



COUNTY OF SAN MATEO
Inter-Departmental Correspondence

Department of Child Support Services

DATE: August 2, 2002

BOARD MEETING DATE: August 20, 2002

TO: Honorable Board of Supervisors

FROM: Peggy Jensen, Department of Child Support Services Director

A handwritten signature in black ink, appearing to read "Peggy Jensen", with a horizontal line extending to the right.

SUBJECT: Child Support Awareness Month

Recommendation

Adopt a resolution recognizing August as Child Support Awareness Month in San Mateo County

Background

In 1983, President Reagan established August as national Child Support Awareness Month. Since then, state and local child support agencies throughout the country have continued to recognize August as Child Support Awareness month. This August, child support agencies though-out the country will be conducting activities and attending community events to increase public awareness of the child support program. In addition to publicizing the services of child support agencies, these events encourage parents to financially and emotionally support their children.

Discussion

In San Mateo County, the Department of Child Support Services has a number of activities planned for Child Support Awareness month. The Department will have a booth at the County Fair, will attend a number of community and neighborhood fairs and will hang our street banner across Broadway in Redwood City. We have also submitted Public Service announcements to local radio stations and have posters on SAMTRANS buses and ads in movie theaters. All these activities are in addition to our ongoing outreach efforts. Our ongoing activities include presentations to schools, community-based organizations, and other groups concerned about children and families in San Mateo County.

Vision Alignment

Recognizing August as Child Support Awareness month supports the County vision that “children grow up healthy in safe and supportive homes” by encouraging parents to provide financial and emotional support to their children

Fiscal Impact

The cost of the Department’s participation in Child Support Awareness events is included in our annual budget. Since the Department is fully funded by the state and federal Child Support Agencies, there is no cost to the general fund