SAR and UNICEF prepare a national communication campaign on foster care for unaccompanied refugee minors

The State Agency for Refugees under the Council of Ministers (SAR) discussed the concept note developed by UNICEF Bulgaria for a national communication campaign aimed at raising awareness on foster care for refugee unaccompanied minors.

The parties agreed on the main objectives, stages and messages of the upcoming campaign and the opportunities for raising public awareness about the benefits of foster care for unaccompanied refugee children.

The campaign is organised under the project "Creating Alternative Social Services for Unaccompanied Refugee Children", funded by AMIF 2021–2027 and implemented in partnership with the International Organisation for Migration in Bulgaria, UNICEF Bulgaria and four municipalities – Burgas, Malko Tarnovo, Ivaylovgrad and Tundzha.

The Deputy Chairperson of the SAR at the Council of Ministers, Denitsa Lozanova, emphasised the need to address hate speech by adopting specific measures to counter it and to promote a more informed and tolerant attitude towards unaccompanied refugee children. She praised the approach indicated in the concept note, particularly by placing human stories and the real experiences of children at the center of the communication campaign.

The national communication campaign on foster care for unaccompanied refugee children is expected to be launched in October.

Source(s)

- State Agency for Refugees at the Council of Ministers | Държавната агенция за бежанците при Министерския съвет (11 August, 2026), ДАБ при МС и УНИЦЕФ България обсъдиха национална комуникационна кампания за приемна грижа за непридружени деца бежанци [SAR at the Council of Ministries and UNICEF Bulgaria discussed a national communication campaign for foster care for unaccompanied refugee children], https://aref.government.bg/en/node/1289

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Date of development
11.08.2026
Country
Bulgaria
Thematic area(s)
Reception, Unaccompanied minors
Development type
Practice

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