

DEPARTMENT OF SOCIAL SERVICES

744 P Street, Sacramento, California 95814



June 6, 2001

ALL COUNTY INFORMATION NOTICE NO. I-44-01

TO: ALL COUNTY WELFARE DIRECTORS

SUBJECT: FOSTER CARE PUBLIC SERVICES ANNOUNCEMENTS (PSAs)

REASON FOR THIS TRANSMITTAL

- ☐ State Law Change
- ☐ Federal Law or Regulation Change
- ☐ Court Order
- ☐ Clarification Requested by One or More Counties
- ☒ Initiated by CDSS

I am pleased to announce that the California Department of Social Services (CDSS) in conjunction with KMAX television (Sacramento) produced three 30-second foster care Public Service Announcements (PSAs).

A copy of the PSAs were mailed to your county's Assembly Bill (AB) 2129 Project Coordinator at no cost to your county. The PSAs features a Caucasian family, the second an African-American family and the third a Hispanic family, which is in Spanish. The AB 2129 Project Coordinators were also provided with instructions regarding their contact with the various television and cable stations in your area.

It is our hope that your county finds the PSAs useful in recruiting foster families for our many children in need of placement.

Should you have any questions regarding the above, please contact Sylvia Spencer, Chief, Foster Care Services Bureau at (916) 445-7001 or you may have your staff contact Vebra Switzer, Program Specialist, Foster Parent Recruitment, Training and Retention Unit at (916) 323-0592.

Sincerely,

***Original document signed by
Patricia Aguiar for***

SYLVIA PIZZINI
Deputy Director
Children and Family Services Division

c: California State Care Providers Association
California State Foster Parent Association