



*"It is not in the stars to hold our destiny
but in ourselves."*

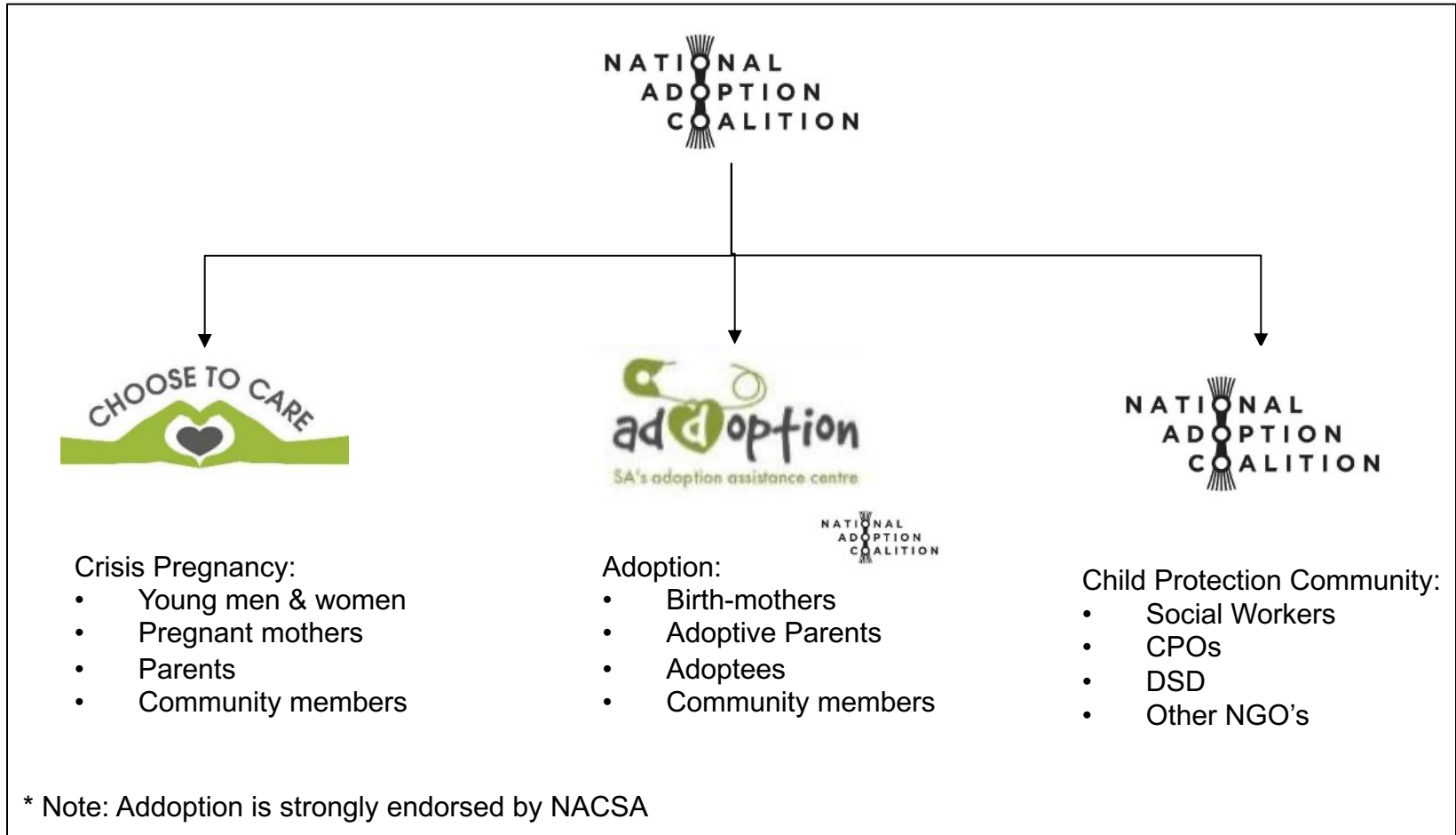
William Shakespeare

Communication & Training Campaigns 2011 - 2017

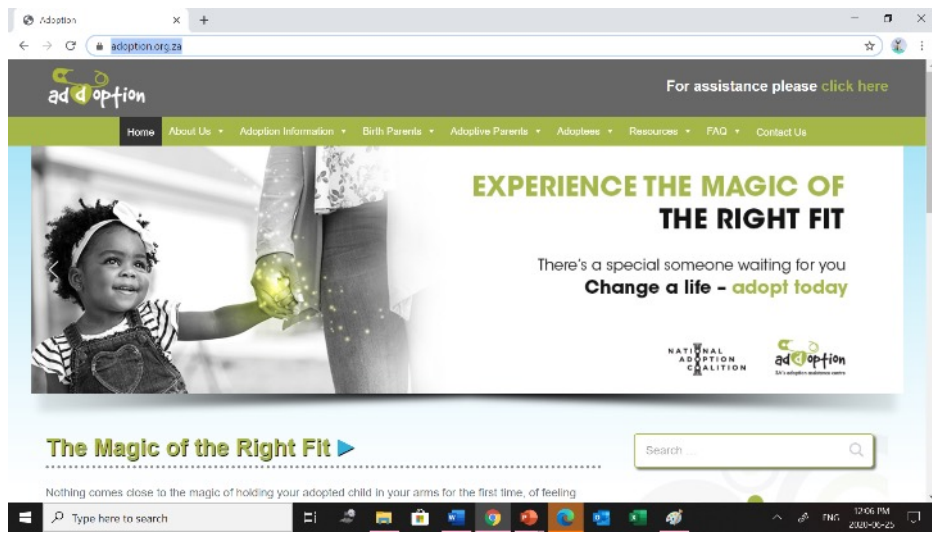
NACSA Vision

To unify and empower our communities and society,
to create positive and permanent change in the
lives of our children.

