

Section 6 Overview

This section is developed to guide Children's Service Workers in decision making, the provision and documentation of services to children and their families, development of community resources, and their subsequent assessment and utilization. These resources are designed to enhance and augment services to children and their families in need of preventive, protective, and out-of-home care services.

Procedures contained in this chapter incorporate assessment standards (largely based on licensing rules) which reflect the concern of the agency for those children who must live apart from their families during some part of their minority. The purpose of these standards is to protect those children from abuse, neglect, injury, and exploitation, and to assist in treatment and improved social functioning.

It is recognized that such direction cannot be all inclusive; therefore, staff will still need to exercise judgement in individual case situations. In those situations in which staff do not follow the procedures, they will be expected to document the justification for their actions in the individual case record.

With each procedure, and each step within a procedure, it may be necessary for the worker to secure supervisory assistance in order to make a decision. The procedures do not contain a reference to worker-supervisor conferences, but this joint decision-making activity is understood to be an integral part of service delivery to community resource providers.

Chapter 1 Overview

This chapter describes procedures and protocol for the recruitment of resource families.

Table Of Contents

- 1.1 Community Recruitment Committee (CRC)
- 1.2 Recruitment Plan

Memoranda History:

CD07-54

Attachments:

- Attachment A: Foster Parent Job Description
- Attachment B: Adoptive Parent Thumb-Nail Sketch
- Attachment C: Finding Adoptive Families For Children
- Attachment D: Use of the Photo Listing
- Attachment E: Media Profile

1.1 Community Recruitment Committee (CRC)

The Circuit Manager or designee should encourage development as a sub-committee of the CA/N community council. This committee should include:

- a. An honorary chairperson - some prestigious community person;
- b. Foster/adoptive parents;
- c. A designated staff liaison;
- d. Knowledgeable persons in the areas of resource development (from the business community with marketing, advertising and media skills);
- e. A member of the local CA/N community council for coordination purposes;
- f. A member of Child Welfare Advisory Committee (CWAC);
- g. A member with advocacy and community project experience.

Chapter Memoranda History: (prior to 01-31-07)

Memoranda History:

1.2 Recruitment Plan

The Children Services Worker/CRC will develop, implement and maintain a year round recruitment plan as well as develop printed and other informational materials and tools, with assistance from the Department of Social Services (DSS) Communications. All local staff and contiguous counties should know the plan. Utilize the following as appropriate:

- a. A recruitment theme. If one exists statewide, use it;
- b. Public informational meetings to educate the community about foster care and adoption;
- c. The news media (newspaper, radio stations, television stations, cable television operators, neighborhood newspapers, special interest newsletters, etc.);
- d. Person to person contacts by foster/adoptive parents (best single method);
- e. Flyers, posters, pamphlets, handouts, bumper stickers;
- f. Public displays (shopping malls, fairs, public events);
- g. Notices in gas and electric bills, bank statements, grocery bags;
- h. Foster parent job description as a handout as well as Facts About Foster Care (CW-101a);
- i. A multifaceted approach;
- j. An adoptive parent thumbnail sketch as a handout; (See Chapter 1, Attachment A of this section)
- k. Request funds (from Circuit Manager local E & E budget) through supervisory channels;
- l. Make known to the public needed materials and provide the public an opportunity to give needed materials ;
- m. Refer material development requests to Communications within Department of Social Services (DSS) Central Office; and/or
- n. Make the MAP Photo-Listing available to the public.

The Children Services Worker/foster or adoptive parent or volunteer will receive inquiry through telephone call, letter or personal contact, and screen the inquiry for appropriateness.

Title: Child Welfare Manual
Section 6: Resource Development
Chapter 1: Recruitment Of Resource Families
Effective Date: September 4, 2007
Page: 2

NOTE: Children's Division (CD) staff are legitimate applicants, although conflict of interest may prohibit placement

Related Subject: Section 4, Chapter 4, Selection of Placement Resource and Placement Options

Related Subject: Administrative Manual, Classification Codes 10-508 and 03-37

Obtain and give information about foster care/adoption within two weeks:

- a. Use group informational meetings as needed.
- b. Screen for special needs and Native American families.

