

Interim Charge: Adoption Disruption



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THE CENTER FOR
PREVENTION
OF CHILD MALTREATMENT
led by Cook Children's

Applying advanced consumer
analytics to recruit foster and
adoptive families in Texas

- Fort Worth-based Buxton Co. is an industry leader in customer analytics with thousands of clients in the retail, restaurant, healthcare, private equity, and public sectors.
- With Cook Children's, Buxton Co. identified the consumer household types most likely to foster, foster to adopt, and adopt children in Texas in collaboration with Gladney Center for Adoption, ACH, and DFPS.

(Buxton did this work with Cook pro bono. **Amazing!**)



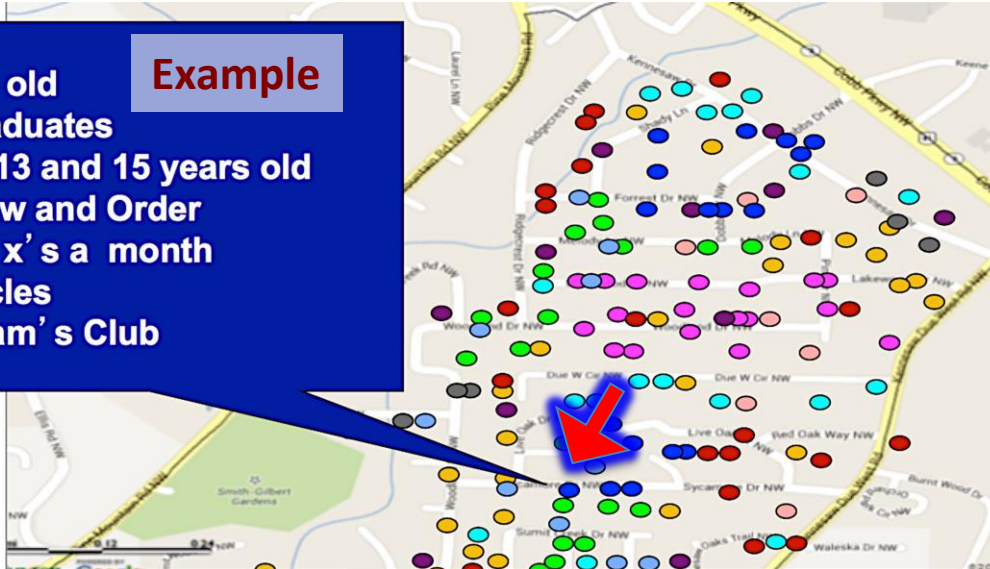
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- Identify the market segments most likely to foster or adopt children in Texas

Example

45-54 years old
 College Graduates
 2 children; 13 and 15 years old
 Watches Law and Order
 Dines out 3 x's a month
 Lease vehicles
 Shops at Sam's Club



- Develop targeted marketing
- Strategic recruitment

The three market segments most likely to adopt children:

B08 Babies and Bliss

Households

1 dot equals approximately 1 household

F22 Fast Track Couples

Households

1 dot equals approximately 1 household

A05 Couples with Clout

Households

1 dot equals approximately 1 household

Each dot represents an actual household from the targeted market segments.



Optimal recruitment location

Support for children and adoptive families could be strategically developed prior to placement.

Source: Buxton SCOUT



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Strategic recruitment efforts could be successful, but new families will still face serious process problems:



The Center for Prevention of Child Maltreatment

There is a critical shortage of foster and adoptive families in Texas. Thousands of children are in desperate need of a loving home, but we've heard becoming a foster parent can be beyond frustrating. Will you please tell us how the process could be improved? Thank you! #foster #adoption #stopchildabuse



Amber Mason A shortage right...yet we sat open for a month without a single call...I see this a lot. Of course this is after approved. Our problem was training option times. And childcare. Paperwork always lost , re fax, then email, then just deliver!!!



Brandy Martin Russell I agree that the lost paperwork has been a nightmare. In addition the 1st case manager was fired before bringing part of our paperwork in and the 2nd one was transferred to another location so when case manager 3 came along she would only say that we needed to start all over. I was already CPR certified so that was fine, but if I didn't already have a special needs child I would have been confused and uncertain about how to handle some of the ways to handle specific types of issues. In addition, every time I ask what is still needed - I'm emailed a full list of what has to be done. That means no one knows what they have in my file. I have many emails saying I have sent documentation but they claim not to have received it. It's been over a year now and I now have to take classes again as well as pay again for background and TB testing for my kids and myself. The system seems so overloaded that the case workers don't have time to handle incoming parents trying to help

- “Quality” foster and adoptive care can’t be defined currently because objective, measureable child wellbeing outcomes are not tracked.
- The issues of recruitment, quality, and displacement in foster and adoptive care will be effectively addressed once *objective child outcomes* become the center of process and improvement efforts.