NACSA Brands/Focus



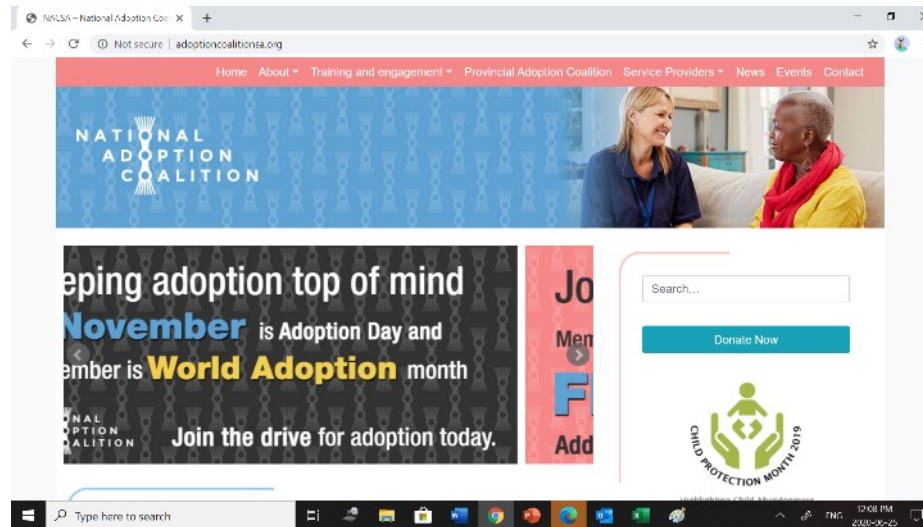
Websites



<https://adoption.org.za/>



<http://www.crisispregnancy.org.za/>



<https://adoptioncoalitionsa.org/>



Conference 2011 - 'The Power of One!'

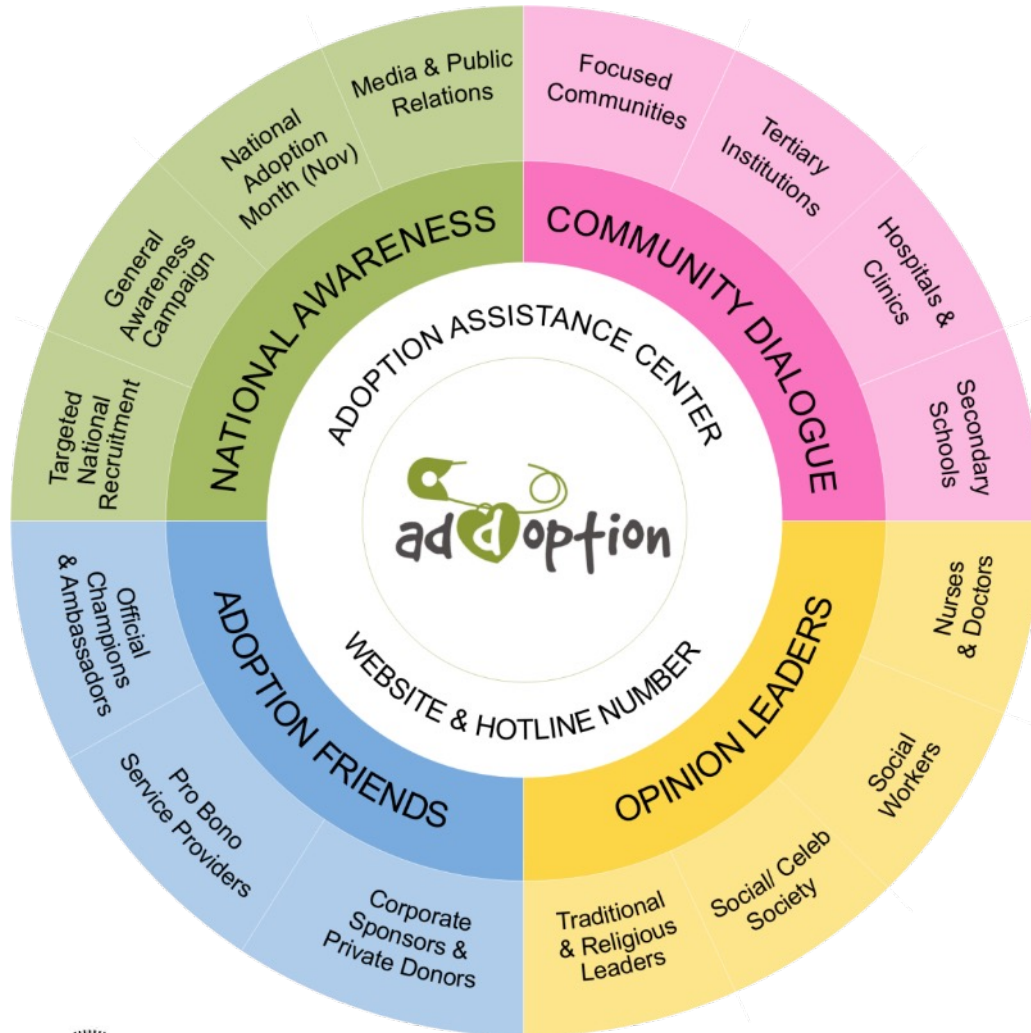
One vision. One voice. One network. One community. One child... at a time



