

Is Your
ADOPTIVE
FAMILY facing
challenges?



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THERE IS
HELP AND
SUPPORT


BETHANY.
CHRISTIAN SERVICES



Post Adoption Support for Military Families Awareness Campaign

Sarah Horton Bobo, Director of Post Adoption Services

Bethany Christian Services

sbobo@Bethany.org

discover
BETHANY Adoption


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Who Is Bethany Christian Services?

BETHANY ENVISIONS
A WORLD WHERE
EVERY CHILD
HAS A LOVING FAMILY.

SOCIAL SERVICES

IN THE U.S. AND AROUND THE WORLD, BETHANY IS
A LEADER IN FAMILY PRESERVATION
AND THE LARGEST U.S. ADOPTION AGENCY

Our Heart is for Children

Bethany Christian Services is a global nonprofit organization that brings families together and keeps families together. Strengthening families for the well-being of children is our top priority.

Our services include:

- Adoption
- Foster care
- Pregnancy counseling
- Family Counseling
- Refugee and immigrant resettlement
- Safe Families for Children™ ministries
- Sponsorship program programs for children and families overseas



Where is Bethany?

- **Bethany has over 100 offices across the United States**



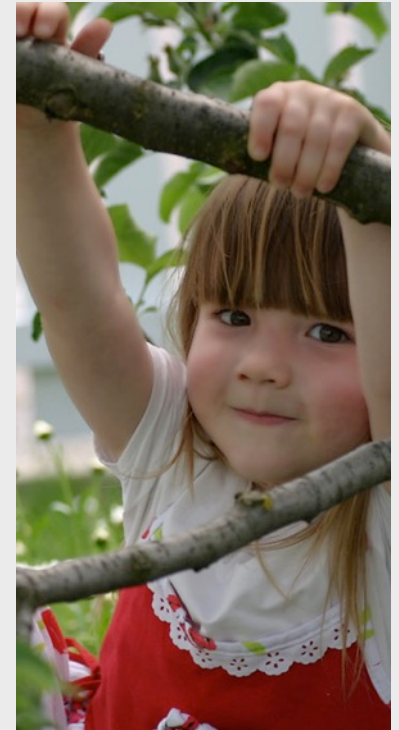
Bethany has a presence on 5 continents and in 19 countries



Foster Care



- Providing temporary care for children
- Reuniting children with their biological family
- Stable families showing love to children who are going through challenging time



Safe Families for Children™

- Giving hope to families in crisis
- Host families provide a loving sanctuary
- Parents remain involved



Refugee Services

Welcoming strangers, ensuring safe transition into a community where they can thrive.

- School Impact & ESL tutoring
- Foster Care
- Transitional Living Center
- Counseling
- Employment Services



Pregnancy Counseling

- Bethany's compassionate pregnancy counseling services help expectant parents facing unplanned pregnancies
- Bethany has served more than 74,000 expectant parents

1.800.BETHANY

Chat Online Now

Live chat on
Bethany.org &
ImPregnant.org

Face-to-face
counseling with
licensed
counselors in over
30 states



Adoption Programs

International Adoption

Domestic Infant Adoption

Foster Care Adoption



International Adoption



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International Adoption



Bethany's approach

- School-aged Children
- Special Needs
- Older Sibling Groups
- Increase in in-country social services
- Increase in in-country adoptions
- Intercountry adoption is a final option
- Bethany staff meet and assess available children
- Countries: Albania, China, Colombia, Ethiopia, Haiti, Liberia, South Africa, South Korea

DOMESTIC INFANT ADOPTION



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Domestic Adoption Then and Now

PAST:

- Secretive
- No contact before or after adoption
- Agency controlled

NOW:

- Openness
- Expectant parent selects the family
- Every child is adoptable
- Adoption is discussed
- Recognition that adoption is a life-long process

Special Needs

- High stress for mom during pregnancy
- Inadequate nutrition
- Lack of prenatal care
- Prenatal substance exposure
- Stressful delivery
- Genetic history
- Viral exposure



FOSTER CARE ADOPTION



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Foster Care Adoption

- More than 400,000 children in the United States are living in foster care. Foster families provide a loving sanctuary
- Many of these children "age out" of the system without a forever family to call their own
- Over 100,000 of them cannot return to their birthfamilies because of past abuse or neglect



Post-Adoption Services

- Identify supportive resources
- Navigating open adoption relationships
- Accessing birth family information including search and reunion
- Counseling, consultation, or coaching
- Family Events and Camps
- On-going educational training





Addressing Post-Traumatic Stress in Adoptive Children

Since 2004, Bethany's specialized trauma informed post adoption counseling program has served more than 700 children and their parents.

