



FURS Outreach Checklist for Counties

The FURS Outreach Checklist is intended to provide county staff with suggested tips and strategies for conducting outreach to build awareness of the Family Urgent Response System (FURS) within their local communities.

GENERAL OUTREACH TIPS

- Share information with youth and caregivers often and repeatedly, including at the time of placement and during child and family team meetings, transitional living planning meetings, ILP meetings or trainings, RFA and ongoing caregiver trainings, trainings for youth, court hearings, expectant and parenting youth conferences, and social worker visits.
- Normalize reaching out for support through FURS and emphasize that children, youth, and their caregivers can get help for issues big or small. Provide some examples of when FURS has helped so that caregivers and youth get a better sense of how and when FURS can help.
- Walk youth and caregivers through what the experience may be like if they reach out to FURS.
- Utilize key messages such as: reaching out is a sign of strength; you are not alone; FURS is a safe and judgment-free space; FURS is not here to take sides; you don't need to wait for an emergency to get help; you can get support for issues big or small.
- Tailor outreach strategies to ensure you are reaching both children and youth currently or previously in foster care and their caregivers, and reaching youth and caregivers who have been served through either the child welfare or probation system.
- Encourage youth and caregivers with cell phones to save the number for FURS into their phone contacts so they can easily access it when an issue arises.

BUILDING AWARENESS AMONG COUNTY AGENCY STAFF (CHILD WELFARE, BEHAVIORAL HEALTH, AND PROBATION)

- Train all child welfare social workers, probation officers, and county behavioral health staff and contracted providers about FURS.
- Share flyers and information about FURS with liaisons at all child welfare offices throughout the county.
- Include information on FURS in newsletters sent out by county agencies including Director's newsletters.
- Share information on FURS at all county meetings, including meetings involving cross-system partners, until there is widespread recognition of FURS in your county.

DIRECT OUTREACH TO CAREGIVERS AND YOUTH

- Provide a dedicated training on FURS as part of the RFA training and ongoing trainings for caregivers.
- Include brief information on FURS at the start of any caregiver training on all topics. For example, add 1-2 slides at the beginning of any presentation to tell caregivers what FURS is and how to reach out when help is needed. Prompt caregivers to save the number for FURS into their phone contacts during the training.
- Share information on FURS during any FFA or RFA caregiver support group meetings.
- Share information on FURS during any youth trainings, ILP classes, or ILP coaching sessions. Provide youth with FURS wallet cards, magnets, flyers and/or stickers.
- Send information on FURS out on a consistent basis (for example, every other month or quarterly) to caregivers and service providers through automated foster care systems such as Binti.
- Have social workers and probation officers provide caregivers and youth with stickers, wallet cards, flyers, and/or magnets during monthly visits.
- Include the FURS flyer in placement packets and other resource packets.
- Prior to case closure, ensure biological parents, legal guardians, and adoptive parents are educated about FURS and the ongoing availability of support even after case closure.
- Disseminate information about FURS at resource fairs and other events targeting youth with experience in the foster care system and their caregivers.
- Send FURS flyers along with any mailings sent to families receiving AAP and Kin-GAP payments.
- Educate youth and caregivers about FURS when probation-supervised foster youth are leaving camps and juvenile halls and being placed with caregivers.
- Place FURS posters in Child Welfare and Probation Office lobbies and/or visitation centers.
- Provide FURS information, including FURS flyers and/or wallet cards, to youth and caregivers during complaint investigations.
- Send email blasts with information on FURS to caregiver and youth mailing lists.

FORMS OR RESOURCE GUIDES

- Add a sentence about FURS to all forms given to current or former foster youth and their caregivers (for example, the Child and Family Team Summary report forms, transitional living plans, and placement forms).
- Include a FURS flyer or add a sentence about FURS to the check when sending foster care maintenance payments, adoption assistance payments, expectant and parenting youth payments, Kin-GAP payments, or SILP payments directly to youth.

COURT OUTREACH

- Provide FURS flyers and hang FURS posters at children's courthouses.
- Partner with peer advocates who may be stationed at the courthouse to have them share information on FURS while children, youth, and caregivers are waiting for a hearing.
- Conduct local trainings and/or presentations on FURS to attorneys representing children or youth in foster care, court personnel, CASAs, and parent's counsel.

OUTREACH TO AND IN PARTNERSHIP WITH COMMUNITY-BASED ORGANIZATIONS

- Distribute FURS flyers to community partners and organizations and request they share information with children, youth, and caregivers they serve. Key targets include:
 - Foster family agencies
 - STRTPs
 - Transitional living programs
 - Social service support agencies
 - Youth resource centers and hubs
 - Youth homeless centers
 - LGBTQ+ centers
 - Foster youth support programs on college campuses (EOPS and Guardian Scholar programs)
 - Organizations that offer direct services, especially resource navigation
 - Faith-based organizations

ONLINE

- Update websites and webpages managed by child welfare, probation, and/or behavioral health in your county to add information on FURS.
- Add information on FURS to your county ILP website.
- Share information on FURS via social media platforms, such as Facebook, Instagram, Twitter, YouTube and TikTok. Follow Cal-FURS on social media and share its content. Twitter and Instagram Handle: @Cal-FURS. Facebook: Cal-FURS.

TEXT CAMPAIGNS

- Have county and foster family agency social workers send a text to all caregivers or youth with a cell phone with information about FURS and share the FURS number as a saved phone contact to enable them to easily save the contact number in their phones.

OUTREACH TO OTHER KEY STAKEHOLDERS

- Ensure county school personnel, including Foster Youth Services Coordinators, have received information on FURS and partner with them to disseminate information to students in foster care.
- Educate law enforcement in your county about FURS to enable police to refer calls to FURS for a supportive response rather than a police response.
- Conduct broad community outreach via billboards, signs on public transit, etc.