<https://www.youtube.com/watch?v=jYocXX6KuY&feature=youtu.be>

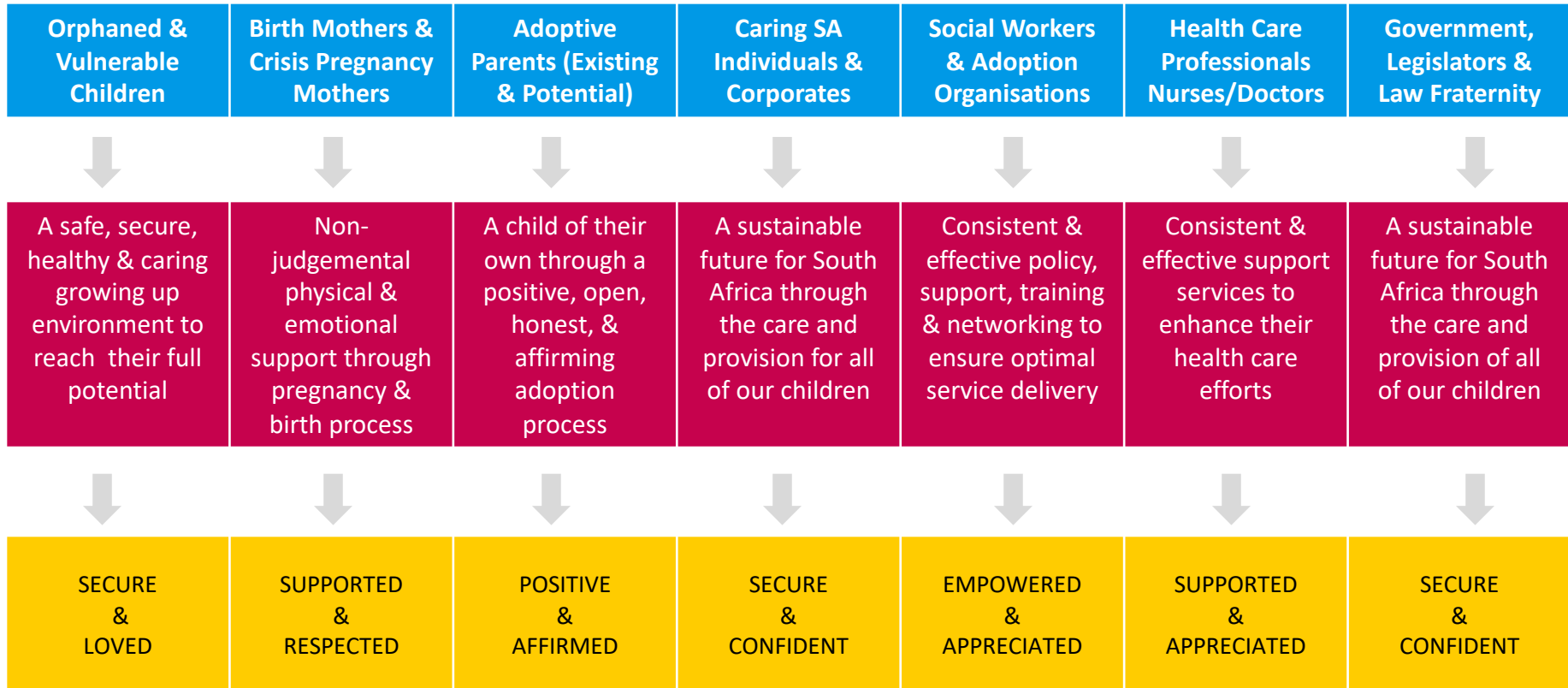


Supporting adoption in South Africa



1. **Adoption Assistance centre**
National website and hotline number
2. **National Awareness campaign**
The launch and ongoing awareness campaign together with targeted national recruitment.
3. **Community Dialogue**
Community engagement to change perceptions and behaviour around adoption.
4. **Opinion leaders**
Leadership of the change process through respected members of society.
5. **Adoption Friends**
Rallying ambassadors, service providers, and sponsors to ensure the ongoing support and delivery of the programme.

Target markets - Who are we talking to?



2011 Imagine Being Love Campaign

Adoption, and the support of adoption,
... is an act of LOVE

imagine being love...

The Campaign Idea

imagine being
love...



the kind of love that inspires
a nation to take care of every
single precious child.

Just imagine



Looking forward to becoming a parent?

Adoption could fill your home with love.

If you're longing to give a child a loving home, adoption could be the answer. At Adoption, South Africa's first national adoption resource centre, we can offer you the assistance you need to make an informed decision.

Almost 2 million South African children need loving parents. Consider adoption for their sake.

Just imagine...

For option counselling or any adoption-related queries, please call 0800 864 658 or visit adoption.org.za.



LS008 12014

0800 864 658

www.adoption.org.za

A South African Adoption Initiative

NGO Adoption 2011/008436/08



Are you longing to adopt a child?

Adoption has all the answers.

Adoption, South Africa's first national adoption resource centre, can offer you the assistance to set the adoption process in motion. Our call centre staff will put you in touch with a registered adoption agency near you, while our website offers a wealth of adoption-related information.

Because nothing should stand in the way of giving a child a loving home.

Just imagine...

For option counselling or any adoption-related queries, please call 0800 864 658 or visit adoption.org.za.



LS008 12014

0800 864 658

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A South African Adoption Initiative

NGO Adoption 2011/008436/08





imagine being love...

It finds expression in actions. **Adopting a child** is such an act. It's probably one of the most **challenging** expressions of love. But if love's success is measured by the **opportunity** it gives a child to grow up in a **loving family**, then **success** is a given.

About **1.5 million** South African children need love.

You can be the love in **one child's life**.
Why don't you consider **adoption** as an option?

Just imagine...



0800 864 658

www.adoption.org.za

A South African Adoption Initiative

adoption
SA's adoption assistance centre



Unplanned pregnancy?

Love could be the cure.

