

Alice Maggi,  
Rejane Comin  
Bruna Krimberg Von Muhlen

This study is in line with the topic of the conference, as it discusses indicators of the rights of children and adolescents regarding to family and community life. It reflects the study developed in the scope of Specialization and possibly in the Professional Master's Degree Project in Psychology. In Brazil, every child and adolescent is guaranteed the right to live in a family and community. However, social inequality, violence and poverty are factors that put thousands of boys and girls to live most of their childhood, if not even adulthood, in institutions, deprived of lasting and healthy affective bonds. The frequent severity and complexity of these situations make it difficult to resolve them, which ends up preventing them from being reintegrated into their families of origin. In these cases, another alternative that can be considered is adoption, but other obstacles come into being, especially when it comes to the children's profile. In 2009, Law No. 12,010 entered into force in Brazil, with the aim of bringing about changes in the procedures that guide the referral of children and adolescents for adoption. In these more than ten years, new practices have emerged with the help of technology, using the image of children and adolescents who had no suitors for their profiles, in an attempt to find people interested in getting to know them. For this reason, this study aimed to reflect on these behaviors, considering whether the increase in the number of adoptions of these children and adolescents justifies these new practices. The method chosen for this study was the investigation and document analysis, through research in public domain content. Seven campaigns from five Brazilian states and three technology tools developed by three states were selected. The practices analyzed showed relevant results, and children and adolescents with no chance of adoption, after gaining visibility, were interested in their adoption, having their right to family life assured, when this possibility was no longer seen. However, the use of the image of children and adolescents has become fundamental for these initiatives, a factor that has raised many doubts and criticisms about the risks of this exposure. On the one hand, teenagers who, at the age of 18, with the help of campaigns managed to find people to adopt them, on the other hand, they highlighted the risk that the exposure of their images would not bring the expected results. The number of approaches, stages of coexistence and adoptions resulting from the initiatives that this study investigated deserves to be highlighted, as well as the dangers related to the emotional damage that this public runs when having their image exposed and, why not, when they are treated as "commodities", placing children and teenagers in the position of objects. However, it is possible to say that, even so, this brought benefits to all parties, because through this movement attention was turned to such a dear and important topic. In the end, it may be possible to say that these changes were good for everyone.