

LETTING FAMILIES KNOW ABOUT CaFIS



In this tool, you will find:

- » Some considerations on how to let the community and families know about CaFIS
- » A template that could help you think about how to engage with families to let them know about CaFIS

Related tool:

- » Community Engagement Planning

KEY GUIDANCE

Background

It will be important for communities to know about the CaFIS program, and how it can support children and families. Even though some CaFIS providers may already be providing other services in the same region or community, it is still important to communicate what the CaFIS program aims to achieve and how it is different from and will work with other services to support families and children.

Getting the message out about CaFIS

There are many ways to let the community know about the CaFIS program. You could meet with community representatives and other service providers to let them know about the program. You might like to use the CaFIS tool *Community Engagement Planning* to plan how to engage community representatives on CaFIS.

In addition to letting community representatives and service providers know about CaFIS, you might consider how you can let families know about what services CaFIS offers. This could include promoting CaFIS in places where families go.

A template is included on the following page to help your service plan how to get the message out to families about CaFIS.

Developing materials on CaFIS

Getting the message out could include developing posters or other communications materials that can be displayed in places like the local early learning centre, child and family centre, school, health clinic or on a community notice board. Another option might be to use

social media (eg Facebook) to let families know about CaFIS.

When developing materials on CaFIS you might consider:

- Key messages: What are the key messages you want to let families know about your CaFIS service? Could you use cultural references and stories to talk about CaFIS?
- Presentation: How can you present the information in a way that is easy to understand and follow? Is it best to present the information using pictures or words, or both?
- Language: How might your information be developed so that it can be translated into local languages?

Key messages for families

Some messages you might like to share with families about CaFIS are:

- Children and Family Intensive Support (CaFIS) is a program funded by the Australian Government.
- CaFIS is a voluntary program for families with children and young people up to the age of 18 years. CaFIS is there to:
 - support families to create happy, healthy and safe environments that grow children up strong, safe and connected to culture
 - support families with challenges they are experiencing
 - help families get access to the services and supports they need.
- CaFIS will work with the community to make sure services are delivered in a way that meets the needs of the community.
- Any families who need support can come and talk to the CaFIS service. Our service is located at [insert location].

Messages should include any specific details about your service (eg hours of operation, type of programs offered).

ENGAGING FAMILIES STRATEGY

Engagement Goals

Use this section to set out a small number of goals that your CaFIS service would like to achieve by sharing information about CaFIS with families. Make sure the goals are SMART goals (specific, measurable, achievable, realistic and timely).

- [For example, at least two families self-refer to the CaFIS service in 2022].

Activities to Engage Families

Use this table to plan the engagement activities that will assist your service achieve the goals outlined above. Consider which activities are suited to each client group you are targeting and how to sequence your activities throughout the year. Your CaFIS service is likely to have identified target family groups when planning and establishing the service, that you could draw on to inform this exercise. Make sure to include a success indicator to help you know if the engagement activity has been successful.

Engagement activity	Target family groups	Person responsible	Date of expected completion	Any resources and costs	Success indicator
What is the activity? (Examples: putting up posters around the community, holding a community BBQ).	Which families are we hoping to engage by doing this activity?	Who is responsible for making the activity happen?	When is the activity expected to be completed by?	Any resources or costs involved in the activity?	How will you know the activity was successful?

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