

Draft
Sustaining Family Centered Systems of Care
Marketing Strategy
Narrative
04/01/2006-09/30/2006

The FCSOC marketing strategy has taken a 3 phase approach: first, we have increased awareness of family centered systems of care (and how it might affect one's community) through advertising (posters, proclamation) and promotional item giveaways (cups, post it notes, pens, magnets, posters); second, we challenged community partners (business and civic leaders, governing councils, schools and social agencies, and individuals) in Cherokee and Reno county to commit to applying the 6 principles of FCSOC in their decision making processes; and finally, the agency has begun to model, encourage and reinforce behavior changes that occur or will occur as a result of this strategy. We must now look to what steps need to be taken to sustain current and create new momentum.

Sustaining the effort:

We must continue with our grass roots approach of trying to reach maximum community level organizational involvement. Providing talking points, press release materials, and promotional items to local organizations can increase the likelihood that these organizations and others they work with will put the principles of FCSOC into *practice*.

Legislature:

We began working with legislators and updating them on current progress of FCSOC. Our plan is to work even closer with Kyle Kessler (SRS Legislative Affairs Director) on developing a Public Relations campaign that targets our legislators in the off session period leading up to them coming into session. We want local legislators to take part in FCSOC local steering committee events as part of building the community capacity and support for FCSOC.

Prevention Initiative:

Where it makes sense we should partner with ongoing agency and community partner efforts in the area of prevention, substance abuse, and or other ongoing systems changes (Streamlining Partnerships). Doing this can increase the name/brand recognition of FCSOC philosophy and create a bridge between the concept of prevention and being family centered.

Principle of the Month:

This is being used as a tool by the agency to engage community partners, CWCBS providers, and consumers in a conversation about the FCSOC principles. Keeping in mind the need to always connect the principles and philosophy of FCSOC with the listeners own philosophy and principles. Making each principle relevant and applicable to the reader/listener is critical. We are continuing to collect examples of how our partners are operationalizing the principles of FCSOC.

November 2005:	Family Involvement
December 2005:	Individualized Strengths based Care
January 2006:	Cultural Competency
February 2006:	Interagency Collaboration

March 2006: Community-based Service
April 2006: Accountability

Promotional Items:

These items should be used to continually keep the principles of FCSOC in the forefront of discussions within child welfare. The posters, magnets, and brochures should be given to community partners that have high volume traffic of our mutual consumers (target population). (cost for 5,000 brochures is \$770.00 (from previous order). Ordering Spanish brochures Cost will depend on need)

Radio Spots:

At some point, we need to decide if Radio spots are a good fit for this marketing campaign. Would they serve to encourage the community to continue to collaborate with one another to keep families and children a priority in their decision making?

The message would be directed toward all stakeholders in Kansas and would “continue to challenge them to adopt a FCSOC to their private and professional lives”.

A grass root effort with maximum community level organizational involvement and support could increase the likelihood of sustaining the FCSOC approach to child welfare practice in Kansas.

Access Points:

Our goal would be to distribute the brochures to the access sites with higher levels of consumer traffic with the help and direction from our Community Capacity Directors (July 2006). This process should be repeated throughout the state b/c of the limited resources that we have and more importantly the different processes that have been adopted by the six regions. With the assistance of the program administrators and their staff we need to identify the key access points in Cherokee, Riley, and Reno Counties and the number of brochures that are needed for those sites in English and Spanish.

Leadership:

We want our SRS, CWCBS provider, and community leaders to talk about the initiative and what it means to them and the state. The pilot communities (Cherokee, Riley, and Reno) could have public service announcements (PSAs) regarding the principles and community capacity building efforts of the initiative.

Website:

The development of our website is a key to the sustainability of our marketing effort/strategy. The ability to provide up to date information regarding FCSOC and deliver the information to consumers in manner that is easily understood and entertaining has been a challenge. We are currently partnering with IT staff to enhance our current version of the website.

We want everyone to be able to view this site as an excellent information source as to what resources are available within their communities and on a state level.