



## Virginia Division of Child Support Recognized for National Program Awareness Award

**Richmond, VA. (September 22, 2021)** - Virginia's Division of Child Support Enforcement has been named recipient of the 2021 Program Awareness Award by the National Child Support Enforcement Association (NCSEA) for its *#SupportVAKids: Digital Marketing Grant*. The award was presented virtually in Austin, Texas at the 2021 National Child Support Enforcement Association (NCSEA) Leadership Symposium.

The NCSEA Program Awareness Award recognizes the effectiveness of media relations and public outreach in disseminating child support program information to the public. Virginia's program was recognized for its impactful results to the problem of declining caseloads, and its creative social media and advertising campaign.

The *#SupportVAKids: Digital Marketing Grant* used behaviorally-informed digital communication methods to increase outreach with families across the Commonwealth, improve brand awareness, and inform eligible families about the benefits of child support services. The digital marketing grant team was a collaboration between the [Virginia Department of Social Services](#)' Division of Child Support Enforcement (DCSE) and Public Affairs Division, as well as external partner [Grays Peak Strategies](#).

There were several overall impacts including:

- 1,432 requests for child support-related assistance through the contact form on the [supportVAKids website](#)
- 12% increase in applications from individuals who have never had any assistance from DSS
- Google display ads resulting in 1,284,989 impressions
- Creation of informative YouTube videos on the [DCSE YouTube channel](#)
- Launch of the [DCSE Instagram](#) account which gained 885 followers in 6 months
- 517 Continuing Legal Education participants – focusing on family law attorneys throughout Virginia
- Increase of followers on the DCSE [Facebook](#), [Twitter](#) and [LinkedIn](#) platforms

The *#SupportVAKids: Digital Marketing Grant* is just one of many new ways DCSE is working to reach families across Virginia. Today, families can file an application electronically, upload documents, make payments online, and communicate with their caseworker all through the [MyChildSupport Portal](#). To learn more, visit the [DCSE website](#).

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### About the Virginia Department of Social Services

The Virginia Department of Social Services (VDSS), one of the Commonwealth's largest government agencies, is comprised of approximately 1,700 state staff who proudly serve alongside more than 8,000 employees of 120 local departments of social services and community action agencies to deliver critical social services to Virginia's most vulnerable citizens. VDSS is committed to ensuring Virginians have access to the high-quality human services and resources needed to enhance their individual and collective well-being, and shape strong futures for themselves, their families and communities. The agency provides a wide range of services and resources in

the areas of food and energy assistance, foster care and adoption, child support, and abuse and neglect prevention, among others. For more information, visit [dss.virginia.gov](https://dss.virginia.gov).