


OVERVIEW

DIV.

FAMILY

& YOUTH

SERVICE



Department of Health and Social Services  
**Division of Family and Youth Services**

An overview of the trends and  
programs to House HESS Committee

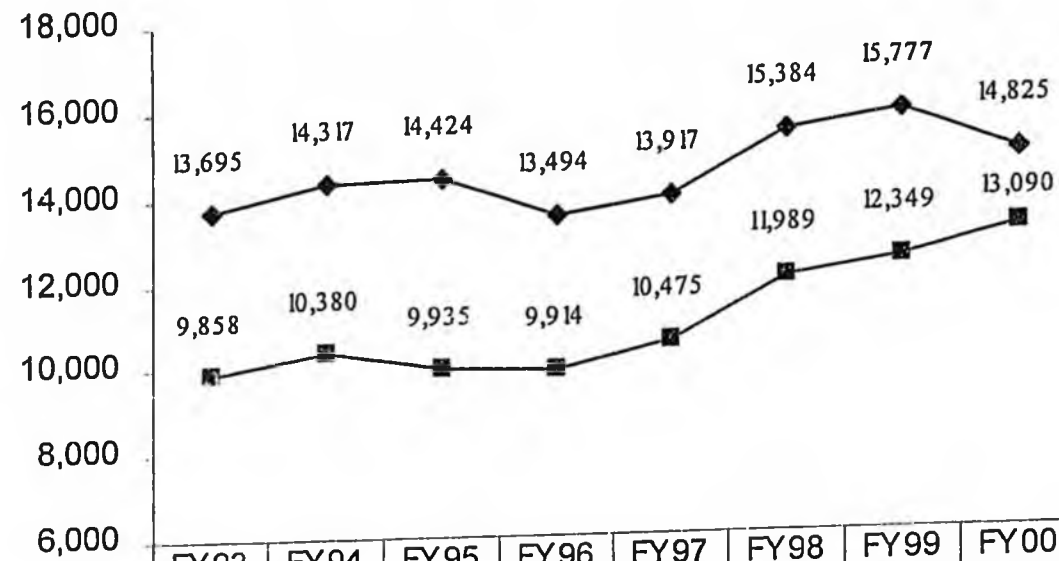
February 1, 2001

## • **Trends: *What we are experiencing***

- ✓ Reports of Harm are leveling off, only 1 percent increase from last year.
- ✓ Number of children reported has increased with 250 more children being reported last year.
- ✓ Foster care growth has declined, heading towards zero growth rate this year.
- ✓ Number of children in custody over 24 months has dropped 25 percent from FY 99 to FY 00.
- ✓ About 200 less kids today in out-of-home care than one year ago.
- ✓ Adoptions have doubled.

