

WHY CAN'T WE BE A FAMILY AGAIN?

Final Report

Outreach Extensions

April 2004

Introduction

Outreach Extensions received a grant from The Hite Foundation to conduct an educational outreach campaign in association with *WHY CAN'T WE BE A FAMILY AGAIN?* Nine stations organized outreach campaigns that engaged social workers, substance abuse counselors, and child welfare workers in their communities. Primary activities included screenings and facilitated discussions. Additional funds from The Annie E. Casey Foundation helped to build sustainability.

Produced and directed by Roger Weisberg and Murray Nossel for Public Policy Productions, *WHY CAN'T WE BE A FAMILY AGAIN* was broadcast on public television stations on January 27, 2004. The documentary tells the story of two brothers in the care of their grandmother and their struggle for permanency.

Station outreach grant award recipients include Thirteen/WNET, New York and KUAT/Tucson, AZ as well as seven stations engaged in the Making Connections Media Outreach Initiative: Connecticut Public Television, Detroit Public Television, MI; KLRN/San Antonio, TX; KPBS/San Diego, CA; WFYI/Indianapolis, IN; WHYY/Philadelphia, PA; and WYES/New Orleans, LA.

Outreach Resources

Stations and local conveners received a ***Discussion Guide*** to assist them in conducting their local campaigns. Outreach Extensions worked with organizations and social work professionals to develop a set of 33 Child Welfare and Social Work discussion questions for the *Guide*. Key areas of concern include permanency planning and substance abuse. Other issues include grandparents rearing their grandchildren and kinship care.

- The questions on **permanency planning and social work** were developed by Barbara Pine, professor of social work at the University of Connecticut, and Anthony Maluccio, professor of social work at Boston College, drawing from their extensive research, teaching, and agency consultation in the area of child and family services.
- Questions pertaining to **substance abuse** were developed by the **Veritas Therapeutic Community, Inc.**, a family-focused substance abuse treatment program in New York. Veritas' special focus on children and families makes it a one-of-a-kind drug treatment program.
- Murray Nossel, one of the film's producer/directors, developed **social anthropology questions** that are designed to open up an inquiry into the social, cultural, and historical elements underlying the film.
- **Generations United**, the only national membership organization focused solely on promoting intergenerational strategies, programs, and policies, developed questions about **grandparents rearing grandchildren and kinship care**.

Additional materials in the *Discussion Guide* include a description of the film, featured appearances and epilogue notes, film production notes, and resources.

Information about WHY CAN'T WE BE A FAMILY AGAIN is housed on the production Web site at www.pbs.org/whycantwebeafamilyagain. Around the broadcast date, Independent Lens, the series under which the show was broadcast, offered promotional materials and linked over to the *Discussion Guide*. The ***Discussion Guide*** is available on: www.aecf.org/initiatives/mc/communications/mcmoi/wcwbafa_tools.htm.

Station Grant Summaries

KPBS/San Diego, CA

KPBS worked closely with San Diego State University to bring WHY CAN'T WE BE A FAMILY AGAIN to its students. The film and discussion guide were presented at the School of Social Work's Spring Session Retreat to approximately 20 professors. Those attending were impressed and moved by the film. The viewing was followed by a lively discussion on who could show it to which class; they reached the overall conclusion that it should not just be shown to the policy class but that it would also be applicable in practice, human behavior, and field courses.

The station's contact with the SDSU School of Social Work, Amy Okamura, took the film to the Statewide Education and Training Committee of the California Social Work Education Center. She took seven copies and stated that people "rushed" to grab them. Most of them went to representatives of Child Welfare Training Academies and the State Department of Social Service. She also returned with a list of people wanting copies. Amy e-mailed her Project Coordinator colleagues across the state in all the schools of social work as well as the Public Child Welfare Library housed at California State University Long Beach about the availability and usefulness of the documentary for teaching. Through her work at SDSU, she distributed four tapes to the Academy for Excellence, the training arm of the school, two to agencies, three to faculty, and the rest were given to field instructors and supervisors in the community agencies.

The film was shown at a screening event to the residents of Providence Place on February 11, 2004. Forty-two women in the program attended. A facilitated discussion followed the program. Because all of the women residents are in rehabilitation from drug use, they found the film to be especially compelling. About 30 of the attendees were mothers; the majority has children under the age of 18. Some had their children taken from them and many were working on regaining custody. Many of the women cried during the film and said that they could see themselves in Kitten and that the film helped them see, first-hand, the affect they had on their own children.

When asked if Kitten should have her kids, all the women agreed that she should not until she was clean for a suitable length of time. They all felt that the grandmother had basically "saved" the boys' lives. Many in the audience pointed out that, in their communities, the matriarchs were always respected and important figures in holding families together. They weren't at all surprised to see so few men in the family available to help the boys. One woman stated that in her family you learned to love your mom and/or grandmother no matter what they did.

