

ADOPTION FROM FOSTER CARE



CAMPAIGN OVERVIEW:

Since 2004, the Ad Council has partnered with the U.S. Department of Health and Human Services' Children's Bureau and AdoptUSKids on a national adoption recruitment campaign to encourage the adoption of children from foster care. PSAs have been developed with a specific annual focus including teens, Spanish-speaking youth, 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.

PSA DESCRIPTION:

The latest PSAs in this award-winning campaign encourage the adoption of older teens 15-18-years-old from foster care. The new strategy emphasizes the many "firsts" families get to experience with a teen, reassuring prospective parents that they don't need to know it all to be a perfect parent – they just need to be there. The sincere PSAs feature impactful scenarios ranging from asking someone to prom to getting a license to handling first break-ups. All assets reassure potential parents that teens in foster care don't need perfection, they need the commitment and love a permanent family can provide.

TARGET AUDIENCE:

Prospective parents 40- to 60-years-old who are considering adopting from foster care but who have not yet started the process.



CAMPAIGN OBJECTIVE:

Encourage the adoption of children and teens from the U.S. foster care system and increase the number of potential families inquiring about adoption.

CALL TO ACTION:

Visit AdoptUSKids.org or call 888-200-4005 to learn more about the adoption process.

PSAs:

Access campaign assets on PSA Central [here](#).

TOOLKIT:

Access campaign resources on the campaign toolkit [here](#).

ISSUE FACTS

437K

children in the U.S. foster care system

118K

children in the foster care system currently awaiting adoption

Only 5%

of all children adopted in 2015 were 15 - 18 years old

43%

of the 5,000 children actively photo-listed on adoptuskids.org are between the ages of 15 - 18

Older teens have lower adoption rates, & 15 to 17-year-olds spend approximately

50%

more time waiting to be adopted than younger children

IMPACT STATS

28K

Children adopted since the campaign's launch
To date 10/2018

35K

Families registered on AdoptUSKids
To date 10/2018