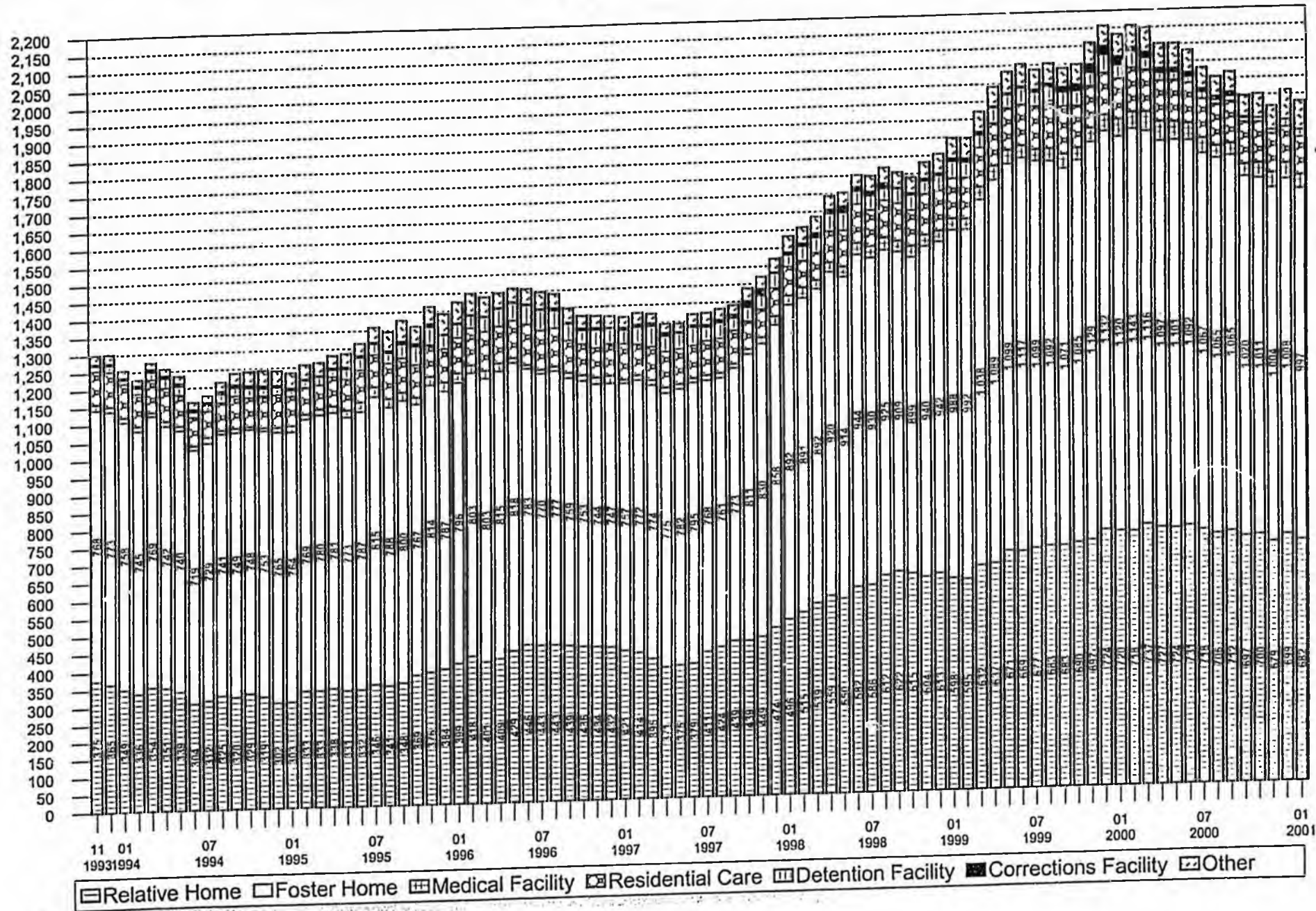
TURN OVER

Reports of Harm (ROH) to Children and  
the Number and Percent of ROH Assigned for Investigation



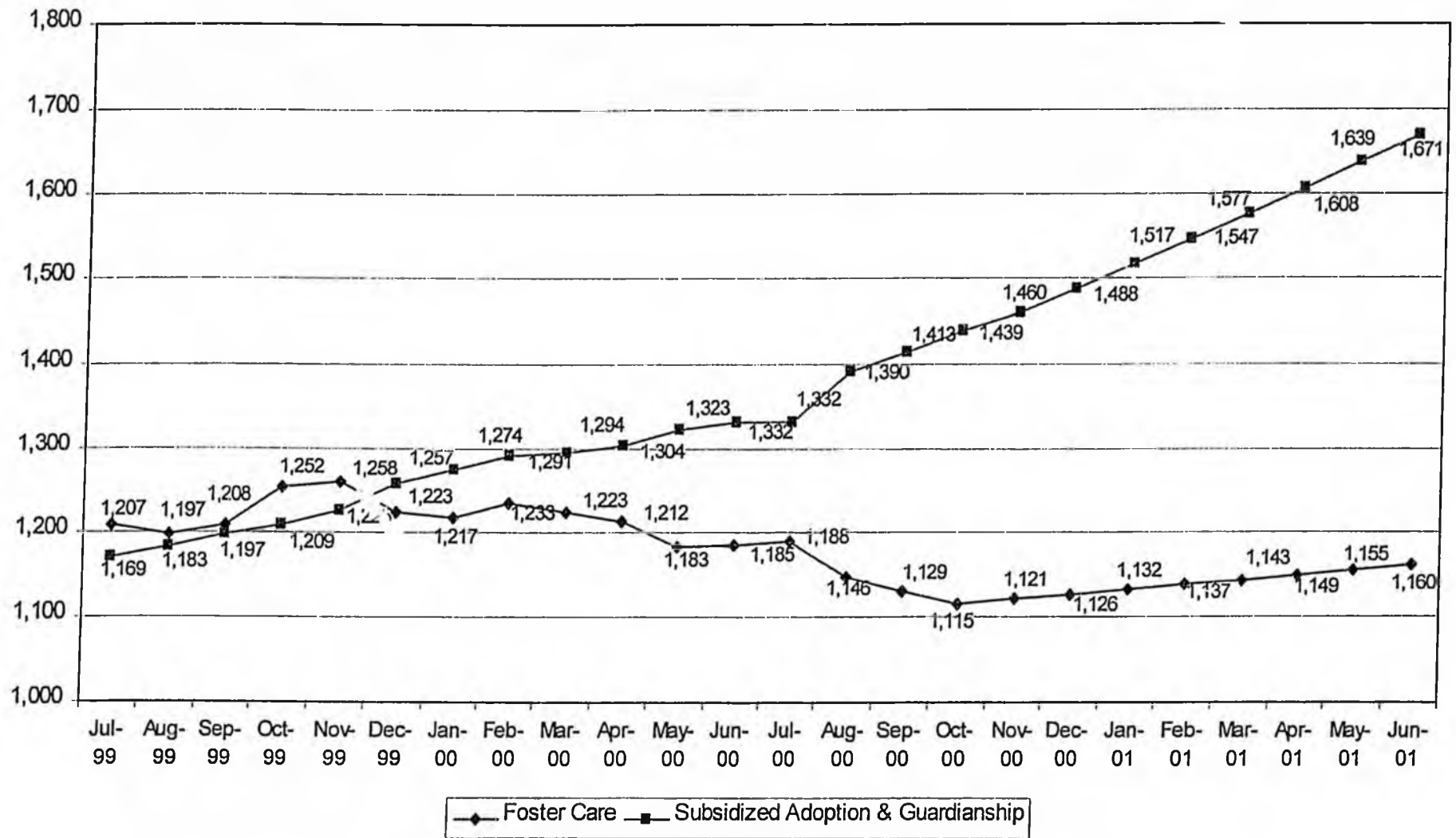
	FY93	FY94	FY95	FY96	FY97	FY98	FY99	FY00
◆ # of ROH	13,695	14,317	14,424	13,494	13,917	15,384	15,777	14,825
■ # ROH Assigned for Investigation	9,858	10,380	9,935	9,914	10,475	11,989	12,349	13,090
% Assigned for Investigation	72.0%	72.5%	68.9%	73.5%	75.3%	77.9%	78.3%	88.3%

