



# **Provider Touchpoint**

**Friday, May 30,  
2025**



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- Welcome
- Mental Health Awareness Month
- Foster Care at Eliada Homes, Inc.
- Provider Spotlight
- Announcements
- Final Q&A



# Before We Begin

- The moderated Q&A is available in the controls bar at the top of your screen.
- Submit questions through the moderated Q&A feature *at any time* throughout the broadcast.
- **We will take multiple breaks throughout the broadcast to address Q&A submissions.**
- When asking a question, *please identify your organization and any relevant details* so our subject matter experts (SMEs) can answer your question as accurately as possible.
- If you need to ask a question that is specific to your agency or the services you provide, please contact your provider network contract manager or email [provider.info@vayahealth.com](mailto:provider.info@vayahealth.com)
- **Keep an eye out for trivia!**

# Where Can I Find...



**Provider Touchpoint**  
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**> Provider Touchpoint**



**Provider Communication  
Bulletin**  
Sign-up & Archive

**Provider Central > Resources >**  
**Communication Bulletins**



# Today's Guests

- **Shamika Howard**, Provider Educator (Co-Producer)
- **Donald Reuss**, VP of BH & I/DD Network Operations (Host)
- **George Ingram**, VP of PH Network Operations & Value Based Contracting (Host)
- **Kate Glance**, Regulatory Reporting Director
- **Talia Wisecarver**, Foster Care Director, Eliada Homes Inc. (Guest Presenter)
- **Kendra Chapman**, Provider Educator (Q&A Moderator)
- **Ashley Parks**, Child & Family Treatment Continuum Director



**Welcome!**



# Mental Health Awareness Month

- “For more than **20 years**, the Substance Abuse and Mental Health Services Administration (**SAMHSA**) has recognized Mental Health Awareness Month (MHAM) every May to **increase awareness about the vital role mental health plays in our overall health and well-being** and **provide resources and information** to support individuals and communities who may need mental health support.” [Mental Health Awareness Month | SAMHSA](#)
- Explore the Toolkit for helpful infographics and social media shareables: [2025 Mental Health Awareness Month Toolkit | SAMHSA](#)



