

College Access

Get Schooled

Young people understand that a college education is critical in today's world, but many low-income and minority students face overwhelming barriers.

In fact, fewer than half of high school graduates from low-income families immediately enroll in college. When low-income students do enroll, many are not adequately prepared. But what if these students had a supportive coach helping them prepare for college, and motivating them to achieve their goals?

New PSAs direct students to GetSchooled.com, a free comprehensive website that coaches students to college success. Get Schooled offers tips on high school coursework and college applications, prepares students for the financial aid and scholarship process—and supports them every step of the way.

Website: GetSchooled.com

Volunteer Ad Agency: Viacom Velocity

Financial Literacy

American Institute of CPAs

Today, too many young adults lack the financial literacy skills to launch their lives and start saving for their futures. In fact, nearly half of Americans between the ages of 25 and 34 paid for necessities like food or utilities on credit. Furthermore, only 40 percent had more than \$10,000 saved for retirement.

The Ad Council's Financial Literacy campaign helps these young adults start making savings a part of their lives. PSAs showcase young adults succeeding at saving by making good money management decisions every day, while others are left behind due to poor money management decisions and a lack of tools and resources. The campaign directs young adults to FeedthePig.org to get the tools they need to develop positive savings habits.

Website: FeedthePig.org

Volunteer Ad Agency: kbs+

High School Equivalency

Dollar General Literacy Foundation

For roughly 30 million American adults without a high school diploma, life has limited options. To support themselves and their families, most work multiple jobs, with lower pay and less stability. Those without a high school degree represent nearly 3 of every 10 adults with household incomes at or below the federal poverty line. Since 2010, the High School Equivalency campaign has helped connect more than 700,000 people in all 50 states to free adult education classes so they can earn equivalency credentials.

Our renewed PSA campaign—Skip the Drama—encourages people to sidestep the stress of applying for jobs without a high school diploma. FinishYourDiploma.org can help them find free adult education classes to complete their equivalency and begin to build a better life.

Website: FinishYourDiploma.org

Volunteer Ad Agency: McCann XBC



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

Learning & Attention Issues Understood

An informed and empowered parent is a child's best advocate. But many parents of the 15 million children ages 3 to 20 who struggle with reading, math, writing, organization, and focus don't know where to turn for support. New PSAs help parents understand their children's challenges and prompt them to take action. This campaign aims to increase the number of parents who actively help and seek help for their children with learning and attention issues, and encourages them to visit Understood.org, a comprehensive, free online resource that empowers parents through personalized support, daily access to experts, and specially designed tools to help parents help the millions of children with learning and attention issues go from simply coping to truly thriving in school and in life.

Website: Understood.org

Volunteer Ad Agency: Publicis Kaplan Thaler

Supporting Minority Education

United Negro College Fund

Featuring real students, and an evolution of its iconic tagline to "A Mind Is a Terrible Thing to Waste, But a Wonderful Thing to Invest In," the Supporting Minority Education campaign encourages potential donors and community-minded individuals, including college-educated African Americans, to support UNCF's mission by donating money to UNCF. By investing in UNCF, donors are helping students who lack the resources to get the education they deserve. Supporting UNCF's Supporting Minority Education campaign is a new kind of investment with a better kind of return.

Website: UNCF.org/invest

Volunteer Ad Agency: Y&R NY

Teacher Recruitment

TEACH

There's tremendous opportunity on the horizon in America's classrooms, with half of our teachers ready to retire over the next decade. Filling their shoes will be challenging, since 9 of 10 top-tier students don't view teaching as a desirable profession. The potential shortfall could hinder our ability to lead the global economy. The human costs could also be enormous, since research shows that students with top teachers earn an average of \$50,000 more than their peers over the course of their lifetimes. America urgently needs a pipeline of engaged, energized students who want to teach, particularly African Americans and Hispanics, who make up 40 percent of today's K-12 students. The Teacher Recruitment PSAs make a compelling case for teaching as an innovative, fulfilling career for those who want to make more of their lives.