NOTE: These receive priority services in the assessment process.

- c. Make Photo-Listing available to those inquiring about adoptive children.
- d. Consider foster family group home licensure if six or more birth/adoptive children in home.
- e. Provide copies of licensing law (210.481-536, RSMo) and rule (13 CSR 40-72.010) to inquirer wishing information on foster family group homes.
- f. Provide information regarding the release of identifying and non-identifying information in adoption records and the Adoption Information Registry at informational meeting with prospective adoptive parent(s)
- g. Give CS-42, Application for Foster/Adopt Home Assessment.
- h. Conduct follow-up contact within 30 days, and/or close if application is not returned in 60 days.
- i. Maintain file of recruitment plan, results of implementation, committee membership and activities, and degree of effectiveness.

Chapter Memoranda History: (prior to 01-31-07)

Memoranda History:

CD07-54

Attachment A: Resource Provider Job Description

Title: Resource Provider

Job Objective: To help the youth in foster care in your temporary care to be able to have a permanent home of his or her own.

Responsibilities of Resource Provider:

- a. To help the youth in foster care in your home maintain or improve relationships with family and friends; school adjustment; and physical growth and development.
- b. To maintain an attitude of respect and understanding toward the parents of the youth in foster care in your home because these individuals are important to the youth.
- c. To help the agency in the development and implementation of casework plans for the youth in foster care in your home.
- d. To attend court hearings and be heard at court hearings regarding the youth in foster care placed in your home.
- e. To continue to meet the needs of your own family while sharing your family with the youth in foster care placed in your home.
- f. To maintain information for "life book" for the youth in foster care placed in your home (grade cards, awards, pictures, etc).
- g. To work as a professional member with the Family Support Team toward the case goal of the youth in foster care placed in your home.
- h. To notify the Division within two weeks of any pertinent conditions, problems or major family changes;

Qualifications

Whether you are an older adult or a younger adult, single or married, a working or non-working parent, there may be a place for you on our team, if you:

- a. Can make a commitment to be meaningful to a child's lifetime instead of making a lifetime commitment to a child.
- b. Can participate in pre-service training about your new parenting job.

Title: Child Welfare Manual
Section 6: Resource Development
Chapter 1: Recruitment of Resource Families
Attachment A: Resource Provider Job Description
Effective Date: June 17, 2010
Page: 2

- c. Through pre-service training, can demonstrate that you are a creative problem solver; have listening skills; flexibility and a sense of humor.
- d. Respect children and families.
- e. Can manage your family finances with the addition of another child and the agency's amount of reimbursement for medical care, clothing, room, and board.

Training

Training is provided and required prior to licensure and offered following placement. Trainers are experienced resource providers, Children's Service Workers and other community members who provide foster care resources.

Commitment

If you agree to be a resource provider, we ask that you make a commitment to work with the youth in foster care placed in your home for a minimum of six to twelve months, unless the plans are for the child to move to a permanent home in less time.

On The Job Supervision

A Children's Service Worker will be assigned to the youth in foster care placed in your home and together, as a team, you will work to meet the needs of the youth in your care.

"Paychecks"

You will not receive a salary (only reimbursement for the cost of child care), but you will receive other kinds of "paychecks" or rewards:

- a. An opportunity to make new friends.
- b. New learning experiences.
- c. A terrific challenge.
- d. The opportunity to develop new parenting skills.
- e. A special role in the community.
- f. The satisfaction of helping a child and his or her family in improving their relationships.

Title: Child Welfare Manual
Section 6: Resource Development
Chapter 1: Recruitment of Resource Families
Attachment A: Resource Provider Job Description
Effective Date: June 17, 2010
Page: 3

Chapter Memoranda History: (prior to 01-31-07)

[CD06-69](#)

Memoranda History:

CD10-70

Attachment B: Adoptive Parent Thumb-Nail Sketch

Adopting Children With Special Needs

If the following statements apply to you, you have a good start in considering a child with special needs.

