PUBLIC SERVICE ADVERTISING

PSA CATALOG

EDUCATE WOMEN ABOUT BREAST CANCER RISK.

NEW PSAs THIS ISSUE QTR 3 | 2018

- Discovering Nature
- Emergency Preparedness
- Empowering Girls in STEM

ACI-ACI-C-8300

PUBLIC SERVICE ADVERTISING

BREAST CANCER RISK EDUCATION
Plan Ahead

July

Fire Season in the West
• Emergency Preparedness
• Wildfire Prevention

Summer Hot Topics
• Buzzed Driving Prevention
• Discovering Nature
• Diversity & Inclusion
• Ending Hunger

• Recycling
• Texting and Driving Prevention
• Underage Drinking and Driving Prevention

August

Back to School
• Bullying Prevention
• Diversity & Inclusion
• Empowering Girls in STEM
• High School Equivalency
• Learning & Attention Issues
• Suicide Prevention
• Supporting Minority Education

• Teacher Recruitment
• Underage Drinking and Driving Prevention

Hurricane Season
• Emergency Preparedness
• Emergency Preparedness – NYC

September

Labor Day
• Buzzed Driving Prevention
• Diversity & Inclusion
• LGBT Acceptance
• Pathways to Employment
• Seat Belt Safety
• Underage Drinking and Driving Prevention

National Preparedness Month
• Emergency Preparedness
• Emergency Preparedness – NYC

Child Passenger Safety Week
• Child Passenger Safety
• Seat Belt Safety
Seasonal Feature

Back to School

As summer vacation winds down, children and young adults are gearing up to head back to school. Ensure students can focus on learning by sharing PSAs that offer support and free resources for issues that may be affecting them this school year.

1 in 5 children struggles with learning and attention issues.

Help children and parents get the support they need as back-to-school season starts. Share PSAs as a reminder to visit Understood.org for free resources that help children thrive in school and in life.

Suicide is the second leading cause of death among young adults.

Heading back to school can be a challenging time for young adults, and many don’t feel they have the tools they need to discuss mental health issues. Run PSAs that encourage friends to learn how to embrace the awkward silence and become part of the solution by visiting SeizeTheAwkward.org.

Each year the United Negro College Fund enables more than 60,000 minority students to attend college.

Run PSAs to support students during college application season. A mind is a terrible thing to waste, but a wonderful thing to invest in.

Assets:

LEARNING & ATTENTION ISSUES
ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

SUICIDE PREVENTION
ENGLISH: DIGITAL

SUPPORTING MINORITY EDUCATION
ENGLISH: PRINT, DIGITAL

Contact Us: PSACentral@AdCouncil.org
Get PSAs: PSACentral.org
DISCOVERING NATURE

WHY IT’S IMPORTANT: More than 80% of Americans live in cities, but spending time in nature gives kids a chance to move, explore and engage in unstructured and adventurous play. PSAs encourage families to explore the trails and local parks, forests, and other green spaces together.

WHO TO TARGET: Parents of children 8–12

Sponsor: U.S. Forest Service
Volunteer Ad Agency: David&Goliath
Website (Spanish): DescubreElBosque.org

EMERGENCY PREPAREDNESS

WHY IT’S IMPORTANT: Only 20% of Americans say they feel very prepared for man-made or natural disasters such as tornadoes, wildfires, hurricanes, and earthquakes. PSAs ensure that everyone has an effective household emergency plan.

WHO TO TARGET: Parents of Children 6–17

Sponsor: Federal Emergency Management Agency
Volunteer Ad Agency: Schafer Condon Carter, Facebook Creative Shop
Website (Spanish): Listo.gov

EMPOWERING GIRLS IN STEM

WHY IT’S IMPORTANT: Research shows that young girls like STEM subjects—science, technology, engineering, and math—but, as they get older, they start to feel that STEM isn’t for them, based on outdated stereotypes. PSAs encourage middle school girls to stay interested in STEM by showcasing the achievements of role models in STEM and reinforcing that STEM is cool, creative, and inspiring.

