QUALITY PARENTING INITIATIVE

PUTTING PARENTING FIRST

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Why.

To ensure **EXCELLENT PARENTING**
for every child under the care of
the child welfare agency.
• **MORE** families who are willing and able to be excellent parents to children in our system by

• **MORE** individuals willing to step up in other capacities to make a child’s life better

• **COMMITMENT** by the child welfare system to fully support excellent parenting by putting the needs of the child over the interests of the system or the adults
THE BRAND

• **is how the world perceives**
  A brand is composed of experiences and attributes that the world assigns to it.

• **is a communication tool**
  The brand is how we communicate there is something new, something better.

• **is a promise**
  Not just a logo or a catchy tagline. It is something that must be experienced.
• SET clear expectations (for parents?)
• COMMUNICATE expectations
• ALIGN system around those expectations
• RECOGNIZE caregivers as professional partners
• LISTEN to those who do the work
• LISTEN to consumers
Site Requirements

• **Commitment** at the highest level
  ▪ Endorsement
  ▪ Access
  ▪ Action

• **Staff champion(s)**
Long Term Commitment

• Priority to Parenting
• Involving caregivers in decision making at all levels
• Continuous improvement through QPI committee, et al
• Marketing, recruiting, selecting and retaining for excellence
• Participation in the QPI network
Through

- QPI committee structure
- Training
- Birth parent/foster parent connections
- Reviews
- Support and mentoring
• QPI network
  Website, webcasts and face to face meetings
• Just-in-Time training
• Pre-service models
• **Resources:** mentoring programs, information sharing policies, normalcy policies
• On-site consultation
• Marketing assistance
• Developmentally sensitive visitation ABC-V
• Increased numbers of quality families
• More community involvement in the system
• Increased birth parent/foster parent teams
• Changed policies
• Attitude change

All of which results in changing how the brand is perceived.
• Video from TX
• Kim’s clip
• JIT website