- a. You like children and enjoy the challenge of raising a family. If you are not a parent already, you may have had other kinds of exposure to children through volunteer work, teaching or your own extended family, that have given you an insight into the daily realities of being a parent.
- b. You are a flexible person. You usually deal with frustration with patience and are open to changes in your expectations and life style.
- c. You are able to view people for what they can accomplish, not what they cannot, and value them according to their own potentials.
- d. You have had contact with people who have handicapping conditions.

Reprinted from "Adopting the Older Child" - Jewett, 1978

If the following statements apply to you, then you may need more time before you are ready to approach adoption of the child with special needs.

- a. You see adoption of a child with special needs as a charitable act, because you feel sorry for or pity a child, or feel a duty toward him.
- b. You think such an adoption is exciting, romantic or a good way to make a public or personal statement.
- c. You feel that you couldn't raise an "ordinary" or normal child.
- d. A child with special needs is second choice for you; the waiting time for children you would prefer is too long.
- e. You place a high value on achievement and success, and have set similar kinds of goals for your children's future.
- f. You view yourself as a person who does not react well to change and stress.
- g. Your chosen life style is set and the adoption of a child with special needs would disrupt the activities that are important to you.

Reprinted from "Adopting Children with Special Needs", Joan McNamara, Kravir, 1975.

Title: Child Welfare Manual
Section 6: Resource Development
Chapter 1: Recruitment Of Resource Families
Attachment B: Adoptive Parent Thumb-Nail Sketch
Effective Date:
Page: 2

Chapter Memoranda History: (prior to 01-31-07)

Memoranda History:

Attachment C: Finding Adoptive Families for Children

The Division's commitment to permanency for every child is the basis of the following search and recruitment plan. It involves sequential activities designed to utilize all possible resources in Missouri, the region and the nation in finding a permanent family for a child.

No later than the end of the first month following the decision that a child is available for adoption, the worker shall carry out the steps outlined below:

1. Workers shall complete the *Consent for Special Recruitment Efforts – CD-AEM-1* and obtain a court order allowing special recruitment for the child.
2. Workers shall write the child's adoption profile, including long profile, short profile and medial profile. Workers shall obtain a photograph of the child or sibling group available for adoption (please attempt to utilize professional photographers for pictures of the children, you can utilize the photographers from the Heart Gallery or the Adoption Exchange is able to assist in connecting workers with photographers in their geographical location).
3. Supervisors shall review the adoption profile utilizing the *Media Profile Checklist – CD-AEM-7*.
4. Workers shall complete the *Missouri Waiting Child Registration Form – CD-121* and submit with all necessary attachments, including the court order authorizing recruitment efforts, long profile, short profile, medial profile and photograph of the child. **Please note that the *Missouri Waiting Child Registration Form – CD-121* will serve as the referral for the Heart Gallery, Adoption Exchange and Adopt US Kids.**
5. Send a statewide e-mail request for adoptive assessments of approved families including the following information:
 - a. Name and county of sending worker or agency;
 - b. First name only, gender, cultural identity, and age of child for whom you are seeking an adoptive family placement resource;
 - c. Brief description of child's legal status, appearance, health and handicap status, background and interests/hobbies;
 - d. Preferred characteristics of family sought for child;
 - e. Information about screening/formal staffing plan including date, time and place.

