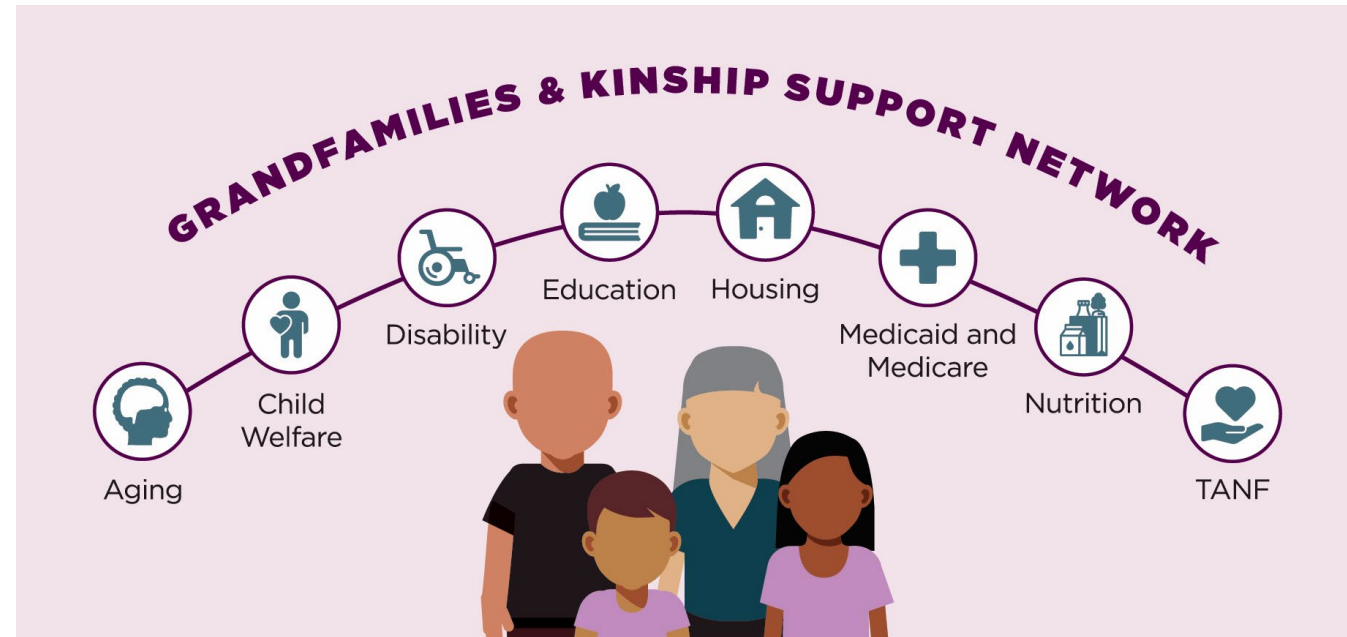


Improving Outreach to Kinship Families

November 21, 2024

- We will begin at the top of the hour
- Please type in the **chat** box - your name, state, tribe (if applicable), and role
- Type questions in the **chat** box at any point during our time together
- We will provide a separate meeting link for a 30-minute Q and A with presenters starting in one hour, at 4 ET
- All participants will receive a link to the slides and recording by the end of the week

- 5-year (2021-2026) cooperative agreement with Administration for Community Living
- Purpose is to provide technical assistance to the array of tribal, state, and territorial government agencies, as well as non-profit organizations that serve kinship families
- Not designed to serve the families directly – working to improve systems for families



How We Help



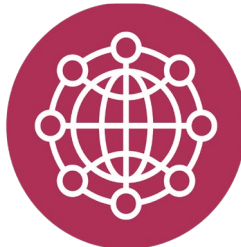
Learning Collaboratives and Information Dissemination

The Network hosts webinars and facilitates learning collaboratives.



Individual Assistance

We respond to individual requests for help from government agencies, kinship navigators, and community-based nonprofits.



A Centralized Hub

The Network is elevating exemplary kinship/grandfamily practices and programs from around the country on its accessible website, www.GKSNetwork.org.

The First-Ever National Technical Assistance Center for those who Serve Kinship/Grandfamilies



Stay Connected & Access Support

Sign up for our monthly newsletter with kinship resources, funding opportunities, and other news:



For the latest updates, follow the Network on LinkedIn!