When someone's facing the **toughest decision** of their life, **love** could give them the strength to envision a **bright future** – **for them and their baby**.

Thousands of women face an **unplanned pregnancy** every year. Sadly, many are unaware of **all** the options available to them. **Adoption** is one of these options – one that comes with caring and compassionate help. Through **Adoption**, we will refer your clients to experienced practitioners who will explain the different options to them and provide them with **counselling** and assistance, no matter their choice.

Love could be the cure your patients are longing for.
Just imagine...

For option counselling or any adoption-related queries, please advise your clients to call 0800 864 658 or visit adoption.org.za.

Lenka 12462

0800 864 658

www.adoption.org.za

A South African Adoption Initiative

NGO Adoption 2011/008436/08

adoption
SA's adoption assistance centre



imagine being love...

When everything around you is falling apart,
love helps you think straight.

When everyone's telling you what to do,
trust **love** to guide you to find **your own truth**.

When you're facing an unplanned pregnancy,
you could give your child a **gift of love** – a **loving adoptive family**.

Just imagine...

For option counselling and guidance in an unplanned pregnancy,
please call **0800 864 658** or visit **adoption.org.za** for assistance.



London 120816CF

0800 864 658
www.adoption.org.za

An initiative of the South African adoption industry


SA's adoption assistance centre



Unplanned pregnancy?

Consider adoption as an option.

If you are facing an unplanned pregnancy, adoption could be the answer.
At Adoption, we will refer you to an experienced adoption practitioner who
will explain the different options to you and provide you with caring counselling
and assistance, no matter your choice.

Adoption could give you, and your baby, a bright future.

Just imagine...

For option counselling or any adoption-related queries,
please call **0800 864 658** or visit **adoption.org.za**.



London 120816CF

0800 864 658
www.adoption.org.za
A South African Adoption Initiative
NGO Adoption 2011/008436/08


SA's adoption assistance centre

TV Ad - <https://www.youtube.com/watch?v=EoUDTLD9N7Q&feature=youtu.be>



2012 Crisis Pregnancy and Adoption Training

- NACSA developed an adoption community programme in 2012, with the aim of creating the following awareness and understanding:
 - A facilitator guide (how to run the workshop)
 - Child protection and social challenges in communities (Community Map)
 - The options available to someone experiencing a crisis pregnancy (Map)
 - What to do if an abandoned child is found (Process Map)
 - The process of adoption (Process Map)
 - The values that should guide the adoption process (Workshop exercise)
- <https://adoptioncoalitionsa.org/training-and-engagement/adoption-toolkit/>

The image displays a collection of educational materials from the 2012 Crisis Pregnancy and Adoption Training program. On the left is 'THE ADOPTION STORY COMMUNITY MAP', an isometric illustration of a neighborhood with various buildings and people. Next to it is 'THE ADOPTION STORY FACILITATOR'S GUIDE', a document with a green cover and a circular illustration of a community scene. The central part of the image features 'OPTIONS CONSIDERED BY A PERSON EXPERIENCING AN UNPLANNED PREGNANCY', which is divided into four 'GOLDEN STEPS' (1. Search for options, 2. Get advice, 3. Get support, 4. Make a decision) and lists various options like 'Keep the baby', 'Adoptive placement', and 'Abandonment', each with associated risks and considerations. On the right are two flowcharts: 'THE ADOPTION STORY THE PROCESS FOR AN ABANDONED CHILD' and 'THE ADOPTION STORY THE PROCESS FOR ADOPTION', both showing step-by-step procedures from initial contact to final placement or adoption. At the bottom, there are logos for NACSA and other partner organizations, along with contact information for 'UNPLANNED PREGNANCIES - NEED HELP?' and 'WANT TO ADOPT A CHILD - NEED HELP?'. The bottom right corner identifies the organization as 'SA's adoption assistance centre'.

2012 Up Close and Personal Campaign

- This campaign focused on the personal stories of adoption.
- Personal stories covered
 - Same race adoption
 - Transrace adoption
 - Adoption by same sex couples
 - Adoption of Special Needs children (HIV +)
- Campaign included print adverts, TV advert and Radio Advert
- The hanging heart theme in different colours became part of the campaigns.



TO A CHILD, 'UBUNTU' MEANS A LOVING HOME

Consider adoption as an option.

If you consider that ubuntu means 'I am what I am because of **who we all are**', what do all the orphaned, abandoned and vulnerable children in South Africa say about us?

Something very positive! But only if we take hands and spread the message that **adoption is ubuntu in action**. For there is no truer reflection of the spirit of ubuntu than a nation that takes care of its children.


Start by learning the facts with **Addoption**, South Africa's first national adoption resource centre.

"Adoption isn't well-known in the African context, but we had known for many years that one day we would offer a home to an abandoned baby. The irony is that it's actually very similar to what we are already doing in the African culture."

Tshego & Thabo* - contented adoptive parents

* Names have been changed to protect the privacy of the families involved.
The picture is a symbolic, staged representation of the testimonial family.

adoption | voice | sa



0800 864 658
www.adoption.org.za
A South African Adoption Initiative
NGO Advertiser: 2011/008432/08

adoption
SA's adoption assistance centre



UNUSUALLY UNUSUALMENT TWO VERY IMPORTANT.

Children with HIV/AIDS do have **special needs** and yes, there is the possibility that they might die at an earlier age than a healthy child. But then again, no human being comes with a lengthy guarantee. If it doesn't stop you from **loving** anyone else, it shouldn't stop you from considering adopting a child who happens to be **HIV positive**.

Learn more about adopting a child with HIV/AIDS today with **Addoption**, South Africa's first national adoption resource centre. Go **online** or **call us** for expert consulting and any adoption-related queries.

