

Foster Care Re-Entry Program: Communications Plan

Date: 03/01/2021

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Due to results from the global pandemic of COVID19 and related social isolations practices, the Consolidated Appropriations Act of 2021 was passed to support impacted vulnerable youth. Part of this act increases allows access for former foster youth to re-enter foster care and supportive services (such as housing and access to services). Additional funding is currently available through the Act and exists through September 2021. This document defines the communications which will be utilized for former foster youth/ young adults and external partners to assist with knowledge transfer and supporting eligible individuals to apply for and access available funding.

Anticipated Changes:

- New opportunity for youth/young adults who have exited the system to access services.
- Increase access to potential funding for transitional living opportunities.
- Provides other potential funding for current placements to support housing security and prevent housing insecurity for older youth/young adults.
- Extends the eligibility age to 21/23-year-olds.
- Changes to eligibility criteria which increase eligibility potential to more youth and young adults

Goals

1. Eligible young people understand the availability of the resources clearly and easily, including how to request services.
2. Establish a formalized internal approval process for distributed materials.
3. Highlight the divisions collaborations with partners through implementation and showcasing the larger community around Child Welfare.
4. Educate and inform all who are in direct contact with the eligible population.
5. Easy to share information across different online platforms.
6. Establish communication paths with historically marginalized/disconnected eligible young adults.
7. Identify mechanisms to increase responsiveness to youth who have applied/inquired.
8. Provide consistent and accurate information to all information recipients.

Communication Tactics

Multiple communication channels will be utilized to ensure that staff and stakeholders receive the information that is accurate, timely and in a capacity to meet the identified goals of the communication plan.

Categories of Communication Tactics: (04/15/2021)

Emails/Newsletters	Media/Online	Outreach Materials
<ul style="list-style-type: none">• Email/List Serves for Partners• List service for Adoptive/Guardianship Parents• Email with ILP Contractors• Emails/Flyers – CASA• Emails/List Services – Homeless Shelters/Grantees	<ul style="list-style-type: none">• Establish online formats (Instagram, TikTok, Facebook, YouTube, Electronic Newsletters, Websites)• Youth Board and Advocacy Organizations: Social Media Platforms	<ul style="list-style-type: none">• 211 Reference Materials• Flyers/Printed Materials/ Passthrough materials regarding eligibility and how to access services• FAQs for external consumption• Tip sheet for local CW offices

<p>and Programs</p> <ul style="list-style-type: none"> • Newsletters/Emails to Tribal Nations • Verbal/Email updates to ERGs • Emails with materials/requests to share for Foster Parent Association • CRB Newsletters • Emails with materials/requests to share for ombudsmen • Emails to colleges and financial aid offices • Youth Board and Advocacy Organizations: Email • Email – Youth Development Division • Email – Public Housing Authority • Email – Oregon Youth Authority • Email- EveryChild • Email – Coordinated Care Organizations • Juvenile Court Improvement Project (JCIP) • OFYC • FosterClub • Homeless and Runaway Youth Advisory • Project Lemonade • Healthy Transitions – PSU • External Partners (partner list from Program Managers) • OVRS (Oregon Vocational Rehabilitation Services) • SSP- <ul style="list-style-type: none"> • SNAP program (SNAP ENT Program) • Homeless and Runaway Program • Program Managers • CW <ul style="list-style-type: none"> • All Field Offices • ORCAH • Central Office Programs • District Managers • Program Managers • Emails/Text Messages to eligible youth 	<ul style="list-style-type: none"> • Youth Board and Advocacy Organizations: Websites • Connections with media sources/journalists • OFYC • FosterClub • YouthERA • Homeless and Runaway Youth Advisory • Project Lemonade • Healthy Transitions – PSU • Embrace Oregon/Every Child – Website • Foster Parent Association – Website 	
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Communications Calendar

Outside factors and decisions may influence the exact dates that each update is sent, and the topics covered. Shifts in the frequency could also call for the need to combine weeks and collapse the schedule in order to include all topics needed to inform management and staff.

