

**FOR IMMEDIATE RELEASE**  
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## Statewide Marketing Goal: Recruit More Adoptive and Resource Families

*It Takes Heart Ohio* campaign is aimed at increasing the number of qualified foster and kinship homes.

COLUMBUS – Director of the Ohio Department of Job and Family Services (ODJFS) Matt Damschroder announced today that the state is expanding its statewide marketing campaign to increase awareness and address the shortage of available adoptive and resource (foster and kinship) parents. *It Takes Heart Ohio* will use targeted multimedia advertising, including digital ads, billboards, print media, and other methods to gain the attention of Ohioans.

“I’m sure there are families across our state who have thought about fostering or adopting who may just need a little more information and encouragement,” said Damschroder who, with his wife, are raising two adopted children. “Even families who have not considered it before may hear the information presented by this campaign and decide to be part of a foster youth’s story.”



The *It Takes 100% Heart Ohio* campaign began in 2019 with its webpage, <http://www.fosterandadopt.ohio.gov/>, and social media pages. The goals for the evolution of the campaign include increasing the traffic to the website, increasing the number of qualified families to meet Ohio’s need, creating and managing the marketing infrastructure needed to support family recruitment, and continuing to develop new strategies and tools to connect with Ohio families. The Ohio Children’s Alliance (OCA) is working closely with ODJFS on the campaign’s expansion.



“Through the *It Takes 100% Heart* campaign, we want communities to feel empowered and reinvigorated, and families to know there is a network of public and private agencies supporting them in whatever they need,” added Mark Mecum, the CEO of OCA.

Foster and adoption services are provided in Ohio by way of 12 service delivery areas, known as SDAs or hubs. Data-driven advertising will begin in the four SDAs in the “corners” of the state this year, with the rest launching the campaign in 2023. Each SDA can hire at least one staff member to support the marketing strategies in their region, including outreach, partnerships, and events while the rest of its staff focuses on foster parent applicants, helpful resources, and helping foster and adoptive families navigate the system.





**Department of  
Job and Family Services**

Mike DeWine, Governor  
Jon Husted, Lt. Governor  
Matt Damschroder, Director

**News  
Release**

There are nearly 15,000 children in the Ohio's foster care system, over twice the number of available licensed foster homes. For most, the goal is to be reunited with their families, but more than 3,000 of those children are waiting to be adopted.

-30-

The Ohio Department of Job and Family Services manages vital programs that strengthen Ohio families. These include job training and employment services, unemployment insurance, cash and food assistance child care, child and adult protective services, adoption, and child support services.