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# Data Dig

## With Kate Glance

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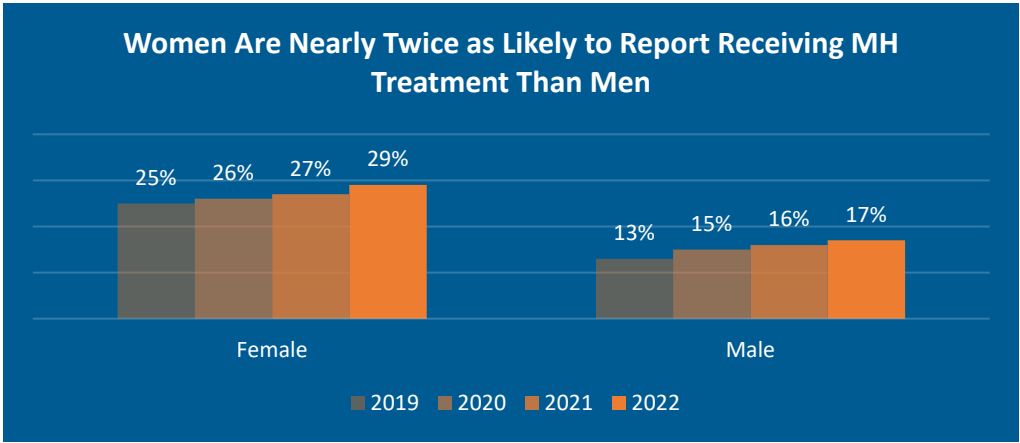
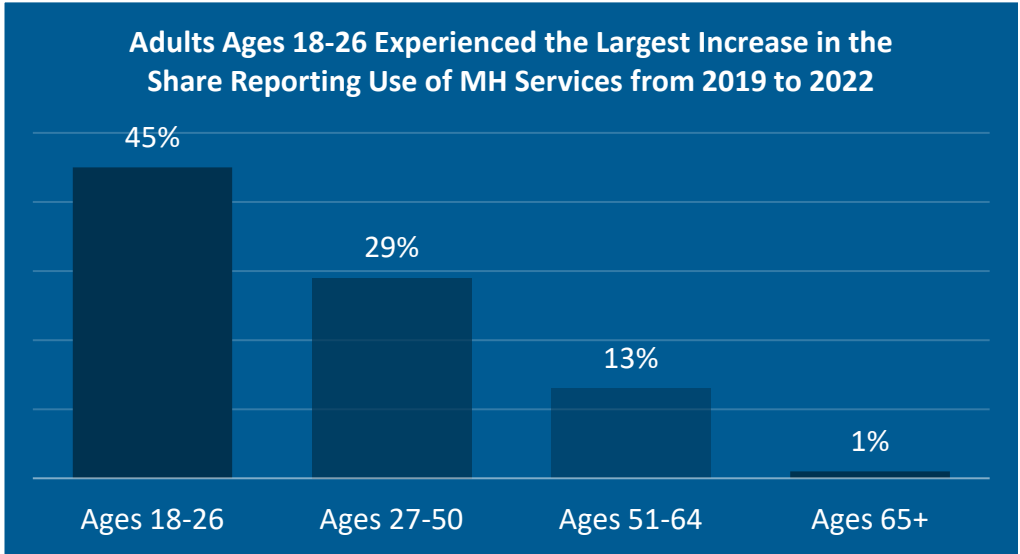
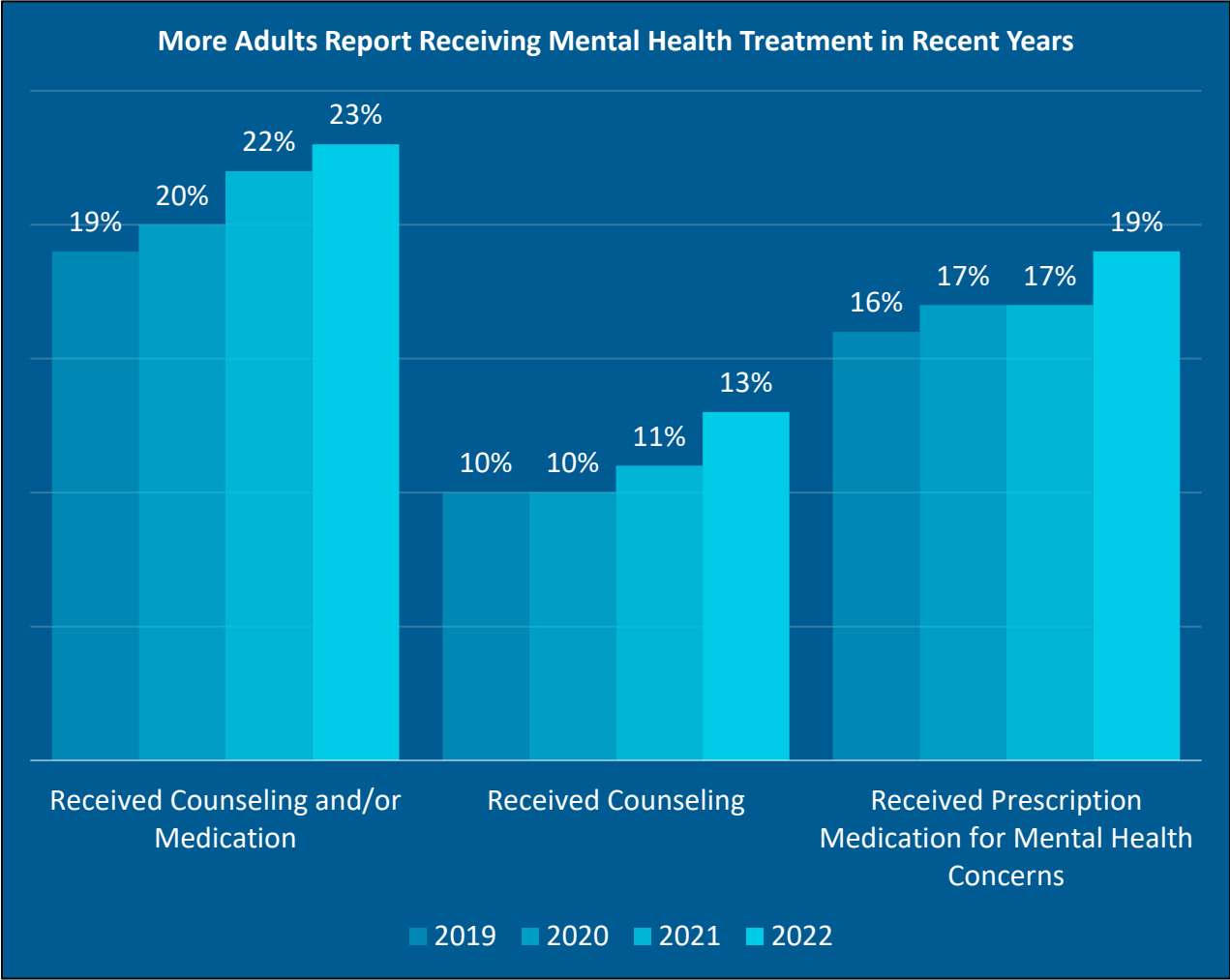






# Mental Health Services Data Dig

## With Kate Glance





# National Foster Care Month

- National Foster Care Month (NFCM) in May is an initiative by the Children's Bureau to **"spread the word about the needs of the more than 391,000 children and young people in foster care."**
- This year's NFCM [theme](#) is **"Engaging Youth. Building Supports. Strengthening Opportunities"** and focuses on "how we can best support young people and help them **successfully transition to adulthood**" and "ensuring young people leave care with strengthened relationships, holistic supports, and opportunities."
- Explore the Bureau's library of [resources](#) and foster care [stories](#) to learn more.