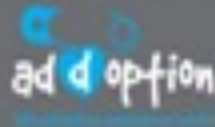
"The 10k adopted child had been diagnosed with HIV and was already on ART medication. She has always been extremely healthy and has only suffered from the normal childhood ailments. She has given us as much joy that to imagine a life without her is impossible."

Leten & Leten - cultural adoption parents

1. Photos have been changed to protect the privacy of the families involved.
The photos are symbolic, digital representations of the real-world family.



0800 864 658
www.addoption.org.za
A South African Adoption Initiative



1001 Motswagole, 2011, 10166, 10166



UNUSUALLY UNUSUALMENT TWO VERY IMPORTANT.

If you consider that **abuse** means **Trust** what I am because of **who we all are**, what do all the orphaned, abandoned and vulnerable children in South Africa say about **us**?

Something very positive! But only if we take **abuse** and spread the message that **adoption is abuse in action**. For there is no true reflection of the spirit of **abuse** than a nation that takes care of its children.

Start by learning the facts with **Addoption**, South Africa's first national adoption resource centre.

"Addoption isn't well-known in the African context, but we had known for many years that even this we would offer a home to an abandoned baby. The issue is that it's actually very similar to what we are already doing in the African culture."

Topsy & Topsy - cultural adoption parents

1. Photos have been changed to protect the privacy of the families involved.
The photos are symbolic, digital representations of the real-world family.



0800 864 658
www.addoption.org.za
A South African Adoption Initiative



1001 Motswagole, 2011, 10166, 10166

2013 Every child deserves a second chance at adoption ad

National Adoption Coalition Television Commercial - Every Child Deserves a Second Chance



<https://www.youtube.com/watch?v=Aw4dk8Ey1UA>



2014 Conference Priorities



Conference 2014
Adoption & Culture


- Conference every 2 years.
- Adoption oversight/best practice.
- Focus on ethics and the law (Children's Act), best interests of the child defined.
- Trauma of carers.
- Birth mother support.
- Preparation for adoption and post adoption services.
- Advocacy skills for social workers
- Culture & Adoption - Informal family arrangements, recruitment of black adoptive parents, cultural dynamics, culturally relevant adoption.
- Relationship with DSD
 - The challenge of 239 letters and Form 30's is still an area of concern.
 - The purpose and role of RACAP and its practical implementation going forward.
 - Funding from government/DSD for screening, preparation and after care/support.
 - Intersectoral collaboration in government to facilitate adoptions.



2014 Crisis Pregnancy – Choose to Care Campaign

- Build on 'up close and personal ' campaign approach
- Personal stories based on actual research
- Build empathy and understanding
- Focus on community support and cohesion in finding a solution.
- Proactive and solution driven vs reactive
- No reference to adoption or the National Adoption Coalition, but similar look and feel to communication





The story of
your unplanned
pregnancy can
have a happy
ending

"I wasn't ready to be a mother. I confided in a sangoma I trusted because I wanted to **do right by my ancestors**. She told me about **adoption** - she said it's **better than abandoning** my baby because now my child can one day **know her family names and her ancestors**. She said my child will **thank me** for this one day, even though I couldn't take care of her myself."

17-year-old girl from Alex

What do you think - are you brave enough
to **become part of the solution?**

Simply call **0800 864 658** or visit www.crisispregnancy.org.za for information, options and support to help you make **informed and responsible** decisions for your child and **yourself**.

Need a little more encouragement?
Imagine making a decision your ancestors, and your child, will be proud of...

CHOOSE TO CARE



www.crisispregnancy.org.za

0800 864 658



Think **dropping**
your **pregnant**
girlfriend is the end
of the **story?**
Think again...

"My boyfriend says it is not his and that I have been sleeping around - that's **not true** and **he knows it**. I don't know what to do! I **can't tell my parents** - they'll kick me out of the house... I don't want to have this baby, but it is too big to have an **abortion** now"

18-year-old girl from Bloemfontein

You can continue living a lie or
you can **become part of the solution.**

You can help your girlfriend make an **informed and responsible** decision for herself and your child. Simply call **0800 864 658** or visit www.crisispregnancy.org.za for information, options and support.

Still reluctant to get involved?
Imagine the girl you said you loved, **sleeping on the sidewalk...**

CHOOSE TO CARE



www.crisispregnancy.org.za

0800 864 658



Have you ever thought of the **story behind** an **unplanned pregnancy?**

"On my way home from the shop, a man **attacked and raped me**. I was ashamed, I didn't tell anyone... but then my tummy started getting bigger. I love my baby but I **can't take care of him** and I **don't want to abandon him** - but I **don't know what else to do...**"

14-year-old girl from Soweto

Now you know, you can either cast the first stone or **become part of the solution.**

You can help someone dealing with an unplanned pregnancy make **informed and responsible decisions** for their child and themselves, by calling **0800 864 658** or visiting www.crisispregnancy.org.za for information, options and support.

Still reluctant to get involved?
Imagine being that desperate, 14-year-old girl...



www.crisispregnancy.org.za

0800 864 658



Have you listened to the **story behind** your **daughter's unplanned pregnancy?**

"I **never know** how a person falls pregnant - I knew about sex, but I thought you had to have it **many times** to make a baby. Then I **tell pregnant** with my **boyfriend**. When I told my parents they accused me of **sleeping around** and bringing **shame** upon our family. I never thought this could happen to me..."

16-year-old girl from Pretoria

Now you know, you can continue casting stones or **become part of the solution.**

You can help your daughter make an **informed and responsible** decision for her child - your grandchild - and herself. Simply call **0800 864 658** or visit www.crisispregnancy.org.za for information, options and support.