6. Refer minority children to any Children's Division (CD) special recruitment projects.
7. Within the first two months when needed; the worker shall initiate other child specific recruitment activities, i.e. Wednesday's Child appearances, A Place to Call Home appearances or involvement in the Linking Hearts Adoption Event. Requests for assistance and additional information are to be made directly to the Professional Development Unit in Central Office.
8. Following the establishment of the goal of adoption, there will be regular supervisory reviews of each child for whom an appropriate resource cannot be located. The review will be conducted weekly for children 12-months and under, and monthly for children over 12-months. This procedure includes:
 - a. Reviewing recruitment activities and responses to recruitment,
 - b. Identifying barriers to placement,
 - c. Reviewing the child's narrative profile to ensure that the child's strengths are presented in an appealing manner,
 - d. Determine additional plans and activities for continuing to meet the child's goal of permanency through adoption, such as: referral to the Second Level Adoption Matching Team using local procedures; participating in various adoption fairs/carnivals around the state; and
 - e. Record in the child's narrative that the supervisor has reviewed the recruitment efforts and documented any additional efforts that will be utilized. The supervisor will sign the entry.
9. When required procedures have not been implemented, the immediate supervisor must outline with the worker a process for recruiting families for any child waiting for adoptive placement.
10. It is the Division's preference that children obtain the permanency of adoption rather than permitting the child to remain indefinitely in out-of-home care. Therefore, the following activities should be carried out on a regular basis for any "waiting" child:
 - a. Follow-up ***immediately*** on any subsequent referrals from exchanges, recruitment activity, etc.

Title: Child Welfare Manual
Section 6: Resource Development
Chapter 1: Recruitment of Resource Families
Attachment C: Finding Adoptive Families for Children
Effective Date: January 8, 2010
Page: 3

- b. Initiate additional e-mail requests at reasonable intervals; i.e., every three months.
- c. Continue indefinitely, recruitment activities and other methods of making known the child's need for permanency through adoption

NOTE: Attention must be given *immediately* to any family responding to search and recruitment activities on behalf of a specific child.

Related Subject: Chapter 3, of this section, Resource Family Assessment and Licensing Process

Chapter Memoranda History: (prior to 01-31-07)

Memoranda History:

Title: Child Welfare Manual
Section 6: Resource Development
Chapter 1: Recruitment Of Resource Families
Attachment D: Use Of The Photo Listing
Effective Date: August 9, 2004
PAGE: 1

Attachment D: Use Of The Photo Listing

When it has been determined that adoption is the plan for a child and there are no (or very few) available family resources, within two months of that determination, enter the CD-AEM-8, as well as the following media profile information onto the national web site, <http://www.AdoptUSKids.org>, which will automatically enter the child onto the Missouri Adoption Photo-Listing web site. Also, complete forms to enter the child onto the Adoption Exchange's web site, <http://www.Adoptex.org>. Children's photographs and profiles will be displayed on these web sites in an effort to broaden recruitment efforts. The original CD-AEM-8 should be maintained in the child's file.

NOTE: Electronic versions of the registration forms for The Adoption Exchange's photo listing may be obtained from the Out-of-Home Care unit in Central Office, or by calling The Adoption Exchange at (314) 367-3343.

NOTE: In order to enter a child onto AdoptUSKids.org, each Adoption Specialist must have access to this site assigned by a designee from their region. If you need access, contact your regional office to request that your designee assign your access information. If assistance is needed in entering a child's information onto the web site, training can be made available through AdoptUSKids. Request training through your supervisor, who will contact regional staff. Regional staff is to request training by contacting the Out-of-Home Care Unit in Central Office.

1. **Media Profile Outline:** Please follow the Media Profile Outline provided below. This profile may be used on the CD-AEM-8 and when providing brief profiles for recruitment purposes:

Purpose Statement (to be used at the beginning): "The purpose of the information provided below is to briefly introduce you to the child (ren) for whom our agency is recruiting an adoptive placement."