Improving Outreach to Kinship Families

Kathy Kinsner
ZERO TO THREE

Deborah Mathis
**National Caucus and Center
on Black Aging**



Learning Community Topics



Partnering with Schools



Developing a Social Media Presence



Identifying Local Champions



Building Trust

Partnering with Schools

Dr. Barbara Boone
Ohio Statewide Family
Engagement Center
The Ohio State University

Dr. Angela Tobin
Kinship Caregivers
Connect (Ohio)



Victoria Gray, GRAND Voice



Help schools recognize the benefits of partnering with grandfamilies



Identify the “open doors” in your school or district.

- Know how the school districts you serve are organized.
- Identify the titles of people who might be able to help.
- Think: “How can I make this person’s job easier?”



Help schools understand grandfamilies' needs.



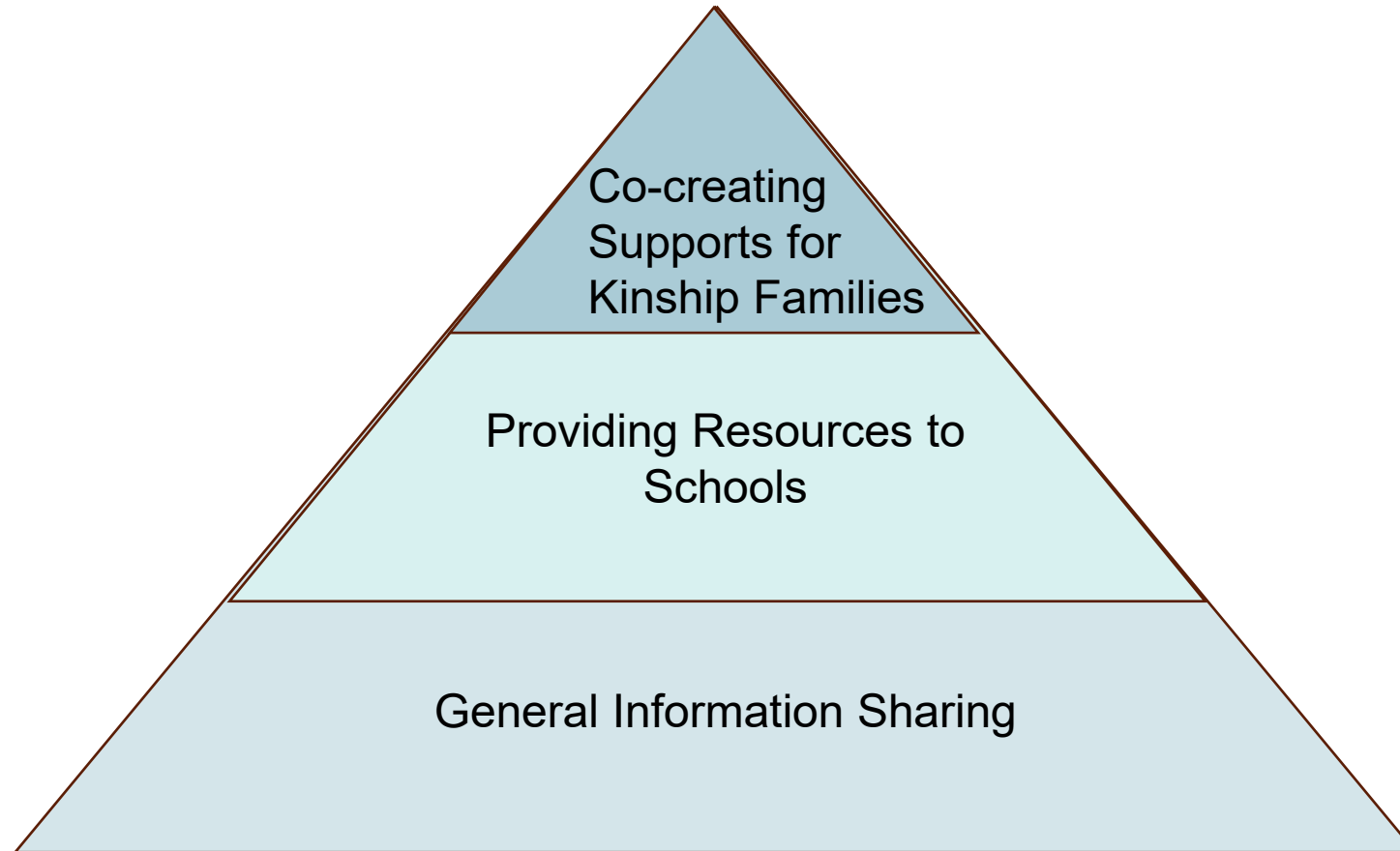
- Schools may be unfamiliar with the terms “kinship family” or “grandfamily,” just as kin caregivers are.
- Schools need to know they have an opportunity to assist families by partnering with other professionals.
- Schools may not be aware of the unique dynamics of kinship families.