WHO TO TARGET: Girls 11–15

Volunteer Ad Agency: McCann New York
**Our Impact**

**CAREGIVER ASSISTANCE**

The number of calls to the campaign call center from caregivers seeking support more than doubled since 2013.

**AUTISM AWARENESS**

As of May 2017, 81% of parents of young children believe that autism is common, a big jump from 45% in 2006.

**ADOPTION FROM FOSTER CARE**

Since campaign launch, more than 27,000 children who were once photo-listed on AdoptUSKids.org have been placed with a permanent family.

**FATHERHOOD INVOLVEMENT**

The number of fathers who said they’ve sought information about how to spend more time with their kids grew from 41% in 2015 to 49% in 2018.

**LEARNING & ATTENTION ISSUES**

Since campaign launch, 13% more parents of undiagnosed children have planned to test or have tested their child for learning and attention issues.
SAVING FOR RETIREMENT
WHY IT’S IMPORTANT: Approximately 41% of households headed by people ages 55–64, or 9.3 million households, have no retirement savings. Motivate people in their late 40s and 50s to better prepare for their long-term financial security so they can lead independent and comfortable lives as they age.
WHO TO TARGET: Adults Late 40s and 50s, Middle Class
Sponsor: AARP
Volunteer Ad Agency: FCB New York

LEARNING & ATTENTION ISSUES
WHY IT’S IMPORTANT: 1 in 5 children in your community struggles with dyslexia, ADHD, or other learning and attention issues. PSAs empower parents of kids struggling in school to visit Understood.org, a free resource that helps their children thrive in school and in life.
WHO TO TARGET: Parents
Sponsor: Understood
Volunteer Ad Agency: Publicis North America

HIGH SCHOOL EQUIVALENCY
WHY IT’S IMPORTANT: For more than 34 million American adults without a high school diploma, opportunities are limited. PSAs inspire people to use the help that’s waiting at FinishYourDiploma.org and earn their GEDs or other high school equivalency.
WHO TO TARGET: Adults 25–34 without a High School Diploma
Sponsor: Dollar General Literacy Foundation
Volunteer Ad Agency: McKinney

EMPOWERING GIRLS IN STEM
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WHO TO TARGET: Girls 11–15
Volunteer Ad Agency: McCann New York

Understood.org
ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

FinishYourDiploma.org
ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

AceYourRetirement.org
ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

shecanSTEM.com
ENGLISH: TV, PRINT, OOH, DIGITAL
Supporting Minority Education

SUPPORTING MINORITY EDUCATION

WHY IT’S IMPORTANT: More than 450,000 students have gotten to and through college thanks to UNCF scholarships, but many more go unserved. PSAs inspire donations to UNCF so more minority students in your area can get a college education.

WHO TO TARGET: Adults 35–64, African Americans

Sponsor: United Negro College Fund
Volunteer Ad Agency: Y&R NY

UNCF.org

ENGLISH: PRINT, DIGITAL

SUPPORTING MINORITY EDUCATION

WHY IT’S IMPORTANT: More than 110,000 teachers, impacting nearly 10 million students nationwide. Encourage top-performing college students to consider a job in teaching to help fill the teacher shortage gap.

WHO TO TARGET: College Students

Sponsor: TEACH.org
Volunteer Ad Agency: DigitasLBi

TEACH.org

ENGLISH: TV, RADIO, PRINT, DIGITAL

TEACHER RECRUITMENT

WHY IT’S IMPORTANT: By 2021, there will be a shortage of more than 110,000 teachers, impacting nearly 10 million students nationwide. Encourage top-performing college students to consider a job in teaching to help fill the teacher shortage gap.

