



# Clark County Department of Family Services

## Communications Plan Workgroup

Minutes for 04/03/14

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### Present

André C. Wade (DFS), Jennifer Erbes (Maple Star), Anne-Marie Abruscato (Mojave Mental Health), Kevin MacDonald (DFS), Shannon Rooney

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### Agenda

- Caregiver Courier (content, themes, editorial timeline, process)
  - PSA
  - Communication Plan
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### Minutes

- The Communication Plan was discussed and recommendations were made by the committee members to flesh out some of the information.
- Denise Parker was on the agenda to discuss public service announcements (PSAs) but she was not in attendance at the meeting so the discussion was tabled until next month

#### Caregiver Courier Content Discussion

- May theme – Foster Care Awareness month.
- Video – We will try to get interviews and footage at the Spring Celebration event so that a video can be embedded into the Caregiver Courier for Foster Care Awareness Month.
- Ask Larry Bowen to write an article encouraging foster parents to have on-line access.
- Need caregivers to spotlight.
- Summer camps and rec centers. – Did You Know?
- Have FAAYT youth interviewed to share their thoughts on foster care.

**Next Meeting:** 1<sup>st</sup> Thursday of every month from 9am to 1030am at the DFS Central Site: 121 S. MLK Blvd. in the Storey Room