While 33% of registered adoptable children in Hungary are over the age of 10, their chances of being adopted diminish as they get older.*

The diminished interest is largely due to the **perception that they pose more risks and challenges** than younger children.

However,
opting for a teenager means
not only greater risks*,
but also greater rewards.

But, how are we supposed to bypass the general risk aversion**
that is so deeply grounded into society?

*Brind, K. (2008). An exploration of adopters' views regarding children's ages at the time of placement. Child & Family Social Work, 13(3), 319–328.
**Yates, J. F., Jagacinski, C. M., & Faber, M. D. (1978). Evaluation of Partially Described Multiattribute Options. Organizational Behavior & Human Performance, 21(2), 240–251.

Idea

Az örökbefogadó családok szervezete, proudly presents AdopTanár. This initiative is a result of our collaboration with Duolingo, the leading educational platform in Hungary*.

Uniquely, AdopTanár is the very first course that addresses the subject of adoption and its associated challenges in a gamified and interactive way. By building on Duolingo's popularity and reach, we're able to deliver our educational message in a dynamic and engaging manner. This approach ensures that our message stands out, making a lasting impact without the fear of being drowned out in the media noise.

*https://www.statista.com/statistics/1237621/hungary-most-downloaded-education-apps/
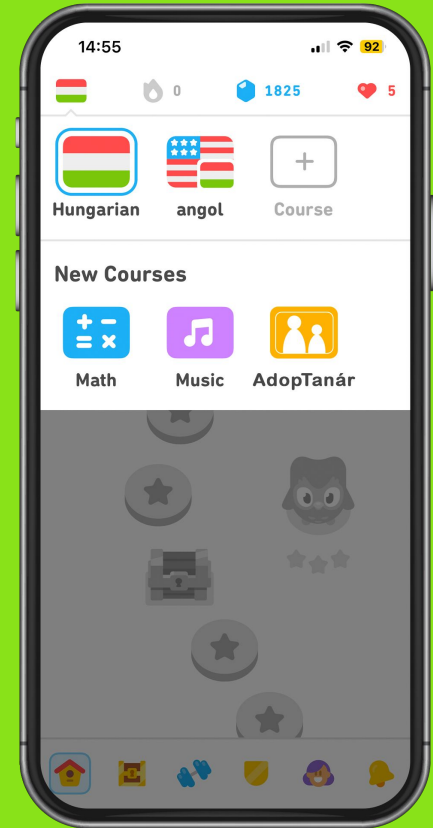
How it works

In the upcoming update to Duolingo's course offerings, users will discover the introduction of AdopTanár, put between their Math and Music courses. Using modules, Duolingo's milestone model, we're handed the perfect platform to provide users an extensive understanding of adoption, covering the crucial stages of a child's life.

Here's comes the twist.

As users advance to higher stages/ older ages, they'll encounter more challenging tasks which, upon completion, mean more gems than previous ones and custom badges. This mechanism not only motivates users to delve deeper into the subject matter, but it also offers a tangible affirmation that greater challenges do pay off.

> **"** NGO campaign has never been so immersive and entertaining. **"**

telex

> **"** I don't think that I've ever learned so much about adoption, if it wasn't for this campaign. **"**

FEMINA

> **"** Contrary to the topic's difficult nature, the execution is really engaging. Well done! **"**

> **"** When it comes to adoption we often think about babies, when in reality teens also long for love and certainty. **"**

GLAMOUR

> **"** The green owl's mocking us has got replaced with compassion. A quite unexpected, but very welcomed twist. **"**

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Orchestration

Teaser

We're joining forces
with well-known influencers
who have demonstrated
their compassion towards
orphanage children
in the past, including
Osváth Zsolt, Fancsikai Eszter,
and Jólvanezígy.

These carefully chosen
influencers will generate
the buzz for AdopTanár
by subtly promoting it across
their social media channels,
consequently reaching
a wide audience.

Launch

Once we've built up the buzz
around the new course,
users will get a notification
in Duolingo's familiar voice,
letting them know the course
is now available.

At the same time, as everyone
can start accessing the update,
our influencers will team up
with experts to talk about
the subject. The goal is
to slowly change attitudes
about adopting older children,
making it more accepted
and understood.

Engagement

As users progress through
specific modules and improve
their understanding
of the topic, they'll receive
invitations via phone
notifications to participate
in events and roundtable
discussions.

These activities are designed
to help them learn even
more and get more involved
with the subject.
And, most importantly act
as catalyst for discussion
on a society level.

Summary

The problem

*The diminished interest
in them is largely due to the perception
that they pose more risks
than younger children.*

The idea

*We present AdopTanár, a unique initiative with Duolingo.
Creating the very first course that addresses the subject
of adoption and its associated challenges
in a gamified and interactive way.*

DUOLINGO   now

Hoot, hoot! Exciting news!

Our new course on adoption, AdopTanár, has
just landed in your Duolingo nest. Flutter over
and start your first lesson today!

The insight

*Opting for a teenager
means not only
greater risks,
but also greater rewards.*

Why it works

*By building on Duolingo's popularity and reach, we're able to deliver
our educational message in a dynamic and engaging manner.
This approach ensures that our message stands out, making a lasting
impact without the fear of being drowned out in the media noise.*