WHO TO TARGET: College Students

Sponsor: TEACH.org
Volunteer Ad Agency: DigitasLBi

TEACH.org

ENGLISH: TV, RADIO, PRINT, DIGITAL
ADOPTION FROM FOSTER CARE

**WHY IT’S IMPORTANT:** Currently, 118,000 youth in the U.S. foster care system are awaiting adoption. Teens never outgrow the need for family, but only 5% of all children adopted in 2016 were between the ages of 15 and 18. Air PSAs to encourage prospective parents to consider adopting a teen.

**WHO TO TARGET:** All Adults, Potential Parents

*Sponsors:* U.S. Department of Health and Human Services’ Administration for Children and Families, and AdoptUSKids

*Volunteer Ad Agency:* KBS

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CAREGIVER ASSISTANCE

**WHY IT’S IMPORTANT:** Forty percent of family caregivers of adults are men, which equates to 16 million male family caregivers in the U.S. PSAs spotlight AARP’s Family Caregiving site and its valuable information, tips, and tools to help caregivers provide even better care for their loved ones.

**WHO TO TARGET:** Adults 35–60, Males, and African Americans

*Sponsor:* AARP

*Volunteer Ad Agencies:* Alma, DDB NY, Spike DDB

*Website (Spanish):* AARP.org/Cuidar

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DIVERSITY & INCLUSION

**WHY IT’S IMPORTANT:** Everyone deserves to feel accepted and included, regardless of their race, religion, gender, sexuality, age, or ability. Air #LoveHasNoLabels PSAs to encourage people to reconsider the biases they don’t even know they have.

**WHO TO TARGET:** Adults 18+

*Volunteer Ad Agency:* R/GA

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ENDING HUNGER

**WHY IT’S IMPORTANT:** Nearly 13 million children—that’s one in six kids—in the U.S. struggle with hunger. Kids who don’t get enough to eat are more likely to have health problems and experience difficulty in school and social situations. PSAs depict stories of children and their families who struggle with hunger, and encourage audiences to help end the story of hunger with Feeding America.

**WHO TO TARGET:** Parents

*Sponsor:* Feeding America

*Volunteer Ad Agency:* McCann New York

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**Family & Community**

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*Contact Us:* PSACentral@AdCouncil.org

*Get PSAs:* PSACentral.org
FATHERHOOD INVOLVEMENT

WHY IT’S IMPORTANT: Seven out of 10 fathers want help being a better parent. PSAs encourage dads to recognize the critical role they play in their children’s lives through something as simple as a dad joke.

WHO TO TARGET: Men, Parents

Sponsors: U.S. Department of Health and Human Services Administration for Children and Families, and National Responsible Fatherhood Clearinghouse
Volunteer Ad Agency: Campbell Ewald

GOODWILL.org

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

JOB TRAINING & EMPLOYMENT

WHY IT’S IMPORTANT: Today, 7.2 million Americans are out of work. PSAs explain how donating used clothing and household items to Goodwill helps critical job training, career, and community services in the U.S. and Canada.

WHO TO TARGET: Adults 18+

Sponsor: Goodwill Industries International
Volunteer Ad Agencies: VML and Wordsworth & Booth

LGBT ACCEPTANCE

WHY IT’S IMPORTANT: Sixty-three percent of LGBT Americans have experienced discrimination in their lifetime, and in 31 states it’s still legal to discriminate against LGBT people in housing, employment, and public accommodations. PSAs encourage acceptance and empathy for the millions of Americans who can be fired from their jobs, kicked out of their homes, or denied services just because they’re LGBT.

WHO TO TARGET: Adults 25–65 in the South and Midwest

Sponsor: Gill Foundation
Volunteer Ad Agencies: Crispin Porter + Bogusky, Redscout

MEALS ON WHEELS VOLUNTEER RECRUITMENT

WHY IT’S IMPORTANT: Ten million seniors already face the threat of hunger, and the senior population is projected to double by 2050. PSAs showcase the meaningful connections volunteers can have with seniors when they sign up to volunteer for Meals on Wheels.

