March 29, 2017

We have some exciting news to share with you. Beginning in April you will start seeing and hearing foster care Public Service Announcements (PSA) on your local television and radio stations. These announcements are sponsored by Oregon’s Department of Human Services (DHS), Child Welfare in partnership with Every Child and the Oregon Association of Broadcasters.

What we are hoping to achieve with the public service campaign is to raise awareness of the critical need for foster families in Oregon. We want to encourage people of all ages, races, religions and genders to apply and become foster parents. We need a variety of Oregonians saying “YES” to foster care to help us meet the unique needs of our most vulnerable children.

Dwightly, a film production group produced a series of PSA’s together with Every Child. The PSA’s will run on local television and radio from April through June. In addition, these PSA’s will be available for DHS, stakeholders and community partners to share through social media and other distribution outlets. This is a great asset to continue our work in recruiting foster parents and engaging community with the goals and mission of DHS and Every Child.

Please let me know what you think of the PSA’s!

Lena