

IT'S KINSHIP CARE WEEK 2023!



A promotional graphic for Kinship Care Week 2023. It features a dark blue background with two photographs: one of three young girls smiling and another of an older man and woman with a young girl. The graphic includes the 'Family Caring for Family' logo in a dark blue circle, a large orange circle with a green dot, and two overlapping circles in pink and purple. Text at the bottom provides the dates and hashtags.

KINSHIP CARE WEEK
#FamilyCaringForFamily

4-8 SEPTEMBER, 2023
#KinshipCareWeek2023

A PROJECT BY THE
The Centre

KINSHIP CARE WEEK

4 – 8 September, 2023

Campaign Toolkit

#KinshipCareWeek2023

#FamilyCaringForFamily

Kinship Care Week 2023 celebrates **Family Caring For Family** and calls on all Australians to celebrate the wonderful work of kinship carers within our communities.

This campaign toolkit includes resources to help individuals and agencies promote Kinship Care Week and the resources and services available to them.

The 2023 Kinship Care Week theme is: **Family Caring for Family**.

Key Messages

- Kinship Carers are important people in children's and young people's lives.
- Kinship Carers keep children connected to family, culture and community when they are unable to live with their parents.
- Kinship Carer Week celebrates the wonderful work of families caring for families in Victoria, helping them connect with each other and carer support groups in their communities.

10 ways to support #KinshipCareWeek2023

1. Visit the Kinship Carer Network Hub to download and share resources.

Visit <https://www.cfecfw.asn.au/kinship-care-network/>

Here you will find factsheets, our videos and many other resources to share with your community and carers.

2. Share your events.

If you are holding an event for your Carer community during Kinship Care Week share the details of your event using the form on the Kinship Care Network Hub (<https://www.cfecfw.asn.au/kinship-care-network/>)

Even if your event is private, by including it on listings we show our wonderful carers that they are valued and there is lots happening for them during this very special week.

3. Share the Kinship Carers Week videos or make your own!

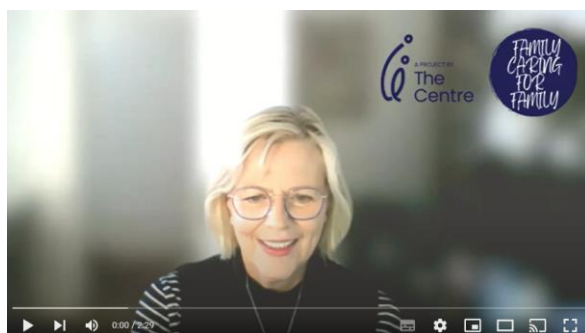
There are a series of videos to share in the lead-up to and during Kinship Carer Week. Follow the links below to view them on YouTube and share them in your newsletters, events and across your social media channels. If you make your own video, please share it with us too.

Remember to tag The Centre (@CFECFW) and use the hashtags #KinshipCareWeek2023 #FamilyCaringForFamily



Lived Experience Kinship Carer Video

View and share at <https://youtu.be/ECsmN2VV9mU>



Message of support from **Deb Tsorbaris**,
CEO, The Centre

<https://youtu.be/5GtqPIQQBuA>



Kinship Care Week
promo vido

<https://youtu.be/MbqDgN2XO40>

4. Social Media Tiles

We've created a set of social media tiles to share over Kinship Care Week incorporating our *Family Caring For Family* theme.

Click on the tile to download or visit -

<https://drive.google.com/drive/folders/1P0pD73mh2R3EkczrMBdUi0jZRADoihMv?usp=sharing>



Suggested posts

#KinshipCareWeek2023 is an opportunity to highlight the amazing work that kinship carers do to provide loving and stable homes for children when they need it most.

#FamilyCaringForFamily ensures connections to culture, community, and a sense of belonging.

Over 7,450 children in Victoria will spend tonight in Kinship Care. This #KinshipCareWeek2023 we celebrate the everyday heroes of #FamilyCaringForFamily. Kinship Carers are important people in the lives of children and young people and ensure ongoing connections to culture, community, and a sense of belonging.

5. Add a message to your newsletter.

Suggested content:

Kinship Care Week 2023 celebrates the wonderful work of families caring for families in Victoria, helping them connect with each other and carer support groups in their communities.

Kinship Carers are important people in the lives of children and young people and ensure ongoing connections to family, culture and community, and a sense of belonging when they are unable to live with their parents.

Some key facts about Kinship Carers*

- Kinship care is when a child who can't live with their parents is placed in a relative or family friend's home.
- Kinship care is the fastest-growing form of out-of-home care in Victoria. Between 2017 and 2021, the number of children in kinship care grew by 33 per cent.
- Over 70% of all children in OOHC live with a kinship carer.
- At the end of 2020 there were an estimated 4700 kinship caregivers caring for 7450 children in Victoria.
- Kinship carers are typically female (94%), in their mid-50s (avg 54), are grandparents or great-grandparents (59%), and live on lower incomes (40% <\$40,000 household income).
- 96% of kinship carers are on the lowest level of carer allowance, compared to 32% of foster carers.

*Source VAGO Kinship Care, June 2022 ([link](#))

6. Add the footer to your email.

Download the files [here](#) or click on the image below.



 **IT'S KINSHIP CARE WEEK 2023!**

KINSHIP CARE WEEK 4-8 SEPTEMBER, 2023 
#FamilyCaringForFamily *#KinshipCareWeek2023*

7. Add the #KinshipCareWeek2023 Background to your online meetings.

Download the files [here](#) or click on the image below.



IT'S KINSHIP CARE WEEK 2023! *#FamilyCaringForFamily* *#KinshipCareWeek2023*

8. Download a colouring sheet.

Get the kids involved in saying thank you by downloading the colouring sheet to make a **Family Caring For Family** picture frame.

Download the files [here](#) or click on the image below.



9. Support each other.

Comment, Like, Share

The key to social media campaign success is to like, comment and share each other's posts. The more activity around #KinshipCareWeek2023, the better.

Use the hashtags

#KinshipCareWeek2023

#FamilyCaringForFamily

Use the links below to see activity on twitter for these channels:

- https://twitter.com/search?q=%23kinshipcareweek2023&src=typed_query
- https://twitter.com/search?q=%23familycaringforfamily&src=typed_query&f=top

Tag The Centre

Please tag the Centre's social media channels on your posts so we can find and share your posts, events and celebrations.

You'll find the Centre at:

- LinkedIn - <https://www.linkedin.com/company/cfecfw/> - @CFECFW
- Twitter/ X - <https://twitter.com/CFECFW> - @CFECFW
- Facebook - <https://www.facebook.com/CentreForExcellenceInChildAndFamilyWelfare>

10. Media Support.

Do you have kinship carers in your networks who would like to share their stories with media?

Contact Louise Johnson
Media & Communications Advisor
<mailto:louise.johnson@cfecfw.asn.au>
0400 241 179



For more information about Kinship Carers Week 2023 and the Kinship Care Network please contact Caitrin Mooney on caitrin.mooney@cfecfw.asn.au

<https://www.cfecfw.asn.au/kinship-care-network/>