

## Adoption

There are currently more than 400,000 children in the public child welfare system. Of these approximately 104,000 are waiting for an adoptive family. The campaign issues a call to action to prospective families asking them to consider adopting a child from foster care.

**Sponsor Name:** AdoptUSKids, U.S. Department of Health and Human Services' Administration for Children

and Families

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## Autism Awareness

Autism is the fastest-growing developmental disorder in the United States. Today, 1 in 88 children is diagnosed with autism, a 78% increase in six years. This campaign aims to raise awareness of and increase parental knowledge about the prevalence of autism and to empower parents to take action if their child is not meeting certain developmental milestones. Parents are encouraged to learn the signs of autism at [autismspeaks.org/signs](http://autismspeaks.org/signs).

**Sponsor Name:** Autism Speaks

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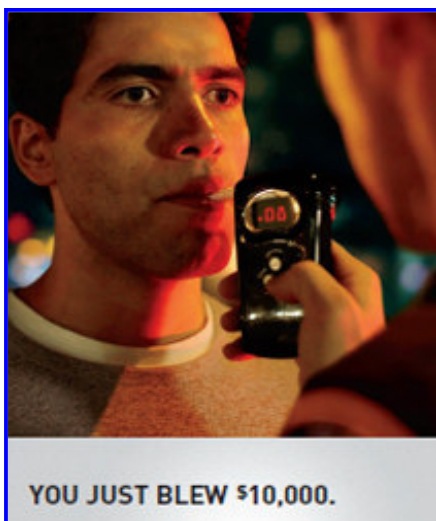
### [Bullying Prevention](#)

The bullying statistics are staggering, with more than 80% of high school students in the U.S. reporting that they witness bullying at least once a week. Statistics also show that more than 1 in 4 children a year (13 million) experience some form of bullying (as the bully, bullied or both). Parents, unfortunately, are often not properly prepared to deal with the complexities of bullying today. Bullying is a concern for parents, but not something they proactively discuss with their children until it directly impacts their child. However, 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.

**Sponsor Name:** Waitt Institute for Violence Prevention, U.S. Department of Health and Human Services (HHS), ARCUS Foundation, The Bully Project, U.S. Department of Education, Free to Be Foundation, AOL,

Johnson & Johnson, Facebook, Ad Council, Adobe Foundation

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### [Buzzed Driving Prevention](#)

In 2012, deaths in crashes involving drunk drivers with a blood alcohol concentration (BAC) of .08+ numbered 10,322--that's one person every 51 minutes. Though the drunk driving prevention campaign has been very successful, research showed that many people thought the messages to be targeted at overtly drunk drivers, and not them. When decision time came, they would consider themselves merely "buzzed" and get behind the wheel. PSAs created to address this gap were released in 2005 to inspire recognition of the dangers of "buzzed" driving and to motivate people to stop driving buzzed. The next installment expanded on this message, equating buzzed driving and drunk driving and demonstrating the devastating consequences that can occur. The most recent work focuses on the financial consequences specifically. The overall campaign hopes to educate people that consuming even a few drinks can impair driving and that Buzzed Driving is Drunk Driving.

**Sponsor Name:** NHTSA, National Highway Traffic Safety Administration

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### Caregiver Assistance

Family support is critical to the care needed for older adults as they age, but often comes at substantial costs to those providing the care and to their families. According to the "Caregiving in the U.S." report, in 2009, there were roughly 42.1 million caregivers in the U.S., providing an estimated \$450 billion worth of unpaid care to aging relatives and friends. A popular misconception is that caregivers are paid medical professionals, when in reality, most caregivers are also working and managing their own families while providing care. For many, the caregiving role starts with simple things like scheduling a doctor's visit, but gradually expands until it becomes a major commitment. Almost three in ten people who are caring for someone say their life has changed with caregiving, oftentimes for the negative. The PSAs depict the many roles that caregivers play and conclude with the tagline, Together we can better care for ourselves and the ones we love.

