

DIGITAL MARKETING GRANTS

Cherokee Nation Builds Awareness and Connections through Digital Grant

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Cherokee Nation Office of Child Support Services (CNOCSS) in Tahlequah, Oklahoma, maintains over 2,300 cases and collects approximately \$4 million annually. Our staff works to honor the rich history, diverse culture, and contributions of the largest federally recognized tribe of approximately 375,000 citizens. Established in 2007, CNOCSS is dedicated to strengthening individuals and families by helping them strive towards a bright future.

Many tribal families in rural communities and remote areas share barriers such as access to information and support services. To help solve the challenge, CNOCSS is working to bridge communication gaps and increase program awareness.

As one of the 2019 federal grantees [testing digital marketing to increase participation in the child support program](#), we've been able to focus specifically on three initiatives.

- Website: We developed a user-friendly web platform to enhance awareness.
- Informational videos: These [videos](#) provide Cherokee communities with child support program information, highlight the families we've served, and explain how CNOCSS has specifically assisted them.

The Cherokee Nation



Increasing Awareness of Services through Digital Marketing

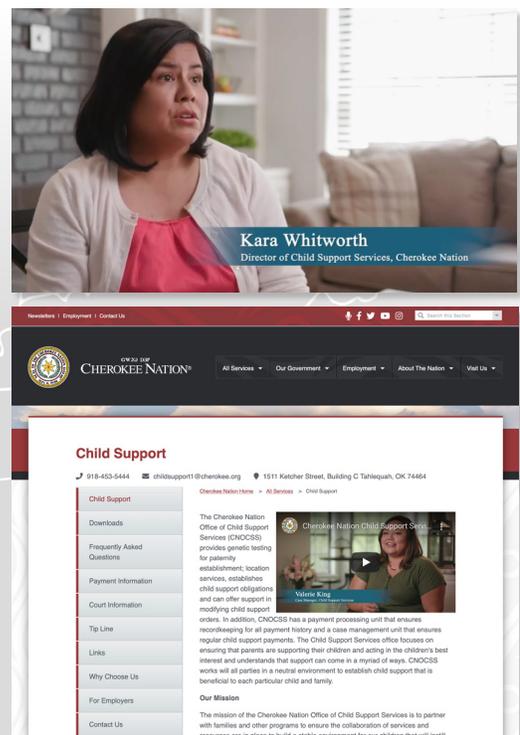
OCSE awarded \$2.2 million to 14 grantees through a two-year demonstration called **Using Digital Marketing to Increase Participation in the Child Support Program**. This is one of a series of articles featuring grantees using digital marketing innovations to reach and serve families more effectively.

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

- Text Messaging: We're working on improving two-way communication with existing clients through texting.

The first two initiatives are already available to tribal communities. We look forward to developing the third intervention and determining how this may influence regular communication with program participants. Native American Heritage month is the beginning of heightened awareness by all of us, but CNOCSS works 365 days a year to raise awareness!

For more information, visit the [Cherokee Nation Office of Child Support Services website](#).



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