The women were asked to comment on whether the film helped them to understand the effect of their drug use on their own families. They all agreed that it did. As one woman

put it: "Didn't you see us all crying?" It really hit home with them. They commented on how great they thought it was that the grandmother was so honest with the boys about their mother and their situation. They felt it was important to encourage children to express how their mothers' addictions made them feel. They also felt that if children were more involved in rehabilitation programs, it would be helpful to mothers. Hearing how their own addiction hurt others helps them to be more serious about getting clean. The support children can offer can be very helpful to the success of their recovery.

Finally, when asked what social workers could do to help, most agreed that from the child welfare standpoint, taking kids from the home of an addict was, in the long run, the best for the child. They would like to see more work done on helping children to work out their feelings. One woman commented, "No matter how much a social worker does, and there are actually some good ones out there, if you don't make the decision to get clean yourself, you never will."

The WHY CAN'T WE BE A FAMILY AGAIN outreach project not only strengthened KPBS's relationship with Providence Place, but it enabled the station to form a strong partnership with the SDSU School of Social Work. This partnership will be very important to many future projects, especially AGING OUT.

The Providence Place screening reached 42 women. The film will be incorporated into the facility's treatment program, reaching approximately 50 people every six months. Providence Place also plans to show it to the children of mothers who are at the facility, depending on their age. About ten children can be reached in each program group.

Through the partnership with the SDSU School of Social work, approximately 300 students in the SDSU program saw the film in their classes. At this time, the teachers are planning to use the film during the fall 2004 semester as well. Tapes were sent to 23 agencies throughout California. The reach from these as well as the seven tapes distributed at the state meeting is estimated at 7,500. Social work agencies plan on using them in training their workers who will, in turn, use the film in their own work and trainings. Some of the agencies are housed at universities, which will use the film in their classrooms reaching from 200-500 students.

Follow-Up: WHY CAN'T WE BE A FAMILY AGAIN was used in the following courses: Graduate Child/Youth/ Family Policy (including child welfare); Graduate Human Behavior and Social Environment (Life Span Development); Graduate Generalist Social Work Practice; Undergraduate Social Work Practice; Interdisciplinary Child Welfare Practice (graduate elective). Field instructors in internship units also used the video. Supervised by social workers in agencies, all graduate and undergraduate social work students complete 16-20 hours per week on internships concurrently with their practice courses. Students are sometimes in mixed units with both undergraduates and graduates such as in the public child welfare agency (San Diego County Health and Human Services Agency).

The contact at SDSU noted: *"I did hear a few comments from my students who saw the video in the field. It generated lots of discussion related to their current experiences, i.e., removal of children, working with substance abusing parents, placements with kin, and continuing care. The role of the community based programs providing support after school was also discussed. There was also quite an enthusiastic response from the training sector and I've received continuing requests for the video. They are using it not*

only with child welfare staff, but also community partners, foster parents, and parents themselves. The value of the video is that it brings out many different issues that can be discussed, which makes it useful in education and training as a teaching tool."

Detroit Public Television/ Detroit, MI

Detroit Public Television (DPTV) and project partner Madonna University presented a screening and panel discussion of *WHY CAN'T WE BE A FAMILY AGAIN* on the evening of January 28, 2004 on the Madonna University campus. Barry Sherman, chairperson of the criminal justice department at Madonna, moderated the event. Panelists included professors from Madonna's psychology and social work department, the social work manager at The University of Michigan Hospital, and the Chief of Police for the City of Westland, Michigan. Approximately 120 people attended the event, primarily students and educators in social work and related fields.

DPTV's goal with this project was to reinforce the network the station had developed through outreach for *WHAT I WANT MY WORDS TO DO TO YOU* and to sustain momentum for its upcoming Reentry National Media Outreach Campaign. Since the themes of *WHY CAN'T WE BE A FAMILY AGAIN*, especially drug addiction and its effect on families, are often tied to reentry issues, DPTV considered this event to be an appropriate addition to the overall reentry campaign. The target audience for the event was college-level educators and students in criminal justice and social work.

The event was effective in motivating students to work on creative ways to help families overcome drug dependency and to alleviate the many problems that stem from the disorder. Based on comments made during the Q&A period, several audience members were amazed at the amount of community support that the family featured in the film was able to receive. Students were encouraged by the panel to find out whether similar support groups were in place in Michigan, and if not, to lobby for more support for addicts and their families. Attendees were able to gain a more three-dimensional perspective of a family suffering from drug use, which promoted a greater understanding and empathy for both the drug user and the family. As a follow-up, the station solicited essays by students on the discussion questions from the program.

