



Photograph poses by models

Private fostering Communications strategy 2013/14

in partnership with Leeds safeguarding children's board

Directorate	Children's Services/Corporate Communications
Authors:	Isobel Smith/Val Hales
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1 DOCUMENT CONTROL

1.1 Revision History

Version	Status	Revision Date	Summary of Changes	Author
1.0	DRAFT			Isobel Smith/Val Hales
2.0	DRAFT		Val Hales Comments and Action Plan updates	Sara Hyman
3.0	Draft		Val/Sara amends	Sara/Val
4.0	Draft		Steve Walker's amends	Sara

1.2 Approvals

This document requires the following approvals:

Name	Signature	Title	Date of Issue
Valerie Hales		Private Fostering Manager	
Leeds Safeguarding Children's Board			
Steve Walker		Deputy Director, Safeguarding	

1.3 Distribution

This document has been distributed to:

Name	Title	Date of Issue	Version
Val Hales		January	Draft
Brenda Dring		May	Draft
Susan Collier		January	Draft

CONTENTS:

1. **DOCUMENT CONTROL**
 - 1.1 Revision History
 - 1.2 Approvals
 - 1.3 Distribution

2. **INTRODUCTION**

3. **PURPOSE**

4. **AIMS AND OBJECTIVES**

5. **INTERESTED PARTIES**

6. **KEY MESSAGES**

7. **MONITORING AND EVALUATION**

8. **COMMUNICATION DELIVERY PLAN**

COMMUNICATION STRATEGY

2 INTRODUCTION

The Children Act 1989 places a requirement on local authorities to record and monitor details of private fostering arrangements. The Children (Private arrangements for Fostering) Regulations came into force in 2005.

Many private fostering arrangements are not known by the council, often because parents, prospective private foster carers, professionals working with children and anyone else aware of or involved in arranging for a child to be privately fostered are not aware of their responsibility to notify the local authority.

Private fostering is very different from the care provided by the council through approved foster carers. It occurs when a child under 16 (under 18 if disabled) is looked after for more than 28 days by an adult that is not a close relative and is a private arrangement between the parent and carer.

People become private foster carers for a variety of reasons. This arrangement could be due to factors such as children living with a friend's family after a separation, divorce or arguments at home, children coming from abroad to access education and health systems or teenagers living with the family of a boyfriend or girlfriend. Children on weekend or holiday visits with family and friends are not privately fostered unless the arrangement lasts more than 28 days .

The children and young people in private fostering arrangements are a diverse and potentially vulnerable group and often there is no one to safeguard them.

The current situation in Leeds

The table below shows that since 2009 there has been a small increase in the number of known private fostering arrangements. We recognise that there are likely to be far more children who are currently privately fostered in Leeds and that we need to do more work to raise awareness of the issue and help identify children who are currently in private arrangements.

Date	Number of private fostering arrangements	
	National	Leeds
31-03-2008	1330	7
31-03-2009	1530	7
31-03-2010	1590	10
31-03-2011	1649	10
31-03-2012	1780	14

3. PURPOSE

The purpose of the private fostering communication strategy is to illustrate how we will undertake a planned, consistent and sustained approach to ensure that private fostering is positively and publicly promoted across our target audience with a specific emphasis on targeting professionals working or coming into contact with children.

The foundation of the strategy is to capture key developmental areas for improving communications, awareness raising and will provide a platform for future communication activity.

The most effective awareness raising initiatives are on-going and provide a steady stream of information to professionals working with children, particularly those in children's social care. The strategy will develop an approach that engages people so they recognise private fostering situations and why it is important to notify the local authority of such arrangements.

It is acknowledged that the term private fostering often causes confusion and there is a general lack of understanding of the legal requirements surrounding private fostering.

The strategy will set out the aims, objectives, key messages, audiences and the channels used to deliver the messages to all interested parties.

For successful implementation, the strategy must be endorsed by the Leeds Safeguarding Children's Board, with an explicit dedication from these members/agencies in order to make it work.

A delivery action plan is attached as Appendix A and will be used to implement the strategy over the next two years. The action plan will also consider how we will conduct testing in order to minimise risk and measure the success of any communication activity.

The communications strategy will ensure that all interested parties recognise the importance of notifying the LA about private fostering situations and respond in line with regulations, guidance and procedures. It will also provide an opportunity for those involved to develop closer and more effective working relationships.

The initial focus of the campaign is to raise awareness of private fostering. It is essential that our key messages are communicated successfully and appropriately with the various groups. Well executed marketing and communications are paramount in ensuring the messages are received and understood.