**Sponsor Name:** AARP

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### Child Passenger Safety

Motor vehicle crashes are a leading cause of death for children age 1 through 12 years-old. Based on 2010 NHTSA crash data, each day an average of almost 2 children (age 12 and younger in a passenger vehicle) were killed and 325 injured. This fatality rate could be reduced by about half if the correct child safety seat were always used. Through market research we've found that audiences are overconfident and think their kids are safe in the car. Parents constantly worry about their children's safety, yet car crashes aren't even on their radar as a real danger. New PSAs released in 2012 use anecdotal humor to show how parents today like to be up on the latest facts about their children, but many times forget about car seat safety. The PSAs encourage parents and caregivers with children ages 0-12 to visit [safercar.gov/therightseat](http://safercar.gov/therightseat). The website helps parents find the right car seat for their child's age and size and also features NHTSA's best practices.

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**Sponsor Name:** NHTSA, National Highway Traffic Safety Administration



### Childhood Obesity Prevention

The Childhood Obesity Prevention work, created by the U.S. Department of Health and Human Services (HHS), NIH's We Can! (Ways to Enhance Children's Activity & Nutrition)® program and the Ad Council, is focused on helping parents and caregivers help children maintain a healthy weight. The "I Can, You Can, We

Can" set of PSAs encourages parents to find creative ways to challenge and engage their kids to make healthy choices. The "All In Together" PSAs feature a memorable song that provides parents with fun ways to make family time-healthy time. The Spanish-language PSAs, entitled "Podemos" encourage parents and caregivers to challenge their kids to make healthy choices. Through this multimedia public service advertising campaign, American families everywhere are encouraged to be healthy and get active. The PSAs direct audiences to "search We Can! online" to find doable tips and activities for ways parents and kid. The We Can! website can be found at [www.nih.gov/WeCan](http://www.nih.gov/WeCan).

**Sponsor Name:** The Department of Health and Human Services, U.S. Department of Health and Human Services

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## Children's Oral Health

Dental decay is the single most common chronic disease of childhood, with 16.5 million children suffering from untreated tooth decay. The mouth is the gateway to a person's overall health, and an unhealthy mouth can be associated with obesity, diabetes and even heart disease. The Children's Oral Health campaign aims to improve children's oral health by educating parents and caregivers about the importance of a healthy mouth and motivating them to modify their children's behaviors through simple, low-cost, preventive strategies. The PSAs help communicate the importance of taking time to brush for two minutes, twice a day to prevent tooth pain later.

**Sponsor Name:** Dental Trade Alliance Foundation

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## Community Engagement

United Way is committed to advancing the common good. Through the work of the more than 1,200 local United Ways across the country, United Way is creating opportunities for a better life for everyone, by focusing on the building blocks of a good life: education, income and health. People are hungry for a proactive, solutions-based message of unity, and the notion of advancing the common good reinforces the connections among all people and communicates a sense of shared fate. This campaign seeks to motivate and inspire people from all walks of life to "Live United" by getting engaged and becoming a partner with the United Way in their community efforts. The direct call to action, "Give. Advocate. Volunteer." allow viewers to easily envision a role for themselves in making a difference in their community.

**Sponsor Name:** United Way Worldwide, United Way

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## Digital Literacy

The EveryoneOn campaign aims to support the 62 million Americans who do not have the digital literacy skills they need to succeed and help them understand the relevance the Internet has in their lives. Whether it's finding a job, helping their children complete homework for school or accessing e-commerce, electronic medical records and connecting with distant family, it is vital that we encourage every American to take advantage of

the tools they need to succeed. By calling 1-855-EVERY1ON or visiting [www.everyoneon.org](http://www.everyoneon.org), users have access to a zip code search tool to find free computer and internet training classes in their area.