Website: TEACH.org

Adoption from Foster Care

U.S. Department of Health and Human Services Administration for Children and Families and AdoptUSKids

Through no fault of their own, nearly 102,000 children are in the foster care system in the United States waiting to be adopted. This campaign aims to significantly increase awareness of the urgent need for parents to provide loving, permanent homes for these children. Using the tagline “You don’t have to be perfect to be a perfect parent,” this campaign reassures prospective parents that even if they are not perfect, they have the ability to provide the stability and security that children in foster care need and deserve. The PSAs direct audiences to visit AdoptUSKids.org for both English and Spanish information, or to call 1-888-200-4005 (English) or 1-877-236-7831 (Spanish) to receive current, accurate information about the foster care system and the adoption process.

Website: AdoptUSKids.org

Volunteer Ad Agencies: Hinge Digital; kbs+



FORMATS: TV, RADIO, OOH, DIGITAL



FORMATS: TV, RADIO, OOH, DIGITAL

Caregiver Assistance

AARP

More than 40 million Americans currently care for an aging loved one. It may start with a simple errand or scheduling a doctor’s appointment, but over time caregiving can expand to a significant responsibility. Many caregivers are boomer women, often sandwiched between the needs of their parents and their own kids. These women want to provide the best possible care, but can feel stressed and isolated when they can’t meet their own high expectations. The impact is significant: 1 of 5 caregivers reports a decline in the quality of their physical, emotional, and social well-being. Caregiver Assistance PSAs spotlight AARP’s online Caregiving Resource Center as a source of information, tips, and tools to help women not only care for their older loved ones but also care for themselves.

Website: aarp.org/caregiving

Volunteer Ad Agencies: Alma, DDB NY

Community Engagement

United Way Worldwide

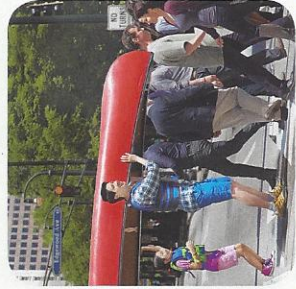
United Way is committed to advancing the common good through the work and support of more than 1,200 local United Ways across the country. United Way works with individuals, volunteers, corporate partners, and local charities within a community to answer the question, “What does this place need?” The Community Engagement campaign works to motivate and inspire people to partner with United Way in their efforts to address education, income, and health challenges in local communities in order to make lasting change happen. The PSAs encourage viewers to go to UnitedWay.org to find out how they can help make a difference in their own communities and learn about the impact United Way has had across the country.

Website: UnitedWay.org

Volunteer Ad Agency: McCann Erickson New York



FORMATS: TV, RADIO, OOH, DIGITAL



FORMATS: TV, RADIO, OOH, DIGITAL

ENGLISH: TV, RADIO, OOH, DIGITAL
SPANISH: TV, RADIO, OOH, DIGITAL

Discovering Nature

U.S. Forest Service

Outdoor experiences are so valuable: Spending time in nature gives kids a chance to move, explore, and engage in unstructured and adventurous play. Kids become fitter and leaner, have lower stress levels, and develop stronger immune systems. They also become more creative, and have greater respect for themselves, other people, and the environment. Discovering Nature PSAs remind parents and caregivers that families don’t have to go far to find green spaces, parks, preserves, and other outdoor destinations. By visiting DiscoverTheForest.org or DescubreElBosque.org, they can learn where to connect with nature right in their own neighborhoods.

Website: DiscoverTheForest.org; DescubreElBosque.org

Volunteer Ad Agency: Burrell Communications

Diversity & Inclusion

While the vast majority of Americans consider themselves unprejudiced, many of us unintentionally make snap judgments about people based on what we see—whether it’s race, age, gender, religion, sexuality, or disability. This may be a significant reason why many people in the U.S. report they feel discriminated against.

Subconscious prejudice—called “implicit bias”—has profound implications for how we view and interact with others who are different from us. It can hinder a person’s ability to find a job, secure a loan, rent an apartment, or get a fair trial, perpetuating disparities in American society. New PSAs featuring the tagline “Love Has No Labels” challenge us to open our eyes to our bias and work to stop it in ourselves and others.

