ad COUNCIL

PUBLIC SERVICE ADVERTISING

PSA CATALOG

NEW PSAs THIS ISSUE | **QTR 3 | 2021**

- 211 Benefits Awareness
- Alzheimer's Awareness
- Buzzed Driving Prevention
- Child Car Safety
- Discovering Nature
- Diversity & Inclusion
- Emergency Preparedness
- Emergency Preparedness - NYC
- Texting and Driving Prevention
- Wildfire Prevention

THE 211 NETWORK HAS BEEN ON THE FRONTLINES RESPONDING TO THE COVID-19 PANDEMIC, HANDLING **MORE THAN TWICE** THEIR USUAL CALL VOLUME.

211 BENEFITS AWARENESS

Plan Ahead

07 JULY

Summer Hunger
- Ending Hunger

BIPOC Mental Health Month
- Caregiver Assistance
- Diversity & Inclusion
- Middle School Mental Health
- Suicide Prevention

08 AUGUST

Back-to-School
- Empowering Girls in STEM
- Fatherhood Involvement
- High School Equivalency
- Middle School Mental Health
- Suicide Prevention
- Youth Vaping Prevention

Smokey's Birthday
- Wildfire Prevention

Summer Hunger
- Ending Hunger

Summer Vacation
- Discovering Nature

1 | World Lung Cancer Day
- Lung Cancer Screening

09 SEPTEMBER

Back-to-School
- Empowering Girls in STEM
- Fatherhood Involvement
- High School Equivalency
- Middle School Mental Health
- Suicide Prevention
- Youth Vaping Prevention

National Preparedness Month
- Emergency Preparedness
- Emergency Preparedness - NYC

National Suicide Prevention Month
- Gun Safety
- Middle School Mental Health
- Suicide Prevention
- Veterans Mental Health

10–19 | Welcoming Week
- Belonging Begins With Us

19–25 | Child Passenger Safety Week
- Child Car Safety

25 | National Public Lands Day
- Discovering Nature
- Wildfire Prevention

Ending Hunger

Run PSAs in July for **Summer Hunger**

Wildfire Prevention

Run PSAs in August for **Smokey's Birthday**

Middle School Mental Health

Run PSAs in September for **National Suicide Prevention Month**

How to Support Our PSAs

TV

AdCouncil.org/Our-Work or ExtremeReach.com
Preview & Download: Broadcast-Quality HDTV Spots

Radio

AdCouncil.org/Our-Work or ExtremeReach.com
Preview & Download: Air-Ready Radio Spots and Live Announcer Scripts

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AdCouncil.org/Our-Work or OnTheSpotMedia.com
Preview & Download: Print-Ready Magazine and Newspaper Ads

OOH

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Preview & Download: Digital Posters and Bulletins
Preview & Contact Us: Order Flex Materials, Paper Standard Posters, and Bus Shelter Posters by Emailing **inquiries@adcouncil.org**

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AdCouncil.org/Our-Work
Preview: Web Banners, Mobile Banners, and Streaming Videos
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Social

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HAVING TROUBLE DOWNLOADING?

Extreme Reach: Contact **support@extremereach.com** for assistance.
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STAY CONNECTED

Sign up to receive our latest PSAs in your inbox: Contact **ACInquiries@AdCouncil.org**.

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Represents the availability of Spanish-language assets

New Campaign—211 Benefits Awareness

211 is the most comprehensive source of information about local resources and services.

Over the past year, America has faced the worst economic downturn since the Great Depression. Some 30 million workers have faced unemployment and sought government benefits.

People in need of financial assistance may not know which assistance programs they qualify for or how to navigate them. Some may feel shame in asking for help, or struggle with their mental health in their time of need.

In 2019, the 211 network made more than 14 million total connections to help. These included:

- **5 million** connections to help to reduce and prevent housing insecurity and homelessness
- **2 million** connections to healthcare information and resources
- **1.5 million** connections to help to reduce hunger and food insecurity

United Way's 211 helpline is a one-stop resource for help accessing essential resources and benefits we all deserve. The 211 Benefits Awareness campaign raises awareness of 211 as the guiding light in each community, ready to help curate resources and advocate for those in need in order to help them build a better life.