After viewing the documentary, some audience members asked whether Detroit Public Television could offer information during the broadcast to help viewers find help or additional information. Acting on this feedback, and with the assistance of a Madonna University professor, DPTV was able to put together a list of resources, both local and national, to assist families affected by substance abuse. This list was broadcast following the credits of the film as well as posted on the station's Web site. Approximately 5,800 Web site visitors accessed the information online and 48,000 viewers saw the resource list on air. DPTV also offered to mail the list to any viewer who requested it.

The discussion that evening was a valuable reminder that it's not enough to put good programs on the air – and it's not enough to add a list of resources on the Internet. Outreach staff must identify and implement a variety of strategies to enhance the value of broadcast programs and provide information that viewers need. DPTV will keep this in mind as it conducts outreach for other programs.

To promote the screening and discussion event, electronic flyer/invitations were mailed to everyone who had attended or been invited to the screening for *WHAT I WANT MY*

WORDS TO DO TO YOU. Each person was personally contacted and encouraged to attend the event and to duplicate the flyer for posting and additional distribution.

Promotion also took place on a large scale at Madonna University. More than 300 flyers were distributed throughout the campus. All professors in the departments of social work and criminal justice were personally notified about the event and encouraged to bring their students.

Following the event, 50 VHS copies of the film were distributed to educators and community service representatives in the audience. All those who completed surveys ranked both the program and the panel as "good" or "excellent." The exception was a "neutral" ranking given to the panel by one respondent.

Thirteen/WNET/New York, NY

On January 27, 2004, Thirteen/WNET hosted a community screening and panel discussion for *WHY CAN'T WE BE A FAMILY AGAIN*. The event began with registration followed by a welcome from the director of outreach at WNET/Thirteen, and introductions by filmmakers Roger Weisberg and Murray Nossel. After the screening, Raymond and Daniel Jacob (the brothers featured in the film) spoke about their experiences, what they have gained from them, and what they are doing now.

The event's panel featured speakers who were chosen because they could offer different perspectives on the issues and could help raise audience awareness. Panel members were Linda Lausell-Bryant, associate commissioner of administration for Children Services, Office of Youth Development; Lolita Jackson McLeod, child welfare officer, Brooklyn Family Courts and featured in the film; Dr. Sharon Cadiz, The Portal Project; and Sharoya Llopiz, The Center for Family Life, also featured in the film.

The discussion began with a brief introduction of each panel member. Each panelist had the opportunity to share her thoughts on the film and the issues that it presents. Afterwards, the discussion was opened to the audience who were bursting with questions ranging from "*How long has Kitten been addicted to drugs?*" to "*Where do you get your strength to keep the family moving in such a positive manner?*" This discussion could have gone on for hours with the enormous amount of questions wanting to be asked and comments wanting to be made from the audience. The event ended with closing statements from each panel member.

Eighty-two people attended the screening event. The audience was made up primarily of students from various schools of social work, including Columbia University, Hunter College, Monmouth University, Fordham University, Wurzweiler, and State University of New York. Also in attendance were professors of social work, clinical social workers, and drug treatment facility personnel. Overall, the event was very successful and effective. Guest were excited about the information they acquired and could not wait to pass it on to their friends, students, and colleagues.

The event was promoted by e-mail blasts and a direct mail campaign to the various schools of social work in the New York/New Jersey area. Approximately 1,000 flyers were sent out to various schools of social work, drug treatment facilities, Turning Point, Inc., Samaritan Village, Inc., CMR Recovery Residence, Kingsboro Addictions

Treatment Center, The Society for Clinical Social Work, and New Jersey Association of School Social Workers, among others.

Each member of the audience was given an evaluation form to complete. The response was wonderful: ninety-nine percent rated the overall event as excellent, while one percent rated it as good. The documentary screening was rated 98 percent excellent, two percent good. Ninety-three percent rated the panel discussion as excellent, seven percent good. To the question whether helpful information was provided, 94 percent answered excellent, six percent replied good. Selected comments were:

- *This was a very compelling event. It brings the struggle of family unification and substance abuse issues to life.*
- *This was a very interesting and informative documentary. I enjoyed it very much and I hope to use it for reference in my practice.*
- *The Liberty Partnership Program is more than excited to bring the documentary to our team and our students.*
- *Thank you for the copy of the film. I will use it with the junior high school kids I work with who have lived through family and substance abuse.*

Connecticut Public Television/Hartford, CT

Connecticut Public Television (CPTV) was fortunate to host an extremely engaged group of 40 social workers from The Village for Families & Children on January 22, 2004. Founded in 1809 as the Female Beneficent Society of Hartford, it was one of the earliest preventive and protective agencies for neglected children in the country. Foster care has been a Village service since the 1920s, but it was in the '60s that the focus of the program became therapeutic in nature. The special children with whom they work are referred because of their treatment needs. In addition to having experienced abuse and neglect, they have had multiple foster placements, hospitalizations, or institutionalizations, and present with challenging emotional and behavioral issues. Although the children in the documentary did not have these particular special needs, the screening was very relevant because it did cover issues commonly faced by families involved in the foster care system in Greater Hartford.