Website: lovehasnolabels.com

Volunteer Ad Agency: R/GA



FORMATS: TV, PRINT, OOH, DIGITAL

ENGLISH: TV, PRINT, OOH, DIGITAL

Fatherhood Involvement

U.S. Department of Health and Human Services Administration for Children and Families and National Responsible Fatherhood Clearinghouse

How times have changed for America’s families! The good news: 86 percent of dads today spend more time with their children than their own dads did with them. The better news: 7 out of 10 dads recognize they could use help to become even better parents. The Ad Council’s Fatherhood Involvement campaign will encourage men to “take time to be a dad today” by playing an active, responsible role in their children’s lives. PSAs will direct them to visit Fatherhood.gov or call 1-877-4PAD411 for parenting tips, fatherhood programs, and other resources. Share this timeless message with all the dads and prospective dads in your community.

Website: Fatherhood.gov

Volunteer Ad Agency: Lowe Campbell Ewald



FORMATS: TV, RADIO, PRINT, OOH, DIGITAL

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

Foreclosure Prevention Assistance

U.S. Department of the Treasury and U.S. Department of Housing and Urban Development

Many Americans are still facing the devastating prospect of losing their homes. Today, about 1 in 13 U.S. homeowners has fallen behind on their mortgage payments, and countless others are only a paycheck away from missing a mortgage payment. The Foreclosure Prevention Assistance campaign increases awareness of the free Making Home Affordable® government program. The PSAs encourage homeowners to call 888-995-HOPE (4673) and speak one-on-one with a HUD-approved housing expert to discuss solutions that are available based on their individual circumstances. In addition, the campaign directs homeowners to a program website, MakingHomeAffordable.gov, which is an online resource for struggling homeowners to learn more about options other than foreclosure.

Website: MakingHomeAffordable.gov
Volunteer Ad Agency: Schafer Condon Carter

Hunger Prevention

Feeding America

The Ad Council's Hunger Prevention campaign works to end America's hunger issue—one that disproportionately impacts children. Nearly 16 million children struggle with hunger in the United States. That's 1 in 5 kids. Since 2008, the Ad Council has teamed with Feeding America to bring attention to this issue—and the dedicated people working to end it. Television PSAs featuring Scarlett Johansson and Jeremy Renner call for Americans to help children facing hunger by supporting the Feeding America nationwide network of food banks.

Websites: FeedingAmerica.org; FeedingAmerica.org/Espanol
Volunteer Ad Agency: 360i

Job Training & Employment

Goodwill Industries International

As many Americans continue to search for meaningful jobs, new PSAs demonstrate the direct link between the donations of used clothes and household items to Goodwill® and job creation. As the leading nonprofit provider of job training, career and community services, Goodwill uses the revenue earned from these donations to fund these critical programs. In 2014, Goodwill helped 318,000 people in the United States and Canada get back to work. The PSAs, in both English and Spanish, reinforce the impact individual donations have on creating jobs—and hope—for the community at large. They encourage people to visit Goodwill.org to find their nearest donation center and become job creators in their own communities.

Website: Goodwill.org
Volunteer Ad Agency: Saatchi & Saatchi NY



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

Pathways to Employment

Year Up, Employment Pathways Project, ConPRmetidos, MENTOR: The National Mentoring Project, New Options Project, Opportunity Nation, Public Private Possibilities, and Young Invincibles

Today in the U.S., companies are struggling to fill more than 4 million entry-level positions, while 6 million 16-24-year-olds remain out of work and out of school. These young adults, known as the Grads of Life, are motivated, loyal, and hardworking. They take responsibility for their futures but lack opportunity, often because they have yet to earn the traditional credentials employers value. Through its PSAs, the Grads of Life campaign will educate hiring influencers about this untapped pool of talent, encourage them to rethink their business practices, and inspire them to take action. The Grads of Life stand ready to show the world that sometimes the best candidates aren't the ones we're used to, but that they are exactly who businesses need.

Website: GradsOfLife.org
Volunteer Ad Agency: Arnold Boston

Recycling

Keep America Beautiful

When we recycle, we give garbage another life. Shampoo bottles transform into hairbrushes. Body wash bottles become toothbrushes. Toilet paper rolls turn into tissue boxes.

