



**national**  
**adoption**  
**week**

14 TO 20 OCTOBER 2019

A guide to National Adoption Week 2019

**FIRST 4 ADOPTION**

## About National Adoption Week – 14<sup>th</sup>-20<sup>th</sup> October 2019

National Adoption Week will run from Monday 14th to Sunday 20th October 2019.

This year's National Adoption Week is focused on finding adopters for priority groups of children who wait the longest for an adoptive family including those in a sibling group, children from Black and Minority Ethnic backgrounds, older children and those with complex health needs or those that are disabled. During National Adoption Week we will be appealing to all individuals to come forward to consider these priority children.

This year the national campaign is being driven by a cross-sector steering group Chaired by Mark Owers, Independent Government Adviser. The Recruitment Steering Group is made up of representatives from statutory and voluntary adoption agencies together with CVAA, Adoption UK, Coram-BAAF and First4Adoption. This is a new and exciting approach seeks to reinforce the continuing priority in recruiting a sufficient pool of adopters and the routes that prospective adopters can take in approaching adoption agencies from across the sector.

The 2019 campaign will be working with the Guardian to promote adoption through multiple digital channels. The campaign will include 5 articles in the Guardian online that will focus on myth-busting, faith and BAME communities, adoption support and what characteristics you need to adopt a child.

### Cross Sector Steering Group

Mark Owers (Chair)	Independent Government Advisor
John Simmonds (Vice-Chair)	<a href="#"><u>CoramBaaf</u></a>
Sue Armstrong-Brown	<a href="#"><u>Adoption UK</u></a>
Karen Barrick	<a href="#"><u>Adoption Now</u></a>
Jenny Caldwell	<a href="#"><u>Devon</u></a>
Kath Drescher	<a href="#"><u>Adopt South West</u></a>
Gemma Gordon-Johnson	<a href="#"><u>First4Adoption</u></a>
Sarah Johal	<a href="#"><u>One Adoption West Yorkshire</u></a>
Maggie Jones	<a href="#"><u>Consortium Voluntary Adoption Agencies</u></a>
Saskia Merry	<a href="#"><u>Adopt Thames Valley</u></a>
Teresa Rogers	<a href="#"><u>Adopt Thames Valley</u></a>
Satwinder Sandhu	<a href="#"><u>IAC The Centre for Adoption</u></a>

## Working with the Guardian

The 2019 National Adoption campaign will be working with the Guardian to promote key messages regarding adoption, including 5 paid-for articles in the Guardian Labs online section; an Adoption Week takeover of the Society homepage for

the week. The digital campaign will deliver 3.5 million impressions over the Guardian.com network and over 700 quality whitelisted website such as Amazon, Ebay, Facebook, Instagram and Marks & Spencer Money.

The five 800-word content pieces will focus on:

1. **Myth busting** – the article will feature a single adopter in her 50s and same sex female couple, where one of the couple has a disability who adopted 2 children
2. **Encouraging Faith communities** – the article will feature an adopted couple who are Muslim who experienced fertility issues but decide to adopt rather than pursue fertility treatment and a Christian couple who adopted
3. **Encouraging BAME communities** – this article features Tessa Sanderson who adopted twins and a mixed heritage couple who adopted 3 siblings.
4. **Importance of adoption support** – adopter case studies TBC
5. **The characteristics needed to be an adopter** – adopter case studies TBC

These articles will cover as many angles as possible with the aim to bust many myths around adoption and encourage people to adopt priority children. Three articles will go live on the Monday of National Adoption Week and the others later in the week. First4Adoption will send the links to these articles out to agencies on the days they go live.

## Getting prepared for National Adoption Week

This year all digital and media activity will point to the First4Adoption agency finder page. This means it is imperative that your agency double checks its entry on the agency finder. You can [submit any amendments to your agency by completing this form](#).

We will continue to promote all information events that agencies are having, so please do [submit your events by completing this form](#)



[The logo for National Adoption Week 2019](#) is now available and the hashtag for this year is #YouCanAdopt. Please use this in your activities for National Adoption Week.

We have also updated the [National Adoption Week placards](#) with the new hashtag.

### Resources for National Adoption Week

The following resources will be available for agencies to use for National Adoption Week:

Date	Resources
5.10.19	NAW guide NAW logo NAW Placard NAW videos
7.10.19	National press release Regional press releases Myth busting resources
10.10.19	Regional infographics Social media calendar NAW posters
14.10.19	Link to first 3 Guardian articles
16.10.19	Link to last 2 Guardian articles