

# Nuevos Anuncios de Servicio Público para Replantar Nuestros Bosques Nacionales

Se presenta en versión : 60

También está disponible en : 30, :20, :15, :10



Nuestras Forestas Nacionales...



Alabamos su belleza...nos maravillamos...con su majestuosidad



Abrazamos su herencia.



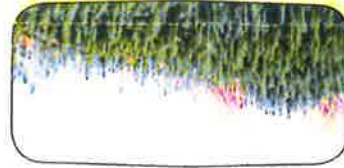
¿Usted sabe cuanto dependemos de Nuestras Forestas Nacionales?



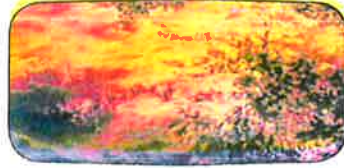
Para aire puro...materiales para el hogar...y agua potable para millones de personas.



Mucho depende de Nuestras Forestas Nacionales, pero ahora ellas dependen de nosotros.



Han sido devastadas por insectos, enfermedad...



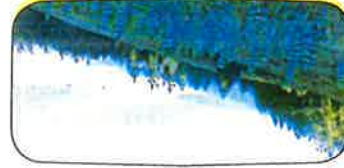
...y fuegos tan calientes que destruyen las semillas del futuro.



La Fundación Arbor Day Foundation le pide ayuda...



... para replantar Nuestras Forestas Nacionales. Porque mucho depende de lo que hacemos hoy.



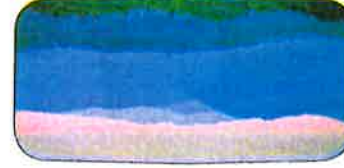
Tanta belleza.



Tanta vida.



Tanto que apreciamos.



Debemos actuar hoy porque las generaciones del futuro dependen de Nuestras Forestas Nacionales.



Visite [arborday.org](http://arborday.org). Vea lo que hacemos. Vea como usted puede ayudar.



Arbor Day Foundation  
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# DEAR PSA DIRECTOR:

A common perception is that children outgrow Attention-Deficit/Hyperactivity Disorder (ADHD). This is not the case for everyone. In fact, it is one of the most common childhood psychiatric disorders. According to a nationally representative survey, 4.9 million people in the US aged 6 to 17 years old have been diagnosed with ADHD, and based on parent reports nearly 50% may continue to have it as adults.

The common perception that children outgrow ADHD does not apply to everyone. In fact, it is estimated that 10 million adults in the US, or 4.4% of the adult population aged 18 to 44, have ADHD.\* The enclosed PSAs can help young adults and adults realize that their childhood ADHD symptoms can in fact continue into adulthood.

At the fourth and newest segment of the educational "Own It" initiative, we are excited to introduce Megan, a graduate student and contest winner of the "Own It! Prizest" who shares her personal story of living with ADHD. As you may recall, "Own It!" has previously gained support from Adam Levine, lead singer of Maroon 5, and other segments of the "Own It!" PSAs featured Professional baseball player, Shane Victorino and singer/entrepreneur, Nicole Funnell. In addition to Megan's PSA, both Shane and Nicole's PSAs are also available for rotation and are included within this set.

Each of these unique stories may appeal to different viewers who may be dealing with the disorder, so all of the enclosed "Own It!" PSAs help support further education and increased awareness about ADHD.

The "Own It!" initiative, supported by the Attention Deficit Disorder Association (ADDA) and Children and Adults with Attention Deficit/Hyperactivity Disorder (CHADD), has been made possible by Shine. This important initiative aims to motivate young adults and adults who were previously diagnosed with ADHD to consider if they still may have symptoms of ADHD by taking an ADHD quiz at [OwnYourADHD.com](http://OwnYourADHD.com) and discussing the results with their physician. Further supporting this educational campaign, digital and print assets are utilized to increase awareness. This educational effort has been well received. Since its launch in June 2011, more than 1.7 million people have been motivated to take the online assessment!

Please consider placing this PSA into your rotation, especially starting in October, which is ADHD Awareness Month. Thank you in advance for supporting the "Own It!" campaign and helping to increase awareness about ADHD.

Thank you,  
Attention Deficit Disorder Association (ADDA)  
Children and Adults with Attention Deficit/Hyperactivity Disorder (CHADD)  
Shine

\*The disorder is estimated to affect 4.4% of US adults based on a survey of 3,199 adults aged 18 to 44. By applying this percentage to the full adult population aged 18 and over, about 10 million adults are estimated to have ADHD.

S00070 08/13

MEGAN: 60 & :30



MEGAN: I've always been organized and forgetful. I was late for everything...I would forget really important information my friends told me. I didn't see my peers having the same difficulties that I did. And when my professor approached me about my constant lateness, I knew I had to do something. So I talked to my doctor. And it turns out I have ADHD. A lot of my friends seemed to have no problem keeping a planner, and going to class on time. I couldn't organize anything in an efficient way.



ADHD: It sounds familiar, or if you had ADHD as a kid and thought you outgrew it, find out more. Take a quiz at [OwnYourADHD.com](http://OwnYourADHD.com) to help recognize the symptoms like inattention, impulsivity and hyperactivity. Then talk with your doctor.