Today, 63 percent of the American population has access to curbside recycling—making it more possible than ever to give new life to the products we use. Even so, only about a third of the 1,600 pounds of garbage every American generates each year gets recycled or composted.

Don't let litter linger in landfills when it still has more to give! Motivate your community to learn more about what they can recycle—including bathroom and other personal care products—and to make recycling an everyday habit. Think what we could create if we all worked together to turn more trash into treasure.

Website: WantToBeRecycled.org
Volunteer Ad Agency: Pereira & O'Dell



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
 SPANISH: TV



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

Wildfire Prevention

U.S. Forest Service and National Association of State Foresters

For over 70 years, Smokey Bear has been protecting our forests and getting the word out about wildfire prevention. His powerful message, "Only you can prevent wildfires," is at the heart of one of America's most successful PSA campaigns. While Smokey has been influential in reducing wildfires since his 1944 debut, uncontrolled fires still scorch an average of 6.7 million acres of land each year. Nearly 9 out of 10 of these blazes nationwide are caused by people, which means nearly 9 out of 10 nationwide are also preventable. PSAs aim to lower that statistic by reminding nature enthusiasts to safely use and extinguish outdoor fires. The campaign rewards those who take the proper action and use fire responsibly with a bear hug.

Website: SmokeyBear.com
Volunteer Ad Agency: FCB West



MATERIALS

PRINT, OOH, DIGITAL
 PRINT, OOH, DIGITAL



MATERIALS

PRINT, OOH, DIGITAL



MATERIALS

PRINT, OOH, DIGITAL
 PRINT



MATERIALS
PRINT, OOH, DIGITAL

Shelter Pet Adoption

The Humane Society of the United States and Maddie's Fund®

Shelter pets are a special sort. Courageous, grateful and spirited, they are among America's most beloved companions. Each year, 6 to 8 million dogs and cats arrive at shelters through no fault of their own. While 3 to 4 million shelter pets are adopted, 2.4 million others hopefully await their "forever homes".

Shelter pets come in all shapes, sizes and personalities, but they have one thing in common—huge hearts. New PSAs encourage prospective pet owners to adopt one of these loyal, joyful bundles of unconditional love—whether a playful puppy, a demure cat, or a wise older dog—and welcome them home. Irresistible cats and dogs tell their own stories of how they came to be shelter pets in PSAs that encourage your community to get #Down2Adopt.

Website: TheShelterPetProject.org
Volunteer Ad Agency: FCB Chicago



NEW

MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

Autism Awareness

Autism Speaks

Autism is the fastest-growing serious developmental disorder in the United States. Today, 1 in 68 children is diagnosed with an autism spectrum disorder, a nearly 30 percent increase in just two years. While there is currently no cure for autism, early detection and intervention can result in critical improvements for many young children. This campaign aims to raise awareness and increase parental knowledge of the signs of autism and to empower parents to take action if their child is not meeting certain developmental milestones. This latest effort places emphasis on the importance of early diagnosis, since the current age of diagnosis among low-income families, particularly African Americans and Hispanics, is higher than that of the general public.

Websites: AutismSpeaks.org/Signs; AutismSpeaks.org/Aprende
Volunteer Ad Agencies: BBDO New York; LatinWorks



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

Children's Oral Health

Partnership for Healthy Mouths, Healthy Lives

The mouth is the gateway to a person's overall health, and an unhealthy mouth can be associated with obesity, diabetes, and heart disease. Despite high rates of dental decay in children, research shows that many parents lack information about oral health. Furthermore, according to an Ad Council survey, 75 percent of parents report that their child sometimes or frequently forgets to brush his or her teeth. This campaign aims to improve children's oral health by educating parents about the importance of a healthy mouth and motivating them to modify their children's behaviors through simple, low-cost preventive strategies. The PSAs communicate the importance of brushing for two minutes, twice a day to prevent tooth pain later. Parents are directed to 2min2x.org, where they can find fun 2-minute videos that kids can watch while brushing.