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**Sponsor Name:** Connect to Compete

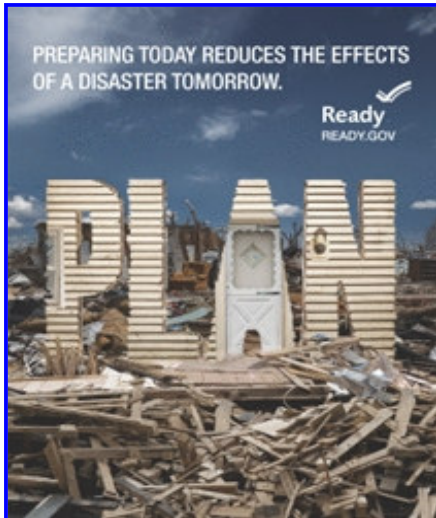


### [Discovering Nature](#)

The time U.S. children spend outdoors has declined 50% in the past 20 years. Barriers like population shifts to urban/sub-urban environments, an increase in children's indoor activities, and a lack of awareness of or access to nearby nature locations have driven this trend. However, research shows there are many benefits to kids spending time in nature. This time spent outdoors gives children the ability to explore, use their imaginations, discover new wildlife and engage in unstructured and adventurous play. This campaign seeks to raise awareness of these benefits, inspiring young people to discover the joy of exploring the natural world, and encouraging families to experience nature first-hand. PSAs feature some "wild" forest animals encouraging families to unplug and re-connect with nature. Viewers are directed to [www.DiscoverTheForest.org](http://www.DiscoverTheForest.org), where they can search for nearby areas to explore, and pick up quick tips on enjoying their time outdoors.

**Sponsor Name:** U.S. Forest Service, U.S. Forest Service (U.S. Department of Agriculture)

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## [Emergency Preparedness](#)

The Emergency Preparedness ("Ready") campaign empowers individuals, families, small businesses and communities to prepare for emergencies, including both natural and man-made disasters. Everyone must play a role in emergency preparedness. There are things that can be done to prepare for the unexpected. Just as we take steps to prepare for many of our everyday activities, there are simple steps everyone can take in order to be prepared for emergencies. This campaign includes assets targeted to the general population, Hispanic Americans, small business owners and parents of school-aged children that drive to Ready.gov for the tools and resources to prepare.

**Sponsor Name:** U.S. Department of Homeland Security, Federal Emergency Management Agency (FEMA)

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## [Emergency Preparedness - New York](#)

An Emergency Preparedness Campaign specific to New York City.



**Sponsor Name:** New York Office of Emergency Management (OEM)

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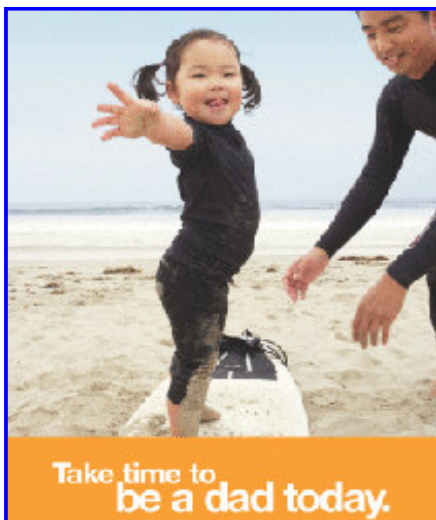


### [Energy Efficiency](#)

Sponsored by the U.S. Department of Energy, the Energy Efficiency campaign aims to encourage American homeowners to save money by saving energy in their home. With the Saving Energy Saves You Money campaign, DOE and the Ad Council aim to reach practical homeowners who are looking for ways to save money and demonstrate the long-term savings of energy efficient action in the home. The campaign highlights the idea that by saving energy homeowners can save money. The PSAs direct homeowners to EnergySaver.gov where they can learn about energy efficient actions they can take in the home.

