

## 2018 LGFCU Excellence in Innovation Award Project Evaluation

<b>Project ID</b>	PIP-1
<b>Title of Program</b>	HEALTHY KIDS FOR HEALTHY PARENTS
<b>Program Category</b>	
<b>Submission Date</b>	4/3/2018 12:44:36 PM
<b>County</b>	CLEVELAND
<b>Employee</b>	ALISON CLARK
<b>Employee title</b>	PROGRAM MANAGER
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<b>County Manager</b>	BRIAN EPPLEY
<b>Supervisor</b>	KAREN PRITCHARD
<b>Implementation Date</b>	Apr-17
<b>FLSA Designation</b>	Non-exempt
<b>Project Team Members</b>	ALISON CLARK PROGRAM MANAGER

### Description of Productivity Improvement

Cleveland County DSS had a large number of foster children that had been adopted by their current foster parents. Consequently, a majority of our foster parents were no longer able to remain as foster parents as they would have exceeded the number of children to be allowed in a foster home by state licensing standards. We needed to recruit foster and adoptive families for our Cleveland County children.

The Foster Care Program Manager, Alison Clark introduced the "Healthy Kids for Healthy Parents" initiative to the Director of Social Services. Karen Pritchard, DSS Director was excited about the initiative and gave her permission to implement the recruitment project. The idea was to provide cooling towels and bottled water to participants in our counties 5k races, adult field days, and exercise classes to recruit Foster Families for our county DSS. The school system allowed Ms. Clark to work with basketball and football players so that they could assist in distributing the recruiting items. We also had children who were legally cleared for adoption and needed permanent adoptive families. Additionally, Ms. Clark met with several resources, including the YMCA, Cleveland County Strong, and Kings Mountain Pickup Sports. She explained the purpose and objective of our project and gained their support in helping our agency recruit foster and adoptive families by distributing our DSS' recruitment items. By marketing the need for foster and adoptive families for our children our department found a unique way to spread the message that we have children locally in our own county, that need safe, stable, loving homes. The cooling towels and bottled water highlighted our department's foster and adoptive logo and contact information. These items served as a conversation topic by residents in our community.

**Description of why this project was initiated**

Cleveland County had been experiencing a number of foster children that were cleared for adoption that needed forever adoptive families that had not yet been secured. In addition, we were in need of more foster families to serve the new children coming into the department's custody. The productivity improvement plan was implemented by Ms. Alison Clark to address the system's breakdowns and advocate for our foster children

**Quantifiable results (sustainability, cost savings, cost avoidance and/or a higher level of service).**

**Indication of what resources were used and what was done with any accrued time savings**

Ms. Clark was able to educate our county's citizens about the need to foster and adopt Cleveland County children. This initiative was successful in that 11 children achieved their permanent homes through adoption by this project. 17 new foster parents were licensed as a result of this initiative. Moreover, by these children being adopted by their forever parents saved the county over \$200,000 in foster care board payments for one year. There was no cost applied to the county's budget by implementing this project. Resources were used from prior adoption marketing initiatives allowed by the state.

**Other descriptive information**

This initiative took most of the year to establish and maintain. It required time for meetings, calls, information sharing, and delegation of tasks by Ms. Clark. Miss Clark and the volunteers spent time delivering these items to promote "Healthy Kids for Healthy Parents Initiative." This initiative could be duplicated in any county without using county dollars. This initiative promotes a healthier lifestyle while providing nurturing and committed parents for our foster children. This project was a huge success and county residents became excited and spread the word to achieve positive outcomes for our children.