Websites: 2min2x.org/espanol
Volunteer Ad Agencies: Grey New York; Wing



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

Food Safety Education

U.S. Department of Agriculture, Food Safety Inspection Service

Foodborne illness, or food poisoning, is a serious public health threat in the United States. The CDC estimates that 48 million Americans—or approximately 1 in 6 people—could get sick from food poisoning this year alone, resulting in roughly 128,000 hospitalizations and 3,000 deaths. Fortunately, consumer education focused on practicing safe food-handling behaviors and preparation practices can help reduce the risk. PSAs aim to raise awareness of E. coli and Salmonella microbes, highlighting specific actions individuals and families alike can take to help prevent these invisible but dangerous foodborne pathogens from making them sick. All campaign elements direct audiences to FoodSafety.gov, where they can access myriad food safety resources. One quick tip: Unless refrigerated at 40°F or below, illness-causing bacteria can grow in perishable foods within 2 hours.

Website: FoodSafety.gov
Volunteer Ad Agency: Partners + Napier



MATERIALS

ENGLISH: TV, RADIO, DIGITAL

High Blood Pressure

American Heart Association and American Stroke Association

Even a heart can succumb to pressure and call it quits. Left unchecked, high blood pressure can lead to stroke, heart attack, or even death. Nearly 78 million Americans have high blood pressure. Yet only half have their condition under control.

PSAs aim to lower that number by encouraging people to listen to their hearts—literally—and take action to get their blood pressure under control. The campaign brings the issue to life, personifying the heart as a caring friend experiencing the distress of high blood pressure. The heart character reminds those with uncontrolled high blood pressure that an active lifestyle, nutritious diet, and regular medical checkups can help bring high blood pressure into a healthy range.

Website: Heart.org/BloodPressure

Volunteer Ad Agency: UniWorld Group



MATERIALS

ENGLISH: TV, RADIO, DIGITAL

Stroke Awareness

American Heart Association and American Stroke Association

Nearly 800,000 Americans suffer a stroke each year—that's about one every 40 seconds. The quicker stroke patients get to the hospital, the sooner they receive treatment, which can make a remarkable difference in their recovery. This campaign educates and empowers people to recognize and respond to a stroke at its onset. PSAs teach audiences how to spot the sudden and often subtle signs of stroke using the easy-to-remember acronym F.A.S.T.: F = face drooping, A = arm weakness, S = speech difficulty, T = time to call 911. The latest PSAs, featuring NBA All-Star Paul George—whose mother experienced a stroke when he was six—encourage audiences to “protect the ones you love.”

Website: StrokeAssociation.org

Volunteer Ad Agencies: Grey; The Baiocco and Maldari Connection



MATERIALS

ENGLISH: TV, RADIO, DIGITAL

Women's Heart Disease

American Heart Association's Go Red For Women

While heart disease is commonly considered a man's disease, it is actually a leading killer of women in this country, claiming more female lives than all forms of cancer combined. Although it causes 1 in 3 women's deaths each year—approximately 1 woman every minute—only 1 in 5 females are aware of this health threat. The Women's Heart Disease campaign aims to dispel the myth that heart disease and stroke are men's diseases. The PSAs depict a strong woman breaking barriers in different decades, demonstrating that women can do anything men can do, and that unfortunately includes dying from heart disease and stroke. Audiences are directed to GoRedForWomen.org, where they can sign up to be members, learn about heart disease, and find tools for living heart-healthy lives.

Website: GoRedForWomen.org

Volunteer Ad Agency: Deutsch Inc.



MATERIALS

ENGLISH: TV, RADIO, PRINT, DIGITAL

Bullying Prevention

The Adobe Foundation, AOL, Facebook, Free to Be Foundation, Johnson & Johnson, The BULLY Project, U.S. Dept. of Education, and U.S. Dept. of Health and Human Services

This year, over 13 million kids will be bullied at school, online, on the bus, at home, through their cell phones, and on the streets of their towns, making it the most common form of violence young people face in this country. Research shows that when parents talk to their kids about bullying, their children are more likely to take action to stop bullying. The objective of this campaign is to raise awareness about the seriousness of bullying and encourage parents to talk to their children about the safe steps they can take to be more than a bystander in a bullying situation, like tell a trusted adult or help the person being bullied get away from the situation. When bystanders intervene, bullying stops within 10 seconds, 57 percent of the time.

