

# Posibilities of finding and attracting guardians in Lithuania

2022-09-19-23,  
Poland

## STATISTICAL DATA

- In Lithuania are 2,830,097 people, about 17,5 proc. of them are children.
- Now there are 7,067 foster children in Lithuania, it's about 1,4 proc.
- 5,153 children without parental care are growing up in the families of guardians.
- Currently, only about 1,141 children who have lost parental care and need a family are still living in community care home.

\*SPIS data

## SEARCH FOR GUARDIANS (1)

- The search for guardians is carried out by the guardianship center (there are 66 guardianship centers in Lithuania, one in each municipality, with the exception of the Vilnius municipality, where there are 5 guardianship centers and 2 in the other city) in cooperation with the Municipality and the Child Rights Protection and Adoption Service (hereinafter - the Service).
- Every year, the guardianship center prepares a publicity plan, which includes various activities in the search for and attraction of guardians.
- Information about open house days is published on social networks, during which they talk about caregiving, preparation, and answer questions. Open lectures on the topic of guardianship are also organized, for example: „Could I be a guardian?“



## 1 PATIKRINTI ATITIKIMĄ IR PRIIMTI SPRENDIMĄ

### Reikalavimai globėjams:

1. nuo 21 iki 65 metų amžiaus;
2. gera fizinė ir psichinė sveikata; neturi teistumo;
3. gauna pastovias ir stabilias pajamas;
4. neturintis apribotos tėvų valdžios, nenušalinta/-as nuo globėjo pareigų;
5. neturintis kitų Civilinio kodekso 3.269 straipsnyje nurodytų pagrindų.



## 6 TAPTI GLOBĖJU

1. Priimti vaiką/vaikus į savo namus, šeimą
2. Kurti ryšius, saugumą, tenkinti vaiko poreikius
3. Kilus sunkumams ar klausimams konsultuotis su globos centro specialistais



## 2 PATEIKTI PRAŠYMĄ

1. Prašymą dėl paskyrimo vaiko globėju
2. Sveikatos pažymą (046a formos)
3. Kartu gyvenančių vyresnių kaip 16 metų amžiaus asmenų rašytinius sutikimus



## 3 ŠVIESTIS, MOKYTIS IR KELTI KOMPETENCIJAS

1. Baigti globėjams skirtus mokymus (GIMK programos mokymus)
2. Atsakingai atlikti užduotus namų darbus
3. Gilinti savo žinias skaitant straipsnius, knygas, žiūrint filmus, individualiai konsultuojantis su globos centrų specialistais



## 4 GAUTI IŠVADĄ

1. Užpildyti klausimyną
2. Dalybauti individualiuose susitikimuose
3. Atsakyti į specialistų užduodamus klausimus apie globos motyvus ir pan.
4. Pasirašyti parengtą išvadą

# KAIP TAPTI VAIKO GLOBĖJU?



## 5 SULAUKTI PASIŪLYMO GLOBOTI

Sulaukti pasiūlymo globoti išvadoje nurodytus lūkesčius (amžius, skaičius, lytis ar pan.) atitinkantį vaiką ar vaikus

## SEARCH FOR GUARDIANS (2)

- Every year, a summer event is organized for guardians to commemorate the guardian's day, to which current guardians and persons who wish to become guardians are invited to participate;
- Advertising campaigns for the promotion of visible care - posters are created, which are distributed in the city in public spaces, public transport stops, and on digital screens;
- Care centers organize live broadcasts about care;
- Commissioned articles are prepared in daily newspapers about the good experiences of guardians;
- Various contests on the topic of care are published on social networks.

## OPPORTUNITIES FOR ATTRACTING GUARDIANS (1)

When publicizing care at the local/regional level, the following measures are implemented:

- At the beginning of the year, each guardianship center creates its own publicity activities plan for the year, the plans include educational events for the public on various topics, articles in local media (newspapers, online portals), activity presentation trips to communities, various social actions related to publicizing the activities of the care center and publicizing the topic of care.

## OPPORTUNITIES FOR ATTRACTING GUARDIANS (2)

In the publication plans, activities are drawn up in order to implement 4 strategic directions:

1. Introducing the public to GC (guardianship center) activities;
2. Formation and maintenance of a professional and positive image of the guardianship center;
3. Negative change the public's attitude about child care, guardians, children in care;
4. Attracting new guardians.