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# **Eliada Homes**


# **Foster Care Program**

## **With Talia Wisecarver**

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# FOSTER CARE AT ELIADA

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01. ELIADA HISTORY
  02. MEET THE TEAM
  03. GOALS
  04. HOW DO WE ACHEIVE THEM



# TABLE OF CONTENT

## MEET OUR FOUNDER

Dr. Compton founded Eliada in 1903 – The Compton's rented a house in Asheville, Faith Cottage, as a home for indigent and homeless women and girls. Many were pregnant out of wedlock. Faith cottage provided a safe place for hundreds of women to give birth.



# ELIADA HISTORY

ELIADA'S MISSION HAS ALWAYS BEEN TO  
SUPPORT THOSE IN NEED IN OUR  
COMMUNITY.

IN THE EARLY 1980S, RECOGNIZING THAT  
TRADITIONAL ORPHANAGES WERE NO  
LONGER BEST FOR CHILDREN, ELIADA BEGAN  
RECRUITING COMMUNITY HOMES TO  
PROVIDE MORE NURTURING, FAMILY-LIKE  
CARE.

THIS SHIFT LAID THE FOUNDATION FOR THE  
FOSTER CARE PROGRAM WE HAVE TODAY.





# ELIADA HISTORY

WITH OVER 120 YEARS OF SERVICE, ELIADA REMAINS STEADFAST IN ITS COMMITMENT TO SUPPORTING THE CHILDREN OF NORTH CAROLINA. BUILDING ON DR. COMPTON'S VISIONARY LEGACY, OUR MISSION IS TO ELEVATE AND ADVANCE THE FIELD OF CHILD WELFARE—PROVIDING INNOVATIVE, COMPASSIONATE CARE AND CREATING BRIGHTER FUTURES FOR EVERY CHILD WE SERVE.





# INTRODUCTION

I am Talia Wisecarver, Director of Foster Care. I moved here mid hurricane from Tennessee. I have worked in child welfare since 2011 in various capacities. Recently I was a Foster Parent trainer for 5 years and then transitioned to be the DCS Foster Parent Recruitment Manager for the State of TN for 2 years.



## OUR TEAM

We have two full time consultants, Joe Hammond who has been with Eliada for over 20 years and Jennifer Johnson who has been with Eliada for 2 years but recently transitioned to the position in foster care.



## PROBLEM

Approximately 12,000 children and youth are in Foster Care across North Carolina

## SOLUTION

Continually recruit foster parents to fill the gap and add support for the children of NC.





### Facebook / Instagram

We have started doing Foster Care Friday's on the Eliada social media where I create this content and post it!



### Targeted Recruitment

With these social media posts I have been playing around with targeted campaigns and “boosting” the post with some ad dollars.



### Print Ads

We have partnered with two different print ads so far to begin recruiting foster parents



### Google Ads

We are beginning to utilize google ads to help recruit.

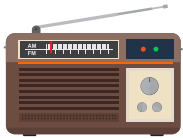


# RECRUITMENT EFFORTS



### Foster Parent Referral Program

We have started a referral program that if one of our Foster Parent's recruit a family they receive a bonus.



### Radio Partnerships

We have started looking into radio stations to air a 30 second PSA.



### Community Partnerships

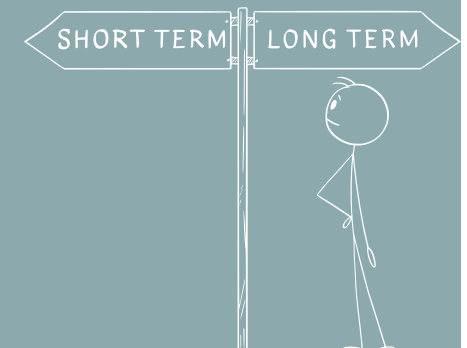
We are identifying and utilizing community partners to share the information about Eliada Foster Care!



# RECRUITMENT EFFORTS

# WHAT ARE OUR GOALS?

- Open 10 or more new homes in 2025
- Quarterly Events for current foster parents
- Raise our census of children we serve
- Expand community partnerships
- Increase marketing and recruitment efforts





# HOW DO WE ACHEIVE OUR GOALS?

## Open 10 new homes in 2025

- Attend in person events that are relevant to foster care.
- Hang flyers in places a potential foster parent may be.
- Geofence social media campaigns

## Quarterly Events

- Foster Parent night off (Q1)
- Foster Parent Appreciation Event (May)
- Pool Party & BBQ (Summer)
- Fall Festival (Fall)
- End of year celebration (December)

## Serve more children

- By opening additional homes, we will be able to serve more children. This will allow us to provide care for the over 12,000 children in DSS custody in NC.