Websites: StopBullying.gov; TheBullyProject.com/Parents

Volunteer Ad Agency: DDB NY

Child Passenger Safety

National Highway Traffic Safety Administration

Motor vehicle crashes are a leading cause of death for children 1 to 13 years old. Based on NHTSA crash data in 2012, an average of almost 2 children (age 12 and younger in a passenger vehicle) were killed and 332 were injured each day riding in cars, SUVs, pickups, and vans. This fatality rate could be reduced by about half if the correct child safety seat were properly and consistently used in vehicles. This campaign urges all parents and caregivers of children 0-12 years old to make sure they are properly securing their children in the best car restraint (rear-facing, forward-facing, booster, seat belt) for their age and size.

Websites: SaferCar.gov/TheRightSeat; SaferCar.gov/Protegidos

Volunteer Ad Agencies: McCann Worldgroup; Casanova Pendlitl (Spanish)



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

SPANISH: TV, RADIO, PRINT, OOH, DIGITAL



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

SPANISH: TV, RADIO

Domestic Violence Prevention

Futures Without Violence

One in four women reports experiencing domestic abuse in her lifetime. The damage to families is even greater, with 15.5 million children exposed to an incident of partner violence in the past year. Men are very influential in shaping the behavior of boys, and attitudes toward domestic violence are fostered at an early age. They can be instrumental in teaching boys early how to respect women and girls. PSAs in English and Spanish urge men to teach boys that violence against women and girls is wrong, and drives them to TeachEarly.org, where they can get valuable tips and tools to help engage boys in a discussion about relationships, respecting women, and preventing violence.

Website: TeachEarly.org

Emergency Preparedness

Federal Emergency Management Agency

The Ready PSA campaign from FEMA is designed to prepare American families for an effective response to whatever natural or man-made disaster may come next. While the country has experienced recent devastating natural disasters, such as earthquakes, wildfires, tornados, and hurricanes, only 20% of Americans say they feel very prepared for a disaster. Yet 64% of Americans say disaster preparation is very important for people to do. The Ready campaign's resources can help close that gap. The PSA message—“Don't Wait. Communicate.”—encourages Americans to talk to their loved ones and make a plan that's shared with all family members. The campaign also encourages Americans to be informed and build a kit with essential supplies that will last up to 72 hours. PSAs urge every American to visit Ready.gov and learn how to make their emergency plan today.

Websites: Ready.gov; Listo.gov
Volunteer Ad Agency: Schaefer Condon Carter

Emergency Preparedness—NYC

New York City Emergency Management Department

Ready New York is a local PSA campaign designed to prepare 8.4 million New Yorkers for an effective response to whatever natural or man-made disaster may come next. While the city has experienced power blackouts and Hurricane Sandy, 36% of New Yorkers say they do not feel prepared for an emergency and 33% have no emergency plan. Ready New York's direct message—“Don't Wait. Communicate.”—encourages New Yorkers to talk to their loved ones and make a plan that's shared with all family members. PSAs alert every New Yorker to call 311 or go to NYC.gov/ReadyNY and learn how to create an emergency plan.

Websites: NYC.gov/ReadyNY; NYC.gov/ListoNY
Volunteer Ad Agency: Schaefer Condon Carter

IT'S ON US: Sexual Assault Prevention

Generation Progress

IT'S ON US: Sexual Assault Prevention is a PSA campaign aimed at raising awareness and inspiring action against sexual assault in communities and on campuses nationwide. We are reframing sexual assault in a way that inspires everyone to see it as their responsibility, big or small, to prevent it. IT'S ON US is a declaration that sexual assault is not only a crime but a societal problem in which all of us have a role to fill. Help create an environment where sexual assault is unacceptable.

Take part by airing new PSAs featuring relatable young celebrities defining consent as nonnegotiable.

Websites: ItsOnUs.org
Volunteer Ad Agencies: Weikanism



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

Safe Firearms Storage

National Crime Prevention Council and U.S. Department of Justice, Bureau of Justice Assistance

According to a study by the RAND Corporation using statistics from the CDC, approximately 1.4 million homes have firearms stored in a way that makes them accessible to the wrong hands—children, at-risk youth, potential thieves, and those who intend to harm themselves or others. The PSAs use a communal responsibility approach urging current and prospective firearms owners to safely lock up their guns when they're not in use. Ending with the call to action “Remember, Always...Lock It Up,” the PSAs direct firearms owners to NCPA.org to determine the best safety solution to fit their households. The campaign emphasizes that owning a firearm comes with both rights and responsibilities and strives to encourage a national dialogue among the general public about firearms and firearms safety.

