



**NATIONAL
FOSTER CARE
MONTH 2022**



PARTNERS OUTREACH TOOLKIT

Communication Tools to Spread the Word
#FosterCareMonth



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Introduction

WHY WE NEED YOUR SUPPORT

The success of National Foster Care Month (NFCM) depends on your efforts to engage your community and raise awareness about the need to invest in the lives of children and youth in foster care. Thank you for partnering with the Children's Bureau to spread the word to families, parents, caregivers, professionals, youth, Tribal members, and other stakeholders across your community about the NFCM website. You are helping to disseminate resources that aim to strengthen the capabilities of the thousands of caregivers opening their hearts and homes to provide stability for children and youth.

This year's theme, "Relative and Kin Connections: Keeping Families Strong," focuses attention to the important role that relative and kinship caregivers play in the child welfare system and the positive impact these relationships can have on maintaining family and cultural ties for children and youth in foster care. We are emphasizing family finding and other child-specific recruitment strategies, best practices for culturally appropriate engagement, training and support for this specialized population, and the importance of licensing kin caregivers who understand their unique ability to partner with parents to support reunification.

ABOUT THIS TOOLKIT

The Children's Bureau and Child Welfare Information Gateway created this toolkit to make it easier for you and your busy staff to support NFCM. This packet provides social media content, digital branding tools, and audience-specific email messages.

We encourage you to use these tools immediately and throughout NFCM to increase awareness; connect your audience to useful information; and drive year-round actions to identify, support, and develop caregivers. Help us encourage audiences to [subscribe](#) to email updates to stay connected to the campaign.

If you have any questions, please do not hesitate to contact us at NFCM@childwelfare.gov.

We appreciate your partnership, energy, insight, and dedication to supporting #FosterCareMonth.