Aš toks kaip ir tu.  
Aš ne iš kitos planetos.





## OPPORTUNITIES FOR ATTRACTING GUARDIANS (3)

The action plans envisage local partners from various companies, from individuals to the municipality, who contribute by disseminating information through their publicity channels.

Also, each guardianship center has ambassadors who contribute to the dissemination of the topic at the local level.

- Once a year, a child care publicity week is organized in each municipality, during which guardianship center organize at least three activities/actions/initiatives intended for the local community to familiarize themselves with the topic of care and to discuss issues important to them.
- Each guardianship center has its own page on the social network Facebook – Children are children. Name of municipality.
- There is also a shared Facebook page „Children are children“ (<https://www.facebook.com/VaikaiYraVaikai>), which creates content about positive foster care experiences, shares foster community events, moments and other relevant information related to foster care.
- In order to create a common visual identity for all guardianship center, a style book (Brandbook) was prepared.
- A common logo was created, which is used in social networks, various guardianship center prints, attribute, and representative gifts.

## OPPORTUNITIES FOR ATTRACTING GUARDIANS (4)

The following measures were implemented in the course of publicizing care on a national scale:

- Broadcast clip on national radio;
- A video clip is broadcast on national television;
- Distributing promotional articles on the topic of guardianship;
- The participation of responsible persons in radio and television programs is initiated in order to talk about care, to destroy myths about care, etc.
- An information publication (leaflet) on how to become a guardian has been published;
- Publicity includes celebrities/care ambassadors;
- Running Google and Facebook advertising;
- National campaigns are organized (duration 1-2 months);
- Children's care week is organized three years in a row, during which each guardianship center carries out events and public education activities in its municipality. The week of care is crowned by the final event at the national level.

## OPPORTUNITIES FOR ATTRACTING GUARDIANS (5)

In 2022 March a national campaign was organized, inviting people to care children over the age of 10 years old:

- Visuals were created and advertising was displayed on outdoor stands (in each municipality, also on the highway);
- Created a radio clip that was broadcast on 2 national radio stations;
- A representative survey of the Lithuanian population was carried out in order to find out the attitude of the population towards children over 10 years of age care of children;
- A public relations action plan was created and implemented on a national and regional scale, which would ensure at least 4 million availability;
- Prepared and distributed 4 media reports (each of the reports must be published on at least 5 different internet portals);
- Shown/published 5 reports/interviews/articles on television/radio/webcasts;
- Prepared and published 2 paid content publications on two Internet news portals, with an average daily number of real visitors of at least 400,000 users;
- A press conference was organized, ensuring the participation of representatives of at least three different media channels;
- A public discussion was organized, which was broadcast live on social networks and news portals;
- Filmed and published a podcast on a news portal with an average daily number of real users over 400,000.

## OPPORTUNITIES FOR ATTRACTING GUARDIANS (6)

In 2022 June organized child care week at the regional and national level:

- Child care week started with the „Children are children“ march, during which it was reminded how many children are currently waiting for foster care. Reports were prepared about the hike (before and after), involving famous people, video documentation of the hike was being carried out;
- Prepared tools for creative direction (slogan, layouts, logo, banners, etc.);
- 3 care stories (good experience) were published;
- An article on care ambassadors was prepared and published;
- Prepared 3 reports for the media (about the child care week, the final event, congratulation to the carers);
- Shown/published 8 reports/interviews/articles on television/radio/webcasts;
- A greeting has been prepared (including state partners) and all Lithuanian guardians, as well as guardians who care for Ukrainian children, have been congratulated;
- During the publicity campaign, care ambassadors, representatives of guardianship center, famous people were included;
- Each guardianship center carried out publicity activities and organized events in its municipality;
- The final event of the child care week was organized, in which all Lithuanian care centers together with guardians participated. The media was invited to the event, the event was broadcast live.
- Executed google and facebook advertising.



In Lithuania, about 1,350 children are waiting for guardians. Mostly - children older than 10 years. Maybe at least one of them can become your friend?

„Don't walk in front of me... I may not follow  
Don't walk behind me... I may not lead  
Walk beside me... just be my friend”  
— Albert Camus



Thanks for  
your  
attention! 😊