CPTV distributed VHS copies of WHY CAN'T WE BE A FAMILY AGAIN to all participants, comprised of staff members of the Village. Tapes were also provided for those who were absent and to other offices around the region. Much of the discussion revolved around the continuation of parental rights of the birth mother and at what point the rights should be terminated. Many staff members felt that Kitten's rights should have been terminated at the last court hearing, so her sons could experience some kind of closure and realistically plan for the future with their grandmother. They thought prolonging the possibility of reunification with the birth mother might have raised false hopes.

All of the social workers felt connected to the story. They live it every day in various forms. Especially poignant were the conversations with the grandmother. As in many communities across the United States, Hartford has experienced an increase in the number of grandparents rearing or taking care of their grandchildren as temporary or permanent custodians. Event participants discussed different ways they could support the grandmother in addition to what was demonstrated in the documentary.

Interestingly enough, soon after the screening, CPTV was informed that the foster care division of the Village was submitting a proposal to produce a video to encourage members of the community to become foster parents. *WHY CAN'T WE BE A FAMILY AGAIN* was useful in that it reminded staff and administration how well stories could be told on film and that it could help to make a difference in their foster care program.

Second Screening: Since inclement weather prevented most of the expected guests from attending the January screening of *WHY CAN'T WE BE A FAMILY AGAIN*, Connecticut Public Television has scheduled a second screening, which will be held on Tuesday, May 4, at the station. Participants are expected to come from the following organizations: Catholic Family Services, Connecticut Commission on Children, Connecticut Department of Children and Families, Families in Crisis, Hartford Behavioral Health, Hartford Department of Human Services, Southend Community Services, University of Connecticut School of Social Work, and The Village for Children and Families. Ana-Maria Garcia, The Annie E. Casey Foundation representative in Hartford, will add to this list, which already includes many *Making Connections* partners. CPTV estimates that 50-75 people will attend. Given the reach of the organizations they represent, the overall impact will include hundreds of social service professionals and thousands of children and families.

KLRN/San Antonio, TX

In early December 2003, KLRN began to think about what shape its outreach for *WHY CAN'T WE BE A FAMILY AGAIN* should take. The station determined that the structure of the event would be a screening followed by a panel discussion. After meeting with several local organizations that have an interest in family preservation, KLRN assembled an invitation list for the event and determined the makeup of the panel.

The event took place on Wednesday, January 21, 2004 at the Bazan Library. Approximately 70 people were present, including eight panelists. After some opening remarks, the film was screened, followed by questions and discussion. Overall, the audience was familiar with the situations presented in the film, which made for a comprehensive discussion. Following the discussion, KLRN distributed a copy of the video and information from the panelists' organizations.

The panelists, shown below, represented the core community partners for this event:

Nellie Garay	Alamo Area Council of Governments
Luba Hansin-Jones	Texas Department of Protective and Regulatory Services
Polly Kirven	Family Service Association of San Antonio
Lynn Lambert	Family Counseling Services
Kelly Brennan	Voices for Children
Cindy Schoenmakers	COSA Department of Community Initiatives
Hon. Peter Sakai	Bexar County Civil District Court
Dr. Jim Allen	Worden School of Social Service

Each panelist was given about five minutes to explain the work of his/her organization prior to the screening of the documentary. All participated in answering questions following the screening. All were given the opportunity to include information about their organizations in the folder of information prepared for each participant.

This project involved extensive participation by numerous community groups, utilized a panel for the discussion portion of the event, and provided resources for later use with other audiences. Taken together, these elements increased the effectiveness of the project. Groups who had previously been unfamiliar with each other's work were able to share contact information and ideas for collaborations. The diversity of the panel was also remarkable, with representatives from the municipal court, a university program that educates future social workers, city government, and local nonprofit service providers. The resources proved popular and several individuals have since requested more copies of the documentary.

KLRN is participating in the Reentry National Media Outreach Campaign, which is focused on how formerly incarcerated persons reenter society after completing their sentences. Some proposed partners who work with children of incarcerated parents have expressed an interest in *WHY CAN'T WE BE A FAMILY AGAIN* because of the similarities between parental absence due to drug abuse and parental absence due to trouble with the law.

KLRN promoted the project primarily through its partner organizations. The station also sent e-mails to prior outreach participants and to other relevant organizations. The KLRN public relations department sent out a press release to local media outlets. In the week leading up to the event, outreach staff made phone calls to organizations that they expected to have an interest in the subject matter to encourage them to attend. The event was also promoted on the KLRN events Web page.

