

Department of Children and Family Services

Office of Public Affairs

July 31, 2006

To: Nathalie Rayes
Director of Public Relations
Azteca America

From: Louise Grasmehr
Director, Office of Public Affairs
L.A. County Department of Children and Family Services

“COMPARTA SU CORAZON ... COMPARTA SU HOGAR”

**DCFS/AZTECA AMERICA THREE-MONTH MEDIA CAMPAIGN
SEPTEMBER 2006 (HISPANIC HERITAGE MONTH) –
NOVEMBER 2006 (NATIONAL ADOPTION MONTH)**

CONTEXT

The Los Angeles County Department of Children and Family Services (DCFS) has partnered with Azteca America, Inc., to increase public awareness about the issues surrounding child welfare in the Latino community. These issues include the need for adoptive homes for Latino children (“Comparta Su Corazon ... Comparta Su Hogar”), especially those with medical needs, and the services we provide to families. Through this campaign, we will also bring awareness to the issues of child abuse prevention and Kinship within the Latino community.

COMMUNICATION GOALS

- Increase understanding of the needs of Latino children and families under the supervision of DCFS in Los Angeles County.
- Increase the awareness/interest in the need for adoptive homes for waiting Latino children.
- Increase the community’s awareness of issues behind child abuse and promote child abuse prevention efforts.
- Increase the community’s awareness of the importance of Kinship in permanency and promote awareness of the special needs of relative caregivers.

- To maintain consistency with the existing public message and build off the department's existing campaign "Comparta Su Corazon ... Comparta Su Hogar."

ACTIVITIES AND DELIVERABLES

September 2006

- Reporter Jackeline Cacho to appear at the **Latino Adoption Fiesta** on Saturday, September 16th at 11 a.m. at Loma Alta Park in Altadena. Players from Chivas will be at the event to hold a soccer clinic with the children.
Meeting in August to work out details of her appearance with Adoptions staff.
Coverage by TV Azteca.
- Record and air first Public Service Announcement pertaining to Child Abuse Prevention. Will include promotion of the Child Protection Hotline and feature reporter Jackeline Cacho and possibly Supervisor Gloria Molina. DCFS Public Affairs staff to assist in writing and message.
- Record and air first "Share Your Heart ... Share your Home"/Comparta Su Corazon ... Comparta Su Hogar" segment similar to Fox's "Wednesday's Child." Profile a Latino child/children waiting for adoption. Hosted by reporter Jackeline Cacho. Adoptions staff to assist in coordination.

October 2006

- Record and air second Public Service Announcement pertaining to Kinship. Will feature Jackeline Cacho, a Latino relative caregiver chosen by DCFS and Kinship social worker Claudia Bustillos. DCFS Public Affairs staff to assist in writing and message. Will feature the Kinship resource line.
- Record and air second "Share Your Heart ... Share your Home"/Comparta Su Corazon ... Comparta Su Hogar" segment similar to Fox's "Wednesday's Child." Profile a Latino child/children waiting for adoption. Hosted by reporter Jackeline Cacho. Adoptions staff to assist in coordination.

November 2006

- Reporter Jackeline Cacho to appear and cover **National Adoption Saturday** on November 18th at 8:30 a.m. at the Edmund D. Edelman Children's Court. Focus on a pre-arranged Latino family who is finalizing their adoption that day. Coverage by TV Azteca.
- Record and air third Public Service Announcement pertaining to Adoption and Resource Families (foster parents). Will include Jackeline Cacho, DCFS social

worker Jose Galindo and the Jimenez family, a resource family and foster parents for 14 years. They are also adoptive parents and serve as legal guardians. DCFS Public Affairs staff to assist in writing and message. Will include the Adoptions information hotline.

- Tentative: Record and air fourth Public Service Announcement pertaining to adoption and fostering featuring Mayor Antonio Villaraigosa and his wife, a former foster child.
- Record and air third “Share Your Heart ... Share your Home”/Comparta Su Corazon ... Comparta Su Hogar” segment similar to Fox’s “Wednesday’s Child.” Profile a Latino child/children waiting for adoption. Hosted by reporter Jackeline Cacho. Adoptions staff to assist in coordination.

DCFS Public Affairs to provide TV Azteca with the “Comparta Su Corazon ... Comparta Su Hogar” logo, County seal and DCFS department logo for use throughout the campaign.

cc: Jackeline Cacho
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