



Clark County Department of Family Services

Communications Plan Workgroup

Minutes for 05/01/14

Present

André C. Wade (DFS), Jennifer Erbes (Maple Star), Anne-Marie Abruscato (Mojave Mental Health), Brenda Herbstman (DFS), Lauren Soskin (DFS), Denise Parker (DFS/QPI)

Agenda

- May Caregiver Courier content (All)
 - PSA (Denise)
 - Communication Plan (All)
 - Other
-

Minutes

- Denise showed the committee a copy of the Foster Care Awareness Month thank you certificates that will go out to Caregivers and DFS staff.
- The proclamation for foster care awareness month will be Tuesday, May 6 during the Board of County Commissioners meeting at the Government Center – approximately 915a.
- Kristi Jourdan will place a notice in the all-staff newsletter urging staff to say thank you to caregivers.
- The thank you certificates will go out the first full week in May; the all-staff newsletter should go out the 2nd week of May; and the Caregiver Courier will go out close to the 3rd week in May.
- The Review Journal will publish a series of positive articles. The first story will be about bio and natural parents working together.
- The video of Sam Diaz and Michael Knight is on the Just in Time website and will be used for the Caregiver Courier (the video may already be published through YouTube).
- Implementation Team meeting on May 13 coming up 1p-3p at ODC Gov't Center. There was a discussion about the format and purpose of the implementation meeting. Some questions we might want to ask attendees during break-out sessions include:
 - What kind of articles do you want to see in the Caregiver Courier?
 - Do you use social media?
 - What's your preferred method of receiving information?
 - What do you think QPI is?

May Caregiver Courier Recap

- Video
- Caregiver Spotlight – submission by Alison Caliendo
- Survey? – flyers will be developed.
- Proclamation ceremony?
- Training information
- Interview foster kids? Perhaps DaShun's speech from Spring Celebration can be included?
- FAAYT – Rina?
- Summer camps – community centers – parks and rec. Boys and Girls Club – discount noon to 6p. Henderson free program. Kids Zone (Bruce Center – Silver Mesa). Jennifer has scholarship fund. (Denise and Jennifer) By next week Wed/Fri.
- Partnerships and Communications between caregivers and workers – Communication Tips.
- Larry Bowen article.

Caregiver Courier Content Discussion

- June theme – Family Reunification Month
- Story around families collaborating to help reunification.
- Pride Month focus (feature a family/youth).
- Former President of FPA – Shannon Funston? Jeannine Dubois may have been the renewal worker.
- Dinner – Andre
- Father's Day event – Housing Authority?
- Acknowledge fathers who foster and/or adopt (David and Jason Bothe) – Lisa Brochu, Tracie Bailey, Brenda Herbstman – Lauren Soskin can help look up family.
- Denise wants to work with Jennifer to obtain summer resources to place on Just in Time website.

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