

# HIGHLIGHTS OF THE NATIONAL OUTREACH CAMPAIGN

## FOSTER FACTS

*66% of children who enter foster care are reunited with their birth parents within two years. Approximately one-quarter of children currently in care have no plans for being either adopted or reunited with their birth parents.*



In association with the 90-minute documentary *Take This Heart*, and the 30-minute follow-up panel discussion show, the national outreach campaign will bring attention and coordinated action to foster care issues and outcomes, with an emphasis on building community resources to improve the lives of children and adolescents in foster care.

## Foster Care Project Toolbox

The *Foster Care Project Toolbox* is a vital “how-to” resource to plan, implement and evaluate effective community campaigns. It will include background information on foster care and *Take This Heart*; local resources; promotional materials; and national partnership information. The *Toolbox* will be a source of great ideas for community involvement opportunities and outreach projects that can be done with various levels of effort, resources and investment. It will offer advice on conducting needs assessments and on organizing local activities. The *Toolbox* (1,500 copies) will be mailed to 365 public television stations and key foster care organizations nationwide. Stations that join the campaign will be encouraged to communicate their success stories by completing a one-page report.

## Community Action Videotape and Discussion Guide

KCTS will produce a 15 - 20 minute edited version of *Take This Heart*. Designed for information and educational purposes, it will include

segments from the documentary along with contextual material. Stations and foster care agencies will be able to use the videotape in a variety of community settings to reach specialized audiences — ranging from the business community to policy makers to educators and potential foster families. The videotape will be packaged with a *Discussion Guide* which will assist users in presenting the project and motivating community action. Viewers may purchase the package by calling a toll-free 800# shown immediately following both the documentary film and the panel discussion show. It will also be available through the project’s web site.

## Viewer Response Guide

The *Viewer Response Guide* will help viewers approach *Take This Heart* with greater intelligence as well as support the public’s interest in learning more about foster care. The 16-page *Guide* will include current foster care issues, basic information on the foster care system, and specific ways to become involved, whether as a foster parent or as a volunteer to assist in resource building. Production notes will be provided along with profiles of the family members presented in the film. The *Guide* will be available to viewers who call the toll-free number shown after the broadcast of both the documentary film and the half-hour discussion show. It will be packaged for sale with *Take This Heart*. The materials will also be available through the project’s web site.



# HIGHLIGHTS OF THE NATIONAL OUTREACH CAMPAIGN

## Community Service Action Grants

*The Foster Care Project* is designed to make a measurable impact through action-based involvement in targeted communities across America. At the forefront of this effort are five intensive community organizing projects, funded through Community Service Action Grants in amounts up to \$20,000. The five participating stations and their community partners include: KCTS/Seattle and The Casey Family Program-Seattle Division; KCET/Los Angeles and the Child Welfare League of America, Western Office; MPT/Maryland Public Television and the Maryland Association of Resources for Families and Youth; WTVS/Detroit and Evergreen Children's Services; and KLRU/Austin and The Casey Family Program-Austin Division. Stations were selected based on a number of factors: outreach capacity of the station, including its prior outreach projects; the presence of a strong foster care lead organization; ongoing system reform efforts related to child welfare; geographic diversity; and committed and capable local leadership. The role of the community partners is crucial: providing the content expertise on youth in foster care as well as offering linkages to other key partners for the campaign and to key constituencies that can benefit from the activities. Projects are expected to define outcome measures for their campaign efforts and to report on what they accomplish.

## Station Incentive Grants

Stations will be invited to compete for an additional five \$3,000 incentive grants — which will extend action-based projects to other communities. The minigrant application process will include partnering with a community agency and designating the role they will play; describing any needs assessment process they may use; outlining project objectives and anticipated outcomes; and presenting a workplan to build community awareness of the project and the issue of foster care. Selected stations will receive ongoing technical assistance and oversight. (See Section VIII for guidelines and an application form.)

## Foster Care Web Site

The outreach campaign will utilize the Internet to increase access to information as part of *The Foster Care Project*. Materials will provide thought-provoking content as well as tell personal stories, using visual elements (photos, art work, graphics) to motivate the involvement of users of varying ages and interests. The web site will be launched in advance of the program's broadcast, to begin public dialogue and the process of education, and to attract viewers.

## Conferences

Representatives of *The Foster Care Project* will disseminate information and create outreach events at various conferences, including the annual Child Welfare League of America conference, other affiliate conferences, the National Foster Parent Association and other national conferences.

## Washington, D.C. Event

*The Foster Care Project* plans to hold a special event in Washington, D.C. This may include a symposium and premiere of the documentary to set the stage for sustained community organizing. Its purpose is to communicate the critical need for national attention to young people in foster care and foster families; and potentially to address policy issues regarding foster care among legislators and government officials.



# CAMPAIGN MANAGEMENT TEAM

## FOSTER FACTS

*27% of all children who enter foster care are reunited with their birth parents within six months.*

## OUTREACH EXTENSIONS

**Address:** 7039 Dume Drive  
Malibu, CA 90265

**O**utreach Extensions is a national consulting firm which designs and implements educational and community outreach campaigns. Founded in 1992, the company specializes in comprehensive, high-profile campaigns for the communications industry. With innovation as its hallmark, Outreach Extensions utilizes a strategic methodology called "building synergistic outreach pathways," to custom design outreach campaigns based on process consulting and community organizing principles. Philosophically, the company works on the premise of adding value to projects through establishing community linkages that broaden public participation and extend impact.

Outreach Extensions provides a full range of outreach development services, including project planning, designing multi-component campaigns, writing proposals, establishing national or local partnerships and conducting needs assessments and evaluations. Campaign activities include developing materials to reach specific target audiences, designing World Wide Web floor plans and interactive content, and managing mini-grants. National public television outreach implementation campaigns have included: *Tots TV, Kratts' Creatures, Disney Presents Bill Nye the Science Guy, Shining Time Station, To the Contrary, No Time To Be A Child* and *I'm Really Going to Miss Me* as well as numerous other television projects for which Outreach Extensions designed the campaigns.

## How can Outreach Extensions serve your project?

It will help your station to develop an effective community campaign in association with *The Foster Care Project*. As you review the materials in the *Toolbox*, especially the Menu of Outreach Opportunities and Great Outreach Ideas, you may want to contact Outreach Extensions for additional assistance in such areas as the following:

- developing strategies for community organizing, including forming partnerships with local child welfare and foster care agencies and organizations;
- conducting strategic planning to organize, design, implement and evaluate your outreach campaign using the Foster Care Awareness Outreach Action Plan;
- selecting an appropriate target audience based on identified community needs, and designing a campaign to reach and service them effectively;
- using and adapting *The Foster Care Project* materials to localize your campaign; and
- brainstorming ideas to help focus on activities that can make a difference to your community.

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