

Adoption Advertising Advisory

***The Illinois Child Care Act has been amended to ban adoption agencies that are not licensed in Illinois from advertising adoption services in Illinois. The requirement that an adoption agency be licensed in Illinois also applies to adoption agencies located outside of Illinois.**

***The new law requires that all licensed adoption agencies disclose their DCFS number in the advertising.**

***The Child Care Act defines who can place an advertisement for adoption in Illinois. They are as follows:**

- (1) Adoption agencies licensed by the State of Illinois;
- (2) A biological parent or a prospective adoptive parent acting on his or her own behalf; and
- (3) A licensed attorney advertising his or her availability to provide legal services relating to adoption.

***The advertising provisions set forth in the amendment to the Child Care Act apply to an advertiser, publisher or broadcaster, including, but not limited to, newspapers, periodicals, telephone books, outdoor signs, radio stations and television stations.**

***Anyone who “knowingly or recklessly” advertises or publishes adoption advertising that is not authorized by the State of Illinois could be guilty of a Class A misdemeanor and subject to a fine.**