

# About the Campaign to Encourage Adoption of Children from Foster Care

## Overview of Campaign

The United States Department of Health and Human Services' Administration for Children and Families (ACF), in partnership with The Advertising Council and the Collaboration to AdoptUsKids, is responsible for a national adoption recruitment campaign.

The campaign uses multi-media public service advertisements (PSAs) to encourage potential adoptive families to consider adoption from foster care. Using humor and everyday life situations, the PSAs demonstrate that adopting a child from foster care isn't about "being perfect," but rather about the commitment demonstrated by normal interactions between any parent and a child in a loving parent-child relationship. The campaign provides a call-to-action for prospective parents to adopt by offering important, accurate information about the foster care system and the adoption process.

The PSAs are placed on television, in print outlets, on the radio and the Web by The Advertising Council through its time-tested donated media model and will reach prospective parents from all walks of life and every demographic. The latest segment of the campaign focuses on teens and older youth, for whom the need for adoptive parents is especially great.

The campaign is one of many Federal activities aimed at achieving permanency for children in foster care. The primary goal of this campaign is to increase the number of children adopted from the foster care system by strategically using the media to convey this message.

## Web Site Serves as Central Resource

Through a comprehensive Web site, [www.adoptuskids.org](http://www.adoptuskids.org), the campaign provides information on how to become an adoptive parent and features children available for adoption across the United States who are waiting for "forever" families. The purpose of the site is to link eligible children with qualified parents and to promote national recruitment efforts to reach prospective parents for children awaiting adoption.

## The Need for Adoptive Parents is Significant

Approximately 293,000 children in the United States enter the foster care system each year. There are currently 496,000 children in the foster care system. Of these, approximately 130,000 are available for adoption. Children of color, sibling groups, children with physical or mental disabilities, and older children (ages 9 and up) and teens are even more in need of adoptive homes.

## For More Information

For more information on adoption, or about becoming an adoptive parent to a child from foster care, please visit [www.adoptuskids.org](http://www.adoptuskids.org), or call toll-free at 1-888-200-4005.

For information in Spanish, please visit [www.adopte1.org](http://www.adopte1.org), or call toll-free at 1-877-ADOPT1 (1-877-236-7831).

