

Update 1 – 2 months to go

Adoption series

Wall to Wall (independent film and television company) have been commissioned by ITV to make a documentary series about adoption. The series will highlight the number of children in care who are in need of adoptive parents, and will aim to encourage more people to think about adopting. The series is both relevant and timely and it is hoped that it will stimulate vital discussion and help boost the number and range of prospective adoptive parents. The series will consist of 4 programmes which will air in April and May on ITV at peak time.

Wall to Wall the producers of the series have sought advice from organisation such as BAAF, AdoptionUK, First4Adoption and CVAA and have employed childcare consultant Shelagh Beckett to advise them through the making of the series. Shelagh has over 20 years' experience of working in child care, child protection, fostering and adoption television programmes including: Find A Family, A Family of My Own, Love is Not Enough: the journey to adoption, Love is Not Enough: the journey after adoption and Protecting our Children to name a few.

The producers hope was that a national campaign would run alongside the television programme – I can confirm that First4Adoption will be assisting with this.

First4Adoption will field any calls or enquiries from the television programme and we will be encouraging you all to get ready for the increased activity that this programme may generate.

First4Adoption recently assisted with fielding enquiries after the Channel 4 documentary 'Finding Mum and Dad'. We saw increased activity via all channels; email, telephone calls and web traffic the day after the programme was aired. We received 49 calls and 60-70 e-mails the day after transmission, 5,626 unique visitors to the site (on average normally have 600 unique visitors). This showed that there was a significant increase in enquiries and adoption agencies should ensure that they will be able to handle more enquiries via phone and email when the TV series is aired in the Spring.

First4Adoption will be producing a number of campaign updates to help prepare adoption agencies for the campaign in the Spring. With 2 months to go before the series will be aired adoption agencies should look at the following advice to see if there are ready and prepared for increased interest and activity.

Hints & tips:

- Ensure that the availability of your initial enquiries service has adequate cover – if need be look at either referring general calls to First4Adoption or employing additional staff to deal with enquiries
- Plan your information events – do you have enough sessions planned in April – June – if you see additional enquiries
- Have you reviewed your website? Have you asked First4Adoption to review your website? Are you utilising your website as a recruitment tool? Is it inviting and can prospective adopters find what they need to find?
- Have you got adopters who are willing to be case studies in local media? Now is the time to start preparing and getting them on board
- Have you ensured that First4Adoption has the correct contact details for you? Have you checked your page on the agency finder?
<http://www.first4adoption.org.uk/find-an-adoption-agency/>