

CHILD PROTECTION SERVICES
STANDARDS FOR EFFECTIVE PRACTICE
STANDARDS FOR ADOPTION SERVICES

7.3 RECRUITMENT OF ADOPTIVE HOMES

Council on Accreditation Standards

The Council on Accreditation Standards S14 (Adoption Services); S14.2 (Administrative Practices); and S14.3 (Services to the Child) link to and support Standard 7.3 *Recruitment of Adoptive Homes*.

Administrative Code

The Ohio Administrative Code Rule 5101:2-48-05 (Agency Adoption Policy and Agency Recruitment Plan) addresses Standard 7.3 *Recruitment of Adoptive Homes*.

I. Philosophy

The goal of CFSAs is to find permanent families for all children versus finding children for families. CFSAs conduct or participate in state general adoption recruitment activities, as well as child specific recruitment activities at the community level to assure sufficient adoptive placement resources that reflect the race, culture and ethnicity of all Ohio children in permanent custody. All Ohio's CFSAs need to be responsible for the recruitment efforts of adoptive families for all of Ohio's waiting children.

II. Outcome

Children in the permanent custody of CFSA will live in a safe, stable permanent home that meets all of his/her individual needs.

III. Evaluation

FACSIS events, CPOE and the Federal Health and Human Services outcomes may be considered when evaluating this standard. In addition, the CFSA may consider the following:

- number of prospective applicants per year;
- number of prospective applicants qualifying per year;
- number of prospective applicants completing all necessary paperwork per year;
- number of prospective applicants completing all training requirements per year;
- number of prospective applicants certified or approved per year;
- number of adoptive families recruited and approved;
- number of aggressive recruitment plans developed within seven days of receiving permanent custody of children;
- number of aggressive recruitment activities conducted after children have been in permanent custody for thirty days or more;
- number of children in permanent custody per year;
- number of children with adoption finalizations per year;
- median length of stay in permanent custody prior to adoption finalization.

IV. Standards for Implementation

A. General Recruitment Efforts

- 1) The CFSA and the state agency (ODJFS) should develop an aggressive annual adoption recruitment plan. Emphasis should be placed on recruiting families that reflect the race, culture and ethnicity of all waiting children.
- 2) The CFSA should participate in ongoing media-based activities to promote the need for adoptive homes in both the CFSA's jurisdiction and state-wide. Media-based activities should include, but not be limited to, the following:
 - a) newspaper articles;
 - b) public service announcements;
 - c) radio talk shows;
 - d) articles in newsletters of local organizations and faith-based organizations; internet, agency's website.
- 3) The CFSA should have an agency-specific brochure describing available adoption opportunities, the types of children available for adoption locally and statewide, and the CFSA's adoption services.
- 4) The CFSA should participate in scheduled district/region adoption networking/matching opportunities.
- 5) The CFSA should participate in the statewide listing, including the internet.
- 6) The CFSA should take every opportunity to educate the community about the need for permanent homes for all waiting children.
- 7) The CFSA should encourage all staff to participate in recruitment efforts because recruitment of foster and adoptive families is the responsibility of every person in the CFSA.
- 8) The CFSA should provide a warm, welcoming response in a timely basis to each individual responding to recruitment efforts undertaken by the agency.

B. Child Specific Recruitment Activities

- 1) At the time permanent custody is filed, review the permanency plan created when the child entered placement at an intra-agency meeting and revise within seven working days to reflect the recruitment activities the CFSA will conduct in its effort to identify an adoptive resource for the waiting child (see Standard 7.4, *Assessment of the Child for Permanency Planning*).
- 2) The child specific recruitment plan, as written in the case plan, should be reviewed at each semi-annual review (SAR).
- 3) In cases where no family has been identified for the child that has been in permanent custody of the CFSA for more than thirty days, with no potential adoptive family match, the CFSA should conduct the following child-specific recruitment activities:

- a. complete or revisit the relative search, as well as contact significant persons in the child's life, which could include but not be limited to: teachers, neighbors, previous caregivers that could be a potential prospective adoptive family;
- b. develop a photo/narrative promotion flyer of the child and distribute it to other Ohio CFSA adoption units and agencies in the community and throughout the country;
- c. videotape the waiting child for distribution in other counties, as information to groups, for use as public service announcements (PSAs), etc.;
- d. register the child with the statewide photo listing and other waiting child photo listings;
- e. place the child's promotion flyer in a photo book which is used when the adoption unit attends community events, scheduled inter-agency adoption activities, etc.;
- f. seek out and document attendance at other CFSA scheduled community adoption recruitment activities, and/or plan community adoption recruitment events that are appropriate for the CFSA's waiting children to attend;
- g. make contact with organization(s) that serve the population of individuals with similar special needs to identify potential adoptive families;
- h. contact community organizations and send the child's promotion flyer to organization(s) willing to place the child's flyer in the their newsletter.

V. Financial Implications

Costs associated with Standard 7.3, *Recruitment of Adoptive Homes*, direct services, staffing, case review, and case planning costs, are included within the Ongoing Protective Services Standards.

Other costs, such as agency pamphlet describing adoption policies and children available for adoption, videotaping, PSA's, etc., would be an additional cost to the agency. Costs could range from \$0 for those services which are donated to \$10,000 annually.