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Child Media Profiles

The purpose of this Practice Alert is to remind staff of the information to be included on the Child Media Profile when using it as a public search activity for the adoptive family recruitment process.

Information must be shared on a continuum. The goal of a public profile is to encourage prospective parents, so the information about children should be positive, descriptive, and strengths-based. Information about challenges and support needs should be provided only to families who have completed a home study and only through private narratives and conversations. The CWM should be updated to reflect this information.

INCLUDE:

- At the top of the profile, list separately the child's first name, date of birth (mo/yr), race and gender. School grade information can be added if necessary.
- Within the narrative, be creative, energetic, use descriptive words
- Use an attention-getting phrase to begin the narrative and draw readers in.
- Include likes, hobbies, interests, what they want (family, life, goals, pets, church)
- Describe the child's personality.
- Provide information about the child's educational accomplishments.
- Positive quotes from the child caregiver (don't refer to the "residential" caregiver)
- Quotes from the child describing themselves (i.e. favorite things about themselves, etc.)
- A description of the child's need for a family with particular skills or family configuration (don't limit to a two-parent family if that is not necessary).
- Legal Status
- Add the date updated/completed at the bottom of profile.
- The profile needs to be at least three paragraphs, and 120-150 words. NO more than 1 – 1 ½ pages in length.
- If you have a photo, state it is available upon request.
- Special concerns– contact with siblings, family or past placement providers.

DO NOT INCLUDE:

- Identifying information within the narrative(i.e., child's last name, school's name, city where child resides, parent's names, date and reason the child is in care, and history of abuse/neglect (any significant information may be included in the confidential narrative section).
- Details about failed past placements (any significant information may be included in the confidential narrative section).
- Anything that might be embarrassing to the child. Ask yourself, "Would I feel comfortable showing this to the child and would it make them uncomfortable?"
- Full date of births, age or grades in school as a part of the narrative.
- Serious medical diagnosis and treatment involved.
- Information about the child's educational needs.