Dear Public Service Director,

There are 428,000 children in the U.S. foster care system. Of these children, there are 112,000 currently awaiting adoption. Older youth are overrepresented in the foster care population, as they generally wait longer to be adopted and have lower overall adoption rates.

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Since 2003, the Ad Council has partnered with the Children’s Bureau and ­AdoptUSKids on a national adoption recruitment campaign to encourage adoption from foster care. PSAs have been developed with a specific annual focus including, teens, Spanish-language, sibling groups, and children 8 and older. The consistent tag line, “You don’t have to be perfect to be a perfect parent,” has been used to communicate a humorous angle to the seemingly challenging task of adopting a child from foster care, reassuring prospective parents that even if not ‘perfect,’ they have the ability to provide the stability and security that children in foster care need and deserve.

The latest PSAs in this award-winning campaign ask prospective parents to consider adopting older teens in foster care. The pro-bono advertising agency, KBS, collaborated with the authors and illustrator of the iconic pregnancy guide *What to Expect When You’re Expecting* on the campaign, which includes TV, out-of-home, print and digital. The videos feature well-intentioned moms and dads attempting to give new parents of teens step-by-step parenting tutorials in the *What to Expect When You’re Expecting* tone – namely how to wake up your teen and how to teen-proof your home. The print, digital and out-of-home creative parodies the original book cover and illustrations by humorously showing common scenarios parents can expect when adopting a teen (such as confusing text messages, binge-watching and promposals.) The PSAs direct audiences to visit AdoptUSKids.org or call 888-200-4005 for current, accurate information about the foster care system and the adoption process.

We thank you for your continued support of the Adoption from Foster Care campaign. With your assistance, we can help find adoptive families for children and teens waiting in foster care.