



Clark County Department of Family Services

Communications Workgroup

Minutes for October 2, 2014

Present

Anne-Marie Abruscato, Mojave Mental Health
Phyllis Keen, Foster parent
Mike Pochowski, Foster parent
Kevin MacDonald, DFS
Denise Parker, DFS
Leo Terzian, Mojave Mental Health
André Wade, DFS

Agenda

Caregiver Courier Content Review
QPI Communications Plan
QPI Internal Communications
QPI "Elevator Speech"
Financial Letter to Foster Parents
Other

Meeting Minutes

Caregiver Courier Content Review

- **November Issue**
 - Adoption Profile website
 - Adoption month
 - Before You Say "No" Article: Anne-Marie
 - Angel Tree Save-the-date
 - Separation trauma
 - Trust development
 - Mental health perspective
 - Deadline: third week of October
- **December Issue**
 - Holiday theme
 - Community events
 - At-home events (?) activities

- Dealing with Mental health care issues around the holidays
- Angel Tree Reminder
- Caregiver Spotlight
- Caregiver Survey
- **January 2015**
 - QPI changes

QPI Communications Plan

- Plan was reviewed; minor changes suggested

Internal QPI Communications Plan

- Develop specific plan to educate DFS staff about QPI (MacDonald)
- Primary goal: Increase awareness/understanding of QPI philosophy among all DFS employees
- Plan should encourage QPI's goals (recruitment) as secondary goals

The QPI "Elevator Speech"

- Message: QPI is about making sure we are doing the best that can be doing for our kids.
- Discussion:
 - Phyllis: the term 'foster parent' needs to be included*
 - Include as many foster parents in the discussion to get their thoughts and opinions*
 - Include the term "foster care"*
- Elevator Speech draft: "Quality Parenting Initiative is caregiver, child welfare and community partners, driven to improve outcomes for children in care and families involved in the child welfare system."
- Develop written and verbal elevator speeches to be disseminated among DFS employees
- Also, place QPI brand in high-traffic locations to reinforce the message

Financial Letter to Foster Parents

- Letter was sent out to all foster parents
- Announced new reimbursement rate

Future Agenda Items

- Using social media
- Internal QPI Communications Plan
- QPI Workgroup e-communications

Next Meeting

9:30 a.m. Thursday, Dec. 6, 2014
 DFS Central Storey Room
 121 S. Martin Luther King Blvd.