



**You have the skills to be
an **amazing** foster carer**

We need more foster carers with the
skills to care for children with additional
needs.

If you can help, give us a call on
0800 917 0925, or visit
www.hertfordshire.gov.uk/chancetothrive
for more information.

Every child deserves a **#ChanceToThrive**

FOSTERWITHUS



Hertfordshire County Council is working with organisations across the county
to launch a new campaign to encourage people with the skills and experience
of working with children and young people with additional needs, to consider
fostering a child with additional needs, giving them the **#ChanceToThrive**

What is the #ChanceToThrive campaign?

Approximately 70% of looked after children have some form of additional need, compared to almost 20% of all children. This is why Hertfordshire County Council's Fostering & Adoption team is looking for people with the skills and experience of working with children and young people with additional needs to consider becoming a foster carer.

The skills and experience of working with children with additional needs gives future foster carers more realistic expectations of the level of the care and attention their foster child may need.

This also increases the likelihood of placement stability, giving the child the best possibility to thrive.

Professionals working in nursing, midwifery, healthcare, police and probation roles have been specifically targeted for this campaign as they are more likely to have these additional skills, built up through their experience in work.

How you can help:

A communications toolkit has been created to help publicise the campaign and is available at: www.hertfordshire.gov.uk/fosteringadoptiontoolkit. We would be grateful if you could share these materials with your own staff through your existing channels and networks and also with the people who use your services.

The toolkit is full of really useful content including PDF posters which can be downloaded, printed and used to promote the #ChanceToThrive campaign in your workplace. There is a selection of ready to go social media content, which can also be downloaded and shared on your wider social media channels including Facebook, Instagram and Twitter. We have also produced some copy for you to share with colleagues through staff bulletins and on your website.

Posters:

Several posters have been created with a focus on colour and facial expression, with the aim to create a warm connection between the viewer and the child.



Social media content:

A selection of social media content has also been created for use on social channels including Facebook, Instagram and Twitter. Suggested copy has also been created for ease of use, simply copy and paste onto your own channels.

All of the images shown below are available to download in JPEG format to make it easier to upload directly to social media. As some copy has been included in the image, it is possible to simply share the image itself. The content for Instagram has been purposely created in portrait orientation to maximise coverage within the 4x5 aspect ratio endorsed on this channel. It is also recommended that when uploading to Instagram, the location is set to 'Hertfordshire' so as to increase the focus on Herts residents.

Suggested copy for Facebook/Twitter	Suggested copy for Instagram
<p>Do you have experience working with babies and children with additional needs? We need more foster carers with your skills.</p> <p>If you can help by fostering a child with additional needs, visit www.hertfordshire.gov.uk/chancetothrive for more information.</p> <p>Every child deserves a #ChanceToThrive.</p>	<p>Could you foster a baby with additional needs? We need more foster carers with the skills to care for babies and children with additional needs. If you can help by fostering a child with additional needs, visit www.hertfordshire.gov.uk/chancetothrive for more information.</p> <p>Every child deserves a #ChanceToThrive.</p> <p>#hccfosteradopt #fosterinherts #fostercare #fostering #thisisfostercare #fosterfamily #fosterlove</p>



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Newsletter/staff email copy

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The skills and experience of working with children with additional needs gives future foster carers more realistic expectations of the level of the care and attention their foster child may need. This also increases the likelihood of placement stability, giving the child the best possibility to thrive.

Professionals working in nursing, midwifery, healthcare, police and probation roles are being specifically targeted for this campaign as they are more likely to have these additional skills, built up through their experience in work.

Have you ever thought about fostering a baby or child with additional needs? If so, Hertfordshire County Council's Fostering and Adoption team would love to hear from you. You can contact them on the channels below;

- Telephone; 0800 917 0925
- Web; www.hertfordshire.gov.uk/chancetothrive
- Social media (Facebook, Twitter, Instagram); @HCCFosterAdopt

Website copy/news story

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Face-to-face meetings/information stands

We'd love to come and chat to your staff face to face about the difference they could make. If you would be interested in this, please contact Michelle from the Fostering and Adoption recruitment team on the address below;

- Michelle.McLaughlin@Hertfordshire.gov.uk

Questions/further information

If you have any questions about the chance to thrive campaign, please get in touch with either Shivaunne or Leigh on their address below;

- Shivaunne.Booth@Hertfordshire.gov.uk
- Leigh.Adams@Hertfordshire.ov.uk