Conference
Recruiting the next generation of foster carers

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Rochdale Borough Council

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How it started

- North West has the highest shortfall of foster carers outside of London
- Recruitment and marketing officers working group
- Shared need – councils working together to share costs and resources
- Reduce costs spent on external placements
- Support and buy-in from 23 LAs

Proposal - aims

- Increase placement choice for LAC by recruiting 150 foster carers
- Receive 3000 enquiries
- Raise awareness of fostering
- Share best practice in recruitment

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Proposal

- An identity for the region/campaign
- Tactics – TV
- Managing enquiries:
  directing to relevant LA
- Call to action: freephone and website
- Funding

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Considerations for collaborative working

- Decision making process
- Set expectations - working agreement for all LAs
- Established stakeholders communications
- Make sure resources are available for assessments

Developing the campaign

- Select creative agency
- Consultation – all stakeholders, foster carers, LAC and test group
- Media booking
- Finalised campaign creative

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Campaign messages

- Fostering involves opening your heart and home to a child who can’t live with their own birth family
- There is no typical foster carer
- LA foster carers receive training together with practical, emotional and financial support
- LAs in the NW are actively working in partnership to recruit foster carers

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Campaign elements

- TV and radio adverts
- Website
- Press and online advertising
- Outdoor media
- Social media
- Press pack
- Posters
- Internal communications pack

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Home Make an enquiry Local Authorities Press area facebook

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Your Local Authority Foster Care Team

0800 634 7052

About Local Authority Fostering | Why foster? | Fostering stories | Your questions answered | How you can foster | Events

You Can Foster - About Local Authority Fostering

Local authorities in the North West are working together on the You Can Foster campaign to encourage more people living in the region to think about becoming foster carers. We've put together the information on this website to help you find out more about fostering.

What is fostering?

Fostering means looking after a child or young person when they can't live with their own families; this can be for a number of reasons. This can be a very difficult time for them, when they'll need lots of support and care.

There are different types of fostering, from looking after a child in an

Address http://www.google.co.uk/search?hl=en&q=you%20can%20foster&safe=active

Web Images Videos Maps News Shopping Gmail more Web History

Google

you can foster Search

Google SafeSearch is ON

About 57,200,000 results Advanced search

Everything
Images
Videos
News
Shopping
More

Show search tools

Sponsored Links

You Can Foster
www.youcanfoster.org Your local authority needs **foster** carers. Receive training & support.

You Can Foster - Excellent Financial Allowances.
fosteringsolutions.com/Foster Outstanding Ofsted Rating!

You Can Foster - About Local Authority Fostering | **You Can Foster**
Your North West local authority is looking for **foster** carers. Receive training, practical and financial support, call 0800 634 7052.
youcanfoster.org/ - Cached - Similar

Welcome | Could **You Foster**?
If **you** are thinking about a career in **fostering**, this site will help **you** decide if **fostering** is right for **you** and guide **you** through the process of becoming ...
www.couldyoufoster.org.uk/ - Cached - Similar

You Can Foster campaign - Salford City Council
16 Nov 2010 ... **You Can Foster** campaign. Find out about the **You Can Foster** regional campaign to recruit more foster carers to local authorities across the ...
www.salford.gov.uk/youcanfostercampai... - Cached - Similar

Foster Care - Deciding if **Foster** Parenting is for **You** - **Fostering** ...
Do **you** have a strong support system of friends and/or family? This is important, as **fostering can** become very stressful at times. It's good to have someone ...
adoption.about.com/cs/fostercare/a/Sh... - Cached - Similar

Becoming a **foster** carer : Directgov - Parents
Finally your application will be sent to an independent **fostering** panel, which will recommend whether or not **you can** become a **foster** carer. This can take up ...
www.direct.gov.uk/en/Parents/Adoption... - Cached - Similar

BBC - Health: Who **can foster**?
BBC Who can **foster**? Find out if fostering is right for you. ... **You can** apply to become a **foster** carer if you're married, single, cohabiting or divorced. ...

Sponsored Links

Considering Fostering?
Have **you** room in your home and heart?
www.kindercare.co.uk

Can I adopt or **foster**?
Try our quick quiz to find out if **you** would be suitable
www.bemyparent.org.uk

Become A **Foster** Carer
Change a Child's Life
Foster with TACT
www.tactcare.org.uk/**Foster**
England

Can You Foster a Child?
Free Training - 24/7 Support
Start Fostering Children with FCA
www.thefca.co.uk

You Can Foster - TV advert -... | You Can Foster

facebook | Search | You Can Foster | Home

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You Can Foster

Government organisation · Edit info

Edit page

Wall | You Can Foster · Everyone (Most recent)

Share: Status Photo Link Video Question

What's on your mind?

