



Desired Results Discussion Ideas

Name: _____ Network: _____

§39.001(8)(b)(a) Florida Statutes. *Assisting in developing a plan of action for better coordination and integration of the goals, activities, and funding pertaining to the promotion and support of adoption and the prevention of child abuse, abandonment, and neglect conducted by the Office of Adoption and Child Protection in order to maximize staff and resources at the state level.*

There are two “desired outcomes” in the current state plan, one dealing with primary and secondary prevention of child maltreatment and another, dealing with tertiary prevention of reabuse. The new plan will need to focus on results related to adoption promotion, support of adoptive families and prevention of abuse before it occurs. What do you think of the following ideas for desired results? [Note, these have not been discussed with the agencies.]

Desired Results of Plan Implementation

1. **Child Maltreatment Prevention** – By June 30, 2010, the child abuse rate will be reduced from the fiscal year 2003-04 statewide rate of 29.4 to 15.0 per 1,000 children. *(this is the same as is in the original plan)*
2. **Adoption Promotion** – By June 30, 2010, the percent of children adopted within 12 months of becoming legally free for adoption will increase from the 2006-2007 rate of 60.9 % to 75.0%.
3. **Adoption Promotion** – By June 30, 2010, the percent of children legally free for adoption who have been waiting for adoption for more than 12 months will be reduced from the 2006-2007 rate of 94.3 % to 47.1 %.
4. **Adoption Support** – By June 30, 2010, the annual rate of child welfare adoption dissolutions (regardless of when the adoption was finalized) will be less than 5 %.

Suggestions? Recommendations?



EXPLORE ADOPTION STRATEGIC MARKETING AND COMMUNICATIONS PLAN TACTICS

The Governor's Office of Adoption and Child Protection has contracted with Ron Sachs Communications to develop a public awareness campaign for promoting adoption. As discussed in the March 2008 advisory council meeting, targeted recruitment and child specific recruitment of qualified and capable adoptive families should be an important context in which such a campaign should be launched. It was also noted that many of the children waiting for adoption may be older, be part of a sibling group, be children of color, have been in foster care for extended periods and may have additional special medical or developmental needs. *Thought Question: reviewing the elements of the campaign, how could the networks, organizations and communities that you represent on the advisory council help with dissemination, access and/or use of these elements?*

Print Elements

- Billboards
- Posters
- Direct mail pieces
- Newspaper advertisements
- Envelope stuffers
- Brochures

Web Elements

- New splash page plus up to 10 interior pages.
- Quarterly E-newsletter
- HTML e-mails with targeted and consistent messages useful for reaching highly specialized audiences with specific messages, i.e. outreach to nurses about adopting medically needy children.
- Electronic banner ads (leveraged Web advertising to provide significant presence on partners' Web sites, in exchange for visibility on Florida's adoption Web site.)

Broadcast Elements

- High impact public service announcements in English and Spanish for television and radio that promote adoption, foster awareness of the campaign brand, and drive traffic to the Web site and the 800-line.
- 30-minute television special about the value of adoption, showcasing success stories and the various forms of adoption for airing in a near-prime slot on network affiliate channels and cable stations in each of Florida's 11 major media markets. We will encourage local market broadcast partners to follow the program with a local interview segment with a local adoption expert, focusing on some of the local children seeking homes.
- Local broadcast features of children awaiting adoption. We will work with broadcast partners around the state to coordinate (or in some cases revive) local broadcast features such as a "Wednesday's Child," that regularly showcase children needing an adoptive home.
- Audio news release in English and Spanish. We will seek placement statewide, with special focus on radio stations that target Hispanics and African Americans.

ADOPTION SUPPORT IDENTIFIED NEEDS AND STRATEGIES

Below is a list of the major elements of identified needs and possible strategies for meeting the needs of adoptive families based upon the presentations, materials distributed, and the recommendations made at the council's March 2008 meeting. *Thought Question: How could the networks, organizations and communities that you represent on the advisory council help with meeting the identified needs and possible strategies?*

A. EDUCATION AND TRAINING

Identified Need 1: Educational, medical, mental health and child welfare professionals should be knowledgeable about adoption-related issues (e.g., lingering adverse effects of developmental and complex trauma, handling loss, grief, relationship building, and acting out behaviors on the part of the adoptive children).

Identified Need 2: Adoptive parents require education and training related to adoption issues, with an emphasis on strategies for handling loss, grief, relationship building, and acting out behaviors on the part of the adoptive children.

Strategies:

- Pre-adoption education for parents (e.g., adoption-specific and child-specific developmental/complex trauma)
- Pre-adoption education for adoptive children
- Regional adoption education and training for families, parents, children, professionals
- National adoptive parent conferences
- Adoption awareness campaign in the mental health, medical and educational communities
- Credentialing (e.g., preservice and inservice) for child welfare practitioners on the benefits of adoption and adoption-related issues (see above)
- Post graduate certification program for licensed mental health practitioners on adoption related-issues (see above)

B. EDUCATIONAL, MEDICAL AND MENTAL HEALTH ASSISTANCE

Identified Need 3: Children and families need access to and availability of adoption-competent educational, mental health and medical practitioners to help them heal and preserve healthy family relationships.

Identified Need 4: Adopted children may require residential treatment when they become a serious threat to themselves or others.

Strategies:

- Tutoring, job-training and job-placement opportunities for adoptive children
- Individual counseling for parents, children
- Family counseling
- Residential treatment

C. SUPPORTIVE SERVICES

Identified Need 5: Adoptive families and adopted adolescent children, at times, feel isolated and need to meet and develop relationships with other families and children who share their adoption experiences.

Identified Need 6: Adoptive parents need to be able to contact the department or agency months or years after adoption finalizations for information, needed referrals and emotional support.

Identified Need 7: Child protective investigators need to improve their knowledge and skills regarding adoption issues, especially at the time of an investigation of alleged child abuse or neglect.

Strategies:

- Family and youth support groups
- Case management services
- Information and referral services
- Respite services
- Statewide post adoption services Web page
- Improve protective investigative activities