Based on the attendance at the event and the continuing interest in the film, KLRN considers this outreach initiative a success. The free resources contributed much to the project. It is not always possible to provide such materials based on the grant dollars screening events, and KLRN is thankful it was possible in this case.

The panel proved to be another strong component of the event. KLRN was particularly fortunate to have Judge Peter Sakai join the panel despite his busy docket. Dr. Jim Allen also had unique insights coming from an academic perspective that was much appreciated by the audience.

Follow-Up: KLRN made follow-up calls to attendees regarding their use of the video and resources with clients, students, and co-workers. Several have already used the materials; many others indicated they had plans to use the video and resources at a later date. Users included the Department of Human Services, Department of Protective and Regulatory Services (DPRS), the Northeast Independent School District (NEISD), Family Counseling Services, and Joven (which serves children of incarcerated parents). Comments were:

- DPRS: *"We used it to educate staff about the demands upon kinship caregivers and to help them identify needs so that they are better able to arrange services for families and provide support."*
- DPRS (different group): *"The materials were used for discussion with our youth, to help them better understand how to relate to the issues this family encountered. We also used the materials to help youth who had relatives placed in their homes understand what they are going through. We're considering how to use the materials with our adult groups to enhance our session on substance abuse."*

- NEISD Parenting Classes: *“We used the video to explain the importance and values of parenting, the effects of parent actions, and how siblings can involve themselves.”*
- Joven: *“The tape was useful with a group of our kids. They asked: ‘Is it true? Are the people shown real?’ They really related to the story.”*
- NEISD: *“We plan to use the video in a staff development sessions with 80 elementary school teachers at two different Title I schools. I will use the documentary and the discussion questions provided before the end of the school year.”*

WFYI/Indianapolis, IN

WFYI received grant resources to partner with local human service agencies to explore themes in WHY CAN'T WE BE A FAMILY AGAIN. WFYI's objectives were to:

- Increase the awareness of social service agency staff to the plight of grandparents rearing grandchildren;
- Educate staff on the legal rights of all parties in these situations; and
- Build a stronger network of resources for families.

WFYI used two activities to accomplish project outcomes. Both were implemented as planned, reaching 231 event participants. However, it would have be useful to have had 30 to 45 more minutes in the MCCOY-MLK session to follow up the legal presentation, and to have had the freedom to split the large group session provided to Head Start into two to four smaller groups.

February 17, 2004

WFYI's community partners were the Marion County Commission on Youth (MCCOY) and the Martin Luther King Multi-Service Center (MLK). Together, the organizations hosted a four-hour training at MLK that was designed to strengthen programmatic responses and to educate staff about legal issues. Fifty-six persons attended; guests included a professor emeritus from the Indiana University School of Social Work, grandparents, Head Start staff, department of corrections staff, and youth agency staff.

Guests were welcomed, participated in a networking activity, provided an overview of youth development, and then viewed the documentary. After debriefing the film, participants worked over lunch in small groups to complete a worksheet that asked for program responses and “next steps.” (These were subsequently e-mailed or mailed to all guests.) During the remaining 90 minutes, participants heard from four panelists. One, a professor from Butler University, described an ethnographic study she is doing to collect data from grandparents, which will help shape community responses when it is complete. Two attorneys from the Children's Law Center described current Indiana family law as it affects children. The fourth panelist, an attorney with a practice in family law, told about real-life experiences with judges and families. She also explained the pro bono practice group she and other family attorneys have assembled to assist families who don't qualify for Legal Aid or who have inadequate personal finances. At the end of the day, grandparents were also invited to speak. All guests received a copy of the video and a discussion guide. As of the date of this report, WFYI is aware of two agencies that have used the media resources for staff training or with clients.

February 27, 2004

WFYI provided a two-hour training session for all Head Start teachers, classroom aides, social workers, and other specialized staff in Marion County. Approximately 175 attended the session, held at the Indianapolis Art Center. The purpose was to help Head Start staff develop responsive classroom strategies for children who are coping with loss—and to sensitize them to the issues faced by the adults who are rearing the children. WFYI invited a *Ready To Learn* partner, Child Care Answers, to assist with the session. After viewing and debriefing the film, Vanessa Fletcher (CCA), led a small group activity and reporting session. Following this, WFYI introduced a segment from a Sesame Workshop kit, *You Can Ask!* Participants also received Spanish and English copies of the resource guide produced by Sesame Workshop.