The 211 network has been on the front lines responding to the COVID-19 pandemic, handling more than twice their usual call volume.

Call 211 or visit 211.org.
Get Connected. Get Help.

211.org

New PSAs This Quarter

NEW ASSETS ARE **BOLDED IN BLUE**

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

211 BENEFITS AWARENESS

WHY IT'S IMPORTANT: COVID-19 has taken an incredible toll on Americans' physical, emotional, and financial well-being. People in your community who are struggling may not know which benefits they qualify for or how to navigate them. Air PSAs to raise awareness of the 211 helpline as a local guide that can curate resources and advocate for those in need in order to help them build a better life.

WHO TO TARGET: Lower-income adults (under $60K HHI), skews multicultural (Black, Latinx/Hispanic, Asian), and skews Millennial

Sponsor: United Way
Volunteer Ad Agency: Walton Isaacson

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

ALZHEIMER'S AWARENESS

WHY IT'S IMPORTANT: More than 5 million Americans live with Alzheimer's, but fewer than half have received an official diagnosis. Acknowledging why your loved one is acting differently is hard, but early detection and care can make a difference in managing the disease. Help families start the conversation with their loved ones by running new PSAs that show the impact of early detection.

WHO TO TARGET: Adults 45–65

Sponsor: Alzheimer's Association
Volunteer Ad Agency: The Community and Mindshare
Website (Spanish): alz.org/nuestrashistorias

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

BUZZED DRIVING PREVENTION

WHY IT'S IMPORTANT: Recognizing buzzed warning signs can mean the difference between a safe ride home and a one-way ticket to a bad night. Run PSAs to remind audiences that if they're doing something to make themselves feel okay to drive, they shouldn't be driving.

WHO TO TARGET: Men 21–34, Gen Z, Millennials

Sponsor: National Highway Traffic Safety Administration
Volunteer Ad Agency: NBCU

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

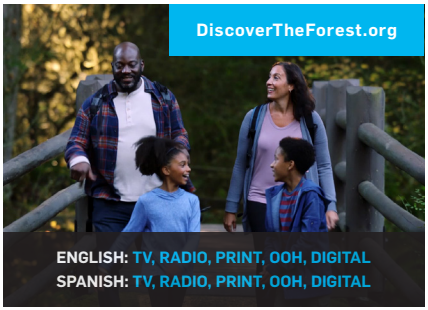
CHILD CAR SAFETY

WHY IT'S IMPORTANT: Car crashes are a leading cause of death for children ages 1–14. Encourage parents and caregivers to correctly buckle up their kids in the right seat for their age and size by sharing these PSAs that remind parents that what matters most is getting the big stuff, such as car safety, right.

WHO TO TARGET: Parents of Children 0–14

Sponsor: National Highway Traffic Safety Administration
Volunteer Ad Agency: Leo Burnett
Website (Spanish): NHTSA.gov/Protegidos

New PSAs This Quarter



DISCOVERING NATURE

WHY IT'S IMPORTANT: Stories come to life at local parks and forests. They're places full of wonder, where imagination thrives, stories come to life, and memories are made. Run PSAs to encourage Latino and Black parents to make the forest part of their family's story by experiencing nature firsthand.

WHO TO TARGET: Parents and Caregivers of Children 8–12

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

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 have dialogues and reflect on implicit biases, stereotypes, and unintentional actions toward others based on perceived differences and labels. We can erode biases by flooding the market with diverse images of love and advocating for marginalized communities, to create a more inclusive world.

WHO TO TARGET: Adults 18+

Volunteer Ad Agency: R/GA

EMERGENCY PREPAREDNESS

WHY IT'S IMPORTANT: Only 20% of Americans say they feel very prepared for human-made or natural disasters such as tornadoes, wildfires, hurricanes, and earthquakes. PSAs provide tangible preparedness tips to ensure viewers feel educated and empowered before disasters hit.

