



DELAWARE HEALTH AND SOCIAL SERVICES

Division of Child Support Enforcement

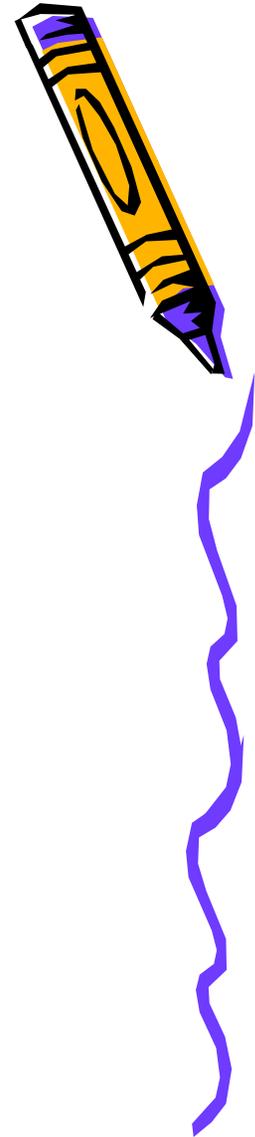
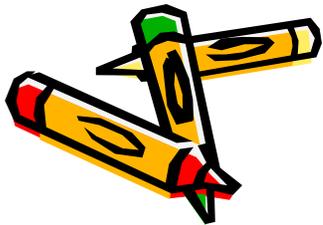
**Delaware's
Public Outreach
& Media Coverage
Child Support Month
September 2006**



Janice Taylor

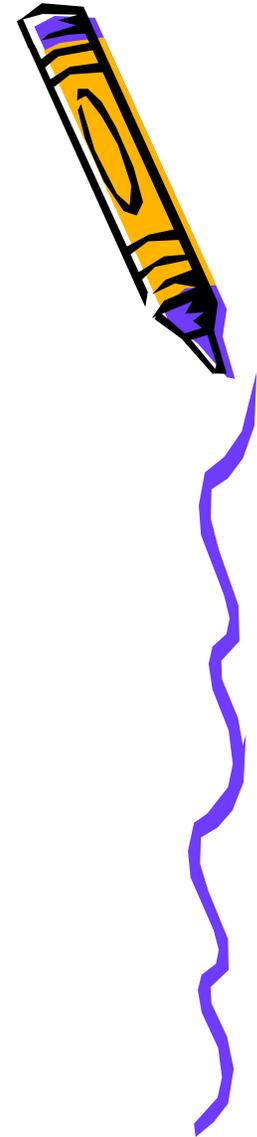
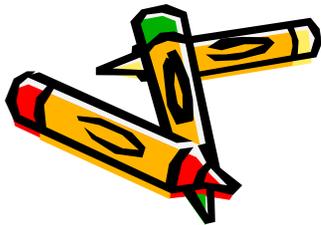
September 2006 Child Support Month Initiatives - *Media Coverage* -

- **Broadcast (Radio)**
 - KISS 101.7 FM
 - OC 104 FM
 - WDEL 1450 AM
 - WSTW 93.7 FM
 - WJBR 99.5 FM
- **News (TV)**
 - CN8
 - Channel 22, Windows on Wilmington
 - Fox TV
 - KPVI Channel 6
 - KYW CBS Channel 3
 - WMDT Channel 47
- **Print (Newspaper & Online)**
 - DE News Journal & DE Online
 - El Tiempo Hispano
 - Cape Gazette
 - DE State News



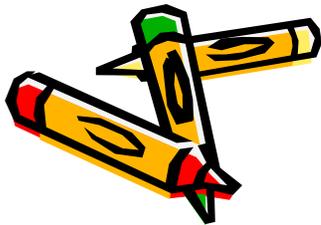
8/31/06
Child Support Month
Proclamation
- Press Release -

- **Governor Ruth Ann Minner proclaimed September 2006 Child Support Month**
- **Charles Hayward announced DCSE's Child Support Month Initiatives including:**
 - VAP Results & Winning Medical Ctr. (Bayhealth)
 - Wanted Poster Rollout 09/13/06
 - FREE DNA Testing 09/18-22/06
 - Fatherhood Basketball Tournament 09/30/06