- Wall
- Hidden posts
- Info
- Photos
- Events
- Discussions
- Notes
- EDIT

About Edit

In the North West there's a shortage of approximately 1,700 foster carers -...

More

727
like this

1
talking about this

Likes See all

Real Radio North West

BLACKPOOL

You Can Foster

Not only has the sun brought smiles to our faces here but also the news that the Big Book of Fostering has finished its tour and is now ready online for all to read. Check out the many heartwarming stories and comments from foster carers at www.youcanfoster.org/bigbook

Big Book of Fostering | You Can Foster
www.youcanfoster.org
Your North West local authority is looking for foster carers. Receive training, practical and financial support, call 0800 634 7052.

221 Impressions · 4.98% feedback

Like · Comment · Share · 28 September at 20:51

Gill Green and 10 others like this.

Write a comment...

You Can Foster created an event.

Lancashire fostering team are holding an information event
Wednesday, 13 July 2011 at 19:00
Thornton Children's Centre, Heys Street, Thornton...

1,409 Impressions · 0.35% feedback

Like · Comment · Share · 05 July at 15:49

Pamela Bainbridge and 2 others like this.

Admins (4) [?] See all

- Use Facebook as Rachael
- Notifications 1
- Promote with an advert
- View Insights

Recommended Pages View all

Official Grease Movie
115 of your fans like this.
Like

Michael Bublé
118 of your fans like this.
Like

Quick tips

Get more people to like your page with Facebook Adverts today!

Sample Advert: You Can Foster

The text of your advert will go here.

Like · Rachael Suthurst likes this.

Promote my Page

If you have **room in your heart** and **room in your home** visit **youcanfoster.org**

"I foster for my local authority. They need more foster carers like me."

Receive training and support

0800 634 7052

***you** can **foster**.org*

Local authorities across the North West are looking to recruit foster carers.

If you have **room in your heart** and **room in your home** visit

***you** can **foster**.org*

If you have room in your heart
and room in your home visit
youcanfoster.org

"We foster for our local authority.
They need more foster carers like us."

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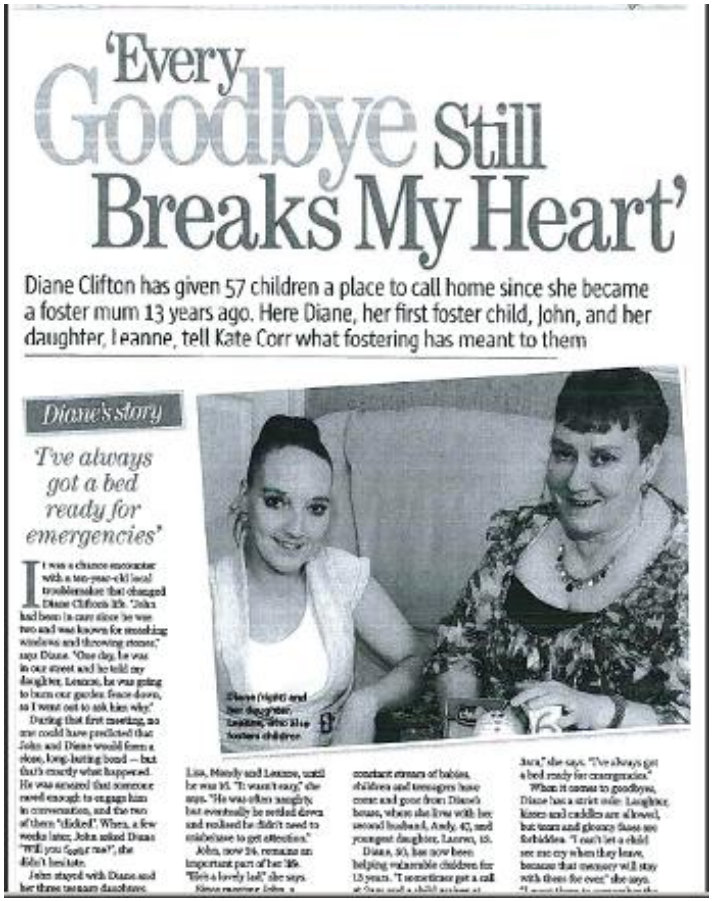
Press