WHO TO TARGET: Adults 18+

Sponsor: Meals on Wheels America
Volunteer Ad Agency: Anomaly

PATHWAYS TO EMPLOYMENT

WHY IT’S IMPORTANT: Six million 16-to-24-year-olds are out of work and school and looking for an opportunity. PSAs aim to change employer perceptions by highlighting Opportunity Youth, a motivated, resilient pool of untapped talent who will be unstoppable in their jobs like they’re unstoppable in life.

WHO TO TARGET: C-Suite Executives and HR Managers

Sponsor: Year Up
Volunteer Ad Agency: 22squared

SHELTER PET ADOPTION

WHY IT’S IMPORTANT: Each year, 2.4 million healthy and treatable shelter pets need our help finding homes. Run PSAs to encourage Americans to adopt by showing that every shelter pet is unique and that they are all 100% pure love.

WHO TO TARGET: Adults 18+

Sponsors: The Humane Society of the United States and Maddie’s Fund®
Volunteer Ad Agency: J. Walter Thompson

THE SHELTER PET PROJECT.org

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

TheShelterPetProject.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT
Family & Community

**DISCOVERING NATURE**
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**WHO TO TARGET:** Parents of children 8-12

*Sponsors:* U.S. Forest Service

*Volunteer Ad Agency:* David & Goliath

*Website (Spanish):* DescubreElBosque.org

**RECYCLING**
**WHY IT’S IMPORTANT:** On average, only 34.3% of the 254 million tons of trash in America gets recycled. PSAs inspire Americans to give their garbage another life by personifying recyclable materials and dramatizing the potential of each item we recycle to “live” a meaningful second life.

**WHO TO TARGET:** Adults 18+

*Sponsor:* Keep America Beautiful

*Volunteer Ad Agency:* Pereira & O’Dell

**WILDFIRE PREVENTION**
**WHY IT’S IMPORTANT:** Nearly 9 in 10 wildfires nationwide are caused by people and could have been prevented. PSAs highlight the many ways to accidentally spark a wildfire, including some ways that people might be unaware of, such as dumping hot coals from your grill and burning debris in your backyard.

**WHO TO TARGET:** Adults 25–54, Outdoor Enthusiasts, Millennials

*Sponsors:* U.S. Forest Service and National Association of State Foresters

*Volunteer Ad Agency:* FCB West

**REDUCING FOOD WASTE**
**WHY IT’S IMPORTANT:** Each person discards an average of 20 pounds of food per month. PSAs are designed to promote simple lifestyle changes like making shopping lists, repurposing leftovers, and learning how to properly store a wide variety of foods to help save the food.

**WHO TO TARGET:** Millennials, Parents, Women 25–54

*Sponsor:* Natural Resources Defense Council

*Volunteer Ad Agency:* SapientRazorfish

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*Volunteer Ad Agency:* Pereira & O’Dell

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**WHO TO TARGET:** Millennials, Parents, Women 25–54

*Sponsor:* Natural Resources Defense Council

*Volunteer Ad Agency:* SapientRazorfish
Health

Autism

Autism Awareness

WHY IT’S IMPORTANT: Autism is one of the fastest-growing serious developmental disorders in the U.S., having doubled in prevalence in just one decade. PSAs take audiences through an imaginative world to illustrate the signs of autism and encourage parents to learn all of the signs at AutismSpeaks.org/Signs.

WHO TO TARGET: Parents

Sponsor: Autism Speaks
Volunteer Ad Agencies: BBDO New York and LatinWorks
Website (Spanish): AutismSpeaks.org/Aprende

Breast Cancer Risk Education

WHY IT’S IMPORTANT: Black women in the U.S. are 40% more likely to die of breast cancer than white women. New PSAs empower black women to take action by understanding their breast health and risk of breast cancer.

WHO TO TARGET: Black Women 30-55

Sponsor: Susan G. Komen
Volunteer Ad Agency: Translation LLC

Lung Cancer Screening

WHY IT’S IMPORTANT: Lung cancer is the #1 cancer killer of men and women. Approximately 8 million people in the U.S. are at high risk for lung cancer and are eligible for the new lung cancer screening. If everyone at high risk were screened, about 25,000 lives would be saved.