WHO TO TARGET: English- and Spanish-Speaking Parents

Sponsor: Federal Emergency Management Agency
Volunteer Ad Agency: Lopez Negrete Communications
Website (Spanish): Listo.gov

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 and People Who Live in NYC

Sponsor: New York City Emergency Management
Volunteer Ad Agency: OBERLAND

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

TEXTING & DRIVING PREVENTION

WHY IT'S IMPORTANT: More than nine in 10 Americans believe sending and reading texts while driving is dangerous, but many still do it. Share PSAs that remind drivers ages 16–34 that whether sending a text, commenting on a photo, or connecting with friends via an app, it's never okay to message while driving.

WHO TO TARGET: Teens and Adults 16–34

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

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

WILDFIRE PREVENTION

WHY IT'S IMPORTANT: Help Smokey Bear share his iconic wildfire prevention message. Spending time outdoors, whether exploring nature or in our own backyards, has never felt more valuable. Run PSAs that encourage people to protect the lands they love by preventing wildfires.

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

Sponsors: U.S. Forest Service and National Association of State Foresters
Volunteer Ad Agencies: FCB New York and Big Star

Community

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

211 BENEFITS AWARENESS

WHY IT'S IMPORTANT: COVID-19 has taken an incredible toll on Americans' physical, emotional, and financial well-being. People in your community who are struggling may not know which benefits they qualify for or how to navigate them. Air PSAs to raise awareness of the 211 helpline as a local guide that can curate resources and advocate for those in need in order to help them build a better life.

WHO TO TARGET: Lower-income adults (under $60K HHI), skews multicultural (Black, Latinx/Hispanic, Asian), and skews Millennial

Sponsor: United Way
Volunteer Ad Agency: Walton Isaacson

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

ADOPTION FROM FOSTER CARE

WHY IT'S IMPORTANT: Currently, more than 122,000 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 2019 were between the ages of 15 and 17. Air PSAs to encourage prospective parents to consider adopting a teen.

WHO TO TARGET: All Adults, Potential Parents

Sponsors: U.S. Department of Health & Human Services' Administration for Children and Families, and AdoptUSKids
Volunteer Ad Agency: Barbarian

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

BELONGING BEGINS WITH US

WHY IT'S IMPORTANT: We've all had moments when we've felt we didn't belong, but for people who move to this country, that experience can last more than a moment. Together, we can change that. Air PSAs that empower viewers to foster a more welcoming nation where everyone—regardless of background—feels they belong.

WHO TO TARGET: Americans Who Have Conflicted Feelings About Welcoming People to This Country

Volunteer Ad Agency: Pereira O'Dell

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

CAREGIVER ASSISTANCE

WHY IT'S IMPORTANT: Forty-eight million Americans currently care for an aging or older loved one. PSAs spotlight AARP's Family Caregiving site and encourage caregivers nationwide to access free Care Guides, self-care tips, planning resources, legal and financial guidance, and more.

WHO TO TARGET: Adults 35–60, Hispanic Women/Men, and African Americans

Sponsor: AARP
Volunteer Ad Agencies: goodstory films, Wordsworth + Booth, Alma, DDB NY, and Spike DDB
Website (Spanish): AARP.org/Cuidar

Community

ENGLISH: TV, OOH, DIGITAL

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 have dialogues and reflect on implicit biases, stereotypes, and unintentional actions toward others based on perceived differences and labels. We can erode biases by flooding the market with diverse images of love and advocating for marginalized communities, to create a more inclusive world.

WHO TO TARGET: Adults 18+

Volunteer Ad Agency: R/GA

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

ENDING HUNGER

WHY IT'S IMPORTANT: During these uncertain times, millions of Americans, including children, will turn to food banks for much-needed support. New PSAs encourage audiences to donate to Feeding America's COVID-19 Response Fund to help families in this time of urgent need.

WHO TO TARGET: Parents

Sponsor: Feeding America
Volunteer Ad Agencies: Leo Burnett, McCann New York, and Colle McVoy

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

FATHERHOOD INVOLVEMENT

WHY IT'S IMPORTANT: Seven out of 10 fathers want help with being a better parent. PSAs encourage dads to recognize the essential role they play in their children's lives and inspire them to be actively engaged.