3 AIMS AND OBJECTIVES

AIMS

- To identify effective methods to raise awareness of private fostering.
- To implement processes amongst practitioners to ensure they recognise private fostering situations and respond in line with regulations, guidance and procedures.
- To encourage carers, parents and professionals involved in private fostering arrangements to contact the LA and register their details.
- To communicate the legal duty to notify the LA of a private fostering arrangement.
- Communicate to children and young people in private fostering arrangements the support available to them.
- To ensure everyone who works for LCC Children's Services are aware of the private fostering notification requirements and how to handle enquiries.
- Safeguard our children and young people who are privately fostered, from harm.
- Establish links with all key partners and pro-actively manage communications/messages about private fostering.
- To educate and build a positive image of private fostering amongst our target audience.
- Using existing, or where necessary, creating new marketing and communication mechanisms to deliver/impart our key messages to all interested parties.

OBJECTIVES

- To raise awareness of the regulations among professionals to increase the number of new notifications by 25% in 2013/2014 and by 50% in 2014/15. This will be monitored through the annual return to Central Government.

- To provide advice and support to private foster carers when required, balancing the need for minimal state interference into what is essentially a private arrangement and the need to safeguard and support children who are privately fostered.
- To improve the notifications received through education. This will be monitored by ensuring all new referrals for private fostering include a referral location.

4 STAKEHOLDERS/TARGET AUDIENCE/MESSAGES

- **Professionals working with children**
 - Social care staff
 - Housing officers
 - Education staff - teachers, admissions and support staff – receptionists
 - Language schools
 - Health services - GPs, surgeries, health centres, hospitals
 - Police and probation services
 - Refugee and asylum services/organisations
 - Citizen's Advice Bureau
 - LCC staff
 - Children and community centres
 - Youth offending teams/ASBU
 - Local voluntary and community organisations
 - One stops shops and centres
 - Faith groups – churches, places of worship
 - Drug and alcohol projects
 - Youth centres and groups
 - Sports academies
- **Private foster carers**
 - Recognition they are in a private fostering situation and the help, support and advice available to them and how to access it from universal or targeted services
- **Parents of children being privately fostered**
 - To understand their responsibilities' to their child/children and their legal responsibilities to financially maintain their children and to ensure contact is maintained with their child wherever possible
- **Children and young people living in a private fostering arrangement**

- That they are safeguarded and know how to access advice and support available to them and to understand what it means to be privately fostered

5 KEY MESSAGES

- Don't place your child at risk – notifying the local authority of a private fostering arrangement helps keep children safe.
- Private foster carers may be eligible for free advice and support – don't miss out.
- Did you know - if you are looking after someone else's child, for 28 days or more you could be a private foster carer and you need to notify the local authority.
- Remember it's an offence not to notify the local authority of a private fostering arrangement, failure to do so is an offence - don't risk a fine?.
- You must keep your local authority informed of any significant changes in your circumstances and inform them if you plan to move house or another adult moves into to live in your house.
- We want to ensure our children and young people are safe, remain in education and receive any support they need.
- If you suspect a private fostering arrangement – contact us on the kinship foster care telephone number 0113 2474654.

7. COMMUNICATION CHANNELS/RECOMMENDATIONS

See also, supporting marketing and communication delivery plan.

The awareness raising campaign will include a mix of direct marketing, advertising and promotion.

Branding

Consistent use of the branding, look and feel for anything that refers to private fostering. This will be important in developing a recognisable link to the service and LCC. We must develop a strong and positive reputation through consistent use of the brand, attract positive attention to promote the work taking place and the positive changes/impact this is having. It is essential that when our target audience sees the branding they make the links to the service we offer and confirms our credibility, only achieved through them having a positive experience when dealing with our service. The child friendly Leeds logo will be used at all times.

- **Recommendation** – Agree the branding/identity. It is recommended that the child friendly Leeds branding is applied throughout our communication tactics and supported by the “are you looking after someone else’s child” strapline. The branding should be applied consistently across all internal and external communications.

Direct E-Mail

Direct e-mail is one of the most flexible, quickest and cost effective ways to promote private fostering; we can also tailor our messages through relevant well targeted e-mails. Blanket e-mails with lots of irrelevant, jargon filled, lengthy content will be ignored and it is essential that we move away from this approach.

