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For Immediate Release
May 24, 2010

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**New Campaign Recruiting Foster Families Carries Theme
Of "We All Have Love To Give" To Radio Waves And Other Venues**
Federal Grant Funds Effort To Target Population Similar To Current Foster Families

HARTFORD-- A new campaign to recruit foster families to care for children launched today with funding from a federal grant obtained by the Department of Children and Families.

Gov. M. Jodi Rell said the State is poised to build upon the success the Department has had in completing timely adoptions for children by using the federal grant to grow the pool of families who care for children.

"It makes perfect sense for the state to use this federal incentive grant funding -- given to the Department as a reward for improving adoption -- to help find more foster homes for children in need," Governor Rell said. "We are capitalizing on our good performance to achieve more good outcomes for children."

The campaign theme of "We All Have Love To Give" was the outgrowth of focus groups held with current foster parents who said they experience great rewards from their relationships with foster and adoptive children. Many foster parents say that as much as the children benefit, the parents get even more from fostering or adopting.

"Foster parents say they chose to become foster parents to help children in need," said Department Commissioner Susan I. Hamilton, JD, MSW. "But foster parents also tell us how much they love these children and how much these children have changed their lives in return."

"We want the campaign to speak very directly to the great rewards of being a foster parent," Commissioner Hamilton added.

Additional research conducted with guidance and resources from the federal government helped the Department hone its target audience to design the most effective recruitment campaign possible. Derived from an analysis conducted of a selection of approximately 1,200 successful foster parents, the campaign is targeted at recruiting families of color as well as a group of older Connecticut residents. The research showed that more than 50 percent of the Department's current successful foster families consist of persons of color and that more than three quarters of the parents were 40 years of age or older. Nearly 40 percent were age 50 or older. "Geo-mapping" also indicated that foster parents are concentrated along the I-84 and I-91 corridors between Hartford west to Waterbury and south to New Haven.

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Accordingly, radio ads are being aired on stations that have an audience concentrated in those areas as well as in Bridgeport and New London to ensure statewide coverage. Several of the stations feature audiences with large numbers of persons of color and older listeners. Additionally, ads being inserted in supermarket shopping carts will also carry the message to targeted audiences. A newly created Webpage with information on fostering and adopting can be accessed at www.ctfosteradopt.com, and people can continue to call 1-888-KID-HERO.

The campaign cost is \$216,472 and is being paid from a federal grant awarded to the Department last year in recognition of its success in completing adoptions for children in foster care. The overall grant was in excess of \$500,000.

Click here to listen to the Foster & Adopt audio:

http://www.ct.gov/dcf/lib/dcf/foster_care/mp3/dcf_fosteradopt.mp3

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