**Sponsor Name:** U.S. Department of Energy

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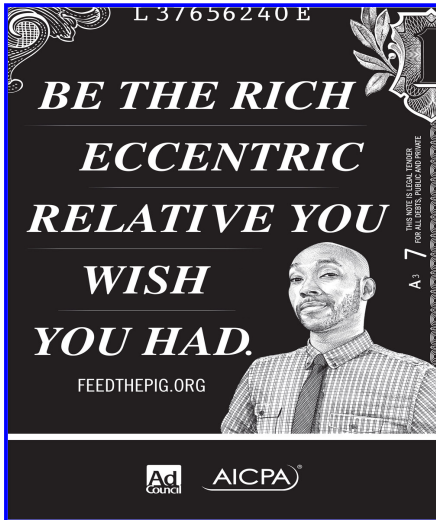
### [Fatherhood Involvement](#)

More than 79% of Americans feel "the most significant family or social problem facing America is the physical absence of the father from the home." Research indicates that fatherlessness correlates closely with crime, educational problems and adolescent difficulties. This campaign is designed to help dads understand that their

presence is critical to the well-being of their children. With a presence in broadcast, print, outdoor and Internet media, the PSAs urge audiences to call 1-877-4DAD411 or visit [www.fatherhood.gov](http://www.fatherhood.gov) for information about how to become a better father. The campaign recently expanded its focus to specifically address the unique aspects of father absence in the underserved African-American and Hispanic communities.

**Sponsor Name:** National Responsible Fatherhood Clearinghouse, U.S. Department of Health and Human Services' Administration for Children and Families, Office of Family Assistance

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## [Financial Literacy](#)

Young adults, aged 25 to 34, have often reached the stage in their lives when they buy new cars, get married, start families and apply for mortgages. Unfortunately their savings are low, and the burden of their debt is taking a toll on both their financial and personal health. That's 42 million people that need help getting on the right financial track. The Feed the Pig PSA campaign, first launched in 2006, educates these young adults about improving financial behaviors and saving more money. The newest campaign ads emphasize the positive emotional and financial benefits of saving, a welcome message for the many young adults who experience stress and anxiety over their finances. Campaign ads direct audiences to [FeedthePig.org](http://FeedthePig.org), for interactive tools and information, including calculators, informational podcasts, and free subscriptions to weekly savings tips via email and text message, to help foster positive saving habits.

**Sponsor Name:** American Institute of CPAs, AICPA

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### [Fire Adapted Communities](#)

Recent catastrophic wildfires in the United States have highlighted the increasing threat of wildfires to urban and rural communities. Over the past 10 years an average of 6.5 million acres of land was burned each year by wildfire and nearly 70,000 U.S. communities are at risk of suffering some level of damage from wildfires. It has become increasingly apparent that communities and individuals existing within or near fire-prone eco-systems must adapt and prepare themselves in order to survive - they must learn to live with wildland fire.

**Sponsor Name:** National Fire Protection Association, U.S. Forest Service (U.S. Department of Agriculture)

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### [Food Safety Education](#)

The English and Spanish Food Safe Families PSAs illustrate the four safe food handling behaviors-Clean, Separate, Cook, and Chill-in memorable and relatable ways to help bring perspective to the issue and risk of food poisoning. Parents and caregivers are armed with practical tips to keep their families safer, and are encouraged to check their steps at FoodSafety.gov.

**Sponsor Name:** U.S. Department of Health and Human Services (HHS), U.S. Department of Agriculture (USDA), U.S. Department of Agriculture, Food Safety Inspection Service

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### [Foreclosure Prevention Assistance](#)

Making Home Affordable is an initiative from the U.S. government that includes a mortgage modification program to provide eligible homeowners with more affordable monthly mortgage payments. Since the program launch in March 2009, over one million homeowners have gotten help from the program. The Federal government makes free resources available for struggling homeowners to help them learn about their options under the program and work with a HUD-approved housing counselor for free. The sooner a homeowner acts, the better the chance the program can help.