- **Recommendation** – Develop a database of key contacts which indicates a preferred communication route. Ensure the e-mail is structured and provides a clear call to action or outlines the benefits to the recipient; otherwise the messages will be ignored. Most recipients will have someone to filter their e-mails so it is essential that the e-mail does not bombard them with confusing and lengthy messages. The e-mail could be an invitation to attend an event, session or workshop.
- Consider using the strapline ‘Caring for somebody else’s child’ on all e-mail correspondence from the Kinship Team, in order to highlight private fostering to other professionals we communicate with in our daily work.

Direct Engagement

Using this tactic will give us the opportunity to engage with individuals face to face and to inform in more depth what private fostering is and the requirements around it. Direct engagement has a high impact but is heavily resource dependant. Private fostering however needs some really strong face to face engagement and visibility.

- **Recommendation** – Ensure the private fostering service representatives have a presence at as many scheduled forums, briefings, and meetings as appropriate. Working closely with communications colleagues to identify opportunities as they arise and develop a schedule of planned activity. Holding surgeries and having a presence at road shows, head teacher forums, meetings, briefings to do some really good engagement with users.
- In conjunction with the communications team linked to the LSCB, develop a programme of stakeholder awareness raising sessions

LSCB Engagement

Using all our stakeholders to inform their organisation of the requirements and duties in relation to private fostering

- **Recommendation** – Develop a stakeholder programme of contact. In particular, establish links with key stakeholders that are in a position to disseminate our key messages. Develop a programme of stakeholder awareness raising, prioritising face-to-face briefings with those teams and colleagues who regularly engage with our target groups.
- Use LSCB to cascade training to other professional groups so that the responsibility for training and educating is shared

Internal Communications

- **Recommendation** – use of Insite Carousel, Essentials message, automatic e-mail message from CS staff.

Induction and Training

Introducing private fostering within the induction arrangements (for new staff or professionals moving into new roles) will ensure that we capture individuals when they are receptive to receiving new information and are open to training.

- **Recommendation** – Incorporate private fostering messages into existing arrangements/induction programmes for new staff and staff moving roles. If these do not exist then ensure steps are taken to implement them.
- Embed within the appraisal process as a key training/awareness objective for internal staff and use existing networks (namely LSCB) to encourage the same process is applied for all professionals
- Training programme to be developed to support the appraisal process.

Website Presence

Use the website as an active and interactive means of communicating the message about private fostering.

- **Recommendation** – refresh the website information and upload new information. Ensure pages signpost interested parties to relevant information sources, useful information (FAQs) and other websites such as the BAAF website on Private Fostering. Allow visitors to download targeted literature about Private Fostering. Include
 - Leaflets as downloads
 - Case Studies
 - Links to useful sites
 - Contact Info
 - How to register
 - Information on notification requirements
 - Checklists
 - Fact sheets
 - Safeguarding

Social Media

- **Recommendation** - Impart messages through the child friendly Leeds twitter account.
- Blogs/case studies from children that are in a private fostering situation that we can share – aimed specifically at young people.

Newsletters/Newspaper

- **Recommendation** – work with the communications team to ensure printed media is utilised effectively.
- Place adverts in
 - Governors Newsletter
 - Essentials
 - Council Tenant Newsletters
 - Community Newsletters
 - About Leeds (all Leeds residents)

Printed Material

- **Recommendation** – Create a suite of simple but factual leaflets targeted the different audiences (parents/carers and professionals) and distributed through our own channels and partners existing communication channels. The leaflets can also be downloaded from LCC and partner websites.

Create posters that can be displayed in LCC buildings and public buildings that are visited by young people, parents, carers (children's centres, leisure facilities, libraries, housing offices, one stop centres, community centres etc) providing basic awareness raising, factual information and promoting website for further information. Consider wider circulation budget dependant.

Consider the creation of information packs for professionals working with young people providing basic facts and information about PF.

Electronic resource pack of key messages for different groups

8. MONITORING AND EVALUATION

Number of private foster carers and privately fostered children in Leeds

Number of new notifications received

Number and nature of enquiries received

Number of assessments undertaken

Details of outcomes of assessments and any further action

MARKETING AND COMMUNICATION TEAM DELIVERY PLAN

Recommendations as outlined above for more detail – supported by the Private Fostering Team work programme