Still too angry with your daughter?
Imagine being 16 again—and pregnant...



www.crisispregnancy.org.za

0800 864 658

Outdoor



Know of an **unplanned pregnancy?**
Be part of the **solution**

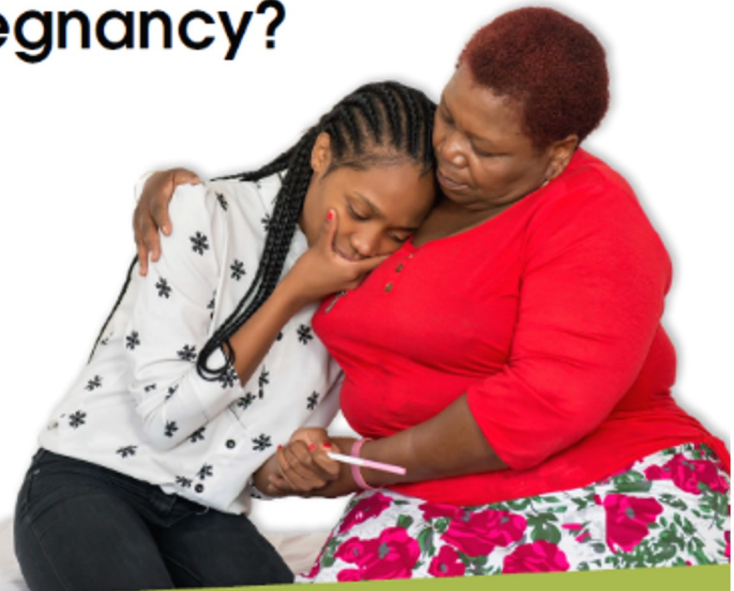
0800 864 658

crisispregnancy.org.za

information | options | support



CHOOSE TO CARE




STREET
POLES



There's a story behind every **unplanned pregnancy...**

CHOOSE TO CARE




"A man **attacked** and **raped me**. I love my baby but I **can't take care of him...**"

CHOOSE TO CARE



Now you know, **become part of the solution...**

CHOOSE TO CARE



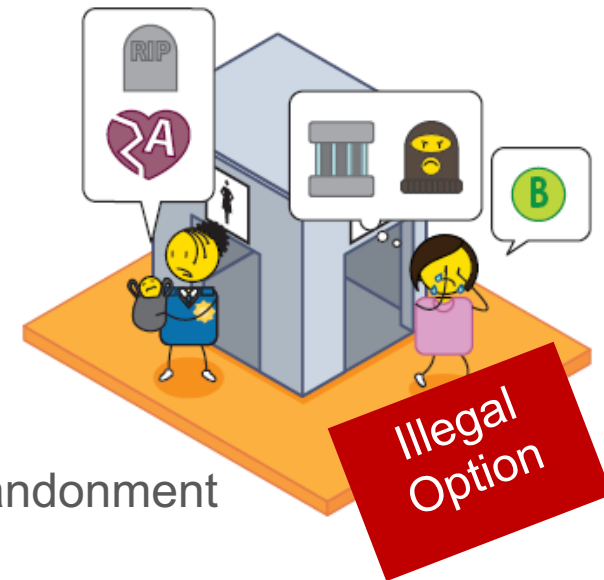
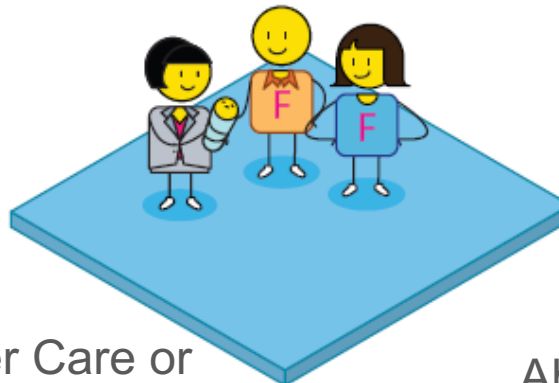
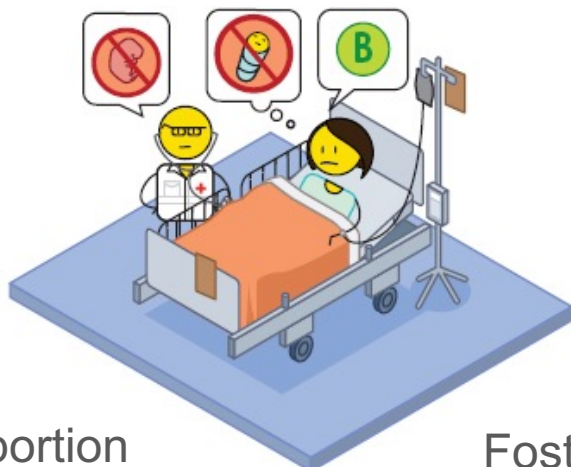
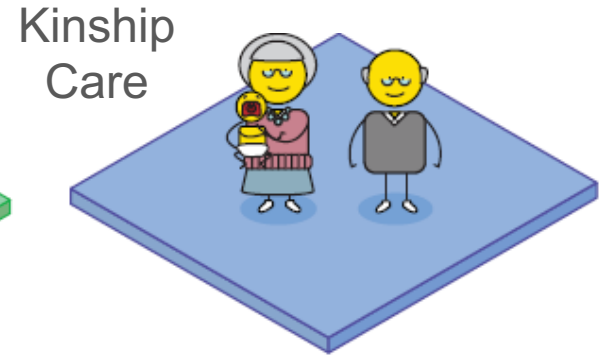
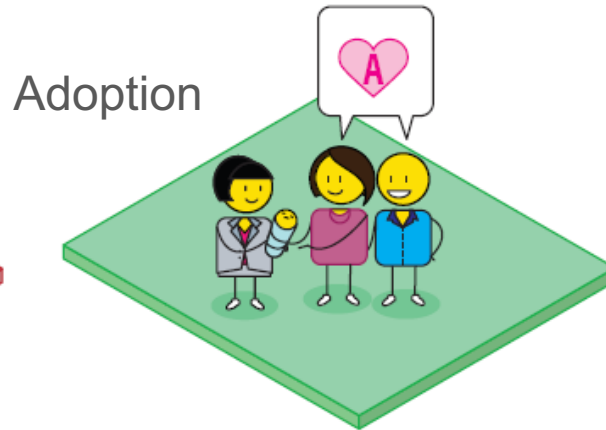
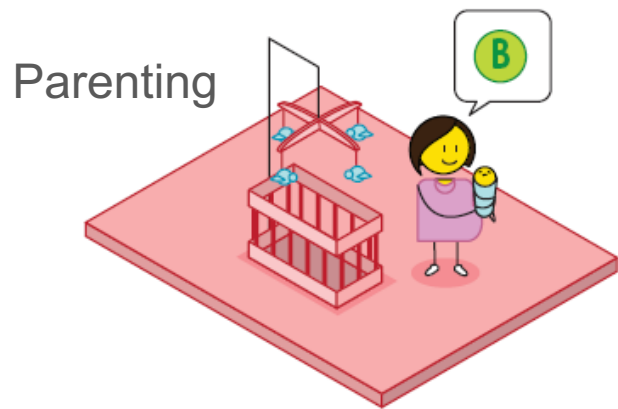
crisispregnancy.org.za

