

KRYE QUATERLY ISSUES AND PROGRAMS
2nd QUARTER
(APRIL – JUNE, 2020)

ISSUE:
COVID-19

As the country's trusted champion of lung health, the American Lung Association's top priority is the public's health and well-being. As more and more states grapple with how to slowly reopen, we are seeing an uptick in the spread of misinformation around COVID-19.

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ISSUE:
CORONA VIRUS RESPONSE

The Ad Council – in partnership with the federal government, public health partners, board member companies, major media networks and digital platforms – developed PSAs to inform Americans about the steps they can take to protect themselves and slow the spread of coronavirus. In these unprecedented times we look to partners, like you, to support these critical messages that can literally save lives. Together, we can help slow the spread.

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ISSUE:
2020 CENSUS

The 2020 Census helps fund the neighborhood schools and hospitals that kids depend on. That's why it's important to count babies, infants, and kids of all ages living in your home—even when they're not related to you or are living with you temporarily!

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SPANISH AAP

With many children spending more time at home, it's important to make sure their home environment is as safe as possible. This spring, the American Academy of Pediatrics offers several new PSAs that offer tips to protect children from common, everyday dangers – including water in bathtubs, buckets or backyard pools, as well as firearms that may be kept in the home for recreation or protection. As lakes, beaches and natural recreation areas being to re-open, drowning risks for teens will increase. AAP offers simple tips to protect children and teens and keep them safe.

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ENTERTAINMENT INDUSTRY FOUNDATION

Life in America can feel stressful and overwhelming in the best of times but especially now with the current health and economic crisis facing so many. While it may sound simple, learning the skills to be kind to ourselves and kind to our mental health is critical to managing in the best and most challenging of times.

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VICTIMS OF ABUSE

As COVID-19 further disrupts daily life and forces more and more Americans to isolate themselves from others to slow down the spread of the disease, RAINN (The National Network on Rape, Abuse and Incest) is concerned that the risk is higher for survivors of sexual violence. For some, the isolation imposed on them may cause their past trauma to resurface. Others may be forced to stay indoors with an abuser, disconnected from their normal support networks and safe spaces.

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SHRINERS HOSPITAL

Million Reasons shares the story of a Shriners Hospitals for Children patient and the incredible accomplishments she has made thanks to the care she has received. This patient was born with one leg significantly shorter than the other but with the help of Shriners Hospitals for Children she is learning to swim, play with friends and even dance ballet.

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AMERICAN LUNG ASSOCIATION:

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BREAST CANCER IS UNACCEPTABLE:

Susan G. Komen® is seeking to reignite the sense of urgency behind breast cancer, by reminding the public that more than 41,000 people in the U.S. are dying each year from breast cancer – a fact that is unacceptable! The campaign will also highlight the unique impact the disease has on African-American and Hispanic women. In clear and

uncompromising terms, the ads highlight the work Susan G. Komen is doing every day to save lives and calls on people across the country to join our fight.

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