Activity/Action	Timescale	Intended Outcome	Intended Audience	Responsibility	Work Needed/Progress to date
Production of Communications Strategy and supporting delivery plan	January 2013	The strategy will ensure that all interested parties recognise the importance and benefits of PF and what this means to them.	Internal	Corporate Communications Team and Private Fostering Colleagues	Completed: Strategy produced, circulated and shared with PF colleagues. NB - the strategy and delivery plan is a working document and will be regularly reviewed and updated by the PF and comms team.)
Production of Communications Delivery Plan	Feb – March – for comment from service	The plan will define the planned communication activities, how communications will be managed and by who and will advise on progress made.	Internal	Corporate Communications Team and Private Fostering Colleagues	Completed: Workshop style meeting to be arranged to populate the plan, assign responsibilities and timetable future activity. NB - the strategy and delivery plan is a working document and will be regularly reviewed and updated by the PF and comms team.
General communication to all internal colleagues using the appropriate communication channels	July (on-going)	To inform colleagues and raise awareness of the legal requirements and to ensure they impart messages through their own communication forums/meetings to support PF	All internal Colleagues	Corporate Communications Team and Private Fostering Colleagues	Essentials/Need to Know Messages to key contacts throughout the service. Focus on Private Fostering Awareness week, 8th July: Insite and Leeds.gov carousel adverts, staff e-mail, Steve Walker's message, press release for local media.
Create a suite of simple but factual leaflets targeted to the different audiences	Leaflets already prepared. CC comment and for service approval	Will provide easy, clear, consistent and reliable information on PF	Parents/Carers Professionals	Corporate Communications Team and Private Fostering Colleagues	Completed: Leaflets have been shared with the service for comment, available end of June/July.
Create posters that can	July	Providing basic awareness	Buildings	Corporate	Agreement on the messages and images

Activity/Action	Timescale	Intended Outcome	Intended Audience	Responsibility	Work Needed/Progress to date
be displayed in LCC buildings and public buildings		raising, factual information and promoting website for further information.	(children's centres, leisure facilities, libraries, housing offices, one stop centres, community centres etc	Communications Team and Private Fostering Colleagues – this will need programming into our creative services work schedule.	
Create a web presence to support PF	January	To signpost interested parties to relevant information sources, useful information and other websites (i.e. BAAF). Visitors can also download targeted literature about PF.	ALL	Private Fostering Team for publication – support for copy from CC	Completed
Induction and Training	On going	That staff receive factual information as they take new/move jobs	Professionals within all children's services		Develop a training programme that enables us to tap into existing arrangements and allows us to disseminate information through to other organisations that recruit professionals that are likely to come into contact with PF arrangements.
Social Media	On-going	Raise awareness with professionals , young people and parents and carers to recognise a PF situation, understand the importance and legalities and what to do to report it.	ALL		Liaise with Voice and Influence team and Child Friendly Leeds to investigate potential use of twitter and website presence and obtain advice on how best to reach young people.
Stakeholder Analysis to be developed	July/August 2013	Determine who is involved and how we can establish		Corporate Communications	Stakeholder Analysis Template developed and to be an item on the agenda at the next

Activity/Action	Timescale	Intended Outcome	Intended Audience	Responsibility	Work Needed/Progress to date
		key links in order to disseminate information and impart key messages.		Team and Private Fostering Colleagues	private fostering communications meeting.

SCRUTINY BOARD ENQUIRY AND RECOMMENDATIONS:

<u>Private Fostering - Scrutiny Board Enquiry and Recommendations</u>				
<u>Communication Action Plan 4th Feb 2013</u>				
Development	Specific Action	Who	Timescale	Comments
<u>Recommendation 1 The LSCB advises the Scrutiny board in July 2013 of the progress made by Children's Social work Services against the updated action plan</u>				
<u>Recommendation 2 Commission and Implement a more extensive Communication, training and education plan aimed at organisations who come into contact with children.</u>				
Update and rebrand all publicity materials in line with the "Child friendly Leeds" logo and BAAF's "Somebody Else's Child" logo.	Corporate Communications team (CCT) and LSCB Communications sub group to take forward the rebrand and updates.	Sarah Hyman (SH) comms team) Lucy Chadwick (LC) LSCB Sub Team	Completed: June 2013	
Update website in line with rebrand and with Focus on both Child / Adult. Accessibility to information.	Comms team to discuss requirements with web design team. Kinship Care team to provide the text.	SH to arrange with Web team. Brenda Dring (BH) to provide text	Completed: Apr-13	

