

Answering the Call: A National Campaign to Encourage Adoption of Children from Foster Care

- **The Department of Health and Human Services Administration for Children and Families (ACF), in partnership with the Advertising Council and the Collaboration to AdoptUsKids, responsible for a public service advertising (PSA) campaign to encourage prospective parents to adopt from the U.S. foster care system.**
 - ▶ Of the 496,000 children in the foster care system in the United States today, more than 130,000 of these children are available for adoption.
 - ▶ 32 percent of the children who are waiting to be adopted from foster care are African American.
 - ▶ 19 percent of the children who are waiting to be adopted from foster care are Hispanic/Latino.
 - ▶ Almost half (42%) of the waiting children are ages 9 or older.
 - ▶ The average age of a child waiting for adoption from foster care is 8.2 years.
 - ▶ The Administration for Children and Families (ACF) is the Federal agency responsible for promoting the economic and social well-being of families, children, individuals and communities.
 - ▶ The Ad Council is the country's leading source of public service advertising campaigns.
 - ▶ The new PSAs were created pro bono by New York advertising agency kirshenbaum bond + partners.
- **Adoptive parents are needed to provide permanent, loving homes for the more than 130,000 children in the U.S. foster care system. Financial and educational assistance is available to help adoptive parents.**
 - ▶ There is an especially great need for adoptive homes for older children and teens, children of color, and sibling groups in foster care.
 - ▶ There is little or no cost to adopt a child from foster care.
 - ▶ Adoptive parents may be eligible for support in the form of training, financial adoption subsidy assistance, and Medicaid.
 - ▶ A tax credit exists for parents who adopt children from foster care.
- **The newest segment of the PSA campaign focuses on teens. They emphasize that “You don’t have to be perfect to be a perfect parent. There are thousands of teens in foster care who would love to put up with you.” Using humor and everyday life situations, the PSAs demonstrates 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**
 - ▶ People who are kind, flexible, loving, and could offer a permanent commitment should consider adopting a child, teen, or sibling group from foster care.

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, or call toll-free at 1-888-200-4005. For information in Spanish, please visit www.adopte1.org, or call toll-free at 1-877-ADOPT1 (1-877-236-7831).