Do Include:

- At the top of the profile:
 - List separately, Child's first name, date of birth (mo/yr), race and gender. Can add grade in school if necessary.
- Within the narrative, be creative, energetic, use descriptive words (see list of descriptive adjectives located in Section 6, Chapter 1, Attachment E of this manual.)
- Use an attention-getting phrase to begin the narrative and draw readers in.
- Include likes, hobbies, interests, what they want (family, life, goals, pets, church)

Title: Child Welfare Manual
Section 6: Resource Development
Chapter 1: Recruitment Of Resource Families
Attachment D: Use Of The Photo Listing
Effective Date: August 9, 2004
PAGE: 2

- Describe the child's personality.
- School – information about the child's educational accomplishments or needs.
- Special issues – contact with siblings, family or past placement provider
- Positive quotes from the child caregiver (don't refer to the "residential" caregiver)
- Quotes from the child describing themselves (i.e. Favorite thing about themselves, etc.)
- Serious medical diagnosis and treatment involved.
- A description of the child's need for a family with particular skills or family configuration (don't limit to a two-parent family if that is not necessary).
- Legal Status
- Add the date updated/completed at the bottom of profile.
- The profile needs to be at least three paragraphs, and 120-150 words. NO more than 1 – 1 ½ pages in length.

Ending Statement (to be used at the end): "For more detailed information about (child's name) contact (worker name and phone)."

Do Not Include:

- Identifying information within the narrative(i.e., child's last name, school's name, city where child resides, parent's names, date and reason the child is in care, and history of abuse/neglect (any significant information may be included in the confidential narrative section).
- Details about failed past placements (any significant information may be included in the confidential narrative section).
- Anything that might be embarrassing to the child. Ask yourself, "Would I feel comfortable showing this to the child, and would it make them uncomfortable?"
- Date of births, age or grades in school as a part of the narrative. The child's age is automatically updated on the Internet web-site.

Title: Child Welfare Manual
Section 6: Resource Development
Chapter 1: Recruitment Of Resource Families
Attachment D: Use Of The Photo Listing
Effective Date: August 9, 2004
PAGE: 3

Sample Profile:

Lisa
03-93
Caucasian

The purpose of the information provided below is to briefly introduce you to the child (ren) for whom our agency is recruiting an adoptive placement

Lisa is a cute and spunky dark-haired girl who is well-liked by her peers, enjoys extra-curricular activities at school and swims on the local swim team. Lisa really enjoys watching T.V. in her spare time, although she has many other interests as well, such as art projects, music, dancing and theatre. Lisa attends church regularly and is very involved in the activities offered by her church.

At school, Lisa makes above average grades and her teachers report that she is a joy to have in class. She has many friends, and her friends describe her as a person who does not take sides when friends are feuding. She is on the Student Council and is also a Safety Patrol worker. Lisa recently sang a solo in her school musical.

Lisa has a brother with whom she would like to maintain contact. The best family for Lisa would be one who is affectionate, builds her self esteem, allows her to stay in contact with her brother, and supports her interests so that she can grow up to be the best person she can be.

Lisa has no health issues, and is legally free for adoption.

For more detailed information about Lisa, contact Suzy Service Worker at 555-5555.

Updated: 00/00

NOTE: For tips on writing narratives, go to www.adoptuskids.org, to the Narrative Writing Help Pages located on "My Page Social Worker" after signing in with your user name and password.

2. Creating AdoptUSKids Case Identification Numbers

Children entered on the AdoptUSKids web site must have an identification number. Following is the breakdown of how the number should be created:

- The child's case number will **Always** begin with "**MO**", which stands for Missouri.
- The next **two** numbers are to represent the area which has jurisdiction of the child (see area assignment codes below).

Title: Child Welfare Manual
Section 6: Resource Development
Chapter 1: Recruitment Of Resource Families
Attachment D: Use Of The Photo Listing
Effective Date: August 9, 2004
PAGE: 4

- The next **three** numbers are to represent the FIPS County code for the county that case manages the child.
- The last **three** numbers are to be assigned within the county, chronologically as they are entered onto the web site.

NOTE: The following are the Area Assignment Codes as listed on AdoptUSKids.org:

01 = Central Office
02 = Area 5/Jackson County
03 = Area 3/Southeast Region
04 = Area 4/Southwest Region
05 = Area 1/Northwest Region
06 = Area 6/St. Louis City
07 = Area 7/St. Louis County
08 = Area 2/Northeast Region

**Example Case Identification Number for Lisa:
MO08007001**

Lisa is from Area 2, Audrain County and is the first child to be listed on their log.