## Expand Community Partnerships

- We plan to expand Community Partnerships by attending events, increasing our marketing and advertising, and identifying appropriate partners and reaching out to establish a relationship.

## Increase Marketing and Recruitment Efforts

- We're spreading our mission through a multi-faceted approach that includes Google Ads, targeted recruitment strategies, social media outreach, local newspapers, community partnerships, and radio interviews.



# THANK YOU

Talia Wisecarver  
TWisecarver@Eliada.org  
828-348-3316







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# 1st Q&A Check-in

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# Provider Spotlight

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# Provider Spotlight



## **Thompson's Child and Family Focus**

We would like to recognize Thompson's Child and Family Focus for their innovative work in supporting children and families who in need of community based and residential care. Thompson's Enhanced Residential Treatment Center and Placement Stabilization Unit engage youth and their support systems in services and support with reunification and helping kids stay in or return to their home communities.

## **Kidzcare Pediatrics**

Kidzcare Pediatrics PC practices are located in about 30 counties across NC providing an inclusive consultative approach to care for their patients and promoting a healthier community. They have a commitment and desire to provide affordable, accessible and quality pediatric care that can be seen through their care management service.

## **Rapid Resource for Families**

Rapid Resource for Families is always willing to staff individual cases for high needs kids in need of therapeutic foster care and partners with local communities to assist with foster care recruitment campaigns and trainings for foster parents. Rapid Resource for Families currently has several initiatives in place to support expansion of IAFT and access to natural supports for foster families.

# **A Round of Applause for... Thompson, Kidzcare, & Rapid Resource for Families!**





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# 2nd Q&A Check-in

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# Announcements

## Last Day for [2025 Provider Satisfaction Survey](#).

- This survey takes 10-15 minutes to complete and is available through May 30, 2025.

## WNC Resiliency Supports

- a variety of free [resilience-building workshops](#) from Resources for Resiliency
- Please take a few minutes to complete a [short survey](#) by **June 30, 2025**.



# Announcements

## Year-End Due Dates for Non-UCR Expenditures

For more information:

- [SFY25 Year-End Non-UCR Federal Payment and Settlement Process](#)
- [Year-End Non-UCR State Special Categorical Funds Payment Process](#)

### Questions:

- Contact your provider network contract manager
- Email [provider.info@vayahealth.com](mailto:provider.info@vayahealth.com)
- Senior Staff Accountant Jamie Brendle at [jamie.brendle@vayahealth.com](mailto:jamie.brendle@vayahealth.com) or Special Projects Manager Chad Swicegood at [chad.swicegood@vayahealth.com](mailto:chad.swicegood@vayahealth.com).





# Announcements

## Guidance for RB-BHT, Specialized Consultation Services

- [Research-Based Behavioral Health Treatment Guidance](#)
- [Specialized Consultation Services Guidance](#)
- Questions: [UM@vayahealth.com](mailto:UM@vayahealth.com) or Provider Support Service Line at **1-866-990-9712**.

## Vaya Cohort PCIT Training: Notification of Interest Due Tomorrow

- Notifications of interest are due by **May 30, 2025**, to Darden White at [darden.white@duke.edu](mailto:darden.white@duke.edu) and Laura Nelson at [laura.heredia@duke.edu](mailto:laura.heredia@duke.edu).
- Applications are due by June 6, 2025. [Apply online](#).
- Training dates are July 21-24 and Oct. 20-22, 2025.





# Provider Summit

## June 5, 2025, 9 a.m. – 5 p.m.

Mark your calendars for Vaya's Provider Summit for 2025. The theme for this year's virtual conference is "Better Together: A Celebration of Whole-Person Care."

[Review the agenda](#). Registration is not required. [Join online](#).





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# Final Q&A Check-in

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# Thank You

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Join us again on Friday, June 13, 2025!

For further questions regarding this week's touchpoint, please email [provider.info@vayahealth.com](mailto:provider.info@vayahealth.com)