0800 864 658

CHOOSE TO CARE



Option Counselling



2015 - 16 Days of Activism Child Abandonment Campaign

- Over 1500 baby dolls were 'abandoned' at key community hubs during 2015's **16 Days of Activism**.
- Each doll contained in a paper packet with an information flyer that details:
 - That the baby doll has been abandoned.
 - The challenge of abandonment and late abortion in South Africa.
 - The importance of not getting angry with, or blaming, the mother as she is often a victim of poverty, rape and trauma.
 - 4 key areas where people can get involved and take action.
- Key abandonment hubs included popular shopping malls, universities and media houses



Dolls were left in bathrooms, pot-plants, benches and other similar 'abandonment' sites.

Involvement and Action

- There were 4 key areas where people could get involved to make a difference:
 1. Visit our website www.crisispregnancy.org.za or call/SMS us on 0800 864648 if you are experiencing a crisis pregnancy, and we can give you the options and support you will need to make a healthy choice for you and your unborn child.
 2. Visit and like our 'Crisis Pregnancy' Facebook and MXiT pages where you can also contact us for help.
 3. Take a picture of yourself with the Choose to Care baby you have found and post it to Instagram #choosetocare to show your support for our cause and join the conversation @choosetocare during SA's 2015 16 Days of Activism.
 4. Sign our petition at www.avaaz.org asking the South African government to take responsibility for this major social challenge by conducting research and implementing a plan that will make a difference in the lives of our forgotten children.
- Our intention was to create massive social media awareness and engagement around this issue.






**This BABY doll has been ABANDONED,
please feel free to give him or her a
LOVING HOME**

It is estimated that more than 3500 babies and children are abandoned annually in South Africa, and of the approximately 120 000 illegal abortions, more than 30% are conducted after 26 weeks, which is medically considered to be a viable birth.*

Before getting angry with the mothers who make this desperate choice, please remember that many of them are victims of poverty, rape and severe trauma. If they felt safe, secure and protected, they would probably not be making this decision!

How can you choose to care?

- 1) Visit our website www.crisispregnancy.org.za or call/SMS us on **0800 864648** if you are experiencing a crisis pregnancy, and we can give you the options and support you will need to make a healthy choice for you and your unborn child.
- 2) Visit and like our 'Crisis Pregnancy' Facebook and MXIT pages where you can also contact us for help.
- 3) Take a picture of yourself with the Choose to Care baby you have found and post it to Instagram **#choosetocare** to show your support for our cause and join the conversation **@choosetocare** during SA's **2015 16 Days of Activism**.
- 4) Sign our petition at www.avaaz.org asking the South African government to take responsibility for this major social challenge by conducting research and implementing a plan that will make a difference in the lives of our forgotten children.

www.crisispregnancy.org.za      0800 864 648

* Estimates are based on reliable sources and studies, however, no accurate statistics are kept on these social issues by SA's government.

The Campaign in Action – preparing the dolls



'Abandoning' the dolls





Supported by print and radio exposure



Have you ever thought of the story behind an abandoned baby?

"I was raped by the father of my child. My mother told me I was **not welcome** in our house if I had another baby. I gave birth in the **veld** and left my baby there. I can't even care for myself, **how would I care for a child?**"
18-year-old girl from Tembisa

Now you know, **become part of the solution:**

Child abandonment shouldn't be happening in a **caring world**. For someone dealing with an unplanned pregnancy make **informed and responsible decisions** for their child and themselves, by calling **0800 864 658** or visiting www.crisispregnancy.org.za for information, options and support.

Join the conversation at **#choosetocareSA** and sign our petition for change at www.crisispregnancy.org.za.

Still reluctant to get involved?
Imagine that tiny little baby crying in the veld, all alone...