<p>Training opportunities to be explored in the following new areas:</p>	<p>Check with Safeguarding training service for dates to be included in the calendar, twice yearly.</p>	<p>LC, BD / Sue Collier(SC)</p>	<p>Ongoing</p>	
<p>1. Annual safeguarding training programme</p>	<p>BD to discuss with CSDM for implementation twice yearly.</p>		<p>A/A</p>	
<p>2. Cluster training programme</p>	<p>BD to discuss with CSDM for implementation twice yearly.</p>	<p>A/A</p>	<p>A/A</p>	
<p>3. Leeds Children Hospital training programme</p>		<p>A/A</p>	<p>A/A</p>	
<p>4. Sports academies</p>	<p>To offer benefits and publicity materials to Leeds United / Leeds Rugby</p>	<p>A/A</p>		
<p>5. School Nurses and Health visitors</p>	<p>This may be accessed through safeguarding training</p>			
<p>6. Housing</p>				
<p>7. Travellers' workers team</p>	<p>Arrange briefings / send literature to the teams</p>	<p>BD/SC</p>	<p>July/Aug 13</p>	
<p>8. Provide information posters to GP surgeries</p>	<p>Posters and leaflets to be made available once publicity materials updated</p>	<p>DP</p>	<p>July/Aug-13</p>	
		<p>LC & SH LSBC and Comms team</p>		

privately fostered	and FOX communications, for advice on the website			
Recommendation 4 Strengthen networks of line of communication with religious leaders and community representatives to raise awareness of PF and need for reporting	Obtain information from ESCR reporting on most common groups of ethnic minorities Discuss with Equality officers and local cluster groups to identify outreach workers who provide support to relevant groups. Inform community leaders and representative from mosques, temples, synagogues and churches.	SC SC/BD	July/Aug 2013	
Launch presentation at Civic Hall		BD	September 2013	
Revise Procedures to ensure compliant with current practice		VH	Completed: March 2013	

PRIVATE FOSTERING TEAM WORK PROGRAMME - Promotion of the awareness of Private Fostering 2013/2014					
Activity/Action	Timescale	Intended outcome	Intended Audience	Responsibility	Work needed and progress to date
Nominate a designated manager and worker who have a key function in promoting private fostering	Apr-13	Kinship Care Team restructure will identify these roles.	Point of reference for all child care professionals and potential private foster carers.	Val Hales	Completed: Brenda Dring - Team Manager and Sue Collier Supervising Social Worker are the identified leads regarding the promotion of Private Fostering.
Attend and present a Private Fostering awareness stall at EPIC road show event at Elland Road	Mar-13	Monitor the level of awareness that other child care professionals have of the concept of Private Fostering.	Child Care Professionals, Parents, Carers	Sue Collier and Debra Panwar	Completed March 2013
		Offer advice and promotional leaflets regarding Private Fostering			
		Target audience is childcare professionals and parent/carer members of the public			
Publicise PF to all East Social Work Teams	Oct-13	Monitor how many PF referrals are received from East area of the city. Posters in all area team offices.	Children's Social Work colleagues	Sue Collier + identified PF colleague when appointed	
Publicise PF to all WNW Social	Dec-13	Monitor how many PF referrals are	Children's Social	Sue Collier +	

Work Teams		received from WNW area of the city. Posters in all area team offices.	Work colleagues	identified PF colleague when appointed	
Publicise PF to all South Social Work Teams	Mar-14	Monitor how many PF referrals are received from South area of the city. Posters in all area team offices.	Children's Social Work colleagues	Sue Collier + identified PF colleague when appointed	
Publicise PF to UK Border Agency - Waterside Court	Oct-13	Attend Management Team Meeting to ensure information is cascaded to all staff working with members of the public. Poster to be displayed at Waterside Court.	UK Border Agency staff who work directly with members of the public regarding immigration issues.	Sue Collier	
Publicise PF to all Day Nurseries in Leeds	Nov-13	Attend Management Team Meeting to ensure information is cascaded to all staff working with members of the public.	Nursery staff working directly with members of the public.	Sue Collier	
Publicise PF to all GP surgeries/Health Centres in Leeds	Oct-13	Send posters for display in all GP surgeries/Health Centres plus professional leaflets and offer to attend management meeting for dissemination of information.	GPs and health care staff. Members of the public.	Sue Collier	

Publicise PF to the Health Visiting Service	Sep-13	Attend Management Team Meeting to ensure information is cascaded to all staff working with members of the public. Offer information leaflets for professionals and carers.	Health visitors	Sue Collier	
Publicise PF to School Nursing Teams	Sep-13	Attend Management Team Meeting to ensure information is cascaded to all staff working with members of the public.	School Nursing Team	Sue Collier	
Publicise PF to Leeds Metropolitan University	Nov-13	Attend Management Team Meeting to ensure information is cascaded to all staff working with members of the public. Offer workshop. Poster to be displayed in Social Work Department and student union.	Staff/students who may be private foster carers or privately fostered children	Sue Collier and Brenda Dring	

