

# Haunt the Prejudice

by Fánkszín

**01**

**Problem**

The declining desire for adoption, particularly after age 10, is intensified by parental fears of receiving traumatized kids out of their control.

**02**

**Challenge**

Ethnic bias in foster care sidelines older kids, making them seem risky and unwanted for potential parents.

**03**

**Goals**

Normalize adopting older Gypsy children to facilitate their placement into loving families and support prospective parents through open dialogue.

**04**

**Audience**

Couples and single individuals considering adoption.  
General public including their relatives, friends and colleagues.

# Insight

Society's pervasive bias against adopting Gypsy children over the age of 10 not only hinders open-minded, accepting parents from making the decision to adopt but also adds significant hurdles to an already emotionally demanding process.



# Idea

We'll showcase the **prejudice** faced by parents adopting Gypsy children through surprising, discomfoting scenarios in everyday settings, highlighting the **responsibility of the public** (including relatives, friends or even colleagues) **in shaping attitudes towards older Gypsy kid adoption.**



# PR stunt

In a bold and unexpected PR move for **Children's Day in Városliget**, we will build an installation reminiscent of a **haunted house**. Within its walls, visitors will encounter a series of startling messages showcasing the **massive prejudice and verbal abuse faced by adoptive parents of Gypsy children**. Additionally, renowned actors such as Patrícia Kovács, Ervin Nagy, and Péter Rudolf will perform **real-life situations** experienced by these parents, while digital videos will feature real parents sharing their difficulties.

Our message will be crystal clear: these **parents demonstrate immense courage in their decision to adopt older Gypsy children**, and it's crucial for everyone to realize that their **negative remarks can unnecessarily burden their journey**.

We'll compile a **case study** of our stunt using video recordings **capturing visitors' reactions** throughout their journeys.





# Taking over the city...

Typically, on **Children's Day**, stops are announced with **children's voices**. However, as part of this PR campaign, **adoptive parents of Gypsy children will step forward** to deliver condemning sentences, aiming to raise awareness about the prejudice they face. For instance, instead of the usual announcements, **passengers will hear** adoptive parents sharing their own experiences, such as **questions like, 'Aren't you concerned your child might steal?'** This shift empowers adoptive parents to shed light on the challenges and biases they encounter firsthand.

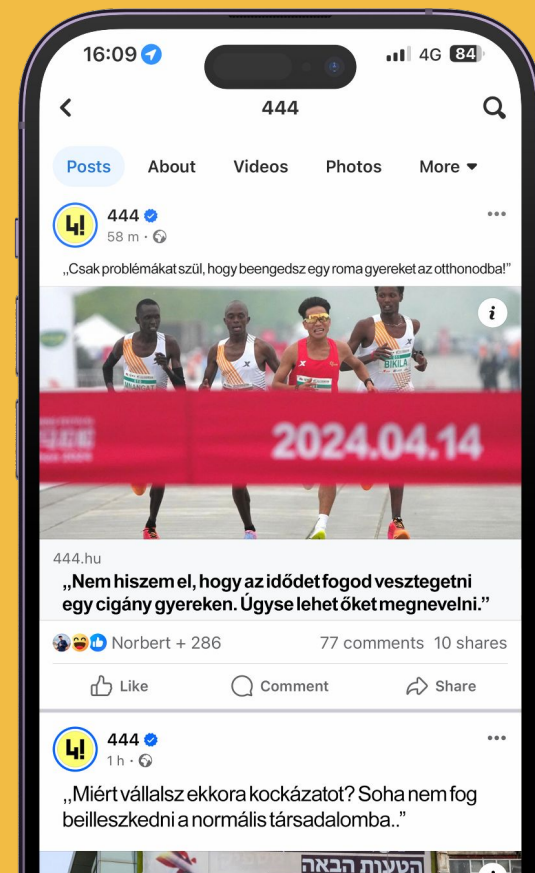
In addition, **out-of-home advertisements will display copy-only messages showcasing exact sentences** that these parents have heard about their decision.

# ..and the online world



On the same day, **online spaces will be flooded with these messages**. Headlines on various news portals will be turned into **condemnatory messages that adoptive people of Gypsy children face** each day instead of article titles.

These critical messages will not only dominate news portals' websites but also feature prominently in the titles of their **social media** posts.



# The reveal

The following day **we revert the headlines** on various news portals to their usual topics. However, the **main headline will focus on the adoption of Gypsy children**. Through this article, we aim to shed light on the **perceptions surrounding parents who adopt Gypsy children**. Our goal is to challenge stereotypes and **foster understanding** through real stories and data. We advocate for **empathy towards these parents**, who demonstrate resilience and compassion in providing loving homes for Gypsy children, contributing to a more inclusive society.

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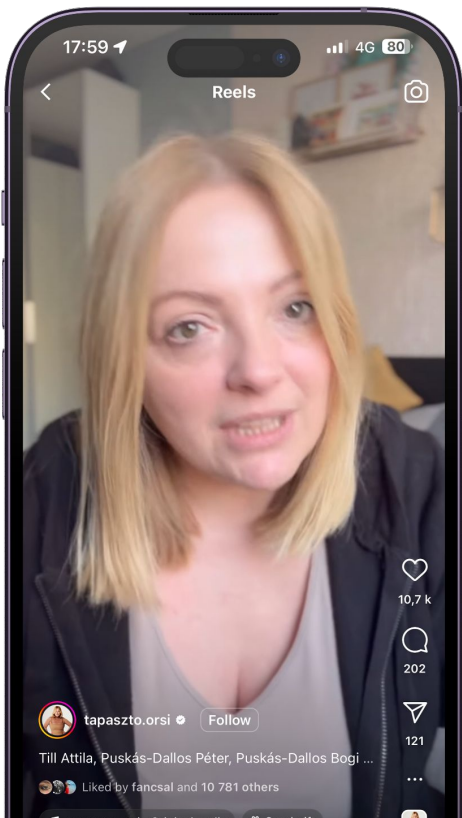


**Mi történt tegnap? Tapasztalatok és tanulságok roma gyerekek örökbefogadásáról a szülőktől**



# Educate

YCL 2024



Transitioning to the educational phase of the campaign, **we'll initiate discussions facilitated by influencers** engaged in adoption and foster care, building upon our prior media engagement. **Orsi Tapasztó, co-founder of Nemakarok-beleszólni** and an adoptive parent herself, will lead an Instagram Live session with **Romadopt, a community dedicated to supporting the adoption of Gypsy children**, addressing uncomfortable yet essential questions.



**Kriszta Hadas**, renowned for her dedication to vulnerable youth and her documentary series "Jön a baba," will conduct a **video interview on her YouTube channel featuring Melinda Zsiga**.

Melinda overcame a traumatic childhood after **being abandoned and abused as a child**, but transformed her setback into a **strength within the boxing ring**, and became a professional kickboxer.

# Summary

**Reach**

PR stunt

Takeover of online news portals  
and their social media channels

Takeover of public  
transportation and OOH  
advertisements

**Educate**

News portal articles

Educational content with Orsi  
Tapasztó and the founder  
of Romadopt on IG

Educational content with  
Kriszta Hadas, vlogger,  
and Melinda Zsiga, Gypsy  
kickboxer

**Impact**

Start a meaningful dialogue  
and catalyze shifts in behaviour