Case Identification Assignment Log: County offices are to maintain a log of children entered onto AdoptUSKids that contains the date entered, case number and worker responsible for the child's information. This will allow supervisors to keep track of children entered on the web site, as well as change worker information if worker turnover occurs.

3. **Photographs:** A clear, attractive picture of the child(ren) (no staples or tape) should be used to recruit for the child. A school or professional picture is best, however a clear snapshot will work. If a photo is not submitted for a child, the child's profile information will not be available for the general public view, and the child's recruitment resources will be limited.

Photographs should be:

- Good, realistic, age appropriate representations of the child
- Smiling, positive photo
- Stress the importance of child's face/head shot
- Clear color pictures
- Professional photographs when possible

Title: Child Welfare Manual
Section 6: Resource Development
Chapter 1: Recruitment Of Resource Families
Attachment D: Use Of The Photo Listing
Effective Date: August 9, 2004
PAGE: 5

- Pictures of siblings as groups if possible
- Modest clothing
- Photos should reflect the professionalism of the agency

Photographs should Not include:

- Identifying clothes/information in background
- Polaroids
- Ball caps or hats
- Questionable attire
- “Glamour” shots type of pictures
- shadows or bright shots
- special effects
- high gloss professional shots which present difficulty in scanning
- paper print outs from digital cameras or Xeroxed reproductions

NOTE: Photographs may be either mailed or e-mailed to AdoptUSKids. If mailing the child’s photo, write the child’s first name and AdoptUSKids Case # on the back of the photograph. Try to write lightly and on the edge so that the writing does not show through.

Mail the photograph to: NW Resource Associates, Attn.: **Photos for AdoptUSKids, 600 Stewart St., Suite 1313, Seattle, WA 98101**. Please include your name, agency, address and phone number. Photos will be returned only if you include this information and request their return.

E-mail scanned and digital photographs to photos@adoptuskids.org. Photos which are scanned or taken with a digital camera can be e-mailed to AdoptUSKids. Name the digital photographs with the AdoptUSKids Case #'s. For example: “MO0800701”. Name a group photograph of a sibling group with the sibling Case #, for example, “SMO0800701”. In your e-mail message, include the child’s name and AdoptUSKids Case #, along with your name and telephone number, in case there are any problems. Preferable formats are bitmaps, TIFF’s or JPEG’s. The “pics” e-mailbox is checked every work day.

Title: Child Welfare Manual
Section 6: Resource Development
Chapter 1: Recruitment Of Resource Families
Attachment D: Use Of The Photo Listing
Effective Date: August 9, 2004
PAGE: 6

NOTE: For more tips on picture taking and scanning specifications, check out the "Technical Requirements for Photographs" site on AdoptUSKids.org. When you get to "My Page Social Worker", click on the "Narrative Writing Help Pages" and then go to "Technical Requirements for Photographs".

If the worker does not have access to a scanner and is in need of a scanned photo, they may mail the photo to the Out-of-Home unit in Central Office and request that the photo be scanned, OR, they may mail the photo to AdoptUSKids as described above, and have the photo scanned in by AdoptUSKids.

4. Special Recruitment Authorization:

- a. The AEM-1b, signed by the court or authorized agency personnel should be signed and in the file with the CD-AEM-8. Unless specified, this form will authorize other types of recruitment for the child; and
- b. The CD-AEM-8 will authorize agency personnel to use the Internet as a recruitment tool for the child.

5. **Review, Entry and Updates:** Children will be registered with AdoptUSKids and The Adoption Exchange by Children's Division staff, using material submitted on the CD-AEM-8. The CD-AEM-8 is to be reviewed and approved by the worker's supervisor. The supervisor is to utilize the Media Profile Checklist (CD-AEM-7) in the review, in order to assure appropriateness of the profile being approved to be entered on the Internet.