WHO TO TARGET: Men, Parents

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

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

SHELTER PET ADOPTION

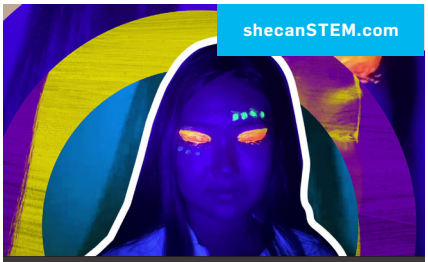
WHY IT'S IMPORTANT: Each year, millions of pets enter animal shelters and fall under the auspices of rescue groups around the country. Run PSAs to encourage Americans to adopt by showing that even though every shelter pet is unique, each one is all pure love.

WHO TO TARGET: Adults 18+

Sponsors: The Humane Society of the United States and Maddie's Fund®
Volunteer Ad Agency: Wunderman Thompson New York

Education

Education



ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

EMPOWERING GIRLS IN STEM

WHY IT'S IMPORTANT: Research shows that young girls like STEM subjects—science, technology, engineering, and math—but often feel that STEM isn't for them, largely due to outdated stereotypes. Girls are afraid they'll fail in STEM, but we know STEM is in everything, and experimenting is part of the journey. PSAs encourage middle school girls to stay interested in STEM by showcasing how messy, experimental, and hands-on STEM can be, and how they can change the world by daring to try STEM.

WHO TO TARGET: Girls 11–15

Volunteer Ad Agencies: Heat, Wordsworth + Booth, Hinge

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

HIGH SCHOOL EQUIVALENCY

WHY IT'S IMPORTANT: For the more than 34 million American adults without a high school diploma, opportunities are limited. These PSAs inspire people to use the help that's waiting at FinishYourDiploma.org and to earn their GED or other high school equivalency.

WHO TO TARGET: Adults 25–34 Without a High School Diploma

Sponsor: Dollar General Literacy Foundation
Volunteer Ad Agencies: Facebook, McKinney, and NGL Collective

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ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

SAVING FOR RETIREMENT

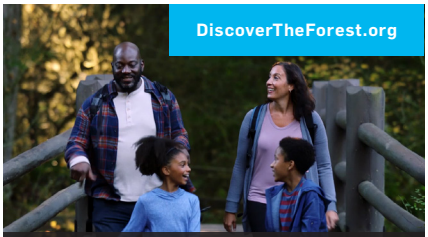
WHY IT'S IMPORTANT: Approximately 41% of households headed by people ages 55–64, or 9.3 million households, have no retirement savings. These PSAs will motivate Americans in their late 40s and 50s to better prepare for their long-term financial security so they can lead independent and comfortable lives as they age.

WHO TO TARGET: Adults Late 40s and 50s, Middle Class, African American/ Black Women 45–60

Sponsor: AARP
Volunteer Ad Agencies: JOY Collective

Environment

Environment



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

DISCOVERING NATURE

WHY IT'S IMPORTANT: Stories come to life at local parks and forests. They're places full of wonder, where imagination thrives, stories come to life, and memories are made. Run PSAs to encourage Latino and Black parents to make the forest part of their family's story by experiencing nature firsthand.

WHO TO TARGET: Parents and Caregivers of Children 8–12

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

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

WILDFIRE PREVENTION

WHY IT'S IMPORTANT: Help Smokey Bear share his iconic wildfire prevention message. Spending time outdoors, whether exploring nature or in our own backyards, has never felt more valuable. Run PSAs that encourage people to protect the lands they love by preventing wildfires.

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

Sponsors: U.S. Forest Service and National Association of State Foresters
Volunteer Ad Agencies: FCB New York and Big Star

Health & Wellness

Health & Wellness

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

ALZHEIMER'S AWARENESS

WHY IT'S IMPORTANT: More than 5 million Americans live with Alzheimer's, but fewer than half have received an official diagnosis. Acknowledging why your loved one is acting differently is hard, but early detection and care can make a difference in managing the disease. Help families start the conversation with their loved ones by running new PSAs that show the impact of early detection.