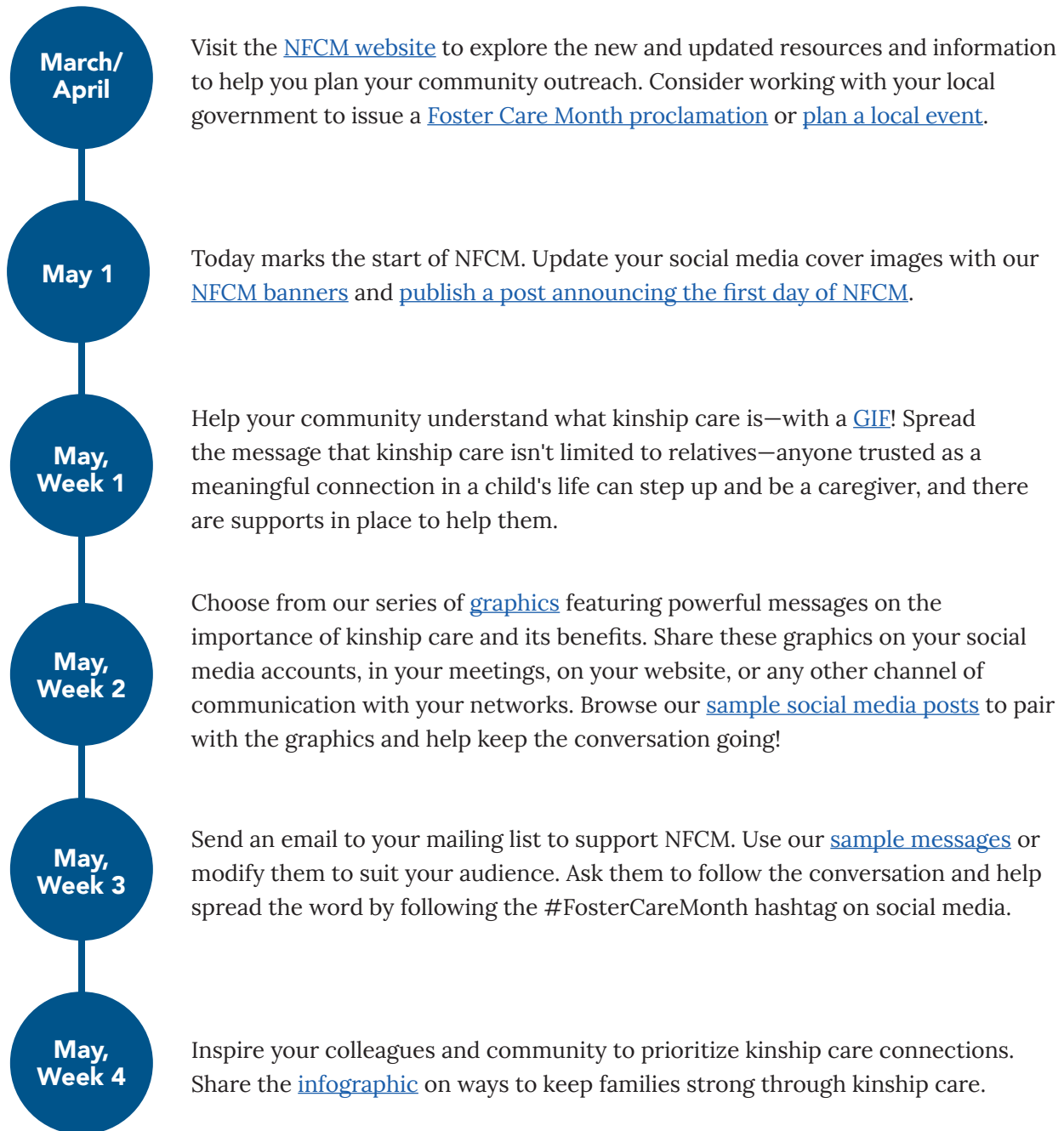
Sincerely,

The National Foster Care Month Team

Getting Started: Timeline

Mark your calendar!

Consider the following timeline to schedule your planned actions for NFCM and find tools to help with each idea in this outreach toolkit.



Don't stop spreading the word—use the GIFs and other resources throughout the year!

Social Media

Promote [NFCM](#) by using your social networks to help raise awareness about the ways the child welfare system can acknowledge the important role relative and kin caregivers play in meeting the needs of children and youth in foster care.

Connect your followers and friends to the NFCM campaign by using the hashtag #FosterCareMonth. Please use the following to tag or mention Child Welfare Information Gateway or the Children's Bureau:

TWITTER: [@childwelfaregov](#)

FACEBOOK:

www.facebook.com/childwelfare

www.facebook.com/childrensbureau

If you haven't already, email NFCM@childwelfare.gov to give us your social media contact information so we can recognize your work!

The following are sample social media posts to help you spread the word.

FOR ALL AUDIENCES

May is National Foster Care Month! Learn more about strengthening relative and kin connections and see the positive impact these relationships have on maintaining family and cultural ties for children and youth in foster care. #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/>

There are over 407,000 children and youth in foster care, and 34 percent were placed with relatives and kin. This National Foster Care Month, discover resources to better support kin caregivers. #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/resources/>

See what's new on the National Foster Care Month website! Follow @childwelfaregov before, during, and after #FosterCareMonth and keep up with all the new resources and tools! <https://www.childwelfare.gov/fostercaremonth/>

Kinship care, in its various forms, has become increasingly important in meeting the needs of children involved in the child welfare system. See how this year's #FosterCareMonth campaign honors and supports those kin connections. <https://www.childwelfare.gov/fostercaremonth/about/>

Hay más de 407,000 niños y jóvenes en cuidado de crianza, y el 34 por ciento fueron colocados con parientes. Durante este Mes Nacional del Cuidado de Crianza, descubre recursos para fortalecer las conexiones familiares entre los jóvenes y los parientes a cargo de su cuidado (en inglés). #FosterCareMonth www.childwelfare.gov/fostercaremonth/resources/

FOR PARENTS

Join the Children's Bureau in helping to move the child welfare system toward one that truly supports families. This National Foster Care Month, we highlight how prioritizing family placements for children and youth in foster care can help transform the child welfare system. Learn more. #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/>

Each May, we take time to acknowledge and honor parents, foster families, relative and kinship caregivers, volunteers, mentors, and foster care professionals who help children and youth in care achieve permanency. Learn more about #FosterCareMonth! <https://www.childwelfare.gov/fostercaremonth/about/>

Explore resources on the National Foster Care Month website to learn how prioritizing family placements allows children and youth in foster care to maintain familial, cultural and community bonds, and minimizes trauma from family separation #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/resources/>

Aprende cómo funciona el sistema de bienestar de menores y cómo encontrar apoyo si tú o alguien que conoces está en una situación de cuidado de crianza (en inglés). #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/resources/>

FOR RESOURCE PARENTS AND KIN CAREGIVERS

The most successful foster parents are those who embrace their role as temporary caregivers, supporting both the children and the parents. This May during National Foster Care Month, learn more about relative and kin connections and how to support them in foster care. #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/>