'Every Goodbye Still Breaks My Heart'

Diane Clifton has given 57 children a place to call home since she became a foster mum 13 years ago. Here Diane, her first foster child, John, and her daughter, Leanne, tell Kate Corr what fostering has meant to them

Diane's story

'I've always got a bed ready for emergencies'

Diane (right) and her daughter, Leanne, who also fosters children

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Results

- 1 month = 1,000 enquiries!
- 3 phases = 3200 enquiries
- Over 120 approved foster carers
- 60 carers at approval stage

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Results

- TV main source of enquiry: 45%
- 80% of enquiries came through web

- 88% of enquirers were females
- 32% of enquirers were in 40s
- 88% of enquirers were White British

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Limitations

- Communication
- Timescales
- Commitment to the regional campaign
- Limited project management

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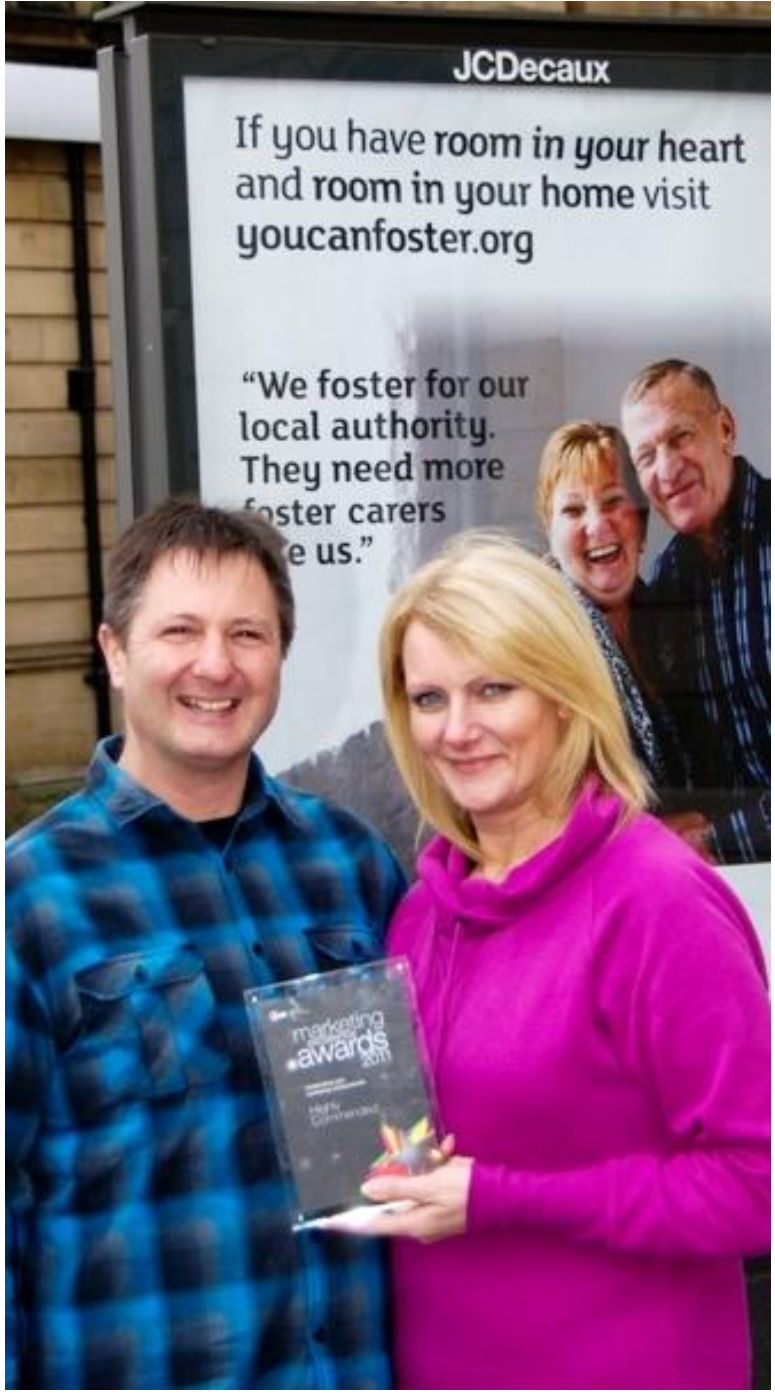
Conclusion

- Regional collaborative working
- New channels have reached a new audience
- Focus on foster carers
- Highly commended in CIM Marketing excellence awards
- Continuing activity



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