Workers are responsible for updating a child's profile yearly, and are to withdraw the child from the photo listing and other exchanges when placement plans are firm, or a placement has occurred. A "holding action" may be taken when a child has many referrals to be considered for a placement decision.

Children listed in the AEM Photo-listing and on the Internet sites are to be updated on a yearly basis as a minimum standard. Update children as often as necessary with photos or more current information for their profile or for their registration form. Profile and photo updates may be made by filling out the appropriate information on the CD-AEM-8, and marking it "Update" on the top front page of the form, submitting it to the supervisor for approval, and then changing the child's information on AdoptUSKids, or sending the updated information to the Adoption Exchange. Maintain the updated forms in the child's file.

NOTE: If the child's profile is not updated yearly, AdoptUSKids will automatically take that child's photo off the public site and place them in "inactive" status. This will cause the recruitment efforts for this child to be put on hold until an update can be entered.

Title: Child Welfare Manual
Section 6: Resource Development
Chapter 1: Recruitment Of Resource Families
Attachment D: Use Of The Photo Listing
Effective Date: August 9, 2004
PAGE: 7

6. **Managing the Children You Enter on AdoptUSKids:** AdoptUSKids provides the worker with “My Page Social Worker”. This page is specific to the worker who signs in, and will provide the worker with information regarding the children they have entered onto the site. AdoptUSKids will provide reminders when a child is in need of a photograph, an update or has open inquiries from families who would like more information.

The worker entering the child onto the photo listing, will be responsible for managing the children they enter, which includes answering all inquiries within one week of the inquiry, updating the profile information for children and obtaining photos for the children.

As workers for children change, the Children’s Service Supervisor who supervises the child’s worker is responsible for assigning children who are listed on AdoptUSKids to a new worker, obtaining access for the new worker to begin to manage the child, and for changing the authorizing worker in the AdoptUSKids system to reflect the new worker and in assisting them in learning how to maintain a child in these photo listings.

Chapter Memoranda History: (prior to 01-31-07)

CD04-73

Memoranda History:

Attachment E: Media Profile

The following outline is to be followed when preparing a child's profile to be used in a variety of public recruitment efforts such as on Internet photo-listing websites, newspaper articles, at adoption matching parties or via inter-office emails.

Supervisors are to review any profiles going into the media, where they will be displayed for a general public view. Supervisors should utilize the Media Profile Checklist (CD-AEM-7) as a tool in their review.

1. **Please follow the Media Profile Outline provided below.** This profile may also be attached to the CD-AEM-8 and The Adoption Exchange forms.

Purpose Statement (to be used at the beginning): The purpose of the information provided below is to briefly introduce you to the child (ren) for whom our agency is recruiting an adoptive placement.”

Information to Include in the profile:

- At the top of the profile, list separately, Child's first name, date of birth (mo/yr), race and gender. Can add grade in school if necessary.
- Within the narrative, be creative, energetic, use descriptive words (see list of descriptive adjectives following this outline.)
- Use an attention-getting phrase to begin the narrative and draw readers in.
- Include likes, hobbies, interests, what they want (family, life, goals, pets, church)
- Describe the child's personality.
- School – information about the child's educational accomplishments or needs.
- Special issues – contact with siblings, family or past placement providers.
- Positive quotes from the child caregiver (don't refer to the “residential” caregiver.)
- Quotes from the child describing themselves (i.e. Favorite thing about themselves, etc.)

- Serious medical diagnosis and treatment involved.
- A description of the child's need for a family with particular skills or family configuration (don't limit to a two-parent family if that is not necessary).
- Legal Status
- Add the date updated/completed at the bottom of profile.
- The profile needs to be at least three paragraphs, and 120-150 words. NO more than 1 – 1 ½ pages in length.