Help kin and relatives support the children and youth they love who are in foster care. May is National Foster Care Month. Find information and resources on what you should know. #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/resources/>

Learn more about how your state's Kinship Navigator program is supporting kin and relatives with government and community services to improve placement stability and permanency outcomes for children and families. #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/resources/>

Ayuda a mantener a las familias conectadas. Aprende cómo convertirte en un proveedor de cuidado si un niño de tu familia necesita cuidado fuera de su casa y te gustaría ayudar (en inglés). #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/>

FOR YOUTH

Speaking up about who the important people in your life are can make a difference. Learn how you can maintain your relationships with relatives and kin while in foster care. #FosterCareMonth #NFCM2022 <https://www.childwelfare.gov/fostercaremonth/resources/>

May is National Foster Care Month. Take some time this month to listen to youth tell their stories about their experiences in foster care. #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/stories/>

Help raise awareness about youth's right to stay connected to their relatives during National Foster Care Month. Follow @childwelfaregov and #NationalFosterCareMonth to share resources and tools that support partnering with relatives and kin to strengthen families. #NFCM2022 <https://www.childwelfare.gov/fostercaremonth/>

Ayuda a crear conciencia durante el Mes Nacional del Cuidado de Crianza. Sigue @childwelfaregov y #NationalFosterCareMonth para compartir recursos y herramientas que apoyen las alianzas con parientes para fortalecer a las familias (en inglés). <https://www.childwelfare.gov/fostercaremonth/>

FOR PROFESSIONALS

Now more than ever, child welfare professionals are engaging and supporting kin caregivers—whether inside or outside of the formal foster care system. Find resources to help you engage and support kin caregivers here. #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/resources/>

Discover resources about family finding and other child-specific recruitment strategies, best practices for family engagement, and licensing kin caregivers who understand their unique ability to partner with parents to support reunification. #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/resources>

Culturally appropriate trainings, services, and supports for kin caregivers can lead to improving placement stability and permanency outcomes for children and families. Learn more. #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/resources/>

Descubre los recursos del programa Kinship Navigator de tu estado sobre cómo conectar a las familias que están cuidando a un pariente con los servicios comunitarios para mejorar la estabilidad de la colocación y los resultados de permanencia para los niños y las familias (en inglés). #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/resources/>

FOR COMMUNITIES

Align your plans for #FosterCareMonth with the national campaign! Visit the website to find free outreach tools and resources supporting this year's theme. #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/awareness/>

Find Kinship Navigator state examples from Pennsylvania, Nevada, New Mexico, New York, and more to support your work improving outcomes for children and families. #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/resources/>

Looking to engage your community for National Foster Care Month? Include these free themed graphics and GIFs in your emails, social media, blog posts, and more! #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/awareness/graphics/>

Las capacitaciones, servicios y apoyos culturalmente apropiados para los parientes a cargo de un niño pueden mejorar la estabilidad de la colocación y los resultados de permanencia para los niños y las familias. Aprende más (en inglés). #FosterCareMonth <https://www.childwelfare.gov/fostercaremonth/resources/>

Graphics

Grab attention with these free NFCM graphics!

Add them to your social media pages, websites, blogs, newsletters, emails, and other print or digital communications. To download them, right-click on the graphic and select "Save Picture As" or download it from the [website](#).

GIFS



[GIF 1](#)



[GIF 2](#)

COVER PHOTOS



[Facebook Cover Photo](#) | [Twitter Cover Photo](#)

THEMED GRAPHICS



May is National Foster Care Month

Relative and Kin Connections:
Keeping Families Strong

childwelfare.gov/fostercaremonth

[Rectangle](#) | [Square](#)



Kinship Care: Tips to Keep Families Strong

- Consider kin and relative care early, often, and continuously.
- Identify connections – not just placements – to help youth maintain a sense of belonging.
- Prioritize authentic partnerships between relatives and birth parents.
- Invest in culturally appropriate services to support kin who may be options.

National Foster Care Month
childwelfare.gov/fostercaremonth

[Rectangle](#)



Kinship care helps to maintain family connections and cultural traditions.

National Foster Care Month
childwelfare.gov/fostercaremonth

[Rectangle](#) | [Square](#)



Recognize and nurture every child's cultural identity and community connections.

National Foster Care Month
Relative and Kin Connections:
Keeping Families Strong




[Rectangle](#) | [Square](#)



"Culture is a source of strength, a source of resilience and a source of pride, and it should be preserved."