**Sponsor Name:** U.S. Department of Housing and Urban Development (HUD), U.S. Department of Treasury, U.S. Treasury, HUD, U.S. Treasury Department

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### [GED® Achievement](#)

The GED® Achievement campaign offers entertaining, celebrity "Pep Talks", with different levels of motivation,

to show viewers that they can get the encouragement they may need to take the first steps towards their GED® and a brighter future. The PSAs direct viewers to yourged.org and 1-877-38-YOURGED, for motivational "Pep Talks", help finding free literacy centers and GED® classes, a simple 6-step process towards earning a GED®, and real stories from people who have earned their GED®. GED® is a registered trademark of the American Council on Education™ and may not be used or reproduced without express written permission of the American Council on Education™.

**Sponsor Name:** Dollar General Literacy Foundation

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## High School Dropout Prevention

The goal of the Boost Attendance campaign is to raise awareness about the importance of consistent school attendance and the impact absences can have on academic outcomes. Through the campaign website [www.BoostAttendance.org](http://www.BoostAttendance.org), parents will be able to sign up for a free SMS based mobile text program that will help keep track of their child's absences and show the impact those absences can have on the student's math and reading scores and likelihood to graduate. The website also provides parents with information and resources to help ensure their children are in school every day.

**Sponsor Name:** U.S. Army

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## [Hunger Prevention](#)

Hunger is a concern for millions of Americans, but many people don't realize its disproportionate effect on children. Nearly 16 million children, or 1 in 5 kids in America, face hunger. The new Child Hunger PSAs highlight how food banks work collaboratively with their communities to bring surplus food to children and families in need, including working with farmers, grocery workers, food bank employees and volunteers. The PSAs encourage people to help their local food banks solve hunger at FeedingAmerica.org. The Hunger campaign has also teamed up with Sony Pictures Animation to create PSAs featuring characters from Cloudy with a Chance of Meatballs 2, inviting families to help solve hunger in their community. To find the PSAs localized for your area with local food bank names, please use the Localization By filter on the left-hand side. Select your DMA from the Select DMA drop down menu, and the localized PSAs will automatically load.

**Sponsor Name:** Feeding America

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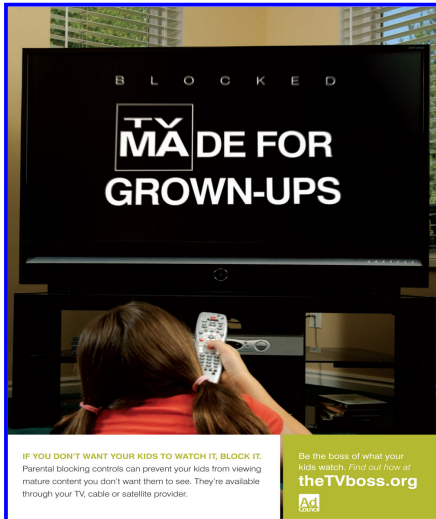
## [Job Training & Employment](#)

Goodwill is a global social services enterprise and the leading nonprofit provider of job training programs and career services in the United States and Canada. To pay for its programs, Goodwill sells donated clothes and other household items in more than 2,700 stores and online at shopgoodwill.com. Goodwill uses the revenue

earned from these sales to fund job training, employment placement services and other community programs. The goal of the campaign is to increase goods donation to Goodwill, inspire an emotional connection to the Goodwill brand and elevate preference for Goodwill.

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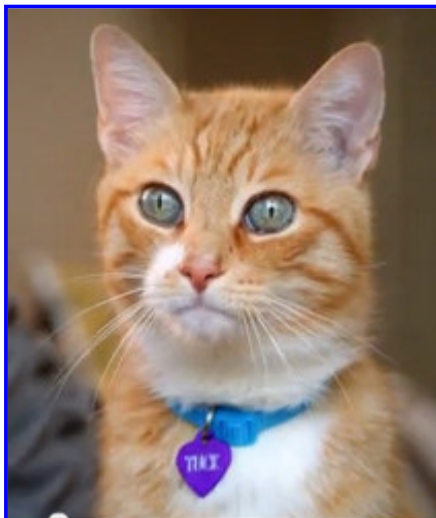
**Sponsor Name:** Goodwill Industries International, Goodwill



### [Media Literacy](#)

Many parents express concern that their children are exposed to age-inappropriate content on TV. This campaign lets parents know of resources that educate parents on the steps they can take in monitoring and controlling what their children watch on TV.

