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2020

# The Institute For Child Welfare Innovation

FAMILY FIRST. ALWAYS. BECAUSE WE KNOW THE COST OF ANY OTHER APPROACH.



ARE YOU WORKING  
TO CONNECT  
CHILDREN WITH  
FAMILY?

THIS IS FOR YOU!



## JOIN THE MOVEMENT

**1 YEAR · 1,000 WORKERS**

**#10THOUSANDLIVES**

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**THIS IS ALL ABOUT  
ADVOCACY,  
MINDSET, AND  
SYSTEMS CHANGE**

We bring to you proven family search, engagement, navigation, support, and barrier bashing techniques.

As a response to COVID-19 in child welfare, the Institute for Child Welfare Innovation launched a forward thinking national campaign. We took 9 years of proven family search and engagement results and techniques from 30 Days to Family®, pivoted, and created the campaign we are calling **#10thousandlives**. Our goal is to collaborate with 1,000 professionals to impact 10,000 lives in 1 year. We want your name and heart along with us.

[Click here and apply or go to forchildwelfare.org](https://forchildwelfare.org)

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# the campaign defined

#10thousandlives impacted

**How did this all start?** We began with a 6 webinar series: "Family Search and Engagement During a Pandemic". We had over 200 registrants for each webinar and a total of 15 countries sign on. This momentum morphed into the #10thousandlives campaign. Our team has over 9 years of experience in proven, innovative, family search and engagement, barrier bashing techniques bringing families together in the fold. These techniques are best practice to support frontline workers, and fall in line with the Families First Act. The pandemic paired with public interest in family search and engagement led us to repackage our techniques and offer them in a way that are affordable and sustainable in this new environment.

**How does this work?** We provide direct targeted services to individual workers, teams, and organizations. We will tailor 100 free hours of consulting, coaching, and training to meet the needs and goals of each child welfare professional or team. From here, we are developing and hosting think tanks made up of the best of the best in US child welfare. These progressive think tanks will guide the rest of the year's services and collaborations. We are joining hands with our colleagues to advocate on the frontline for mindset and systems change. Our goal is to finish this project with 10,000 lives positively impacted with a collection of success stories from the field!



**What is the takeaway?** First, participants get to claim the knowledge and tools that will allow them to be leading child welfare practitioners, while delivering best proven practice to children and families. Second, we will highlight the participants during a national gala to be held next August 2021. There we will share 10,000 stories of impact. We are creating a network of child welfare individuals that crosses state lines. We are mending the cracks, building bridges, and creating the foundation for a new child welfare infrastructure in the US.

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## Data-driven techniques

*Our coaching is informed by years of experience with the 30 Days to Family® program.*

Children served by 30 Days to Family®, remained in foster care an average 91.4 fewer days; those age 9 years and older were in care an average 194 fewer days; and those with an identified disability were in care an average 257.8 fewer days.

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## Supports are key

*Family stability is directly impacted by the strength of your family support system.*

For children served by 30 Days to Family®, placement change rates were reduced by 81% after being placed with relatives.



Atkinson, A.J. (2019). 30 Days to Family®: Confirming theoretical and actual outcomes. Child Welfare, 97(5), 97-129.