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| LOCAL COMMISSIONERS MEMORANDUM |
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DSS-4037EL (Rev. 9/89)

Transmittal No: 91 LCM-115

Date: June 12, 1991

Division: Family and Children
Services
Administration

TO: Local District Commissioners

SUBJECT: Adoption Poster Campaign

ATTACHMENTS: None

This is to keep you informed of new developments in the adoption initiative that the Department has undertaken. As you know, one purpose of this initiative is to promote the adoption of children with special needs who are now in foster care throughout New York State.

By now, you should have received New York's Family Album. In the months to come, the Department will be mounting and implementing a public awareness campaign to help recruit adoptive parents for these children. As part of this effort, the Department is developing two posters for distribution throughout New York State.

The first poster features the photographs of 12 of the 14 children highlighted in the first issue of New York's Family Album. These photos will be surrounded by the phrase, "Here are a Dozen of New York's Special Reasons to Adopt...And We Can Give You 900 More!" The poster will continue to use the Family Album slogan, "Start a family tradition...Adopt a child with special needs." In addition, it will advertise the New York State Adoption Hotline telephone number.

In the next few weeks, we will mail copies of this poster to local districts and voluntary adoption agencies. Additional copies will be available through the Regional Offices. We suggest that each local district and agency distribute the posters to libraries, churches, community-based

organizations, parent support groups, government agencies and other appropriate organizations in their counties. These posters, which will be available in two sizes, should help to increase public awareness of the need for adoptive parents for children with special needs.

We expect that prospective adoptive parents will come forward to adopt the children who are being showcased. During this process, it is important that they receive a warm welcome and timely and appropriate follow-up. It is also important that the children for whom we are seeking adoptive homes are properly prepared and ready for adoptive placement.

We look forward to our continued work with you on this exciting initiative and trust that by working together, we will find families for children freed for adoption. In this "Decade of the Child", we plan to take whatever additional steps are necessary to appeal to families who can make a permanent home for our children.

If you have any questions regarding this memorandum, please contact Kevin Leyden in the Division of Family and Children Services at 518-474-9447 or Pamela Winsman in the Division of Administration at 518-486-6401.

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