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### [Pet Adoption](#)

According to The Humane Society of the United States and Maddie's Fund, approximately three of the eight million healthy and treatable pets that enter animal shelters every year are euthanized. "The Shelter Pet Project" campaign aims to reverse this trend by encouraging viewers to make shelters the first place they turn when acquiring companion animals. The PSAs encourage viewers to adopt from shelters by positioning the pets as the same amazing companions as others pets. The campaign encourages viewers to visit [www.theshelterpetproject.org](http://www.theshelterpetproject.org) to learn more. Since the campaign's 2009 launch, the percentage of dogs and cats who were adopted from shelters has risen 2%, and statistics show that euthanasia is down 10% since 2009. However, 2.7 million pets are still losing their lives in shelters each year.

**Sponsor Name:** The Humane Society of the United States, The Humane Society of the United States, Maddie's Fund, Maddie's Fund

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### [Philippines Disaster Relief](#)

In November 2013, Typhoon Haiyan ripped through the Philippines, destroying essential public infrastructure and displacing many from their homes. Initial estimates indicated that the disaster affected over 11 million people and that more than four thousand lost their lives. In response, the Ad Council launched a campaign to encourage Americans to make financial contributions to organizations conducting relief operations. The PSAs illustrate the benefits of monetary donations, highlight that even a small donation can make a big impact, and direct audiences to [PhilippinesRelief.AdCouncil.org](http://PhilippinesRelief.AdCouncil.org).

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## Reading

According to the National Institute for Literacy, success in school and life starts with literacy. When children become good readers in the early grades, they are more likely to become better learners throughout their school years and beyond. This campaign's goal is to inspire fun and promote literacy in all types of learning, including reading books, magazines and cartoons, online and interactive tools, visiting museums, creating music, and using one's imagination.

**Sponsor Name:** Reading is Fundamental

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## Recycling

Many Americans recycle today and more say they are educated on environmental issues than ever before. Still, levels of recycling could be increased greatly, despite heightened visibility of public recycling receptacles and the existence of curbside programs in about 60% of communities. In 2011, Americans generated approximately 250 million tons of trash and recycled and composted 87 million tons of this material, equivalent to a 34.7% recycling rate. The Recycling campaign, sponsored by Keep America Beautiful, aims to reinvigorate the recycling brand. The campaign will also generate awareness, explain how and where to recycle, mobilize individual ownership and emotional connection to recycling through community building, and transform

recycling into a daily social norm. The campaign shows consumers that their recyclable materials want to be something more, and promotes recycling as a way to give garbage another life.

**Sponsor Name:** Keep America Beautiful

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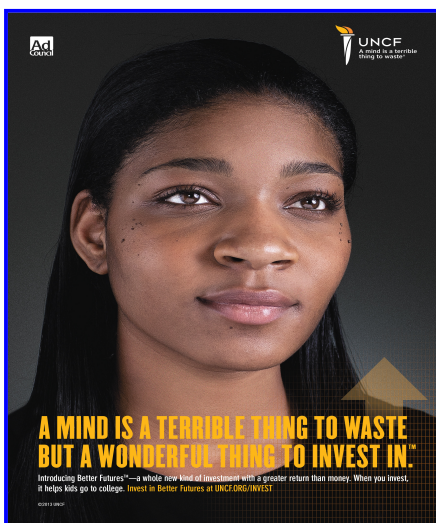


## Stroke Awareness

Stroke is the number four killer in this country and is the leading cause of long-term disability. Immediate emergency medical treatment may greatly reduce long-term disability caused by stroke. This campaign aims to educate the public about the signs of a stroke and urge them to act quickly at the sudden onset of the signs to help prevent the devastating effects caused by stroke.