MEGAN: I don't feel that it's anything to be ashamed about. I have ADHD...that doesn't mean that it's all that I'm about. It's your ADHD, Own It!



SHANE VICTORINO AND NICOLE FUNNELLS PSAS INCLUDED

### FOR MORE INFORMATION:

Tom Derraux | PlayShare Group | [tom@playsharegroup.com](mailto:tom@playsharegroup.com) | 203 425 4939

City/State/Zip

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(Please make appropriate corrections to the label.)

TV

## Dear PSA Director:

More than 1 million babies around the world die every year due to preterm birth.

That's why the March of Dimes continues to support research to find the causes of preterm birth and birth defects and develop ways to prevent them. It's why we're educating moms about how they can reduce their risk and get the services they need to have a healthy baby.

We need your help to raise the public's awareness of these issues and bring more babies home healthy. In addition to our lead PSA with Celine Dion, we have included a number of different spots to appeal to your various audiences:

- **Healthy Babies are Worth the Wait<sup>®</sup>**, winner of the 2012 Silver SAGRE Award for best public service announcement in North America, explains to women that if a pregnancy is healthy, it's best to wait for labor to begin on its own rather than scheduling an induction or cesarean section (c-section). The campaign continues to be endorsed by and co-branded with the U.S. Department of Health and Human Services (HHS) and the American College of Obstetrics and Gynecologists (ACOG).
- **Stavrn Johnson** (Olympic Gymnast and Medalist) for your younger demographics
- **New Think TV spots** in English and Spanish promoting World Prematurity Day for your Hispanic audience.

You can begin using these spots immediately. Thank you for working together for stronger, healthier babies. We can't do it without you.

Sincerely,

Douglas Staples  
Senior VP Strategic Marketing & Communications

### Celine Dion :30



Hi, this is Celine Dion and I hope you will help and support the March of Dimes in an effort to put an end to premature birth.

I share the concerns and fears of every parent knowing that more than one million babies around the world die every year simply because they didn't get enough time to grow.

Let's work together for stronger, healthier babies. Visit [marchofdimes.com](http://marchofdimes.com) to find out how you can make a difference.

Thank you for caring.



### English and Spanish PSAs available

**For more information:**  
Kieran O'Dowd | [March of Dimes \(914\) 997-4636](mailto:MarchofDimes@kieranojdowd.com) | [kieranojdowd@marchofdimes.com](mailto:kieranojdowd@marchofdimes.com)

**For additional materials:**  
Tom Derreaux | [PlowShare Group \(203\) 425-3949](http://PlowShare Group (203) 425-3949) | [tom@plowsharegroup.com](mailto:tom@plowsharegroup.com)



Dear Public Service Director,

Families and friends play a vital role in helping Veterans through challenges they face every day. By airing the enclosed PSA, "Talking About It Matters," you can show Veterans' families and friends how to help Veterans access the support they've earned through the Veterans Crisis Line.

It can be difficult for family members and friends to reach out when they see a Veteran they love in crisis. They may think they can't understand what Veterans have gone through or find words that will be comforting to them. The truth is, asking those hard questions and showing support for Veterans matters. "Talking About It Matters" demonstrates why asking the hard questions is often the first step toward getting Veterans the support they need.

The Veterans Crisis Line is available for Veterans and their families and friends 24 hours a day, 7 days a week, 365 days a year. It is a free source of support for Veterans and Service members of all ages, backgrounds, and service eras—as well as the people in their lives. Raising awareness of this resource among Veterans' families and friends enables them to stand by Veterans, particularly in their times of need.

Since the U.S. Department of Veterans Affairs launched the Veterans Crisis Line in 2007, its responders have answered more than 890,000 calls and made more than 30,000 lifesaving rescues. In 2009, the Veterans Crisis Line added an anonymous online chat service and has engaged in more than 108,000 chats. In November 2011, the Veterans Crisis Line introduced a text-messaging service, and has since responded to more than 10,000 texts—providing another way for Veterans to connect with round-the-clock support.

We need your help to encourage everyone who cares about a Veteran to reach out; assistance is only a call, click, or text away. Please view "Talking About It Matters" today and join me in standing by our Veterans by airing it as soon—and as often—as you can. Families of those who have served in your community will thank you.

Sincerely,  
Janet Kemp, RN, Ph.D.  
National Mental Health Program Director  
Suicide Prevention and Community Engagement  
U.S. Department of Veterans Affairs

**Narrator:** "Talking to Veterans about the real issues they're dealing with can be awkward."

"We think to ourselves, 'I never served, how could I understand?'"

"But when their behavior changes ... it's time to act. Because if we don't, our families and relationships will suffer."

"Ask the hard questions. Listen to the Veterans in your life ... and show you care."

"Make the call. It matters."



For more information on the Veterans Crisis Line, please contact Rhett Herrera at [rhett.herrera@va.gov](mailto:rhett.herrera@va.gov) or visit [VeteransCrisisLine.net](http://VeteransCrisisLine.net)



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