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Jan. 16, 2024

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**Vaya Health Joins Local DSS Offices/Child Placing Agencies
Across North Carolina in Launching Foster Care Recruitment
Campaign**

ASHEVILLE, NC - On Jan. 16, the launch of Vaya Health’s Adventure Awaits campaign marked a crucial step in addressing the critical shortage of foster parents within North Carolina’s child welfare system. The two-month initiative is a direct response to the pressing need observed across various communities statewide.

Adventure Awaits originated from Vaya’s long-standing program, called [Pathways to Permanency](#), which aims to help raise awareness for the growing need facing local Department of Social Services (DSS) offices as well as privately licensed child-placing agencies across the state.

“While working in several communities through Pathways to Permanency, it quickly became clear that many areas were facing an extreme need, both for foster parents and additional resources that could help support local agencies recruit potential candidates,” said Ashley Parks, Child & Treatment Continuum Director at Vaya Health.

“Not only are communities in need of the more traditionally thought-of ‘foster family,’ but a unique aspect about the Adventure Awaits campaign is that it aims to recruit therapeutic foster parents as well,” continued Parks.

Over the next two months, the campaign will unveil a series of videos featuring North Carolina foster parents sharing their personal experiences. The name, Adventure Awaits, captures the unique stories shared by parents across Vaya's region as they encourage individuals to take part in the adventure that is fostering a child in need.

In collaboration with local partners and organizations, Vaya aims to equip communities with [essential resources and tools](#) to engage community members and aid in ongoing recruitment initiatives.

To learn more about becoming a foster parent, or events and resources available to your community, visit: [Pathways to Permanency | Vaya Health](#).

About Vaya Health

Vaya Health is a specialty managed care organization that oversees publicly funded behavioral health and intellectual/developmental disability services across a 31-county region of North Carolina. Vaya manages Medicaid, federal, state and local funding to meet member and community needs while advancing whole-person health. Together with our members, provider network and local partners, we're moving forward to a healthier North Carolina. Access to crisis assistance is available 24/7 at 1-800-849-6127. Learn more at vayahealth.com.

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