

KRYE QUATERLY ISSUES AND PROGRAMS

1st QUARTER

(JANUARY – MARCH, 2020)

ISSUE:

CAREGIVER:

Over 40 million people in the U.S. care for an aging or older loved one. Many caregivers are family members or friends who are working and managing their own families while caring for their loved one at the same time. Air PSAs that encourage caregivers to visit AARP's Family Caregiving site to find free Care Guides, self-care tips and more so they can care for themselves and their loved ones.

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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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ALZHEIMER

Over 5 million Americans live with Alzheimer's, but less than half are diagnosed. Acknowledging why your loved one is acting differently is hard, but early detection and care can make a difference in managing the disease. Help families start the conversation with their loved ones by running PSAs that show the benefits of an early diagnosis.

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PEDIATRIC:

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. AAP offers simple tips to protect children and keep them safe.

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PARENTS TAREA- FLU SHOT:

The American Academy of Pediatrics continues to recommend routine influenza immunization of all children without medical contraindications, starting at 6 months of age. Any licensed, recommended, age-appropriate vaccine available can be administered, without preference of one product or formulation over another. Antiviral treatment of

influenza with any licensed, recommended, age-appropriate influenza antiviral medication continues to be recommended for children with suspected or confirmed influenza, particularly those who are hospitalized, have severe or progressive disease, or have underlying conditions that increase their risk of complications of influenza.

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CHLIDEREN HEALTH INSURANCE:

Millions of children in the United States are without health coverage; As a result, it is difficult, almost impossible, for them to have the routine preventive care necessary to keep them healthy, or to have access to the medical visits they need if they become ill or have an accident. But most uninsured children are eligible for free or very low-cost health coverage through Medicaid and the Children's Health Insurance Program (CHIP). They can apply to the wide range of benefits these programs offer at any time, and the enrollment process is now even faster.

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DIABETES:

More than 1 in 3 American adults have prediabetes and are at risk of developing type2 diabetes, a serious condition that can lead to heart attack and stroke. In support of February's American Heart Month, PSAs motivate adults to make healthy lifestyle changes and learn their risk for prediabetes.

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