

**Cuyahoga County Division of Children and Family Services  
(CCDCFS)  
Policy Statement**

**Policy Chapter:** Legal, Juvenile Court & Custody Issues  
**Policy Number:** 7.05.03  
**Policy Name:** Creation, Use and Distribution of Multi-Media  
Recruitment Materials

**Original Effective Date:** 03/31/2011  
**Revision Date(s):** 10/01/2018, 09/01/2015  
**Current Revision Date:** 05/01/2022  
**Approved By:** Cynthia G. Weiskittel

**PURPOSE:** To increase Cuyahoga County Division of Children and Family Services (CCDCFS) staff knowledge regarding the creation, use and distribution of video recruitment materials for children in the Permanent Custody of CCDCFS.

**SCOPE:** This policy pertains to all staff of the Cuyahoga County Division of Children and Family Services and any contracted employee of Cuyahoga County Division of Children and Family Services, including, but not limited to, child specific recruiters, all foster parents and all private foster care or community based agencies.

**POLICY**

The creation, use and distribution of video recruitment material (VRM) are an essential function to the overall recruitment strategy for all permanent custody youth without an identified permanent family. The use of video recruitment material is a recruitment strategy that can be utilized along with other traditional and non-traditional recruitment methods.

Based on the premise that every child deserves a family, CCDCFS staff and child specific recruiters must exhaust all options in connecting children with potential families. These options include the creation, use and distribution of VRM.

A VRM, sometimes referred to as “Digital Me’s”, can be an effective tool that showcases the individuality of a child and can be seen by potential adoptive families nationwide. CCDCFS staff and child specific recruiters encourage children, who are available for adoption, to participate in creating a VRM and support the youth and their caregivers through the process of creation and distribution of the material.

## **PROCEDURES**

1. WOR and/or child specific recruiters shall obtain a signed Release of Information Form from the child (if age appropriate) or may sign themselves, on behalf of the child, to grant permission for the creation of video recruitment material (VRM).
2. WOR works with the CCDCFS Communications Department or the child specific recruitment agency, through the Wendy's Wonderful Kids Program, to coordinate the date and time for the VRM to be created.
3. WOR and/or child specific recruiters prepare the child(ren) for the creation of the VRM.
4. WOR and/or child specific recruiters accompany the youth to the creation of the VRM to provide process oversight and support the youth during the creation of the VRM.
5. WOR and/or child specific recruiters review the VRM for content and quality, and reports any concerns to their supervisor, if necessary. The supervisor reviews the VRM and contacts the senior supervisor and partner agency to address noted concerns; thereby, the partner agency is not permitted to use or distribute the VRM until approved by CCDCFS supervisory staff.
6. All inquires received regarding a youth with a VRM will be directed to the AdoptUSKids website, [www.adoptuskids.org](http://www.adoptuskids.org), to review the VRM.
7. Upon termination of permanent custody, the WOR and/or child specific recruiters discontinues sharing links to the video and/or removes the video from the respective website.
8. The youth may revoke the right to utilize or disseminate the Video Recruitment Material at any time. The youth has the right to receive a copy of the VRM, via digital media, or given a link to the video. Once the youth has determined that they no longer wish to participate in recruitment efforts involving VRM, the WOR and/or child specific recruiters discontinues sharing the links to the video and/or removes the video from the respective website.

### **SEE ALSO:**

### **FORM**

Location: Traverse

Photograph/Video Recruitment Material Youth Participation Agreement