DATE	Audience	COMPONENTS	DISTRIBUTION MECHANISM	Owner(s)	Progress
Week 1 Thur – PMs 4/22/2021 Friday All CW 4/23/2021	CW- All Staff	<ul style="list-style-type: none"> Broad description of the program; The Why New eligibility criteria Process to open a case Timeframes for services 	Information Memorandum/ Email	Author: Amber and Rosemary Distributor: Rebecca JonesGaston/ Lacey Andresen	Not Started
Week 1 Monday 4/26/2021	SSP OVRs	<ul style="list-style-type: none"> Broad description of the program; The Why (modified to point people to Child Welfare) New eligibility criteria Process to open a case Timeframes for services 	Department Appropriate Communication (Information Memorandum/ Email)	Author: Amber and Rosemary Distributor: SSP/OVRs Program	Not Started
Week 2 – Thurs 4/29/2021	Youth/Young Adults	Youth friendly talking points: <ul style="list-style-type: none"> Broad description of the program; The Why New eligibility criteria Process to open a case Timeframes for services Opportunity to provide feedback at end of program (with timeframe) 	Text Message/Phone Call Email	Author: Rosemary and Amber Distributor: Foster Care Re- entry workgroup?	Not Started
Week 2 – Monday 4/30/2021	Social Media	Youth friendly talking points: <ul style="list-style-type: none"> Broad description of the program; The Why New eligibility criteria Process to open a case Timeframes for services 	Social Medial Platforms (Facebook, TikTok, Instagram, YouTube, websites)	Author/Distributor: CW Communications Team	Not Started
Week 2- Wednesday 4/30/2021	All External Partners (Listed above)	<ul style="list-style-type: none"> Broad description of the program; The Why (modified to point people to Child Welfare) New eligibility criteria Process to open a case Timeframes for services Resources for additional information 	Email CW Program – External Website COVID19 – External Website	Author: Rosemary and Amber Distributor: CW Comms Team – Fiona + Rosemary to determine remainders	Not Started

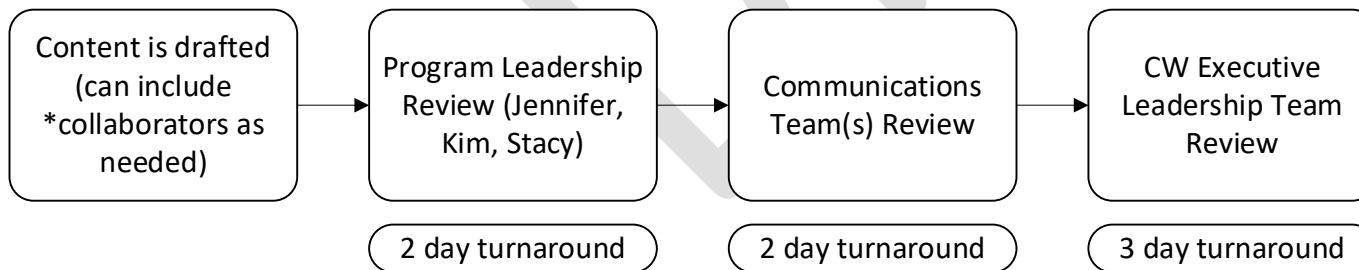
August	CW – Caseworkers, Program Managers, Supervisors with open cases	<ul style="list-style-type: none"> Information on services and supports that are available to transitioning youth Timeframes for transition 	Email Permanency Consultants Outreach	Author: Rosemary and Amber Distributor: Jennifer Holman	Not Started
September	All identified programs and partners	<ul style="list-style-type: none"> Transition of program Resources for additional information 	Email and List/Serves	Author: Rosemary and Amber Distributor: CW Comms Team – Fiona + Rosemary to determine remainders	Not Started
October	Youth/youth adults with open cases	<ul style="list-style-type: none"> Request for feedback about the experience of the program. 	Text Message/Email	Author: Amber Distributor: Amber	Not Started

Approvers

CW Reunification Manager – Jennifer Holman
 CW Permanency Program Manager – Kim Keller
 CW Foster Care Manager – Stacy Loboy
 CW Press Secretary – Sunny Petit
 CW - Executive Leadership Team

Approval Process:

Messaging and distributed materials will be approved through the following process prior to distribution:



*Each message will require up to 7 days lead time unless otherwise specified by the Program Leadership, Communications Team or the Executive Leadership Team (ELT).

*Messages and materials will be submitted in email and will include the written language to be used in the final format/platform.

*Collaborators can be different each message and identified by the Youth Transitions manager. Collaborators can include external partners and engaged youth/young adults.

*Messages/materials related to ODHS processes/resources are considered under the authority of ODHS and will require ELT approval prior to distribution or use in other venues.

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