		Liaise with local social work courses with the aim of ensuring that newly qualified social workers are equipped with knowledge of private fostering			
Publicise PF to representatives of the Jewish community in Leeds.	Nov-13	Meet with influential members of the community with request for them to cascade information re. PF.	Members of the Jewish community	Sue Collier	
Publicise PF to representatives of the Asian communities in Leeds.	Dec-13	Meet with influential members of the community with request for them to cascade information re. PF.	Members of the various Asian communities	Sue Collier	
Publicise PF to representatives of the top three identified cultural communities in Leeds.	Dec-13	Meet with influential members of the community with request for them to cascade information re. PF.	Members of the identified communities	Sue Collier + identified PF colleague when appointed	
Publicise PF to Education and complete schools audit in November to identify any private fostering arrangements	June and November /2013	Offer workshops to schools. Posters in all schools. Identify any individual private fostering arrangements	All staff in Leeds Schools who work directly with members of the community.	Sue Collier and Brenda Dring	

Publicise PF to Park Lane College Sites	Jun-13	Send posters and leaflets for display. Offer to attend management meeting for dissemination of information.	Staff/students who may be private foster carers or privately fostered children	Sue Collier	
Publicise PF to Child Minders	Jul-13	Attend Management Team Meeting to ensure information is cascaded to all staff working with members of the public.	Child Minders	Sue Collier	
Ensure PF information is available to the public via the internet Kinshipcareadmin@leeds.gov.uk	W/C 1 July 2013	Posters, leaflets for Professionals, Carers and parents to be available. Access to PF Procedures.	Members of the public.	Communications Team	The ability to effect this awaits the completion of the publicity materials by the Communications Team
Take part in Private Fostering Awareness Week	W/C 8 July 2013	Email to all Leeds city council staff with links to website and publicity materials	LCC staff	Sue Collier and Brenda Dring	The ability to effect this awaits the completion of the publicity materials by the Communications Team
Promote PF at the Celebrating Social Work Conference 2013	28-Nov-13	Attend Celebrating Social Work Conference. Promotional Table with leaflets and 'Someone Else's Child' DVD playing. Offer advice and information.	Social Work colleagues	Sue Collier + designated colleague	

Promote PF on the Family Information Service Website	Jan-14	Posters, leaflets for Professionals, Carers and parents to be available. Access to PF Procedures.	Members of the public.	Communications Team	The ability to effect this awaits the completion of the publicity materials by the Communications Team
Promote PF to the CAF team	Jan-14	Attend Management Team Meeting to ensure information is cascaded to all staff working with members of the public.	Members of the CAF team who have direct access with members of the public.	Sue Collier	
Engage a privately fostered young person to assist in developing a meaningful and informative leaflet for privately fostered children so that they recognise their PF status and know where to access means of support	Aug-13	Young person to help identify what information and advice would be most helpful to a privately fostered child. What images would be most appealing on the leaflet.	Privately fostered children	Sue Collier Ruth Carr + identified young person	
Use of a Private Fostering Strap line with link to the website at base of emails by everyone in the Fostering Service/CSWS?	Feb-14	Design strap line message. Obtain permission for use by all staff in the fostering service/other CSWS staff?	Email recipients.	Val Hales Brenda Dring Sue Collier Communications Team	
Publicity re. PF to all job centres	Mar-14	Poster and leaflets for parents, carers and professionals to be displayed. Offer to attend staff meeting to promote greater awareness of responsibility to notify LA of a PF arrangement.	Job Centre staff and members of the public.	Sue Collier + identified PF colleague when appointed + admin support	

<p>Publicity re. PF to all One Stop Shops</p>	<p>Mar-14</p>	<p>Poster and leaflets for parents, carers and professionals to be displayed. Offer to attend staff meeting to promote greater awareness of responsibility to notify LA of a PF arrangement.</p>	<p>One Stop Shop staff and members of the public.</p>	<p>Sue Collier + identified PF colleague when appointed + admin support</p>	
<p>Publicity re. PF to all Housing Offices</p>	<p>Mar-14</p>	<p>Poster and leaflets for parents, carers and professionals to be displayed. Offer to attend staff meeting to promote greater awareness of responsibility to notify LA of a PF arrangement.</p>	<p>Housing staff and members of the public.</p>	<p>Sue Collier + identified PF colleague when appointed + admin support</p>	