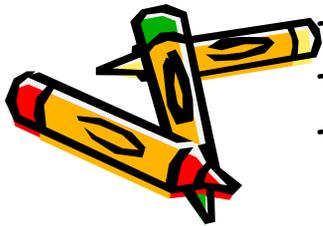
08/28/06
Voluntary Acknowledgement
of Paternity (VAP)
Community Service Award
- Press Release -

- Bayhealth Medical Center received DCSE's 2006 Voluntary Acknowledgement Program Community Service Award
 - Kent General 45%
 - Milford Memorial Hospital 64%



09/13/06
Wanted Poster
- Press Conference -

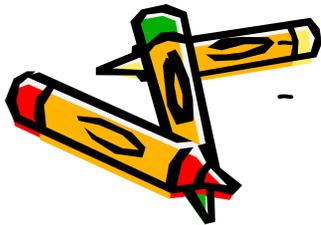
- **DCSE Wanted Poster released**
- **Crime Stoppers - Partnership**
 - Fielding anonymous tips via email, online & telephone
- **Family Court - Process Agreement**
 - 10% of bail to be collected towards CS arrears
- **Police Department - Capias Apprehension Program**
 - DE State Police
 - City of Wilmington
 - Dover
 - NCC
- **Media Presence**
 - DE News Journal & DE Online
 - KYW CBS Channel 3
 - Fox TV



09/18-22/06
Free Paternity Testing
- Press Release -



- **LabCorp partnered with DCSE to offer FREE Testing**
 - 6,500 letters were mailed out on 09/06/06 to CP & NCPs
 - Testing offered onsite in NCC, KC, & SC
 - Monday-Friday lunchtime hours & Wednesday evening hours
 - Test Results
 - 125 free tests administered
 - 79 Positive Results - *many of whom became new clients*
- **Media Coverage**
 - DE News Journal & DE Online
 - KISS 101.7 FM
 - KPVI Channel 6
 - OC 104 FM
 - WMDT Channel 47
 - WSTW 93.7 FM

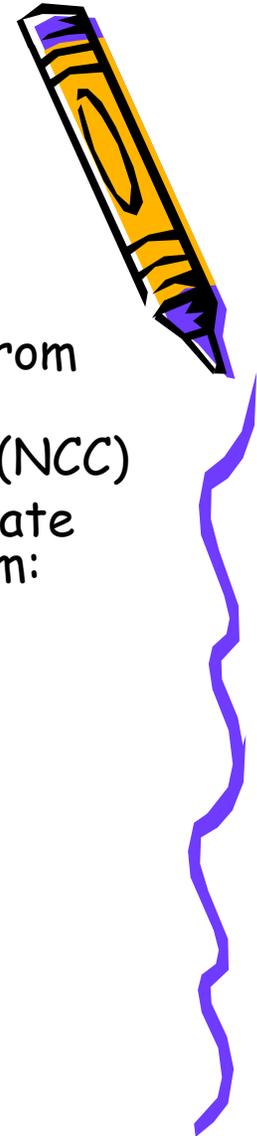
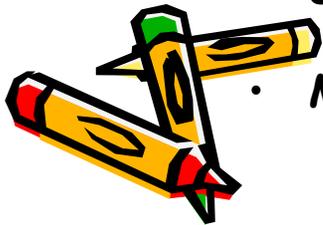


09/30/06

Fatherhood Basketball Tournament

- Press Release & Coverage -

- **Hosted:** Nine teams of men (18-34+ y.o.) from the City of Wilmington, Parks & Recreation
- **Location:** PAL Ctr. in downtown Wilmington (NCC)
- **Goal:** Remove barriers, educate & motivate young men/fathers to obtain information from:
 - DCSE
 - DOL
 - DSCYF - Kids Dept.
 - Fathers Day Gala
 - Goodwill Ministries
 - Habitat for Humanity
 - James H. Grove Night School (GED's)
- **Guest Speaker:**
 - Univ. of DE, Men's Basketball Coach, Monte Ross
- **Media Coverage:**
 - Kiss 101.7 FM - Two hour live coverage
 - El Tiempo Hispano



Overall...

- As Diane Asbury touched on, *"We want to try to decrease negative perceptions."*
- And Eileen Brooks also mentioned, *"We want to increase parent education & access to information."*
- **Our goal is to continue to remove barriers by:**
 - Increasing awareness and access to services
 - Developing partnerships, strengthening cooperative efforts and building trust
 - Reaching out to clients and potential clients through advertising, press releases, press conferences and various public activities and events. (Amnesty in 2005)