# Family Services Children in Out of Home Care by Placement Category November 1993 through January 2001



Source: Division of Family and Youth Services - PROBER  
(April 1994 information as of April 15, 1994)

## Subsidized Adoption Caseload Exceeded Foster Care Caseload





# Highlights of Program Areas

## ★ CPS Investigations

- ✓ Evaluating Dual Track Pilot
- ✓ Working towards adding Child Advocacy Centers in Alaska

## ★ Family Support Services

- ✓ Supporting families with parents who have long term disabilities
- ✓ Working with less federal funding available to support families



## ★ Title IVE Tribal Pass Through Grants

- ✓ Building tribal ICWA program capacity
- ✓ Designated one of ten states to receive national assistance

## ★ Foster Care

- ✓ Making sure foster care is safe, and supporting our foster parents
- ✓ Working with APSIN Flag Project



★ Residential Care

- ✓ Increasing capacity and quality
- ✓ Keeping Psychiatric Nurses in regions

★ Balloon Project

- ✓ Find permanent homes for children who have been waiting
- ✓ Add resources to the system to accomplish steps necessary to achieve permanency
- ✓ Track outcomes and resource utilization

# Balloon Project Success

- ✓ Over 900 children have permanent homes.
- ✓ Adoptions have doubled over the last three years.
- ✓ About 25 percent less children in custody over 24 months
- ✓ First time in years there are more children in subsidized adoption and guardianship than in foster care.



★ Fostering Independence Program

- ✓ Focusing on youth aging out of foster care system

★ Business Process Review and New MIS

- ✓ Streamlining work processes
- ✓ Requesting transcription services for workers

★ Hiring and Keeping Staff

- ✓ Making hiring faster and easier
- ✓ Managing high caseloads
- ✓ Developing worker wellness program
- ✓ Maintaining training program for all staff

## Foster Care: Current Activities February 7, 2001

- Focus on Safety in Foster Care
  - APSIN Flag
  - Statewide Name Check on all Emergency Licenses
  
- Established Licensing Action Committee (Anchorage)
  - Reviews all foster homes that become no longer available for placement. This includes all homes where placements are put on hold, where a license expires, is relinquished, is not renewed or is denied, as well as any license revocations.
  