CHOOSE TO CARE

www.crisispregnancy.org.za 0800 864 658

- We “abandoned” over 1500 dolls made by volunteers and supporters from around the country.
- A day later we were trending on Instagram, with pictures of people who had “adopted” our baby dolls and committed to supporting the cause.
- We generated over R4 million in PR support and were featured on/in all major TV, radio and print media.
- How to make a choose to care doll: <https://www.youtube.com/watch?v=nhz0HSw-ta8&t=27s>

2016 – Care Crib for Nelson Mandela Day

- Choose to care Care Crib for Nelson Mandela's, as a way to create awareness and support around mothers and young teens experiencing a crisis pregnancy.
- The Care Crib was inspired by the Finnish Baby Box, a box filled with clothing and baby accessories, in the hopes that it would help prevent child abandonment cases and encourage the mother to bond with her child as she will be provided with the basic necessities to help her in the first few weeks of her babies life.
- The Care Crib was designed and sponsored by Mpact and filled by various corporate companies for their contribution towards Mandela Day 2016 (18th July).
- Each Care Crib given out has to be accompanied by a distribution form so we can keep stats on where and who our boxes has helped and send a report to our sponsors.



The response was fantastic (individual and corporate)





New mother's receiving their Care Cribs





Conference 2016: Summary of Actions

- Placing children's rights at the centre of what we do.
- Accurate, relevant child protection statistics e.g. abandoned children.
- Streamline adoption legal process and administrative requirements.
- Addressing foreign children documentation and adoptability.
- Our role in supporting the adoption triad – pre, during and post!
- Early placement and reduction in child protection challenges.
- Teen pregnancy – our role in supporting young women and mothers.
- Learning and practice – strengthening learning platforms.
- International social services/international relations with neighbours.
- Strengthening coordination between DSD, NACSA and other key stakeholders in the Adoption Family at a national and provincial level.

ADOPTION

Do's & Don'ts

for adoptive parents

with Lerato



Do you know that there are **right** and **wrong** ways to adopt a child? Stick with me and I'll show you the **right way to adopt!**

Add-option is an initiative of SA's National Adoption Coalition



SA's adoption assistance centre



Let's start by looking at the **DON'TS**

Adoption don'ts

It is illegal to obtain a child in the following ways:

- Through an ad on social media
- Buying a child through an unregistered and unaccredited baby home
- Dealing directly with a birth parent without an accredited social worker
- Accepting an abandoned child from a public servant, like a police officer, without completing a legal adoption process



Now for the **DO's** - the right way to adopt in SA

Do's

In South Africa, there are **only two ways** in which you can legally adopt a child:

- By working through an accredited adoption organisation
- Adopting a child with the assistance of an adoption social worker functioning within South Africa's legally accredited adoption system





The adoption process comprises a number of steps to find the best 'forever home' for a particular child

Do's

When adopting a child legally in South Africa, the following steps are involved:

Step 1: Application



- The prospective adoptive parents submit an application to the agency/adoption social worker.
- Each agency has its own set of requirements, so it's a good idea to phone the particular agency to get their set of criteria before you actually apply in writing.
- Getting your application right from the start can save a lot of time later

Step 2: Screening & preparation

- All prospective adoptive parents are required to undergo a screening and preparation process.
- The screening process normally involves orientation meetings, interviews with a social worker, full medicals, marriage and psychological assessments, home visits, police clearance and references.



Step 3: Waiting list

- Once the screening process is complete, applicants are placed on a waiting list for a child.
- Applicants usually have their own ideas and wishes about the child they would like to adopt, like the age or gender of the child, and adoption agencies will try to meet those personal expectations.



Step 4: Match made



- It's a very joyous and happy day when the new parents are informed that they have been matched to a child and arrangements are made for them to meet the child.
- There is usually a period of introduction to the child, the length of time varying according to the child's age.

Step 5: Legalisation & finalisation

- The official placement of the child with the adoptive parents is a legal process, carried out through the Children's Court.
- Once the child has been with the new parents for a period of time and the social worker has assessed the adoption to be in the best interests of the child, the adoption is finalised through the Children's Court.
- A new birth certificate is applied for from the Department of Home Affairs stating that the child is yours as though born to you, with all the same rights as a biological child.



If the legal adoption process seems long and gruelling to you, please consider the following...

Adoption agencies/adoption social workers are often criticized for 'all the red tape' or 'making applicants jump through too many hoops'. The adoption social work team is completely responsible for making decisions about our children's future.

The rather involved process is therefore a necessity to ensure that the right parent(s) is/are chosen for every child - the parent(s) that will provide the child in question with the best possible home and family.

The screening process in particular allows social workers to get to know prospective adopters as a family, their motivation to adopt and their ability to offer a child a warm, loving and stable home.



If you are looking for an accredited adoption agency or adoption social worker in your area, simply contact Add-option, South Africa's national adoption resource centre. You can also go online or call us for option counselling and any adoption-related queries.

adoption.org.za
0800 864 658

Let's do adoption right - our children's future depends on it.



2017 RIP Abandoned Baby Campaign

- Raise awareness about the plight of abandoned babies.
- Make parents experiencing crisis pregnancies aware of the organisations who can assist them at this difficult time.
- Stimulate national conversation and debate about issues of baby abandonment.
- The creative concept references the remembrance crosses one often sees next to South African roads, marking the spot where a loved one passed away, presumably due to a vehicle accident.
- Posters will be co-branded with our CYCC/Baby Home and Places of Safety Partners.
- Posters will be placed in high traffic areas near the CYCC's/Baby Homes and Places of Safety to offer clear directions to where they are situated.
- A few posters will also be placed on previous sites of abandonments.

There is no need to abandon your baby

there are safe places near you that can
take care of them.



2 IN 3
ABANDONED
BABIES DIE

If you need help with a crisis pregnancy, or know someone
who needs help, please call us or send a WhatsApp on

072 521 3429

www.crisispregnancy.org.za

info@crisispregnancy.org.za

CHOOSE TO CARE



NATIONAL
ADOPTION
COALITION

D

LESOBA
DIFFERENCE
bright ideas | BIG RESPONSE

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Map here

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Campaign in Action



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Thank you