WFYI developed an evaluation tool for the MLK session. Between 80 percent and 97 percent answered “very effective” or “effective” to each of the three questions. These asked participants to reflect on the degree to which they had a greater understanding of the complex dynamics faced by families, the legal status of children and the adults in their lives, and ways to improve their practices. Most participants were also able to articulate a way in which they might adjust agency practices to improve services to these families. In addition, the worksheets completed by participants had rich ideas for program improvements or larger social service initiatives. Participants were very pleased to receive a copy of the film to use in their programs.

Head Start developed an evaluation for the session WFYI offered. Respondents were clear that the session was useful and that they gained new knowledge and had better understanding. It was also telling that during the debriefing, audience members noted that staff had to be sensitive to their colleagues who might be in the situations described in the film.

WFYI believes that each of these sessions was important. This was the first forum to bring together grandparents and youth or children’s services for networking, or to receive legal updates. Additionally, anecdotal data is clear about the growing numbers of grandparent-led families in Indianapolis. It was important to name this as an issue for early childhood professionals so that more attention could be paid to supporting these families at early stages.

WFYI bridged this campaign with its previous outreach work with the LEGACY documentary. One of the strategies for the LEGACY campaign was to work with the MLK Center to host a luncheon to enlist more professional volunteers for the Second Time Around grandparenting program. That event helped them to attract a greater pool of resources for grandparents. Later, MLK applied for and received a Generations United LEGACY grant. This enabled them to connect the university professor to attorneys; a brochure for grandparents will be published to explain Indiana law in laypersons’ terms and list resources. For this campaign, MLK recruited the professor, family practice attorney, and grandparents to serve as key informants. MLK also issued invitations to specific constituent groups that serve older adults.

During LEGACY, WFYI also worked with MCCOY to host an event for the Spirit and Place Annual Civic Festival. Once again, MCCOY was key to disseminating information to youth service agencies and providing a youth development backbone to the day.

MCCOY recruited two attorneys from the Children's Law Center of Indiana to present informative workshops.

Head Start, a *Ready To Learn* partner, sent several top staff members to the MLK event, and provided WFYI with a forum to inform its front-line staff about the program.

WFYI designed a flyer to promote the event and provided color copies and .pdf files to agency partners. These were sent to board members, disseminated through youth agency trainings, in public social service meetings, and through targeted groups. WFYI made arrangements for the MLK event to be publicized through the United Way consolidated mailing and issued targeted invitations to select human service and faith-based groups. In each instance, the rooms were at capacity.

Follow-Up: WFYI reports that it reached organizations that work in the *Making Connections* neighborhoods, including Head Start, Partners in Housing, Big Brothers Big Sisters, AIM (prisoner mentoring program), Boys and Girls Clubs, Reach For Youth, Family Strengthening Coalition, and Mentoring Children of Prisoners as well as the school system.

WHYY/Philadelphia, PA

On Thursday, January 15, 2004, from 9:00 am to noon, WHYY hosted a WHY CAN'T WE BE A FAMILY AGAIN screening and workshop in the WHYY Independence Foundation Civic Space for 55 social work professionals. Over 100 people had registered. However, due to an overnight snowstorm, not all registrants were able to travel into the city that day. Nonetheless, attendees represented over 25 of the 30+ community groups, hospitals, and educational programs invited.

Following the screening, the workshop was led by Cathi Tillman, LSW and American Association of Marriage and Family Therapy-approved supervisor in Family Therapy, and by Phyllis Swint, MFT (Masters in Family Therapy). Ms. Tillman had previewed WHY CAN'T WE BE A FAMILY AGAIN with several small groups, and designed the workshop to explore the complexity of family challenges through solution-focused discussion. Participants enthusiastically participated in the dialogue following the screening. They remarked that they appreciated the opportunity to come together "across systems" to collaborate and to understand and be helpful to families like the one shown in the film.

Project promotion reached a large and diverse audience of professionals who have a great deal of experience with families facing multiple challenges. The event provided an excellent forum for discussion, creative problem solving, and mutual cooperation and collaboration across very complex and often adversarial points of the child/family services system. Two suggestions for keeping the conversation going following the workshop were a "breakfast club" and a panel group. Cathi Tillman agreed to be the convener if people committed to the initiative.

This project built upon the audience developed for the WHYY LEGACY documentary screening and workshop, also facilitated by Cathi Tillman. At that time, Ms. Tillman was implementing a Pew Charitable Trust funded three-year initiative designed to foster service collaboration in the child welfare system. WHY CAN'T WE BE A FAMILY AGAIN was an opportunity for her to reinforce that concept of cooperation among agencies in order to provide the best possible care for children and families.

Organizations that helped with audience development were the Philadelphia Coordinating Office of Drug and Alcohol Programs; the Department of Human Services; the Kinship Care Coalition; ServiceNet, Inc. (a coalition of child welfare agencies); as well as the schools of social work at the University of Pennsylvania and Temple University. Given the timing of the project, following the holiday season and school breaks, the collaboration was considered a success.