Engage schools in identifying grandfamilies and promoting your services.



- Schools know their families—know who picks a child up from school every day, signs permission forms, shows up at conferences.
- Caregivers are part of the team that advocates for educational supports, like 504 plans or IEPs.

Consider a 3-tiered approach.



Identifying Local Champions

Teresa Laura English
Shelby County Relative
Caregivers Program (TN)

Marsha Rose Kinship
Navigator Program Area
Office on Aging of Northwest
Ohio



Match community organizations with clients' needs.



Make a “wish list” of resources and services that your families need but your program does not provide.



- Food Assistance
- Respite for Caregivers
- Clothing
- Recreation
- Mental Health Care
- Tutoring
- What Else?

Seek sponsorship for big events.

- Local utility companies
- Grocery stores
- Local retailers
- Sports organizations
- Sororities & Fraternities
- Churches



Shelby County Relative Caregiver Program

Make an explicit “ask.” Offer suggestions as to how they can help.



In Northwest Ohio, 40 donor-funded family memberships to the Toledo Zoo turned into even more memberships from the zoo itself.

Attend local events that are likely to attract potential clients and community stakeholders.



Keith Morgan Studio



Athens, OH, Honey for the Heart Festival

Developing a Social Media Presence

Dr. Ali Caliendo
Nevada Foster Kinship



Figure out who your intended audience is and choose the platform that reaches them.

LinkedIn	Instagram	Facebook	X	TikTok	Threads
Professional, thought leadership, events & webinars	Visual-first approach, current events/trends, inspiration	Encourage audience engagement	Real-time updates	Pop culture as it relates to your subject	Built by Instagram team for posts up to 500 characters, photos, short videos

Reach: the potential audience who can see your content

Engagement: the audience who interacts with your content by liking, commenting, sharing

Consider a private Facebook page to offer information specific to your location.

Foster Kinship (Public)



Nevada Kinship Caregivers (Private)

“Just curious if anyone has gone through this.. “

“Looking for an emergency pediatric dentist that takes Medicaid...”

“My mom is having a yard sale with lots of great baby items at great prices.”

Know that content that interests donors/community members may be different than what interests families.



Use TikTok to create videos for export to other platforms.

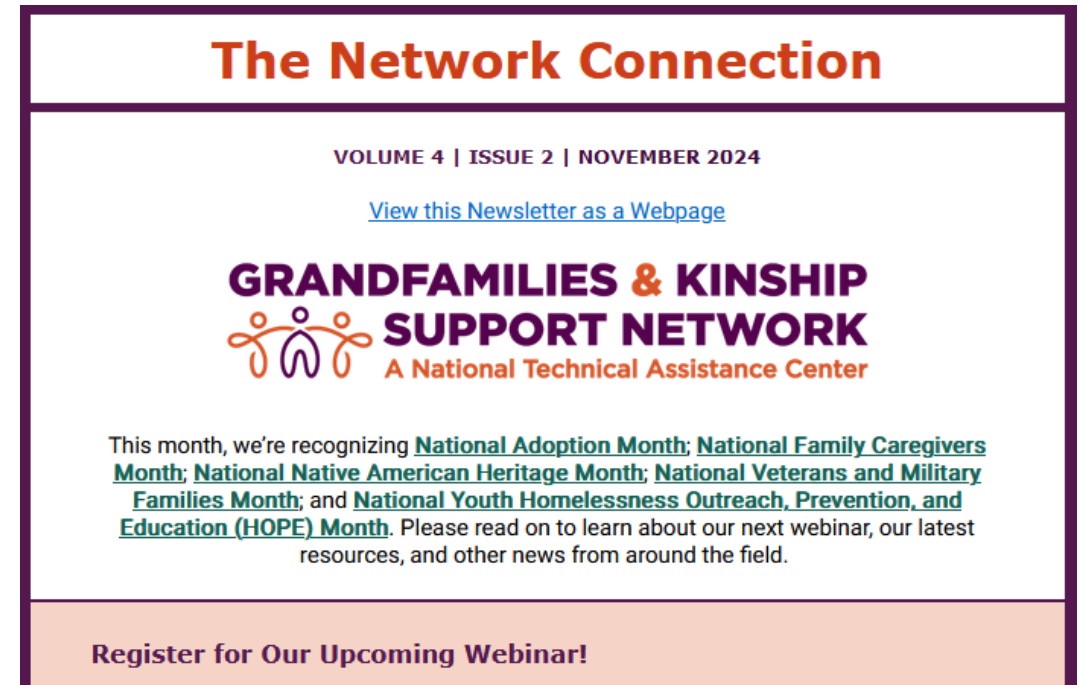


TikTok has an easy interface for recording.

