




families for children
glasgow cares for their future... could you?



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- The Families for Children campaign to recruit more adoptive parents and foster carers was launched in September 2005 following the recommendations of a Best Value Review
- A full time Communication and Recruitment Officer was appointed in May 2005 to coordinate the campaign

The campaign consists of two strands:





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Advertising

The Challenges



- A high number of enquiries need to be generated, as the percentage of those enquiring who go on to become carers is low
- A 'drip' campaign [ongoing] as opposed to a 'burst' campaign is more effective but more expensive
- Evaluation of the campaign is difficult as many people think about fostering for quite some time before making the call



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The strategy



- A strong media presentation was designed
- Ads were placed on the back of buses, on 6 taxi wraps, on billboards and bus shelters
- A TV and radio campaign was launched
- Posters and flyers were circulated to public offices, libraries, sport centres and GP surgeries

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Admin New Practices

- New dedicated phone line established with the number on all publicity
- New information packs sent out within two days of an enquiry
- Information evenings were moved to a hotel with new branded presentations
- A new web address was set up to increase accessibility

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- The Families for Children web area was redesigned
- All emails receive a personalised response with information packs sent electronically
- Places of Worship and Community Meetings were visited to raise awareness especially within the Black and Minority Ethnic community



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Effectiveness Evaluation

In the first year:

- 1,327 enquiries were processed
- 260 families attended an information meeting
- 87 fostering/adoption approvals
- 75 families under assessment

This compares to only 27 approvals for the previous year






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**Effectiveness Evaluation
contd**

Since October 2006 there has been

- 748 enquiries were processed
- 137 families attended an information meeting
- 52 fostering/adoption approvals
- 67 families under assessment

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Ongoing

- New merchandise has been designed and Social Workers have taken stalls on open days and family days around the city
- A more targeted Direct Mail campaign is planned
- Each phase of the campaign has been to address particular needs, for example sibling groups, disabled children
- Due to the difference in profiles of adoptive parents and foster carers the campaign may target them more separately
- The timescales from day of contact until approval are continually monitored