- Activated all Variance Committees
  
- Developing New Licensing Manual
  
- Emphasizing Support as well as Enforcement in Licensing Foster Parents
  - Reviewing position descriptions
  - Met with licensing staff
  - Holding a Licensing Summit
  
- Recognizing Tribally Licensed Foster Homes
  - Active committee through Tribal State Collaboration Group
  
- Recruitment Efforts for next six months (attachment)
  
- Tracking Incidents of child abuse and/or neglect in foster care
  
- Determine retention rates of foster homes and survey perceptions of foster parents, foster children, and staff on issues of recruitment and retention.

**“FOSTER A FUTURE”**  
**Proposed Foster Parent Recruitment Plan**

02/01/01 – 06/30/01

Revised 02/05/01

1. **Statewide media campaign (total budget \$28,408)**
  - a. **Television (budget \$13,408)**
    1. Four weeks in February
    2. 3 major networks in Anchorage, Juneau, Fairbanks; Alaska SuperStation (ABC) in 51 additional markets throughout Alaska (markets attached)
    3. If we have additional money, the next recommendation is to advertise on cable channels
  - b. **Radio (budget \$6,000)**
    1. Four weeks in Feb; Four weeks in April
    2. APRN, on 30 stations in 330 different markets across the state
      - a. Barrow, Ft. Yukon, Kotzebue, Fairbanks, Galena, Unalakleet, Talkeetna, McGrath, Chevak, Bethel, Kenai, Anchorage, St. Paul, Unalaska, Sand Point, Dillingham, Homer, Kodiak, Valdez, Haines, Juneau, Sitka, Petersburg, Wrangell, Ketchikan
      - b. Reaches approximately 83,630 adult Alaskans
  - c. **Newspapers (budget \$9000)**
    1. Months of March (2 ads each paper) and May (1 ad each paper)
    2. Twenty-one different daily and weekly newspapers
      - a. Alaska Star (Eagle River), Anchorage Daily News, Anchorage Press, Arctic Sounder, Bristol Bay Times, Cordova Times, Dutch Harbor Fisherman, Fairbanks Daily News Frontiersman (Wasilla), Homer News, Juneau Empire, Ketchikan Daily News, Kodiak Daily Mirror, Nome Nugget, Peninsula Clarion, Petersburg Pilot, Seward Phoenix, Skagway News, Sitka Sentinel, Tundra Times, Valdez Vanguard, Wrangell Sentinel
    3. PSA's will be distributed to newspapers
  - d. All advertising will be materials developed by Ralph Thomas
  - e. AFPTC current contract = \$10,000 for advertising (They are currently working with Chris Carson about shifting \$10,000 more from salaries into advertising.)
  - f. Television and radio advertising schedule are per recommendations from Kim Taggart, media buyer, referred by Ralph Thomas
2. **Bill inserts (using materials developed by Ralph Thomas)**
  - a. utility companies to include recruitment insert in monthly statements
  - b. April, May, statewide

3. Mall fairs / exhibits
  - a. Anchorage – April or May
  - b. Fairbanks, Juneau, Ketchikan – April
4. Feature articles
  - a. Island News, Prince of Wales
5. Presentations
  - a. Indian Child Welfare Conference, Nome – February
  - b. "Capital Chat" KINY radio, Juneau – Feb 16
6. Recruitment and retention committees are up and running in Anchorage; try to rekindle Fairbanks and Juneau committees
7. Ongoing
  - a. press releases and PSA's
  - b. church bulletins
  - c. agency and business newsletters
  - d. recruitment posters and flyers
  - e. recruitment brochures distributed
  - f. native organizations
  - g. speakers' bureaus
  - h. feature articles

THE  
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**TvSCAN**

Kim Taggart - 1/18/01 12:09 PM

**Flight Plan Order Summary**

Anchorage - NOV/FEB Nielson

Buyer **Kim Taggart**  
 Advertiser **ABC**  
 Agency **Kim Taggart Media Services**

Order Number **90**  
 Campaign **Foster a Future**  
 Flight **Flight 1 02/05/01-02/11/01**