Website: SafeFirearmsStorage.org
Volunteer Ad Agency: Merkleley + Partners



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

Seat Belt Safety

National Highway Traffic Safety Administration

Kids can always find a reason not to wear seat belts, and as parents or caregivers we can sometimes give in to their persistent objections. But one fact overrides all their weeping and whining: From 2009 to 2013, 1,522 children ages 8-14 died as passengers in motor vehicles, and almost half were unrestrained at the time. It's mandatory for kids to always buckle up, even on a quick trip around the corner. A new PSA campaign in both English and Spanish sends a clear, emphatic message to parents and caregivers of kids in cars: No excuses, no exceptions—wearing a seat belt is simply nonnegotiable.

Websites: Safercar.gov/KidsBuckleUp; Safercar.gov/ChicosAbrochense
Volunteer Ad Agencies: McCann Worldgroup; Casanova Pendrill (Spanish)



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO

Texting and Driving Prevention

National Highway Traffic Safety Administration

Seventy-eight percent of teens and young adults say they have read an SMS message while driving. Young adults live in a hyperconnected world where multitasking is the norm. This manifests in the car, where they recognize texting while driving is dangerous but do it anyway. The PSAs communicate to teens and young adults that when you text and drive, you are not multitasking but essentially driving blind. By taking your eyes off the road, even for a few seconds, you are making the road less safe for you, your passengers, and other drivers. Is there any text message worth your life or the lives of others around you? Stop the texts. Stop the wrecks.

Website: StopTextsStopWrecks.org
Volunteer Ad Agency: RPA



MATERIALS

INT, OOH, DIGITAL



MATERIALS

INT, DIGITAL



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INT, 00H, DIGITAL

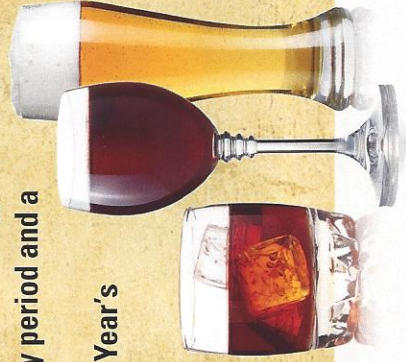
Buzzed Driving Prevention National Highway Traffic Safety Administration

An average of one alcohol-impaired driving fatality occurred every 52 minutes in 2013. But there has been improvement: According to National Highway Traffic Safety Administration data, annual impaired driving fatalities fell 23 percent between 2004 and 2013.

The Buzzed Driving Prevention campaign aims to inspire dialogue and recognition of the consequences of impaired driving, and subsequently motivate people to stop driving buzzed. The PSAs—which are directed toward men between the ages of 21 and 35—raise awareness surrounding the potential financial and social consequences of getting behind the wheel while under the influence. PSAs emphasize that if you drive buzzed it could cost up to \$10,000 in fines, legal fees, and increased insurance rates.

Website: BuzzedDriving.AdCouncil.org
Volunteer Ad Agency: Merkle + Partners

Since Project Roadblock's 2004 inception, on average, we've seen a decline in drunk driving deaths per day over the Christmas holiday period and a decline per day over the New Year's holiday period.



PROJECT ROADBLOCK

New PSAs: ExtremeReach.com and PSACentral.org

2015 FLIGHT DATES
12/26-12/31

Project Roadblock is a multiplatform drunk driving prevention campaign sponsored by TVB, NHTSA, and the Ad Council – and exclusive to local broadcast television stations.

Join this year:

- 1 **Pledge** at TVB.org/ProjectRoadblock
- 2 **Donate** on-air, online, and social media support
- 3 **Monetize** through local business sponsorships

Thanks for saving lives and keeping roads safer!
Email questions to PSACentral@AdCouncil.org.