



**Main Office:** 222 East Central Parkway • Cincinnati, Ohio 45202-1225  
**Neighborhood Center:** 237 Wm. Howard Taft • Cincinnati, Ohio 45219  
**General Information:** (513) 946-1000  
**General Information TDD:** (513) 946-1295  
**FAX:** (513) 946-2250  
[www.hcifs.org](http://www.hcifs.org)  
[www.hcadopt.org](http://www.hcadopt.org)  
[www.hcfoster.org](http://www.hcfoster.org)

**Media Contact:**

Brian Gregg  
Media Spokesperson/Communications Manager  
E-mail: [greggb@jfs.hamilton-co.org](mailto:greggb@jfs.hamilton-co.org)  
Phone: 513-946-1728  
Fax: 513-946-2248

**Countywide Neighborhood Blitz Planned to Help Foster Parent Recruitment**

**Cincinnati (May 28, 2008)** Dozens of volunteers will rally Friday morning and then spread out through Hamilton County's neighborhoods hanging posters and passing out fliers in an attempt to generate interest in foster parenting.

The neighborhood blitz is part of the Everyday Heroes foster care recruitment campaign launched in January. That public-private campaign, which portrays foster parents as super heroes and praises them for carrying out the daily, routine duties necessary to care for abused and neglected children, features a commercial, billboards and other marketing materials to entice local residents into foster parenting.

"The need for foster parents right now is as critical as it has been in my 16 years with the agency," said Moira Weir, director of Hamilton County's Department of Job and Family Services. "We have 850 foster children each day and we've lost more than 100 homes over the past few years. This is a chance for this community to say, 'I'll change a child's life. I'll change my community.' We desperately need people who are willing to make a positive difference in these children's lives."

Friday's event will feature a 10 a.m. rally in the back parking lot of Lighthouse Youth Services, a private foster care provider, at 1501 Madison Road before volunteers head off to neighborhoods with colorful posters and fliers. Some of those in attendance will wear the brightly colored super hero costumes worn in the television commercials. News crews are invited to tag along as volunteers visit neighborhoods.

"This should be a fun event for everyone," Weir said. "It is a chance to get out in the sunshine and do something positive for children who really need us right now."

The goal of the Everyday Heroes campaign is to increase the total number of viable foster homes in Hamilton County by 100. Because many of those homes will be with private agencies that serve several counties, regional capacity also will increase.

The campaign – supported by Hamilton County Commissioners Todd Portune, David Pepper and Pat DeWine, along with Clerk of Courts Greg Hartmann -- comes at a time when the need for foster parents is critical. One of the many repercussions of Marcus Fiesel's tragic death was a further thinning of the foster care ranks.

Approximately 30 percent of foster children must be placed outside the county, decreasing their chance of a positive outcome because:

- Uprooting children from familiar surrounding makes the transition into foster care even more traumatic, magnifying behavior issues
- Removing a child from their school eliminates an important source of stability and makes academic success even more unlikely
- Keeping sibling sets together becomes harder, increasing the chance of siblings losing contact
- Visitations with biological parents are more complicated and less common, making the ultimate goal of reuniting the child with their family more difficult.

The recruitment campaign is the result of a public-private partnership with local government, businesses, social services organizations and the United Way.

To become a foster parent, call 211. To learn more about the campaign and foster parenting, visit [www.fosterhero.com](http://www.fosterhero.com). To request materials or a speaker to help educate yourself and others about foster parenting, please contact [info@fosterhero.com](mailto:info@fosterhero.com) or 513-946-2137. To donate funds to support the recruitment campaign, please mail checks to FCEC, P.O. Box 18283, Cincinnati, OH 45218-0283.

### **About Hamilton County's Department of Job and Family Services**

The Department of Job and Family Services administers federal, state and local programs for those in need. The Department helps with local child protection, elderly protection, child care, child support enforcement, workforce development, cash assistance, food stamp disbursement and Medicaid disbursement. Servicing Hamilton County since 1947, the Department helps hundreds of thousands each year and is accredited by the Council on Accreditation, an international, independent, not-for-profit child and family service accrediting organization.