Our program helps children cultivate skills to:

- Develop healthy expressions of emotions
- Understand the effects of past trauma
- Increase capacity to form healthy attachments
- Build personal strengths and self-identity

Post Adoption Support for Military Families Awareness Campaign



American Legion
Child Welfare Foundation



Campaign Goals

Target audience: Adoptive families in the US military

What we want people to feel: There is support for me and my family through PACC, no matter where I am stationed.

Post-adoption issues facing children and parents include:

- Dealing with challenging behaviors
- Adjusting to the new family dynamics of adoption
- Building trust and attachment
- Working through the life stages of adoption
- Searching for your birth relatives
- Recovering from trauma, abuse, and neglect
- Healing from grief and loss



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Dedicated Webpage

<https://www.bethany.org/adoption/post-adoption-support/military-families>

POST-ADOPTION SERVICES FOR MILITARY FAMILIES

[Home](#) / [Adoption](#) / [Post Adoption Support](#) / [Military Families](#)



POST-ADOPTION
SERVICES FOR
MILITARY
FAMILIES

Get In Touch

Go To The Post-
Adoption Contact
Center

POST-ADOPTION SERVICES FOR MILITARY FAMILIES

The journey of adoption can bring unexpected challenges for military families. We're here to help.

All adoptive families face some questions, concerns, and challenges that are different from families raising biological children. For military families, facing these challenges alone can be daunting. That's why Bethany Christian Services provides post-adoption services to give children and their parents the resources needed to thrive.



“

PACC has been a great resource for us to lean on when we were unsure of our parenting strategies. They helped us think through the way we were parenting, asked really good questions, and helped us find new perspective when it came to discipline in difficult moments. Of course, everything is not perfect in our family, but we have found new joy and hope in parenting our children. —Jason and Emily, Adoptive parents



Get Support from Bethany's Post-Adoption Services

Knowing adoption is a unique, lifelong journey, post-adoption care is an opportunity to navigate challenges along the way and bring your family closer together. Bethany Christian Services wants you to feel comfortable and empowered asking for help. We are here to collaborate with you and connect you to the support and resources you need. Remember, your adoption journey was never designed to be traveled alone.

How to Contact Us

The Bethany Post-Adoption Contact Center is available by phone or e-mail. You can also complete a contact us form on this website. Hours of operation are shown below. We look forward to hearing from you!

- 1.866.309.7328
- BCSpostadopt@bethany.org

8:00 a.m. to 8:00 p.m. (ET)
Monday–Friday except U.S. holidays

American Legion
Child Welfare Foundation



Thank you to the American Legion Child Welfare Foundation for their support of this project.

Campaign Video



<https://www.youtube.com/watch?v=Rg1TgmjIGfo>

Search Engine Ads

We serve ads about PACC to people that entered post-adoption and military specific keys words on search engines such as Google, Bing and Yahoo

- Impressions (Number of Ads Displayed): 41,534
- Clicks on the Ad to Visit the Website: 883



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Online Display Ads

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People who meet demographic and geographic criteria receive online display ads.

- Impressions: 452,692
- Clicks on the Ad: 731

Facebook ads

We serve ads about PACC to adoption minded current and former military personnel on Facebook.

- Impressions (Number of Ads Displayed): 103,081
- Clicks on the Ad to Visit the Website: 1,195
- Reach (Number of Unique People that Saw the Ad): 88,872



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Retargeting Ads

People that visit PACC's military family specific website receive ads asking them to learn more.

- Impressions (Number of Ads Displayed): 613,898
- Clicks on the Ad to Visit the Website: 250

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To Date Over 1 million people have seen campaign information

“When we PCS'd last year we had difficulty finding the services we needed until Angela at the PACC contacted us to see if we needed anything. She had a list of providers for us within days. What a great resource! I wish we had known about it sooner!”

“I know you have post adoption support for military families, can you help me too?”

Post-Adoption Contact Center



American Legion
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Thank You!


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