Because the event was designed for a very targeted audience, the primary promotion was by partners through printed invitations, e-mail listservs, and newsletters. The broadcast date for WHY CAN'T WE BE A FAMILY AGAIN was announced in the invitation and during the event.

Positive verbal and e-mail feedback were received by Cathi Tillman. While all participants received a VHS copy of the documentary, several organizations requested additional copies of the video and discussion guide. They wanted to use the film in their large institutions because they felt it was so effective.

WYES/New Orleans, LA

WYES hosted a screening and discussion event for WHY CAN'T WE BE A FAMILY AGAIN at the station on January 14, 2004. The event helped to strengthen the bonds among WYES outreach, community groups, and civic leaders that may not otherwise have a venue in which to interact in similar partnerships. Community partners for this outreach effort included: FBI Community Outreach, Substance Abuse Services Alliance, New Orleans Office of Public Health, Family Services of Greater New Orleans, and faith-based organizations and social services agencies that serve families at risk.

At the planning meeting in December, local substance abuse service providers networked with local civic and economic leaders and educators to plan a screening of the film. The story of the family's struggle with the mother's substance abuse and her attempts at rehabilitation in WHY CAN'T WE BE A FAMILY AGAIN motivated the station's outreach partners to focus on this issue.

The eighty participants at the screening were eager for the discussion to begin as this powerful film ended. Guided discussion topics ranged from the insufficiency of helpful programs to the strength of the boys and grandmother in the film. Community support organizations shared success stories and treatment failures and social service practitioners expressed their client placement disappointments. Clients shared their suggestions about what a good substance abuse treatment center should include, as well as how they would like the family to react to them on home visits. Everyone admired the determination of the oldest son who showed tenacity and tenderness toward his mother in what was viewed as a no-win situation.

The evening ended on a hopeful note largely because of the new networking partnerships that were formed through this event. Ongoing discussions about treatment services had already begun with community members who were previously involved in other Making Connections Media Outreach Initiative events, such as LEGACY. The community support agencies that collaborated through the WHY CAN'T WE BE A FAMILY AGAIN screening expressed their commitment to make a substantive impact on improved substance abuse services for the community.

The Kare Center and KUAT/Tucson, AZ

This site crafted its outreach efforts somewhat differently from other grantees. A collaboration between local PBS station KUAT and The Kinship and Resource Education (KARE) Family Center resulted in a two-part campaign. Part one involved a local component of KUAT's on-air newsmagazine, *Arizona Illustrated*.

On January 29, 2004, as a lead-in to its broadcast of WHY CAN'T WE BE A FAMILY AGAIN, KUAT aired a segment on its nightly newsmagazine, *Arizona Illustrated*, about grandparents rearing grandchildren. Drawing on themes presented in the documentary, the *Arizona Illustrated* segment features a woman who's raising her twin grandsons. *Arizona Illustrated* airs weeknights at 6:30, with a repeat each night at midnight. The broadcast of the program reached 15,000 people.

The second part of the outreach campaign involved a mailing to 75 social service organizations and schools of social work. The mailing included a copy of WHY CAN'T WE BE A FAMILY AGAIN along with the discussion guide, a videotape of the *Arizona Illustrated* segment, and a brochure from the KARE Center. The KARE Center is a program of the Arizona Children's Association and Casey Family Programs in partnership with Pima Council on Aging, the Department of Economic Security, and the University of Arizona's Cooperative Extension. Located in Tucson, it is a "one stop" center for grandparents, relatives, and adoptive parents caring for children under the age of 18. It is the only program of its kind in the state, and its services are free, regardless of income, to all families in Pima County who have adopted, have guardianship, or are relatives rearing a relative's children.

Staff from the KARE Center will provide follow-up and support to organizations that received the mailing and will provide technical assistance to help them organize small group screenings and discussions of the film.

Conclusion

Nine public television stations successfully completed outreach campaigns in collaboration with local schools of social work, child welfare/social welfare organizations, and other institutions serving families. Outreach Extensions effectively managed the campaign, providing technical assistance as well as media resources to support local station outreach efforts. Projects adhered to the following objectives and anticipated outcomes of the overall campaign.

- Build awareness of the film and outreach campaign among key constituencies such as schools of social work, social work practitioners, family counselors, substance abuse counselors, and others in the child welfare community, as well as the general public.
- Form partnerships with groups such as local schools of social work and child welfare and family service organizations to conduct outreach activities; determine how to use WHY CAN'T WE BE A FAMILY AGAIN effectively in local communities, including ways to extend its use beyond the project period.

- Draw upon partnership resources to convene screenings, forums, and discussions on the practice of social work related to adoption, kinship care, and permanency. Related issues may include substance abuse and its effect on families.