Foster Kinship (NV) creates videos on TikTok, then shares them as a story on Facebook or a reel on Instagram.

Include newsletters in your outreach strategies.

- Families are invited to sign up for the newsletter during intake/assessment.
- Published monthly, includes a letter from the Executive Director and info from different departments.
- Designed using Canva and managed through Constant Contact.
- Foster Kinship is considering briefer, more frequent newsletters, targeted to specific issues.



Building Trust

Benasha Shine-Berry
Project Healthy
Grandparents, GSU

Star Hagen
Port Gamble S'Klallam Tribe
Kinship Parenting Program
(WA)



Be reliable. Do what you say you'll do.



When possible, hire staff that reflect the community you serve.

**Shared culture,
language, and lived
experience are values-
added.**



National Indian Child Welfare Association (NICWA)

Value families' time. Vet resources.

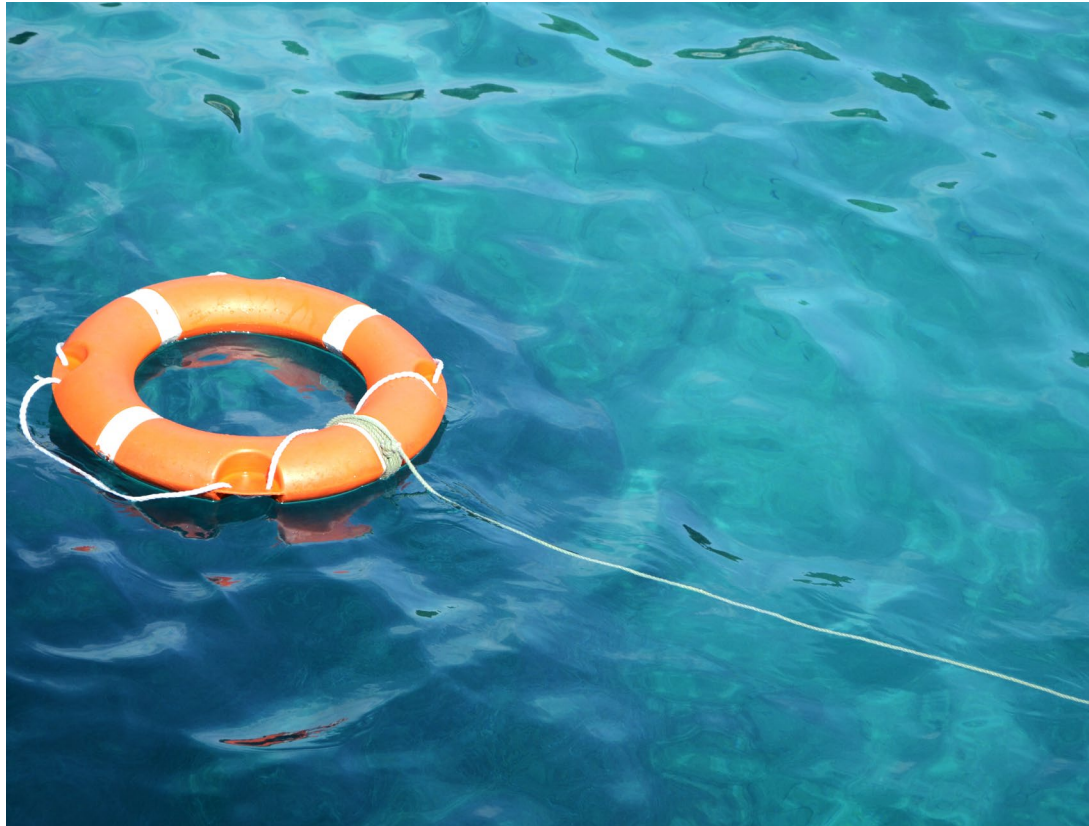


Don't take families' frustrations personally.

“Nobody listens to me. I've been telling the story over and over.”



Continue to reach out to families who have disengaged.



Ghosted?

Let them know you're there when they need you.

**Please join us at our Q&A Session immediately
following this webinar.**

**Look in the chat box for the link
to the Zoom Meeting**

Thank you for joining us today.



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