



## ChildNet Palm Beach County Launches Foster Parent Recruitment Initiative

ChildNet Palm Beach County is pleased to announce the launch of our new multimedia recruitment campaign to help meet the county's growing need for foster parents.

Like many other communities across Florida, Palm Beach County has seen an increase in the number of children – especially older youth – who need loving foster homes. In response, our campaign employs research-based messages and multimedia tactics to engage, inspire, and recruit foster parents from Palm Beach County's diverse communities. This includes digital and traditional advertising, social media, faith-based outreach, and more.



The Palm Beach County campaign follows the research-centered approach used by other child welfare leaders across the state through the federally funded Florida Intelligent Recruitment Project (FIRP), a federally funded pilot program for recruiting foster and adoptive parents. The statewide findings of this initiative were compared to local research conducted among local foster parents and prospects to develop the recruitment solutions employed.

A photo and video shoot was held in West Palm Beach in early April to capture images in recognizable locations in the county for campaign creative materials and the new television commercial. The commercial, which can be viewed [online](#), emphasizes the local need for foster parents and the tremendous difference that they make.

For more information on foster parenting, please visit our [website](#), or call 561-352-2501