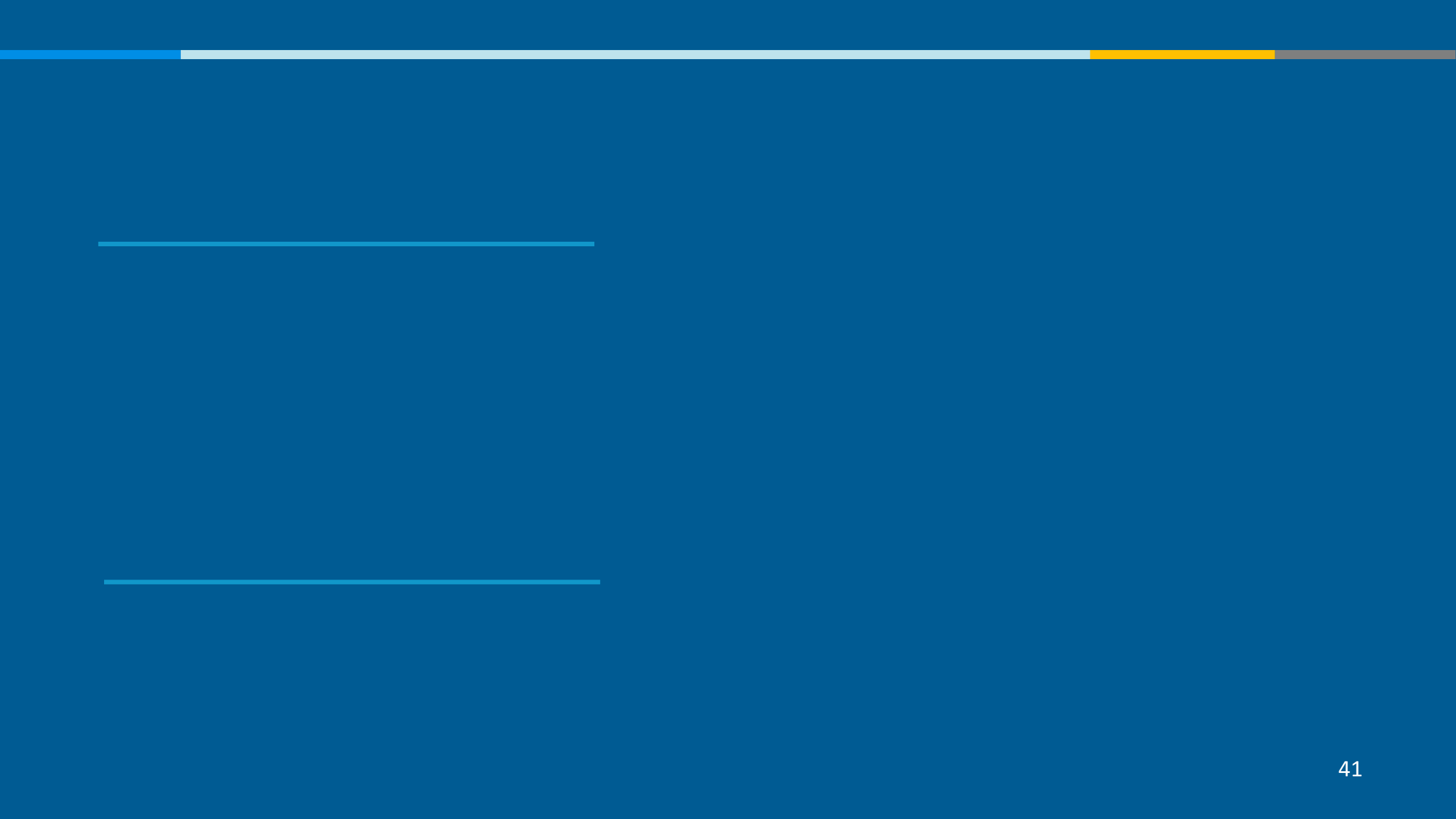


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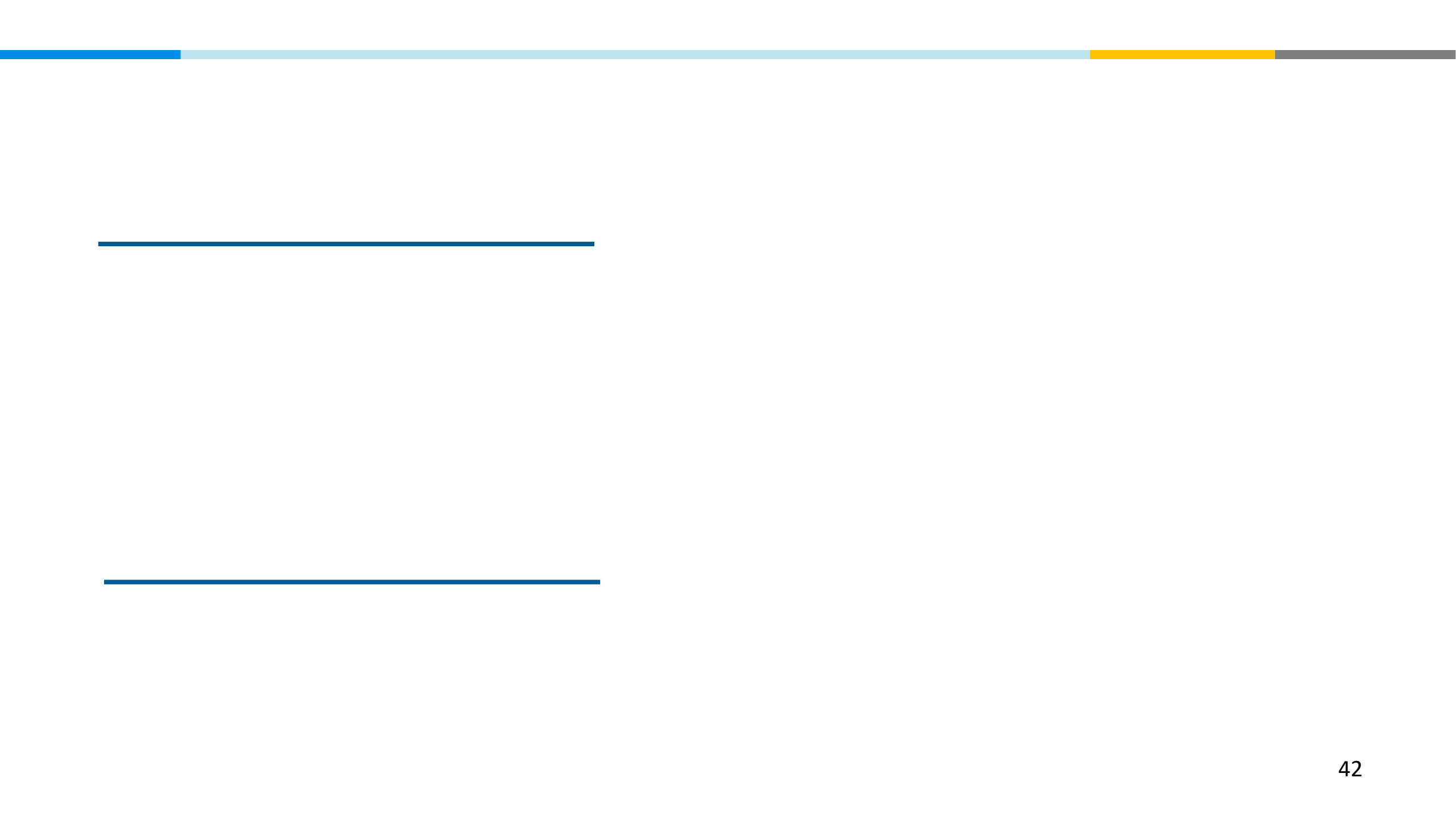






