

Orange County Uses Innovative Approach to Reach Parents

Vernae Martin, OCSE

The Orange County Department of Child Support Services knew that a significant number of its custodial parents delayed or wouldn't even attempt to open a child support case because they didn't know what services were available. Using digital marketing approaches, the staff intends to increase parents' awareness of child support services so families can improve their financial well-being and provide positive outcomes for their children.

Orange County is using its federal grant funding to jump-start an innovative digital media campaign so every parent who could benefit from child and medical support establishment, enforcement, or order modification, is aware of the services available. Their primary approach is through visual and audio advertising running on streaming media platforms in specific Orange County ZIP codes where underserved populations reside.

The grantee placed the first round of radio advertisements on streaming music platforms between December 2018 and March 2019 to educate the target audience about the services they offer and how easy it is to apply. The ads included a 30-second audio clip and a visual banner. The banner provided a web address users could click on. This allowed the staff to track access to the campaign webpage. The audio explained what services were available when a parent opened a case. The overarching message of these ads is that [Orange County Child Support Services](https://www.ocgov.com/child-support-services) collaborates with parents to help provide for their children.

Throughout the campaign's run, Orange County collected qualitative and quantitative data from various sources such as surveys, child support caseloads, demographics, ad clicks, and website analytics. The staff will use the data to evaluate the effectiveness of digital media tools to reach the intended population.

The county is applying the outcomes of this initial ad placement during the second test, which is running now, and will use them in its third run starting in October. At the conclusion of the two-year demonstration, they'll submit their project methodologies and the results of a comprehensive evaluation to OCSE, and share the findings with child support agencies who may also want to use the approach to reach more families in their service areas.

For information about the Orange County Department of Child Support Services grant study, contact Jolie Sheppick at jsheppick@css.ocgov.com.

Increasing Awareness of Services through Digital Marketing

OCSE awarded \$2.2 million to 14 grantees through a two-year demonstration called **Using Digital Marketing to Increase Participation in the Child Support Program**. This is one of a series of articles featuring grantees using digital marketing innovations to reach and serve families more effectively.

For general information, contact OCSE project officers at Michelle.Jadczak@acf.hhs.gov or Melody.Morales@acf.hhs.gov.