Campaign highlights included the following:

- Stations collaborated with a range of local partners, who helped to convene audiences, provide expertise, and promote continuing utilization of WHY CAN'T WE BE A FAMILY AGAIN. Groups who had previously been unfamiliar with each other's work were able to share contact information and ideas for collaborations. Example: KLRN (San Antonio) worked with Alamo Area Council of Governments, Texas Department of Protective and Regulatory Services, Family Service Association of San Antonio, Family Counseling Services, Voices for Children, COSA Department of Community Initiatives, Bexar County Civil District Court, and Worden School of Social Service. Since all event participants received copies of the film for use in their organizations, KLRN made follow-up phone calls to find out about and encourage use of the film.
- Stations sought to build and extend sustainable relationships with partners offering child welfare services to families, bringing them together to engage in solution-focused dialogue. Example: WHYYY's project built upon the audience developed for its previous outreach work with the LEGACY documentary. The workshop for WHY CAN'T WE BE A FAMILY AGAIN reinforced the concept of cooperation among agencies in order to provide the best possible services for children and families.
- Stations distributed numerous copies of WHY CAN'T WE BE A FAMILY AGAIN, reaching college and high school students, women in recovery, social service practitioners, and child welfare administrators. Stations greatly appreciated the generosity of the campaign in making so many copies of the film available. Example: KPBS' partnership with the School of Social Work at San Diego State University (SDSU) resulted in utilization of the film in classes related to policy, practice, human behavior, and field studies. SDSU distributed additional copies of the film to the Statewide Education and Training Committee of the California Social Work Education Center, which reached representatives of Child Welfare Training Academies and the State Department of Social Service. The film was also sent to 23 agencies throughout California. KPBS estimates that the reach from this tape distribution was 7,500.
- Stations were responsive to local needs expressed by their partners, and utilized their telecommunications assets (television and Web) to reach broad audiences. Example: At the request of its partners, Detroit Public Television worked with Madonna University to develop a list of resources. These were broadcast following the documentary (reaching 48,000 viewers) as well as posted on its Web site (reaching 5,800 Web users).
- To draw audiences and extend the campaign's reach, stations promoted their events through their partners and key constituencies as well as notified the media through press releases.

Example: WFYI designed a flyer to promote its event and provided color copies and pdf files to agency partners. These were sent to board members, disseminated through youth agency trainings, in public social service meetings, and through targeted groups. WFYI made arrangements for the MLK event to be publicized through the United Way consolidated mailing and issued targeted invitations to select human service and faith-based groups.

- Stations that requested feedback through evaluation forms or surveys were delighted with the responsiveness of their audiences.

Example: Thirteen/WNET reported that “The response was wonderful.” Ninety-nine percent rated the overall event as excellent, while one percent rated it as good. The documentary screening was rated 98 percent excellent, two percent good. Ninety-three percent rated the panel discussion as excellent, seven percent good. To the question whether helpful information was provided, 94 percent answered excellent, six percent replied good. One comment summarized the response for many stations: *This was a very compelling event. It brings the struggle of family unification and substance abuse issues to life.*

WHY CAN'T WE BE A FAMILY AGAIN resonated with a range of audiences. The story in the film, the practice of social work, and the role/decision of the court offered opportunities for meaningful discussion, aided by the campaign's *Discussion Guide*. Utilization of these resources will continue beyond the project's time frame in diverse organizations and schools of social work. Stations will benefit through ongoing relationships with their community partners, whose collaborations will improve services to children and families and help to build stronger neighborhoods.

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**WHY CAN'T WE BE A FAMILY AGAIN?
RESOURCE LIST**

State and Local Resources

National Council on Alcoholism and Drug Dependency of Michigan
800-344-3400

24-Hour Crisis, Information and Referral for Oakland County
Common Ground 800-231-1127

24-Hour Crisis, Information and Referral for Wayne County
Emergency Telephone Service 313-224-7000

Detroit Bureau of Substance Abuse
313-876-4562

National Resources

Narcotics Anonymous www.na.org
(lists help lines by state)
248-543-7200 Detroit/Metro Area

Alcoholics Anonymous www.aa.org
(lists help lines by state)
248-541-6565 Greater Detroit Area

Cocaine Anonymous www.ca.org

Alcohol Hotline 800-ALCOHOL (800-252-6465)

Alcohol and Drug Helpline 800-821-4357
www.wellplace.com

Center for Substance Abuse Treatment 800-662-HELP

CocaineAddiction.com 800-468-6933

Drug Rehabilitation Resource Network www.drug-rehabs.org

National Clearinghouse for Alcohol and Drug Information
www.health.org

National Substance Abuse Treatment locator
www.findtreatment.samhsa.gov