Telephone **907-345-9827**

Plan No.	Station	Program	Time Period	Spot Length	Spots	DMA P 25-54							RTG	GRPs	Total Cost
						Mo	Tu	We	Th	Fr	Sa	Su			
90						5	6	7	8	9	10	11			
		<i>Week of 02/05/01</i>													
	KTUU	TODAY SHOW	Mo-Fr 7:00a-9:00a	:30	2	1	1						3.9	7.8	
	KTVA	PRICE IS RIGHT	Mo-Fr 10:00a-11:00a	:30	3			1	1	1			1.2	3.6	
	KTVA	YOUNG RESTLESS	Mo-Fr 11:00a-12:00p	:30	3	1	1	1					1.4	4.2	
	KIMO	ALL MY CHILDREN	Mo-Fr 12:00p-1:00p	:30	3	1		1	1	1			1.3	3.9	
	KIMO	GENERAL HOSPITAL	Mo-Fr 2:00p-3:00p	:30	3		1	1	1				1.5	4.5	
	KIMO	ENTERTAINMENT TONIC	Mo-Fr 6:30p-7:00p	:30	2	1				1			3.0	6.0	
	KIMO	WHEEL OF FORTUNE	Mo-Fr 7:00p-7:30p	:30	2		1	1					5.1	10.2	
	KIMO	JEOPARDY	Mo-Fr 7:30p-8:00p	:30	3	1			1	1			5.8	17.4	
	KTVA	KING OF QUEENS	Mon 7:00p-7:30p	:30	1	1							2.9	2.9	
	KIMO	ABC MONDAY MOVIE	Mon 8:00p-10:00p	:30	1	1							6.0*	6.0	
	KTUU	WED PRIME ROTATOR	Wed 7:00p-10:30p	:30	1			1					11.9	11.9	
	KIMO	WHO'S MILLIONAIRE	Thu 8:00p-10:00p	:30	1				1				0.0*	8.0	
	KTUU	CHANNEL 2 MORNING N	Mo-Fr 6:50a-7:00a	:30	3	1	1			1			3.2	9.5	
	KTVA	ALASKA 11 NEWS	Mo-Fr 5:00p-5:30p	:30	4	1		1	1	1			3.6	14.4	
	KTUU	CH 2 NEWS HOUR ROTA	Mo-Fr 6:00p-7:00p	:30	1		1						9.2	9.2	
	KTUU	SEINFELD	Mo-Fr 10:30p-11:00p	:30	1			1		1			10.4	10.4	
	KTUU	LATE FRINGE ROTATOR	Mo-Fr 10:30p-12:00a	:30	2				1	1			6.3	12.5	
<b>Schedule Totals</b>					<b>36</b>	<b>Reach / Frequency</b>							<b>53.5</b>	<b>142.6</b>	<b>2.7</b>

Monthly Feb 2001  
 Gross Cost \$3,352.00

\* - Decimals extended from (1).  
 Reach and Frequency projections are computed using the Beta-Medical Extension Formula.  
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Feb 02 01 04:21P  
 01/16/01 TUE 10:46 FAX 9073459532

RFPTC

KTRH

907 479 9666

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P-2

# abc Alaska's SuperStation

- 1 Anchorage
- 2 Fairbanks
- 3 Juneau
- 4 Akutan
- 5 Anderson/Clear
- 6 ARCO/Kuparuk
- 7 Barrow
- 8 Bethel
- 9 Big Delta/Delta Junction
- 10 Chignik
- 11 Cordova
- 12 Crk'y
- 13 Dillingham
- 14 Eek
- 15 Emmonak
- 16 Eielson AFB
- 17 Fort Greely
- 18 Galena
- 19 Girdwood
- 20 Glennallen
- 21 Haines
- 22 Homer
- 23 Hoona
- 24 Hydaburg
- 25 Igarka
- 26 Kenai
- 27 Ketchikan
- 28 Kivalina
- 29 King Cove
- 30 King Salmon
- 31 Kodiak
- 32 Kotzebue
- 33 Makaryuk
- 34 Nenana
- 35 Nikolai
- 36 Nome
- 37 Noorvik
- 38 North Pole
- 39 Nulqut
- 40 Palmer
- 41 Petersburg
- 42 Prudhoe Bay
- 43 Pump Station 3
- 44 Pump Station 4
- 45 Pump Station 5
- 46 Pump Station 6
- 47 Pump Station 7
- 48 Seward
- 49 Sita
- 50 Skagway
- 51 Soldotna
- 52 Talkeetna
- 53 Tanana
- 54 Unalaska
- 55 Valdez
- 56 Wasilla
- 57 Whittier
- 58 Wrangell
- 59 Angoon



**KIMO13**  
Anchorage

**KATN2**  
Fairbanks

**KJUD8**  
Juneau

Reaching over 60 communities throughout the state of Alaska

**Connecting Our Viewers to Your Business** Current as of June 2000