

## 2a4

# Advertise

### Do

Use local or other media to ask for the contacts or support that you need.

### Story

‘Two schoolboys have offered to befriend a young autistic boy for free, after his mother advertised the fact that she would pay children money to play with her son. James Crumbie and Wayde Smith have volunteered to help four year old Jack Upfold of Thurnby, Leicester. They were among hundreds of children who responded when his mother, Emma, advertised for playmates for her son who was lonely because his condition makes it difficult for him to make friends.

Jack’s father, Adam Rumsey, hoped those who responded would contact other autism sufferers.’  
*Daily Telegraph.*

One disabled person wrote to her neighbours to ask for help with household chores and got more offers than she could use. One Volunteer Bureau advertise the offers made by potential volunteers as a means of locating opportunities.

George moved into a new neighbourhood, his post-traumatic stress meant that he panicked when he heard emergency vehicle sirens, so he went and told his neighbours about it. As a result, they were understanding and supportive when he got upset.

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### Hints & Hazards

The focus person must take charge of this process to prevent their privacy being breached.

Make sure respondents understand fully what support is required. In the first example, the paid playmates were not offering true voluntary friendship as they had become another part of the paid care system. The people who respond to adverts may be well-matched to the individual they offer to support. How would you manage the risk that a potential abuser will respond to

the advert? Advertising amongst the person's natural groupings might ease the process of transition from the artificial arrangements into a natural friendship.