WHO TO TARGET: Adults 45–65

Sponsor: Alzheimer's Association
Volunteer Ad Agency: The Community and Mindshare
Website (Spanish): alz.org/nuestrashistorias

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

AUTISM AWARENESS

WHY IT'S IMPORTANT: Though autism can be reliably diagnosed in children as young as 18 months, most aren't diagnosed until they're between 4 and 5—studies indicate that age is even higher for low-income and minority children. Bilingual campaign creative assets aim to lower the age of diagnosis by showing parents and caregivers the positive outcomes that are possible following a diagnosis.

WHO TO TARGET: Parents of Children 0–8 (Focus on Low-Income and Hispanic Parents)

Sponsor: Autism Speaks
Volunteer Ad Agency: BBDO New York
Website (Spanish): DeteccionDeAutismo.org

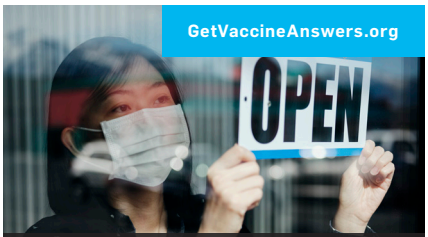
ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

CORONAVIRUS RESPONSE

WHY IT'S IMPORTANT: In response to the coronavirus pandemic, the Ad Council launched a series of national PSAs to provide critical and urgent messages that aim to protect communities as well as provide mental health support to the American public.

WHO TO TARGET: Everyone, Higher-Risk Individuals, Parents, Young Adults

Sponsors: Ad Council, Centers for Disease Control and Prevention (CDC), and New York State
Volunteer Ad Agencies: iHeart Radio, Ad Council Content Studio, Wordsworth & Booth, Viacom, New York State, Hill Holliday, Amplifier, Group SJR, NBC Universal, R/GA, Pereira O'Dell, Big Star, Sesame Workshop, Colle Mcvoy, and SKDK



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

COVID-19 VACCINE EDUCATION

WHY IT'S IMPORTANT: Extensive research shows pervasive hesitancy and reluctance around the COVID-19 vaccines among the American public—with many Americans reporting they will not get vaccinated or have significant questions.

WHO TO TARGET: Americans 18–44 and 45+

Volunteer Ad Agencies: Pereira O'Dell, Joy Collective, and Alma
Website (Spanish): DeTiDepende.org

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

HIGH BLOOD PRESSURE CONTROL

WHY IT'S IMPORTANT: Nearly half of American adults have high blood pressure and need to lower it. 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: Arnold Worldwide

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

LUNG CANCER SCREENING

WHY IT'S IMPORTANT: Lung cancer is the #1 cancer killer of men and women. Among cancers, it has one of the lowest survival rates, but with the new lung cancer screening, the approximately 14.2 million people in the U.S. who are at high risk for lung cancer can benefit from early detection and treatment. If all those at high risk were screened, close to 48,000 lives could be saved each year.

WHO TO TARGET: Adults 50–80, Current and Former Smokers

Sponsor: American Lung Association
Volunteer Ad Agency: Hill Holliday
Website (Spanish): SalvaTuPulmon.org

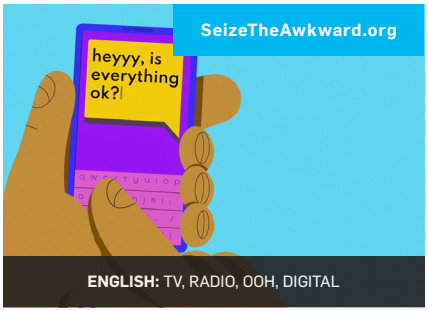
ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

MIDDLE SCHOOL MENTAL HEALTH

WHY IT'S IMPORTANT: There is a mental health crisis among our country's youth. Young adolescents (10–14) are experiencing increased rates of mental health challenges, yet many do not receive the help they need, often struggling in silence. PSAs use the power of music to help parents and caregivers unlock conversations with their middle schoolers about emotional well-being.

