



Family Care First Communication Guidelines

Dear Partners:

As Family Care First (FCF) continues to grow, both in size and prominence, we expect that many of you will be asked about the effort and your involvement in it. We highly encourage FCF partners promote FCF and their involvement in it on their respective website and in related organizational communication materials. We also invite you to share the FCF general brochure, attached in PDF, and ask that you contact GAC if you would like printed brochures for upcoming events and mailings.

In December 2016, FCFC will launch its website and quarterly newsletter. In the coming months, we will be in contact to see if there are any success stories, photos, videos and progress updates that you would like to see included in FCF website, newsletters and annual report. As the effort grows, content on the various communications tools will grow too and we look forward to working closely with all partners to ensure that FCF communications represent your shared interests.

FCF partners are more than welcome to use the FCF logo in communications related to their involvement in FCF. Given USAIDs involvement, there are important marking and branding rules that need to be followed. Attached please find pre-approved power point, report cover, and letterhead templates that have been drafted according to USG guidelines. It is important that you use them whenever representing FCF. Once the website is live you will also be able to access these materials online. If you have any questions about the templates or any branding or marking restrictions, please contact Buntha Thol at Buntha@globalallianceforchildren.org.

As with all aspects of FCF, the more we can speak with one voice and use a common language the better. To assist with this, we have drafted some responses to questions we anticipate you will be asked on a frequent basis. If you are contacted by the media, please let Buntha or I know so that we can provide support as needed. In some cases, statements made by FCF will have to receive prior approval by USAID.

Thank you again for your continued dedication.

Yours sincerely,
Kosal Chea



Responses to Frequently Asked Questions

WHAT IS THE FAMILY CARE FIRST?

In 2014, USAID launched Family Care First, a global initiative that seeks to uncover and advance transformational solutions that considerably reduce the number of children growing up outside of safe, nurturing, family-based care. In 2015, Cambodia was selected as the first site to pilot this approach. Today, Family Care First is an ever-growing partnership, comprised of global and community partners from all sectors committed to increasing the percentage of children living in safe, nurturing and family based care. Guided by the collective impact model for structured, multi-sector collaboration, FCF partners are working together to build both the trust and evidence required to more strategically and collectively contribute toward the shared vision of safe, nurturing family based care for every child in Cambodia.

The work of Family Care First is led by the following the following equally essential cross-sector working groups:

- **Technical Working Group for Implementation (TWGI):** Comprised of 30-40 leaders of the non-profit, government, civic, business, academic and faith sectors, the TWGI is charged with both shaping and implementing FCFC's framework for strategic action.
- **Thematic Sub-Groups (TSG):** These smaller groups are organized for action around key areas of needed reform. The first four of these groups are working collaboratively to increase government capacity; strengthen the social service workforce; build pathways into family based care and address head on the market forces driving increases in residential care.
- **Knowledge Sharing Working Group (KSWG):** Comprised of 10-15 international and local experts in research, data and evaluation, the KSWG is charged with both collecting and using data to inform the direction and assess the impact of FCFC.
- **Donor Steering Group (DSG):** Comprised of 8-10 resource partners, the DSG is charged with providing overall strategic direction and mobilizing resources to meet FCFC identified resource needs.

Family Care First's strength lies in the commitment and support of its diverse membership and only collectively can its partners have the desired impact on the lives of children living without safe, nurturing family based care.

For more information, please visit: www.familycarefirstcambodia.org

WHAT IS COLLECTIVE IMPACT?

Collective Impact is a framework for facilitating and achieving large-scale social change. It is a structured and disciplined approach to bringing cross-sector organizations together to focus on a common agenda that results in long-lasting change. Global research shows that successful



collective impact initiatives typically have five conditions that together produce true alignment and lead to powerful results: a common agenda, shared measurement systems, mutually reinforcing activities, continuous communication, and backbone support organizations.

The process of collective impact starts with a **common agenda**. That means coming together to collectively define the problem and create a shared vision to solve it. **It establishes shared measurement**. That means agreeing to track progress in the same way, which allows for continuous improvement. **It fosters mutually reinforcing activities**. That means coordinating collective efforts to maximize the end result. **It encourages continuous communication**. That means building trust and relationships among all participants. **And it has a strong backbone**. That means having a team dedicated to orchestrating the work of the group.

WHAT HAS FAMILY CARE FIRST CAMBODIA ACHIEVED SO FAR?

In March 2015, USAID along with over 30 local and global experts in child wellbeing collectively identified four core strategies for increasing the overall percentage of Cambodian children living in safe, protective family care. Using the four measurable objectives as a guide, FCF partners have organized themselves into related working groups and have successfully co-designed a series of 11 related interventions. These “action plans” will be enacted over the next two years and serve to inform all of FCF’s future work.

At the same time, efforts have been made to recruit additional partners from a wide array of related development sectors including education, early childhood, maternal and child health, nutrition, disability, economic strengthening and migration. Under this broader lens, FCF partners will work together to develop a long-term strategy for increasing the percentage of Cambodian children in safe, nurturing, family based care.

HOW DOES FCF ADD VALUE IN CAMBODIA?

FCF adds value by:

1. Approaching the **whole child** through the lens of safe, nurturing, family-based care, which is unique and compelling for greater stakeholder cohesion.
2. Helping the Royal Government of Cambodia, international donors and civil society work collaboratively to **identify, set, cost, measure, and reach targets** for children and families.
3. Providing an opportunity to increase investment in safe, nurturing family based care, with a **focus on the private sector**.



WHAT IS THE DIFFERENCE BETWEEN FCF AND OTHER LOCAL NETWORKS AND PARTNERSHIPS?

Collaboration is not new to Cambodia. There are several strong sector based partnerships already doing incredible things for children and families. FCF is not a network, but rather a process through which the work done by existing or newly created networks can become more closely aligned and span across multiple sectors, allowing them each to have a greater overall impact. FCF also seeks to leverage funds by decreasing duplication and using data to inform the strategic actions of the community.

IS FCF'S PLAN TO IMMEDIATELY CLOSE ALL THE ORPHANAGES?

No. The end goal of FCF is and will remain ensuring that every child has the opportunity to grow in a safe, nurturing family. With this in mind, FCF partners have pledged to work together to prevent unnecessary child and family separation, reintegrate children in residential care safely back into family and provide alternative care for those who cannot return home.

HOW SHOULD I REFER TO FCFC ON MY WEBSITE?

Below is suggested language for website links:

X is proud to be a partner organization of Family Care First, a group of global and community partners across all sectors committed to increasing the percentage of children living in safe, nurturing and family based care. Family Care First's strength lies in the commitment and support of its diverse membership and only collectively can its partners have the desired impact on the lives of children living without safe, nurturing family based care. For more information, please visit: www.familycarefirstcambodia.org

WHAT ABOUT SOCIAL MEDIA?

Partners are encouraged to promote Family Care First through social media. Programs funded exclusively with USAID funds must also tag USAID.

[Twitter: #FAMILYCAREFIRST](#)

[Facebook: FAMILYCAREFIRST](#)

WHO DO I CONTACT FOR MORE INFORMATION?

For more information, support with press enquiries or advice on social media communications, please email Buntha Thol at Buntha@globalallianceforchildren.org