Sharing Successful Strategies for Child Support Awareness Month

Dana Simas
Communications Director
It was a busy month across the state for California’s Child Support Program celebrating Child Support Awareness month last August!
DCSS more than doubled its Facebook following, starting off last August with 74 likes and ending with 152 likes!

Last August, DCSS started with 61 Twitter followers and ended with 97!

INCREASED PUBLIC OUTREACH!
DCSS published 14 articles to the brand new InsideDCSS blog which received 2,542 page views!

August is Child Support Awareness Month

“Your Support Shapes Their Future”
RANCHO CORDOVA – The California Department of Child Support Services (DCSS) celebrates August as Child Support Awareness Month (CSAM). This year, DCSS reminds parents that their support can fundamentally shape their children’s future.

The first bike lesson or first pair of shoes can inspire a child to become a racing champion, the first set of building blocks can unlock a child’s passion to build communities. A parent’s help with their child’s first science fair project can produce the next great scientist. For 1.3 million children, many firsts were made possible because one or both parents chose to participate in California’s Child Support Program.

“Child support is more than just providing for the basic needs of our children,” said DCSS Director Alisha Griffin. “Each time a parent teaches them how to ride a bike, lets them be messy and...”
Renewed sense of partnership with the local child support agencies

“It really does help create a sense of unity knowing we are all doing great things. Another benefit is that by sharing these stories with our staff, our employees see what’s possible and get excited about trying something new. It helps get the creativity flowing.” – Janeene De Martinez, Assistant Director of Solano County Dept. of Child Support

“I am so glad you have been sharing this stuff! Doing program promotion, outreach, etc. Getting to hear about things other counties are doing, along with actual examples, helps remind us we are part of a much larger picture,” Kacie Elder, Senior Child Support Officer, Fresno County
Our posters were a hit!

Mischief-maker ... or the next van Gogh?

Your Support Shapes Their Future.

August is Child Support Awareness Month
Contact your local child support agency today.

California Department of Child Support Services  www.childsup.ca.gov
Aiming for diversity, posters translated into Spanish, Chinese, Russian and more…

¿El siguiente gran programador?

Su apoyo forja su futuro.

AGOSTO ES EL MES DE ENFOCAR EN MANTENER LOS HIJOS
Comuníquese hoy con su agencia de manutención de menores local al (866) 901-3212.
California Departamento de Servicios de Manutención de Menores • www.childsup.ca.gov
The PSAs were posted on Valley PBS websites, heard along the Central Coast airwaves on KION, seen on billboards in Solano, aired in DMV lobbies statewide, CSAM banners strung along main city thoroughfares and even sent out as postcards to participants.
County Child Support Agencies Held Job Fairs....

Madera County Job Fair

Los Angeles County Job Fair
Held Employer Forums to help employers navigate and partner with the child support system to help more families.
Held fun, creative activities for kids

Napa County participates in Home Depot Craft Day

Central Sierra Regional participates in “Magic of the Night” Community event for families.
Participated in community events...

San Benito County

Kern County Health and Wellness Fair
And made a mark in the community…

Central Sierra Regional street banner

Stockton street banner
Held backpack/back-to-school donation drives

Last year, State DCSS donated more than 50 backpacks and raised more than $1,600 for foster youth in the Northern California region, more than any back-to-school drive it has participated in, in the past.
County Child Support Agencies joined the back-to-school backpack drive helping even more foster youth!
Created graphics to recognize National Kid’s Day and National Son’s and Daughter’s Day that were liked and shared hundreds of times on social media.
CHILD SUPPORT AWARENESS MONTH AUGUST 2017!
CSAM 2017 CAMPAIGN

- Posters
- Video PSAs
- Radio PSAs
What are you doing in the community?
Feedback

What do you want to see?

What do you want to do for the community?
Please be sure to complete the session evaluation.