

QUALITY PARENTING INITIATIVE

REBRANDING FOSTER CARE



Carole Shauffer, JD & David Brown, MSW
Youth Law Center

QUALITY PARENTING INITIATIVE (QPI)

Began in 2008 in Florida

- Now covers the State of Florida and all judicial circuits but one

California in 2009

- Now in 18 California Counties

Nevada 2012

- Statewide and in the two major jurisdictions: Washoe and Clark Counties

Connecticut 2012

- New Britain/Meriden Region (with support of Annie E. Casey)
- Statewide 2014

Philadelphia 2014



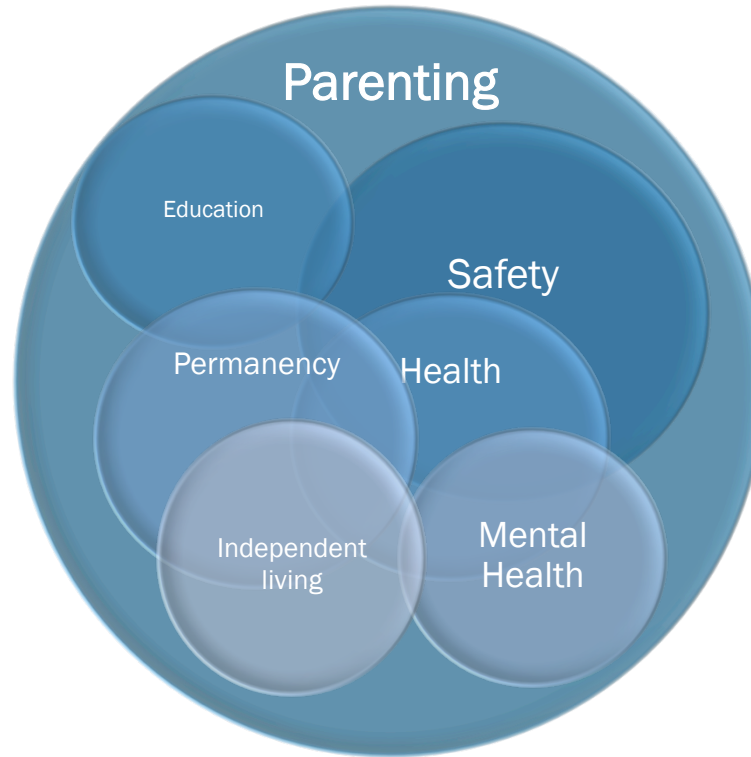
THIS IS NOT ABOUT FOSTER PARENTS IT'S
ABOUT *CHILDREN AND THEIR FAMILIES*



THE PRINCIPLES

- Parenting is the most important service child welfare can provide
- Simply rescuing children from abandonment, abuse and neglect is not sufficient, they need excellent parenting to recover
- Shortage of foster parents is related to the negative “brand” of foster parenting
- Negative brand is related to:
 - Failure to identify and communicate high expectations for foster parents internally
 - Failure to support foster parents in excellent parenting
 - Systemic barriers to effective parenting
 - Failure to control the parenting message

REFOCUSING AND REALIGNMENT



WHAT QPI IS NOT

- Recruitment strategy
- Set of tools
- Marketing Campaign
- Restructuring of Foster Parent Support
- Foster Parent Appreciation



REFOCUSING AND REALIGNMENT



WHAT QPI SITES DO

- Achieve Consensus on a Brand
- Articulate that Brand Consensus
- Align Practice with the Brand
 - Improve Communication
 - Remove Obstacles/Inconsistent Practice
 - Increase Supports
 - Involve the Community

WHY A BRAND?

A BRAND IS:

1. A shared vision
2. A set of practices and standards
3. A way to communicate

A BRAND IS A PROMISE


- What do we expect foster parenting/caregiving to be?
- How are these expectations communicated?
- How can we meet these expectations?




QPI CHANGES THE FOSTER PARENT BRAND FROM:

- Unsophisticated babysitters who provide children with food and a safe place to sleep, and are only marginally involved with the system of care

TO:

- Fully respected partners in the "system" as well as the individual "case"
 - Parenting children with love, skill and creativity, nurturing their strengths and helping them overcome challenges
 - Using their own knowledge, experience and compassion to help families create or recreate themselves
 - Often even after the child is no longer living with the foster family
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HOW DO WE CHANGE THE BRAND

- What is the promise you want to make?
 - How do you communicate the promise?
 - What will you do to fulfill the promise?
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WHAT IS THE PROMISE YOU WANT TO MAKE

What does an excellent caregiver do?



COMMUNICATING THE PROMISE (BRAND)



Fulfilling the promise: Living the Brand



CHANGES

Systems tools

- Licensing
- Training
- Investigations
- Independent Living
- Communications with the Community
- Normalcy
- Recruitment

NETWORK

Foster Families, QPI leads, Agencies



CASE EXAMPLE: SOUTHWEST FLORIDA



Culture Change



Evidence-based programs

Professional partners



PANEL PARTICIPANTS

- Tanya Wilkins, Tallahassee, FL
- Martha Pedroso, Miami, FL
- Aundre West, Tampa, FL
- Lora Diaz, Tampa, FL
- Susan Gibb, San Diego, CA

