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| LOCAL COMMISSIONERS MEMORANDUM |
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DSS-4037EL (Rev. 9/89)

Transmittal No: 91 LCM-107

Date: June 3, 1991

Division: Adult Services

TO: Local District Commissioners

SUBJECT: Public Education Materials on Family Violence Prevention

ATTACHMENTS: None

This is to advise local districts of the status of public education materials developed as part of the "Face Facts" campaign to prevent family violence sponsored by the New York State Children and Family Trust Fund. As indicated in previous communications, 89 LCM-190, and 89 LCM-213, the campaign consists of a series of television and radio public service announcements in English and Spanish, bus and subway cards, and posters covering child abuse, domestic violence and adult abuse. The radio and television ads, bus and subway cards were released last year. Concerning the televised public service announcements, plans are currently being made to purchase airtime on stations throughout the State to provide greater visibility for the campaign than was possible through donated public service spots. Details concerning the specifics of this campaign will be forthcoming.

The poster concerning adult abuse/neglect is now being released. The allotment of posters for your district is being sent under separate cover to your Director of Services. We request that you display the poster and distribute copies to appropriate agencies in your community, including, but not limited to senior citizen centers, hospitals, community centers and advocacy agencies. The posters on child abuse and domestic violence will be distributed by the Federation on Child Abuse and Neglect and the New York State Coalition Against Domestic Violence, respectively.

We appreciate your assistance in publicizing services to protect elderly and impaired adults from abuse and neglect. If you or your staff have any questions, please contact your district's adult services representative as follows:

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Kathleen Crowe	1-800-342-3715, ext. 432-2996
Michael Monahan	1-800-342-3715, ext. 432-2864
Janet Morrissey	1-800-342-3715, ext. 432-2997
Irv Abelman	1-800-342-3715, ext. 432-2980 or (212)-804-1247

Thank you for your cooperation.

William E. Gould
Acting Deputy Commissioner
Division of Adult Services