WHO TO TARGET: Adults 55-80, Former Smokers

Sponsor: American Lung Association
Volunteer Ad Agency: Hill Holliday

High Blood Pressure Control

WHY IT’S IMPORTANT: Nearly half of American adults have high blood pressure and need to reduce their levels. PSAs highlight the consequences of high blood pressure—motivating people who’ve stopped following their high blood pressure management plan to partner with their doctor, get back on a plan, and get their numbers to a healthy range.

WHO TO TARGET: Adults 35-64

Sponsors: American Heart Association, American Stroke Association, and American Medical Association
Volunteer Ad Agency: Havas Adrenaline

Contact Us: PSACentral@AdCouncil.org
Get PSAs: PSACentral.org
**TYPE 2 DIABETES PREVENTION**

**WHY IT’S IMPORTANT:** 1 in 3 American adults has prediabetes and is at high risk of developing type 2 diabetes, which can lead to heart attack and stroke. PSAs encourage viewers to assess their risk by taking a short test in real time while doing something everyone loves to do—watching adorable animal videos. The campaign encourages people to take the risk test, speak with their doctor, and learn how prediabetes can be reversed with lifestyle changes.

**WHO TO TARGET:** Adults 35–64

**Sponsors:** American Medical Association and Centers for Disease Control and Prevention

**Volunteer Ad Agency:** Ogilvy New York

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**SUICIDE PREVENTION**

**WHY IT’S IMPORTANT:** Suicide is the second-leading cause of death among young adults. Friends can play a crucial role in suicide prevention, since 76% of young adults turn to a friend in a time of crisis. PSAs encourage and empower young adults to reach out to a friend who may be struggling with their mental health.

**WHO TO TARGET:** Young Adults 16–24 (Focus of 18–21)

**Sponsors:** The Jed Foundation and American Foundation for Suicide Prevention

**Volunteer Ad Agency:** Droga5

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90% of the 84 million Americans with prediabetes don’t know they have it. With a real time screening test overlaid on cute animal videos, we hope to encourage people to speak with their doctor.
SAFETY

BUZZED DRIVING PREVENTION
WHY IT’S IMPORTANT: A drunk-driving fatality occurred every 50 minutes in 2016. PSAs challenge perceptions of impairment and shift thinking of “I’m probably okay to drive” to “I should probably get a safe and sober ride home.”
WHO TO TARGET: Men 21–34, Millennials
Volunteer Ad Agency: Goodby Silverstein & Partners
Sponsor: National Highway Traffic Safety Administration
Website (Spanish): NHTSA.gov/Protegidos

CHILD PASSENGER SAFETY
WHY IT’S IMPORTANT: From 2012 to 2016, 3,268 children 12 and younger were killed in passenger vehicle traffic crashes. PSAs help parents find the right car seat for their child’s age and size.
WHO TO TARGET: Parents with Kids under 13
Sponsor: National Highway Traffic Safety Administration
Volunteer Ad Agencies: Campbell Ewald and Casanova McCann
Website (Spanish): NHTSA.gov/Protegidos

EMERGENCY PREPAREDNESS
WHY IT’S IMPORTANT: Only 20% of Americans say they feel very prepared for man-made or natural disasters such as tornadoes, wildfires, hurricanes, and earthquakes. PSAs ensure that everyone has an effective household emergency plan.
WHO TO TARGET: Parents of Children 6–17
Sponsor: Federal Emergency Management Agency
Volunteer Ad Agency: Schafer Condon Carter, Facebook Creative Shop
Website (Spanish): Listo.gov

