

**Publicity and Recruitment:
The North-East Foster Care
experience 1985-1990**
by Kathryn Howe, Deborah
Kearsley, Helen Murphy
Vic. N.E. Foster Care, Sutherland Homes
for Children 1991 \$10.00
Reviewer: Jill Volard

This seventy page booklet is a practical manual designed to assist foster care workers in their difficult task of recruitment of care givers.

It describes the experience of North East Foster Care in their attempts to plan and execute publicity and recruitment strategies in their local community. As well as some historical background, it includes the aims of publicity and recruitment, the role of the publicity and recruitment worker, strategies and kinds of media use and the recruitment process. It also discusses the results of publicity and recruitment from 1985 to 1989, the community response to different strategies and concludes with some recommendations.

The manual is easy to read. It provides practical information which is accessible to the reader. Much of it is written in point form and it successfully utilises illustrations and graphics to demonstrate aspects of the recruitment task. The topic headings used are also helpful.

The chronic shortage of appropriate foster homes for children in need is a problem shared by agencies the world over. Experience has shown that the number of care givers available rarely keeps pace with the demand. The task of recruitment is not an easy one. It is costly as well as time and resources heavy. Foster care workers are forced to spend a great deal of time planning and implementing publicity and recruitment campaigns, often with disappointing results. They often work in isolation from others facing the same formidable job, and there is a paucity of information available to assist them, particularly published, practical manuals.

This manual is welcomed and North East Foster Care should be commended for documenting their experience to be shared by other practitioners. The result is a useful and practical publication which will be helpful to workers in the foster care field and perhaps those attempting to attract volunteers in other fields as well. In an enjoyable way, it provides information which may circumvent many of the time consuming tasks in planning recruitment strategies and lead to more children finding appropriate foster homes thereby returning more quickly to their own families.

About the Reviewers:

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