WHO TO TARGET: Parents and caregivers of middle schoolers (ages 10–14), with an emphasis on Black and Hispanic/Latinx caregivers.

Sponsor: Pivotal Ventures
Volunteer Ad Agency: McCann
Website (Spanish): EscuchandoSentimientos.org



ENGLISH: TV, RADIO, OOH, DIGITAL

SUICIDE PREVENTION

WHY IT'S IMPORTANT: Young adulthood is a critical time in a person's life, and a time when mental health issues frequently emerge. Since 76% of young adults turn to friends in a time of crisis, their friends can be incredibly influential in helping them get the help they need when they need it. PSAs empower young adults by encouraging them to consistently start and sustain conversations with their friends about mental health.

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

Sponsors: The Jed Foundation (JED) and the American Foundation for Suicide Prevention
Volunteer Ad Agency: Droga5

Health & Wellness

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

TYPE 2 DIABETES PREVENTION

WHY IT'S IMPORTANT: One in three American adults has prediabetes and is at high risk of developing type 2 diabetes, a serious health condition that can lead to heart attack and stroke. The campaign encourages people to take the risk test, speak with their doctor, and learn how prediabetes can be reversed by implementing small lifestyle changes.

WHO TO TARGET: Adults 35–64

Sponsors: American Medical Association (AMA) and Centers for Disease Control and Prevention (CDC)
Volunteer Ad Agency: Ogilvy New York

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

YOUTH VAPING PREVENTION

WHY IT'S IMPORTANT: Vaping has become a health epidemic for our kids. Thousands of kids start vaping every day, but parents can play an important role in preventing their children from using e-cigarettes. PSAs empower parents in the face of a youth vaping epidemic to have proactive and ongoing conversations with their children about the dangers of trying e-cigarettes.

WHO TO TARGET: Parents of Children 10–14

Sponsor: American Lung Association
Volunteer Ad Agency: Hill Holliday

Safety

Safety

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

BUZZED DRIVING PREVENTION

WHY IT'S IMPORTANT: Recognizing buzzed warning signs can mean the difference between a safe ride home and a one-way ticket to a bad night. Run PSAs to remind audiences that if they're doing something to make themselves feel okay to drive, they shouldn't be driving.

WHO TO TARGET: Men 21–34, Gen Z, Millennials

Sponsor: National Highway Traffic Safety Administration
Volunteer Ad Agency: NBCU

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

CHILD CAR SAFETY

WHY IT'S IMPORTANT: Car crashes are a leading cause of death for children ages 1–14. Encourage parents and caregivers to correctly buckle up their kids in the right seat for their age and size by sharing these PSAs that remind parents that what matters most is getting the big stuff, like car safety, right.

WHO TO TARGET: Parents of Children 0–14

Sponsor: National Highway Traffic Safety Administration
Volunteer Ad Agency: Leo Burnett
Website (Spanish): NHTSA.gov/Protegidos

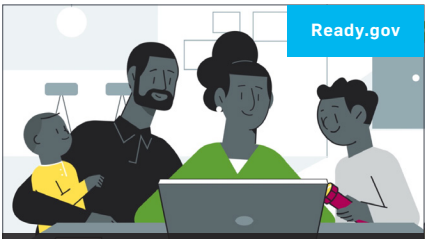
ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

DRUG-IMPAIRED DRIVING PREVENTION

WHY IT'S IMPORTANT: Although several states have legalized marijuana use, driving when impaired by any substance remains illegal in all 50 states and Washington, D.C. PSAs remind viewers that if they feel different, they drive different, and they should not drive high.

WHO TO TARGET: Men 18–34, Gen Z, Millennials

Sponsor: National Highway Traffic Safety Administration
Volunteer Ad Agency: Vox Creative



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

EMERGENCY PREPAREDNESS

WHY IT'S IMPORTANT: Only 20% of Americans say they feel very prepared for human-made or natural disasters such as tornadoes, wildfires, hurricanes, and earthquakes. PSAs provide tangible preparedness tips to ensure viewers feel educated and empowered before disasters hit.