Ending Statement (to be used at the end): “For more detailed information about **(child’s name)** contact **(worker name and phone).**”

Do Not Include:

- Identifying information within the narrative(i.e., child's last name, school's name, city where child resides, parent's names, date and reason the child is in care, and history of abuse/neglect (any significant information may be included in the confidential narrative section).
- Details about failed past placements (any significant information may be included in the confidential narrative section).
- Anything that might be embarrassing to the child. Ask yourself, “Would I feel comfortable showing this to the child, and would it make them uncomfortable?”
- Date of births, age or grades in school as a part of the narrative. The child's age is automatically updated on the Internet web-site.

Sample Profile:

Lisa
03-93
Caucasian

The purpose of the information provided below is to briefly introduce you to the child (ren) for whom our agency is recruiting an adoptive placement

Lisa is a cute and spunky dark-haired girl who is well-liked by her peers, enjoys extra-curricular activities at school and swims on the local swim team. Lisa really enjoys watching T.V. in her spare time, although she has many other interests as well, such as art projects, music, dancing and theatre. Lisa attends church regularly and is very involved in the activities offered by her church.

Title: Child Welfare Manual
Section 6: Resource Development
Chapter 1: Recruitment Of Resource Families
Attachment E: Media Profile
Effective Date: August 9, 2004
Page: 3

At school, Lisa makes above average grades and her teachers report that she is a joy to have in class. She has many friends, and her friends describe her as a person who does not take sides when friends are feuding. She is on the Student Council and is also a Safety Patrol worker. Lisa recently sang a solo in her school musical.

Lisa has a brother with whom she would like to maintain contact. The best family for Lisa would be one who is affectionate, builds her self esteem, allows her to stay in contact with her brother, and supports her interests so that she can grow up to be the best person she can be.

Lisa has no health issues, and is legally free for adoption.

For more detailed information about Lisa, contact Suzy Service Worker at 555-5555.

Updated: 00/00

Descriptive Adjectives: Below, is a list of descriptive words obtained from the AdoptUSKids web site that may be used in writing a profile. For more profile writing tips, go to <http://www.AdoptUSKids.org>, sign-in, and click on “learn how” under the “Guidelines” section on “My Page”.

Accomplished	Creative	Humorous	Personable
Active	Curious	Imaginative	Playful
Affectionate	Delightful	Indefatigable	Pleasant
Alert	Dependable	Independent	Poetic
Ambitious	Determined	Innovative	Popular
Amicable	Diligent	Inquisitive	Positive
Amusing	Directed	Intelligent	Practical
Animated	Dramatic	Interesting	Precious
Appealing	Dynamic	Introspective	Precocious
Articulate	Eager	Jovial	Protective
Artistic	Earnest	Joyful	Rambunctious
Athletic	Easygoing	Kind	Reliable
Aware	Endearing	Likeable	Religious
Bashful	Energetic	Lively	Resilient
Bold	Engaging	Lovable	Resourceful
Bouncy	Entertaining	Loving	Respectful
Bright	Enthusiastic	Loyal	Self-confident
Bubbly	Expressive	Mannerly	Sincere
Busy	Extraordinary	Mature	Skillful
Calm	Extroverted	Merry	Sociable
Captivating	Exuberant	Mild	Spirited
Careful	Fascinating	Mischievous	Spiritual
Cautious	Focused	Musical	Spunky
Centered	Friendly	Neat	Thoughtful
Charismatic	Fun	Obedient	Tireless
Charming	Funny	Optimistic	Trusting

Title: Child Welfare Manual
Section 6: Resource Development
Chapter 1: Recruitment Of Resource Families
Attachment E: Media Profile
Effective Date: August 9, 2004
Page: 4

Cheerful	Generous	Orderly	Trustworthy
Clever	Gentle	Organized	Typical
Comical	Gifted	Outgoing	Upbeat
Compassionate	Healthy	Outspoken	Vivacious
Confident	Genuine	Patient	Warm
Connected	Hilarious	Peaceful	Well-behaved
Conscientious	Honest	Perfectionistic	Whimsical
Considerate	Hopeful	Persistent	Witty

Chapter Memoranda History: (prior to 01-31-07)

CD04-73

Memoranda History: