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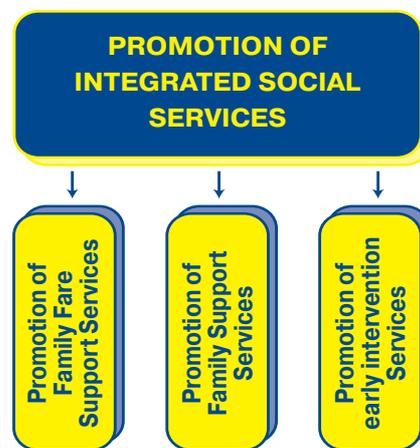
PR-campaign launched within the framework of EU Project

> One of the main tasks of the EU Project "Development of integrated social services for exposed families and children" is to pilot innovative models of integrated social services in Kyiv oblast. The success of the services depends on people knowing about them, as people will only refer to the services when they can get access complete and trustworthy information. Beginning in February, 2007 within the framework of the EU Project, the PR campaign aims to raise public awareness, to encourage people who know about problems of families with children to make referrals to the newly established social services and to involve the managers in the process of providing support to vulnerable families. The PR campaign is focused on actively encouraging Ukrainian citizens to support the child's right to live in a family environment.

The PR campaign, being carried out within the EU Project "Development of integrated social services for exposed families and children", has the general, key slogan "Every child needs a family!" The campaign concerns the whole range of services, provided by

specialised social services in cities and rayons of Kyiv oblast.

In this way the community and representatives of local authorities will be informed about the advantages of the new social services as well as the target group, meaning the families which are in or who are at risk of crisis, their environment, and also the parents, who are willing to adopt or foster a child.



Using a range of advertising media including local TV channels, newspapers, radio, leaflets and outside advertising we can cover a broad target group within the framework of the PR campaign "Every child needs a family!" The PR campaign consists of a range of interconnected actions,

which are carried out in succession and reinforce each other. There is planned a cycle of publicity presentations (lasting 3-4 weeks each), with exact intensity of dissemination of the information and defined focuses. The positive thing about this way of presenting is the possibility to leave the needed information for a client, as sometimes the phone numbers and addresses mentioned in TV-clips or in bill-boards, cannot be remembered.

The media planning of the PR campaign in Kyiv oblast "Every child needs a family" used the basic message to create the image and then worked out the image in more detail. All the elements of the campaign (printed materials, outside advertising, video-clip, audio-clip etc.) have the same design lay-out and sound track, which can be easily recognised. The effect of different forms and sources of information will be evaluated with the help of questionnaires, and by testing lay-outs of various promotional products in different target groups. Initial anecdotal evidence from social workers in Kyiv oblast indicates that as a result of the PR campaign the number of referrals has increased. The next step will be to introduce the first phase of impact monitoring of the PR campaign implementation. It is also by working effectively that new social services will keep the public informed of their activities. ■



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CURRENT ACTIVITIES

Exploring opportunities for co-operation

> Each day brings new results and successes while implementing the EU Project Development of Integrated Social Services for Exposed Families and Children. Alongside the achievements there are new opportunities for co-operation. Recently the EU Project Development of Integrated Social Services for Exposed Families and Children and DFID Project Facilitating Reform of Social Services have been exploring opportunities for joint working.

The purpose of the EU Project is to reduce the number of children placed in residential care institutions in 34 rayons of Kyiv oblast by supporting local and national authorities to develop and implement efficient Integrated Social Services to support vulnerable families and children. The purpose of the DFID Project is to build capacity at local regional and national level to develop and pilot good quality, cost effective, social care services. The Project is active in four pilot sites; Dergachi rayon and Kharkiv city, both in Kharkiv oblast and Kamyanets Podilsky town and Krasyliv rayon, both in Khmelnytsky oblast. DFID is the UK Government department responsible for promoting development and the reduction of poverty. The European Union funds Projects which help its neighbours to achieve greater stability and prosperity.

Co-operation and co-ordination of donor

funded initiatives in Ukraine is of vital importance in not only ensuring that there is no duplication of effort but to secure the sustainability and wider dissemination of successful initiatives. To this end the EU Project Development of Integrated Social Services have been working closely with the DFID Project Facilitating Reform of Social Services in order to ensure that lessons learnt can be disseminated more widely, that experience can be shared and resources combined for a more effective approach to achieve higher impact.

In November 2006 members of the EU Project Team were invited to lead a seminar in Kharkiv to share their experience of developing alternative services to support children and families. The Team included Elayn Sammon, Team Leader EU Project, Zinaida Kyanitsa Head of Programmes Department EveryChild Ukraine, Lyudmilla Nikolaenko Director of Centre for Social Services for Children, Family and Youth, Kyiv oblast State Administration and Lyubov Kvasha, Director Centre of State Social Services for Children Family and Youth Brovary city administration.

The seminar was intended to give participants an understanding of the philosophy, approach, mechanisms and systems developed which support families in their



Сприяння реформі соціальних послуг в Україні
Facilitating Reform of Social Services in Ukraine



"Розвиток інтегрованих соціальних служб для вразливих сімей і дітей"



local communities.

Participants were introduced to the model of Integrated Social Services, the importance of inter-agency co-operation to prevent the placement of children in institutional care, the importance of early intervention with families in crisis to prevent family breakdown and the model of the Training Centre in Kyiv oblast as a centre of excellence for skills and knowledge dissemination.

A key resolution of the seminar was that a delegation from Kharkiv should visit Kyiv oblast to see first hand the progress being made there.

Kyiv oblast and the EU Project will host a study visit by delegates from the DFID Project pilot sites in April 2007. The purpose of this visit is to enhance delegates understanding of the model of Integrated Social Services, including how assessment is used as a tool for meeting individual needs and supporting inter-agency cooperation, the types of alternative family care being developed, and the potential for future cooperation between the oblasts. ■

"237 children" research

In order to ensure protection of children's rights and also to provide early intervention for vulnerable families with children EveryChild Ukraine is implementing complex research and providing support for the **237 families from Kyiv oblast**.

This research has been conducted in the framework of the EU Project jointly with Kyiv oblast Centre of Social Services for Children, Family and Youth and Department of Health together with the local authorities. The research is being undertaken from December 2006 until October 2007.

The research is aimed at identifying families in crisis and those who need social-medical assistance and support in order to provide appropriate and timely inter-

ventions which prevent the placement of children in institutions. Before launching the research the project team identified a comprehensive list of key indicators for potential family breakdown.

Families included in the research are those with children under 1 year old. They are all registered with the local Departments of Health as families in difficult living conditions whose children do not receive adequate care. During January – August 2006 families were identified and supervised by the district medical and social worker. The inspection will help to work out ways of interaction between health care institutions and the social services as well as will enhance their co-operation in order to meet the child's best interests while resolving the problems.

Monitoring will be undertaken every three months and on completion the



research will provide data for recommendations for legislative adjustments. ■



WORKING ON THE GROUND

A village social worker: bringing support and hope

Boryspil rayon of Kyiv oblast is no different from other territorial units: a village of 200-300 houses with a small traditional shop, village council, and school which are usual fora places for the villagers. As a rule, young people from the villages spend most of their time learning or working in towns or cities and nothing seems to interfere with the normal rhythm of life and it looks like it will last for ever... But at the same time the village inhabitants are facing troubles like unemployment, low living standards, substance abuse, children's homelessness and little or no knowledge of laws and regulations prevents most of these people from getting help and assistance in crisis. Hence, the activities of a village social worker cannot be overestimated, spending the whole day visiting the family in crisis, they try to help everyone facing difficulties by a piece of good advice or good news.

For example, the worker of the service of Early Intervention from the village of **Vasylyk** in Boryspil rayon met the family of Ivanenko Daryna with many children,

whose problems were growing like a snowball: first – the divorce, then ex-husband refused to pay maintenance, arrears increased and the mother needed an operation. After a certain period of suffering, the woman realized that her inactivity would bring no good for the children and she decided to refer to Boryspil rayon Center of Social services for families, children and youth to get the legal advice on how to get the maintenance and material support. Owing to mutual efforts, the family have finally received both financial and psychological support, and the social worker inspired hope in the client before and after the operation and during the courts hearings. At the



"It is good to know that the social service in this country provides protection. We received help to deal with our problems. We thank all social workers for paying attention to our problems. We would like to have another child and we hope to overcome all life obstacles in the future"

moment Daryna and her children – Natalia, Oleksandr and Petro feel safe and have revived hopes for the better future.