—Administration for Children and Families Youth Engagement Team, *Recommendations for Improving Permanency and Well-Being*

**Relative and Kin Connections:
Keeping Families Strong**
childwelfare.gov/fostercaremonth




[Rectangle](#) | [Square](#)



Young people have the right to maintain important relationships with family.

**Relative and Kin Connections:
Keeping Families Strong**
childwelfare.gov/fostercaremonth





[Rectangle](#) | [Square](#)

Email Signatures

Add a NFCM signature block to every email you send to help raise awareness! **Choose a text message block or a graphic--or use both together!**

- May is National Foster Care Month! [Spread the word!](#)
- Relative and Kin Connections Keep Families Strong. [Learn more.](#)
- Young people have the right to maintain important relationships with family. [Learn more.](#)
- Partner with relatives and kin to strengthen families. childwelfare.gov/fostercaremonth/

Examples



Partner with relatives and kin to strengthen families.
childwelfare.gov/fostercaremonth/



Relative and Kin Connections Keep Families Strong. [Learn more.](#)

Sample Messages

Share these sample messages with colleagues, media contacts, policymakers, families, and other contacts interested in foster care to help raise awareness about the importance of engaging relatives and kin. Modify the content to fit your newsletters, websites, press releases, talking points, or other products.

MESSAGE #1

Subject: Relative and Kin Connections Keep Families Strong - May is National Foster Care Month!

There are [over 407,000 children and youth in foster care](#) across the country, and 34 percent were placed with relatives.

Kinship care, in its various forms, is important in meeting the needs of children involved in the child welfare system.

This year, [National Foster Care Month](#) focuses on how relative and kin connections keep families strong. When children cannot remain safely with their parents, we should prioritize placements with kin. Kinship care helps maintain family connections and cultural traditions that can minimize the trauma of family separation.

Take time this month to raise awareness on how prioritizing kinship care, identifying connections rather than just placement options, and maintaining community ties makes a difference in the lives of children and youth and can shift the foster care system to one that truly supports families.

Visit and bookmark the National Foster Care Month website today at <https://www.childwelfare.gov/fostercaremonth>.

MESSAGE #2

Subject: Spread the word! May is National Foster Care Month.

This year, National Foster Care Month is committed to highlighting the importance of relative and kinship care placements to maintain family and cultural connections.

Acknowledging the unique role kin caregivers play in working to achieve reunification for children and youth in foster care is a key factor in moving the system toward one that truly supports families.

The [National Foster Care Month website](#) has free tools and resources to help inform others and spread the word. Here are some ways you can use these tools and resources:

- Share [inspiring stories](#) to highlight the importance of prioritizing kin placements for children and youth in foster care.
- Help educate the public by sharing the information and resources. Use the hashtag #FosterCareMonth to help [spread the word!](#)
- [Learn how](#) child welfare agencies from across the country are working to change their culture and practice to ensure foster care is a support to families.
- Use [graphics](#) and [key facts and statistics](#) to help raise awareness throughout the month of May.

You can stay connected to the conversation by using the hashtag #FosterCareMonth and follow Child Welfare Information Gateway on [Facebook](#) and [Twitter](#) to see regular updates!

National Foster Care Month Events

Share your NFCM events and activities with us! We have a space on [the NFCM website](#) to highlight examples of State and local events. Here, users can share information and learn about events going on in cities and towns across the country. Help our page be a "go-to" for information and community events in the months leading up to and during the NFCM campaign.

Use this **sample message** to help collect information about local events in your community:

Are you honoring NFCM in your area? Tell us about it! The Children's Bureau is featuring local events and activities on the [National Foster Care Month website](#). Let others know what you have planned and inspire more communities to take action.

Send the event name, date, time, location, and your contact information to NFCM@childwelfare.gov so we can recognize and share your work!

STAY CONNECTED

Recognizing National Foster Care Month is an important part of keeping the needs of children and youth in foster care in the minds of the public.

Follow us on social media to find out about new resources, and check out our free [subscription](#) for year-round information.

TWITTER: [@childwelfaregov](#)

FACEBOOK: www.facebook.com/childwelfare
www.facebook.com/childrensbureau

If you have a few minutes, please help us improve next year's campaign.

TAKE THE SURVEY!



U.S. Department of Health and Human Services
Administration for Children and Families
Administration on Children, Youth and Families
Children's Bureau

