



# Clark County Department of Family Services

## Communications Workgroup

Minutes for September 4, 2014

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### Present

Anne-Marie Abruscato, Mojave Adult, Child and Family Services  
Jennifer Erbes, Maplestar  
Brenda Herbstman, DFS / SPU  
Kevin MacDonald, DFS / CPE  
Denise Parker, DFS / QPI  
Matt Salisbury, Foster Parent  
André Wade, DFS / CPE

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### Agenda

Review of October Courier Content and Assignments  
Internal & External Communications Plan  
Outgoing Voicemail Message  
The QPI "Elevator Speech"  
Other

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### Meeting Minutes

#### Caregiver Courier

- September Courier review
  - Add The Adoption Exchange training session to "Don't Say No" article (MacDonald)
- October Courier Content and Assignments
  - Theme: Halloween
  - Include article about community events for families (J. Erbes)
    - Trunk or Treat
    - Mall events
  - Draft article from foster parent for Halloween crafts activities (B. Herbstman)
  - Look into costume donation drive w/ Jessica Roe from The Adoption Exchange

- Possibly use Peggy's Attic as drop-off location
  - Also possibly partner with local business (Salisbury)
- Respite article from Mike Pochowski
  - Introducing the theme: "Where you go, I go"
  - Treat children in foster care as part of YOUR family
  - Remove barriers
- Article about "travel letter" (D. Parker)
  - Forward to M. Salisbury for a foster parent's feedback
- Article about winter coat drive
  - Use Peggy's Attic as drop-off location
  - Work with local thrift store, per M. Salisbury (Matt & Denise will investigate)
- Nevada PEP
  - Still undetermined
  - A. Abruscato will follow up
- Caregiver Spotlight: Teacher who fosters teens

#### **Internal & External Communications Plan**

- MacDonald to edit and package in user-friendly language and design
  - Establish timeline and stakeholders
- QPI information to be pushed out to staff via unit meetings and DFSNet
- QPI will also hold traveling "road shows" to cover key QPI message points

#### **Outgoing Voicemail Message**

- Implementation Team provided feedback that will be taken to leadership by D. Parker
- Key voicemail message points
  - Directing foster parents to call 911 in a medical emergency
  - Defining what constitutes a non-911 emergency situation and whom to contact
    - Runaway, for example

#### **The QPI "Elevator Speech"**

- Draft is still in progress with CPE
- Key message points
  - "What is QPI?"
  - Focus on quality foster parenting

#### **Other**

- ***What would be helpful for foster parents to know and how to get info***
  - Matt: any data on how "tech-savvy" are the foster parents
    - Which parents have computers/internet and which ones do not
  - For foster parents, biggest communication issue is placement (M. Salisbury)
    - Getting a "heads up" would be helpful

- Question: Is it possible to develop a database that can send files to FPs so they can make informed decisions? (M. Salisbury)
- ***Caregiver Courier is a resource for Foster Parents to learn about:***
  - Support
  - Discounts
  - Stuff to do
- ***Upcoming Foster Friends Conference***
  - It was suggested M. Salisbury should attend
- ***Relative Caregivers' Issues***
  - Don't often get licensed, therefore, do not receive benefits
    - No access to additional county support
    - Urban League support ends after six months
  - Many feel “offended” they need to get licensed to take care of relatives so they don’t get licensed
  - The length of time to acquire license (five weeks) is a barrier
  - B. Herbstman will work with Foster Parent Champion Program for possible assistance to relative caregivers
- Matt Salisbury suggested DFS hold a workshop about what it means to “go into the system.”

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#### **Next Meeting**

9:30 a.m. Thursday, Oct. 2, 2014  
DFS Central Storey Room  
121 S. Martin Luther King Blvd.