**Sponsor Name:** AHA, American Heart Association, American Stroke Association

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## Supporting Minority Education

Due to financial circumstances, many of America's deserving minority students do not have access to a college education. Since 1944, the United Negro College Fund has sought to provide one. Since 1972, the beginning of this campaign, UNCF has helped more than 300,000 talented students earn a college degree.

Sponsor Name: UNCF

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### [Teacher Recruitment](#)

With half of teachers eligible to retire over the next decade, there is an urgent need and unprecedented opportunity to drive the transformation of K-12 education by recruiting our nation's brightest students to the profession. The nation is at a critical juncture, facing the opportunity to recruit top talent into the teaching profession. In order to recruit the next generation of teachers by redefining teaching as a top career choice for our nation's most talented students, TEACH and the Ad Council have launched a powerful new campaign that disrupts current perceptions of teaching and showcases the evolution and elevated stature of the teaching career. Encouraging talented, engaged and innovated students to consider the teaching profession, the campaign communicates that teaching is a competitive and innovative profession. Students interested in pursuing a career in teaching, and current teachers looking to sign up to join the movement, are directed to [Teach.org](http://Teach.org) to learn more. TEACH. Make More.

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### [Texting and Driving Prevention](#)

One million people chat and text while driving each day. People feel pressure to remain in constant contact, even when behind the wheel. What drivers do not realize are the dangers posed when they take their eyes off the road and their hands off the wheel, and focus on activities other than driving. This campaign targets young adult drivers with a focus on texting and driving prevention. Young adults live in a connected world where multitasking is the norm. This manifests in the car where they recognize texting and driving is dangerous, but do it anyway. The average text takes a driver's eyes off the road for nearly five seconds. When traveling at 55mph, that's enough time to cover the length of a football field. The message being conveyed is that texting while driving isn't multitasking, it's essentially driving blind.

**Sponsor Name:** State Attorney's General, The State Attorneys General, National Highway Traffic Safety

Administration

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### [Unplanned Pregnancy Prevention](#)

Young unmarried women in the United States ages 18 to 29 report that more than 7 in 10 of their pregnancies are unplanned—one of the highest levels in the entire developed world. Although high levels are found across all groups of women, rates are highest among minority women, lower income women, and women with limited

education. The objective of the campaign is to reduce unplanned pregnancies among young women by encouraging them to use their chosen method of birth control carefully and consistently. The consequences of unplanned pregnancy are significant, expensive, and affect not only the young adults themselves but also their children:

- Fewer opportunities to complete their education or achieve other life goals
- Health risks
- Diminished likelihood of forming committed, mature relationships
- Lower likelihood of stable families
- Higher likelihood of poverty

**Sponsor Name:** National Campaign to Prevent Teen and Unplanned Pregnancy

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### [Wildfire Prevention](#)

Since 1944, Smokey Bear has been the symbol of the protection of America's forests from wildfire. More than 60 years later, his famous words of wisdom "Only You Can Prevent Wildfires" continue to be at the center of one of the most successful PSA campaigns in our nation's history. Smokey Bear is recognized by 97% of adults, and 3 out of 4 adults are able to recall his message without prompting.

**Sponsor Name:** U.S. Forest Service, National Association of State Foresters, U.S. Forest Service (U.S. Department of Agriculture)

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### Women's Heart Disease

Heart disease is the No. 1 killer of women, and affects 1 in 3 women. Today, 9 in 10 women have at least one risk factor for developing heart disease. The good news is that women can greatly reduce their risk for developing heart disease by making lifestyle changes, and the American Heart Association's Go Red For Women provides women with the tools and the community to reduce their risk for heart disease. This campaign aims to raise awareness of heart disease risk among women. Women are encouraged to become a member of Go Red For Women, and learn about heart disease and how to reduce their risk by visiting [GoRedForWomen.org](http://GoRedForWomen.org).

**Sponsor Name:** American Heart Association

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