising community awareness/education
- Targeted Recruitment
- Cultural Diversity
- Recruitment is Retention
- Potential resource parents are everywhere - they are just like you and me!

Recruitment Spotlight: Montgomery



**In our homes for a season,
In our hearts forever.**

- **Social Media postings via official DHHS facebook page**
<https://www.facebook.com/mocdhhs>
- **MoCo Show recruitment campaign**
 - Instagram, Facebook, website “stories”
- **Partnership with various county groups to spread awareness**
 - ‘We Need You’ flier
- **3 recruitment videos with current resource families (in development)**



FOSTERING IS BRAVE LOVE.

To learn more visit:

www.montgomerycountymd.gov/fosterparent

Information sessions held monthly.



Recruitment Spotlight: Frederick



FOSTER LOVE

FREDERICK COUNTY DEPARTMENT OF SOCIAL SERVICES

- **Created a new logo and rebranding**
 - **Focus on the community**
 - **12 Ways to Help Flyer**
- **Community Recruitment Event at Local Movie Theater**
 - **Social Hour with Foster Care Staff and Resource Family**
- **Six recruitment videos were created incorporating resource parents**

READY TO FOSTER LOVE IN YOUR COMMUNITY?

Contact us TODAY!



✉ **Foster.careinfo@maryland.gov**

☎ **(301)600-2466** | **f** **fcdss.fosteradopt**

Local Hearts, Local Kids, Local Homes



FOSTER LOVE

FREDERICK COUNTY DEPARTMENT OF SOCIAL SERVICES

Recruitment Spotlight: Carroll

- Marketing and branding for increased social media/Facebook
 - Facebook: @57Hearts
- Carroll Recruitment Commercial
- Community awareness and engagement-
 - CfE community events created conversations and partnerships



Creation of community wide quarterly newsletter



CfE: Enhancing our Practice

In September 2019, the federal Children's Bureau awarded DHS/SSA funding for the National Center for Excellence in Foster Family Development (CfE).

During the 4-year grant, five Maryland jurisdictions participated in implementation- Carroll, Baltimore, Frederick, Prince George's, and Montgomery.

CfE: Enhancing our Practice

The CfE aided existing work and values to improve the well-being of children and families impacted by the child welfare system.

Program goals included:

- Timely and Successful Reunification
- Increase in local family-based placements
- Peer Connection
- Enhancement of Parent Partnership
- Engagement

Perspective Shift

- Reframing the perception of “Foster to Adopt”
 - Fostering as a support to families
 - Keeping children in their community
 - Shared parenting
 - Focus on reunification
- Supporting the Development of Parent Partnerships
 - Comfort Calls
 - Icebreakers
 - Supporting Continuum of Care
 - Introduction of Family2Family Events

Goals for the Future

- Continued targeted recruitment
- Community awareness
- Accessible messaging
- Statewide recruitment
- Retention Support
- Expanding community connections and supports
- Rowan's story

The image features a motivational quote centered on a rectangular background. The background has a soft, ethereal gradient transitioning from a light purple at the top to a deep blue at the bottom, with some subtle, out-of-focus light patterns. The text is written in a bold, dark blue, sans-serif font, with each letter having a thin white outline that makes it stand out against the background. The quote is arranged in eight lines, reading from top to bottom: 'EVERYONE', 'DESERVES', 'SOMEONE IN', 'THEIR LIVES', 'THAT MAKES', 'THEM LOOK', 'FORWARD TO', and 'TOMORROW.'.

EVERYONE
DESERVES
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THEIR LIVES
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FORWARD TO
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Questions??