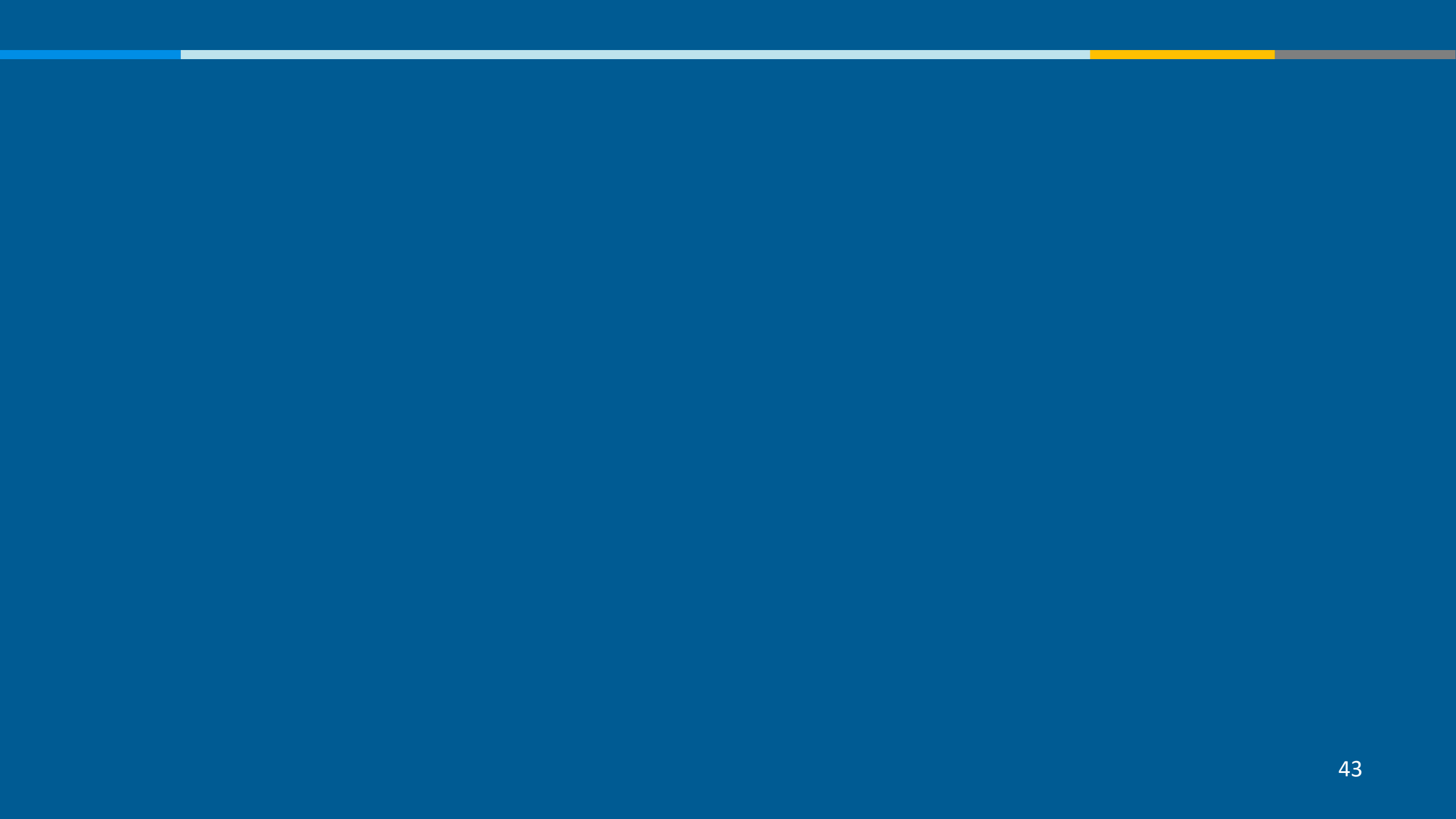




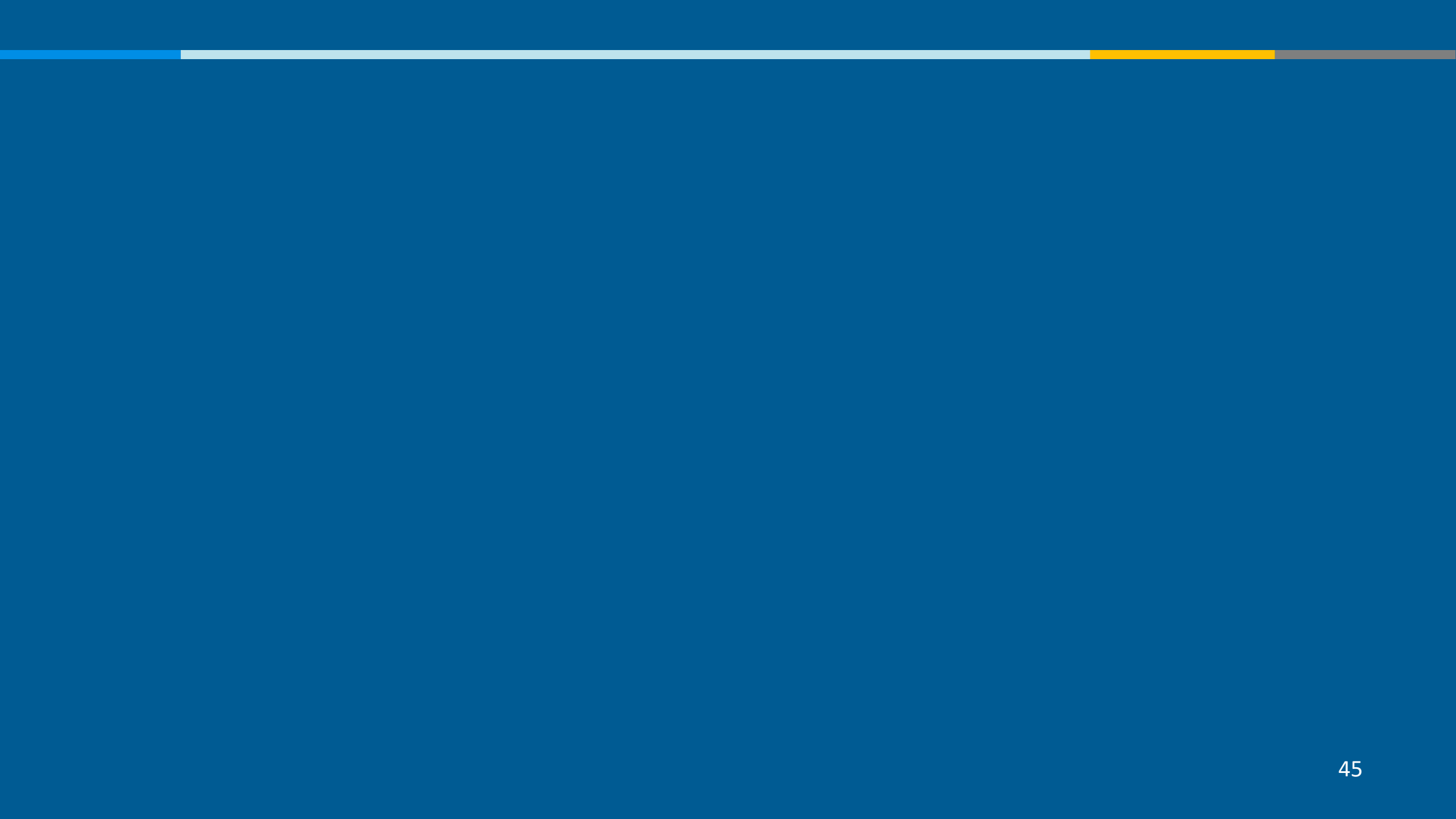


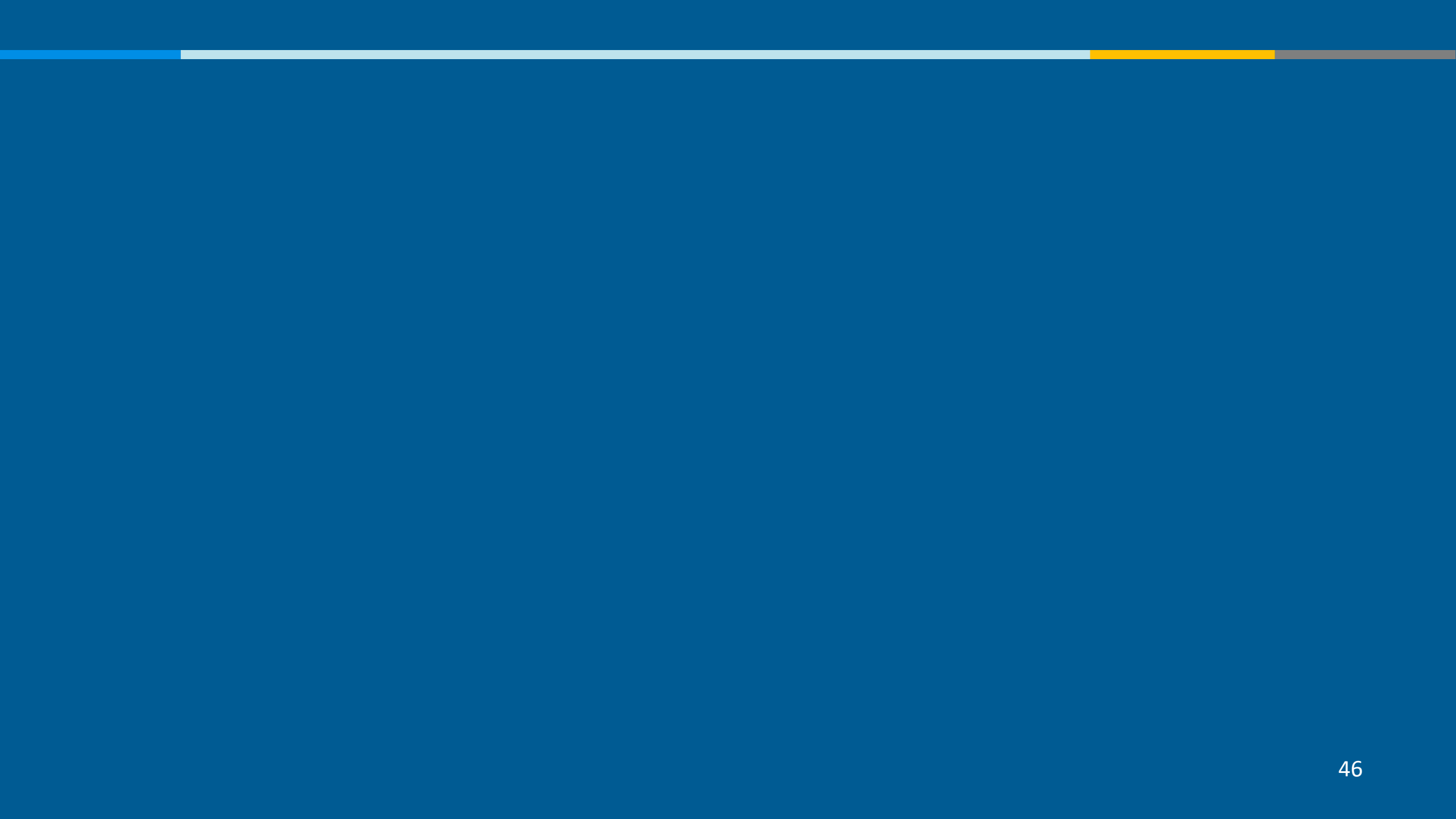
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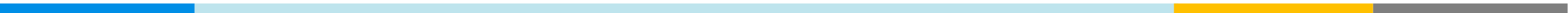


















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# Thank You

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