IWitnessBullying.org
WHY IT’S IMPORTANT: Eighty-eight percent of 13-to-17-year-olds witness bullying on social media. PSAs show teens how they can reject cyberbullying and spread kindness instead, all with a stroke of a key.
WHO TO TARGET: Teens 12–17
Volunteer Ad Agency: Goodby Silverstein & Partners
Sponsor: National Highway Traffic Safety Administration
Website (Spanish): NHTSA.gov/Protegidos

Get PSAs: PSACentral.org
EMERGENCY PREPAREDNESS—NYC

WHY IT’S IMPORTANT: Forty percent of New Yorkers say they do not feel prepared for an emergency; 28% say they do not have any form of household emergency plan. PSAs alert New Yorkers to call 311 or go to NYC.gov/ReadyNY and learn how to create an emergency plan.

WHO TO TARGET: Parents of Children 6-17

Sponsor: New York City Emergency Management Department
Volunteer Ad Agency: Schaefer-Cordon Carter

SEAT BELT SAFETY

WHY IT’S IMPORTANT: From 2012 to 2016, 1,692 children ages 8 to 14 were killed in cars, SUVs, pickups, and vans; 50% of those who died were not wearing seat belts. PSAs encourage parents and caregivers to stand firm and insist that their children buckle up at all times for a safer ride.

WHO TO TARGET: Parents and Caregivers of Children 8-14

Sponsor: National Highway Traffic Safety Administration
Volunteer Ad Agencies: McCann Worldgroup, Casanova McCann
Website (Spanish): NHTSA.gov/ChicosAbrochense

TEXTING AND DRIVING PREVENTION

WHY IT’S IMPORTANT: In 2016, 3,450 people were killed in motor vehicle crashes involving distracted drivers. PSAs remind drivers 16 to 34 that “no one is special enough to text and drive.”

WHO TO TARGET: Teens and Adults 16–34

Sponsor: National Highway Traffic Safety Administration
Volunteer Ad Agency: Pereira & O’Dell

UNDERAGE DRINKING AND DRIVING PREVENTION

WHY IT’S IMPORTANT: Twenty-six percent of young drivers who were involved in fatal crashes in 2015 had alcohol in their systems. Run PSAs to teach teens that even if you don’t lose control of your car, you can still lose control of your life if you drink and drive underage.

WHO TO TARGET: New Drivers 16–17

Sponsor: National Highway Traffic Safety Administration
Meet the Crenshaws

Raenell’s story highlights the love that adoption can bring families.

Floyd and Raenell Crenshaw didn’t expect to adopt kids. After the passing of a fellow church member left three kids uprooted and without a family, the Crenshaws stepped up. Taking legal guardianship of the kids sparked something new in them. They became aware of the number of children living in foster homes within their community and after their first foster care placement, they knew they were still needed.

In October of 2009, the Crenshaws enrolled in a class designed to prepare and train future parents before foster parenting or adopting. Just three months later, Floyd and Raenell received a call to foster a sibling group—a chance they jumped at. Another three years later, they continued growing their family by adopting siblings Deanta and Renija, as well as Keontae, the newest Crenshaw.

Raenell maintains that her greatest success was not that she adopted children, but that she created a strong system of love and support.

To find out more about adoption from foster care, or to read more stories, visit AdoptUSKids.org.

“We may not know everything; we will make mistakes, but as long as we work together, we can make a difference.”
How to Support Our PSAs

**TV**

**PSACentral.org or ExtremeReach.com**

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Use Advanced Search to filter results by media type, language, length, expiration date, target audience, file format, and more.

**Expiration Dates**

Check expiration dates for assets you’ve downloaded:

1. Log in to your PSA Central account.
2. Select your name in the top right corner.
3. Sort and filter the expiration dates of assets you’ve interacted with.

**Download Center**

There are two easy ways to download from PSA Central:

- To download a single PSA, click the “Download” button.
- To download multiple PSAs or email a link, click the “+” icon to add the asset to your Download Center.

**Having Trouble Downloading?**

Extreme Reach: Contact support@extremereach.com for assistance.

PSA Central: Contact PSACentral@AdCouncil.org for assistance.

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