Social workers also visit the village of **Chubynske** of Boryspil rayon, where they came to know about the problems of the Petrenko's family, where the father

has lost his job and the mother, taking care of their little daughter, could not work temporarily. The village hospital, where Irina planned to get employed, announced the reduction of working places and hence there were no prospects for her. Nobody can tell how the family crisis would of ended up if not for the timely intervention of the social worker Halyna Semenivna. Acting step by step and in full cooperation, she managed to improve the situation. Anton was registered at the employment office, Irina was sent to the re-training courses for nurses, and little Natalochka was going to the kindergarten. The young couple say now that they got over the difficulties. ■

All the names have been changed.

Within the framework of the EU Project and jointly with the new project "Development of the family support social services in the rural area" which was launched in November 2006, EveryChild Ukraine is actively introducing new social technologies within the rural areas in Kyiv oblast. The development of the family support social services has been started and as a result

access for the vulnerable families and children has been widened.

With EveryChild's support new social work posts have been introduced to the village and township councils. For example, as a result of the agreements of cooperation signed between EveryChild Ukraine and rayon state administration/executive councils in the towns 23 positions for social workers have recently been introduced. With the financial support of EveryChild social workers have set off for work in Baryshivskyy, Vyshhorodskyy, Bilotserkivskyy, Poliskyy, Makarivskyy, Skvyrskyy, Obukhivskyy rayons. Besides being covered by the local budgets there are new positions of the social workers introduced in Tetiyivskyy, Bo-

ryspilskyy, Boguslavskyy, Skvyrskyy rayons.

On 1-3 March 2007 a workshop was held for the Heads of the village and township councils, Heads of Centres of Social Services and village social workers. During the event the participants were introduced to the modern European approaches to community work, principles and stages of uniting the community to protect and ensure children's rights as well as efficient tools and methods of working with the families, children and youth. Training was conducted by qualified trainers, experienced in practice based social work.

Introducing new social work posts while developing a network of social services in rural areas will provide an additional resource and will build capacity to resolve problems of vulnerable families with children locally, ensuring, therefore, the right of every child to grow up in safe and secure family environment. ■



ABOUT SERVICES

Services for Support of Alternative Family Types of Care conduct the training for the candidates for foster parents and foster-carers

> In 2006, to reduce the number of children in residential institutions the EU Project "Development of integrated social services for exposed families and children" undertook to develop foster care and family-type homes. Within the framework of the Project 30 specialised services for alternative family care for orphans and children deprived of parental care were developed. Their activities are focused on conducting awareness and recruitment campaigns, selection of the candidates for foster

parents and foster-carers, preparations for creating and further support of foster families and family-type children's homes.

In 2006 69 families registered, as willing to create a foster family. Kyiv oblast Training Centre conducted 7 training courses, following which 37 families received recommendations to be included in the data base of potential foster parents/foster-carers. Within one year 20 foster families and 2 family-type children's homes were established and, 35 children realised their right to grow up in a family. ■

At present Kyiv oblast training center is functioning successfully. In the near future they plan to complete the final phase of preparation of 20 trainers and will conduct the last training on 14-16 February, 2007. Involvement of additional trained people will give an opportunity to prepare candidates for foster parents and foster-carers locally in sites, make this service more accessible to the clients. In the future the trainings will be arranged for several groups of the closest located rayons. The first training in 2007 is planned for 19th February. At the moment the application forms are actively coming from those willing to take an orphan or a child, deprived of parental care to their family.



ANNOUNCEMENTS OF THE EVENTS AND PUBLICATIONS

Training Programme for the social workers of the integrated social services

> We are pleased to introduce a Training Programme for the social workers of the integrated social services. Prepared within the framework of the EU Project, the Training Programme aims to enhance the professional competency of social work-

ers of the Integrated Social Services in Kyiv oblast as well as to promote multi-agency working in the social sector. The material includes theory and practice alongside case studies of work with families with



children.. This publication is for social workers and managers of Centres for Social Services as well as representatives of the civil sector, state authorities and local self-government. Copies of the Training Programme (in Ukrainian) can be obtained from the EveryChild office based in Kyiv or you can download it at our web-site:

http://www.everychild.org.ua/img/zstored/program-final_last.pdf. ■

The Project Legal Experts are producing a monthly digest of legislative updates and information in connection with child welfare services. These reports can be downloaded in both English and Ukrainian from the Project website: http://www.everychild.org.ua/uk/library/legal_digest/.

Please, see the news updates on the Project at: <http://www.everychild.org.ua/uk/news/press-releases/>.

You can read the electronic version of the newsletter on the project web-site: <http://www.everychild.org.ua/uk/library/bulletin/>.

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