



## Stigma of being in care

Hertfordshire  
Project Positive:  
campaign to raise  
aspiration and  
reduce stigma  
November 2020

Project Positive aims to raise the aspirations of children in care and reducing stigma for care leavers applying for jobs.

## Why?

Children in Care Council Care Leavers' Group were asked – 'Are we valuing care?'. Young people responded they felt the opposite – that society labels and judges young people leaving care, harming their chances in later life.

## What difference is it making?

Raising aspirations of children in care and reducing stigma experienced by care leavers.

## What did they do?

Participation Team colleagues worked with the Care Leavers' Group to create a campaign page which was launched during National Care Leavers Week.

The Project Positive website includes:

- Positive quotes and advice from children in care and care leavers (aimed at children in care)
- Section aimed at employers – 'Why you should employ a care leaver'
- 'CV of a care leaver' highlighting skills and qualities young people have developed through the experience of being in care
- Call to pledge – what are you doing to challenge stigma for care leavers?

The Guardian newspaper picked up the story and featured an [article](#) about the project, and Marion Ingram (Operations Director) wrote an [essay](#) about Project Positive that was featured in a collection of essays about valuing children in care.

The Care Leavers' Group attended a council meeting to challenge councillors to think before reinforcing stereotypes.