WHO TO TARGET: English- and Spanish-Speaking Parents

Sponsor: Federal Emergency Management Agency
Volunteer Ad Agency: Lopez Negrete Communications
Website (Spanish): Listo.gov

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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 and People Who Live in NYC

Sponsor: New York City Emergency Management
Volunteer Ad Agency: OBERLAND

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GUN SAFETY

WHY IT'S IMPORTANT: Access to a firearm in the home triples the risk of a suicide death. Run PSAs to remind viewers to make their homes safer by storing all guns securely—locked, unloaded, and separately from ammunition.

WHO TO TARGET: Gun Owners 18+

Sponsor: Brady
Volunteer Ad Agency: McKinney

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TEXTING & DRIVING PREVENTION

WHY IT'S IMPORTANT: More than nine in 10 Americans believe sending and reading texts while driving is dangerous, but many still do it. Share PSAs that remind drivers ages 16–34 that whether sending a text, commenting on a photo, or connecting with friends via an app, it's never okay to message while driving.

WHO TO TARGET: Teens and Adults 16–34

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

BIPOC (BLACK, INDIGENOUS, PEOPLE OF COLOR) MENTAL HEALTH MONTH

July is BIPOC Mental Health Month. Run these PSAs together to bring awareness to the unique struggles that underrepresented Americans face when it comes to their mental health.

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CAREGIVER ASSISTANCE

The COVID-19 pandemic has exacerbated the stress, isolation, and anxiety that many caregivers face while caring for a loved one.

During BIPOC Mental Health Awareness Month, help caregivers better care for their loved ones and themselves. Run PSAs that encourage them to visit AARP.org/Caregiving for free mental health resources.

MIDDLE SCHOOL MENTAL HEALTH

Young adolescents (10–14) are experiencing increased rates of mental health challenges, yet many do not receive the help they need. Youth of color, in particular, face the additional trauma of systemic racism and greater challenges in accessing the support they need.

Run PSAs in July to help parents and caregivers unlock conversations with their middle schoolers to support their emotional well-being.

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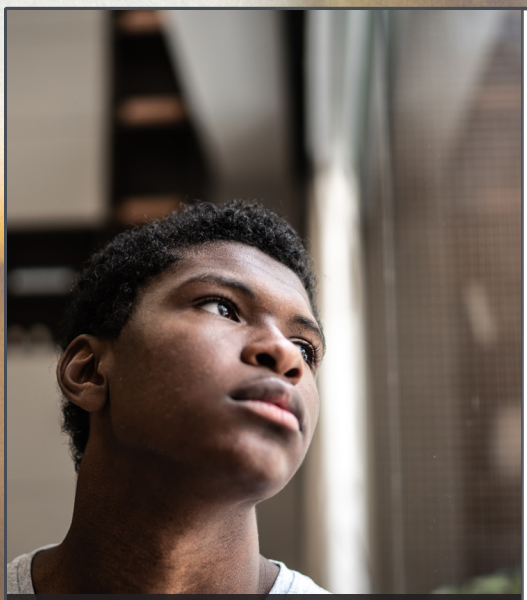
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL



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SUICIDE PREVENTION

Young adulthood is a critical time in a person's life, and a time when mental health issues frequently emerge. Young adults need to lean in and support each other, particularly their friends who identify as people of color, to give them space to talk about the impact of racial trauma during this moment.

Run PSAs in July to encourage young adults to consistently start and sustain conversations with their friends about mental health.

Give your phone a rest.

Project Yellow Light

Project Yellow Light is a scholarship competition designed to bring about change. High school and college students create PSAs to raise awareness about the dangers of distracted driving. To celebrate Project Yellow Light's 10th anniversary, run new PSAs to encourage viewers not to message while driving and help keep our roads safer.

LEARN MORE AT:

adcouncil.org/campaign/texting-and-driving-prevention

STOPTEXTSSTOPWRECKS.ORG

10th ANNIVERSARY PROJECT YELLOW LIGHT HUNTER GARNER SCHOLARSHIP

ad COUNCIL

NHTSA