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| LOCAL COMMISSIONERS MEMORANDUM |
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Transmittal No: 91 LCM-111

Date: June 6, 1991

Division: Family and Children
Services

TO: Local District Commissioners

SUBJECT: "Face Facts" Family Violence Prevention Campaign

ATTACHMENTS: Attachment A Schedule for Media Buy
(not available on-line)

Attachment B Press Kit Material
(not available on-line)

This is to inform you of the New York State Department of Social Services Children and Family Trust Fund's plans to initiate a new phase of the "Face Facts" Family Violence Prevention Campaign. This phase, which includes the purchase of television air time, will take place during the period of June 10 through July 21, 1991.

The "Face Facts" campaign was initially launched in October 1989 and included TV and radio public service announcements (PSAs), press kits, and bus and subway cards, all of which advertised statewide helpline numbers for the public to call in situations of family violence.

The campaign covers all areas of family violence including child abuse, domestic violence and adult abuse, which includes abuse of the elderly and other "at-risk" adults. It is directed toward families who are experiencing family violence or are at risk of this occurring. A secondary goal of this initiative is to make the general public more aware of the issue of family violence. Other Local Commissioners Memorandums (89 LCM-190, 89 LCM-213, and 90 LCM-5) provide additional information on previous campaign activities.

Despite winning media awards for excellence, the public service announcements did not receive the level of free media play desired in many areas of the state. This second phase of the campaign will maximize utilization of these excellent spots. It includes an intensive summer schedule of controlled television airplay (combining purchased time and agreed to free play) across the state. A schedule of airplay, localized for each major media market, is attached. In order to maximize impact, it will focus on repeated airings of selected spots. Child abuse, domestic violence and adult abuse spots will be included with an emphasis on adult abuse as recommended by the Trust Fund Advisory Board. This emphasis was chosen in recognition of the limited public educational materials available on adult abuse and the corresponding lack of public awareness of this aspect of family violence. The following spots will be used.

Child Abuse

"The Legacy"

"Expectativas" (Spanish)

Domestic Violence

"Sorry, Baby"

"Conozco Sus Derechos" (Spanish)

Adult Abuse

"Mildred" (English and Spanish)

The scripts for all the PSAs are included in Attachment B.

In conjunction with the television buy, the corresponding radio spots will be re-released for public service play during the same period. Three "Face Facts" posters are being distributed concurrently, so that the three helpline numbers (parent/child help, domestic violence, and adult abuse/neglect) will be displayed in conspicuous sites. A description of these helplines is included in Attachment B. The Department's Division of Adult Services will distribute the adult abuse posters. The New York State Coalition Against Domestic Violence will distribute the domestic violence posters and the New York State Federation on Child Abuse and Neglect will distribute the child abuse posters. Local departments of social services will receive a supply of each poster.

Print inserts on domestic violence and adult abuse are also being prepared for distribution later this summer to all daily and weekly newspapers in New York State for public service use. They will also be made available for use in organizational newsletters, etc.

The local service providers are being informed of the schedule of airplay for their area. It is hoped that they will be able to capitalize on the TV airplay by coordinating local events and generating additional print coverage of the issues. Any assistance which you and your staff can provide

them will be very much appreciated. ODN Productions will be monitoring the statewide helplines/hotlines to measure the impact of the media coverage. We would appreciate your alerting your staff to the potential of increased requests for service and your feedback as to the actual impact of the campaign in your district. The Division of Adult Services will be contacting your office to determine the impact on referrals for Protective Services for Adults.

If you would like additional information on the campaign, please contact Pat Perfetto at 1-800-342-3715, extension 4-3963. If you would like information on the Adult Services component of the campaign, please contact Kathy Crowe, 1-800-342-3715, extension 432-2996. For your information, a similar letter is being sent to local child abuse and domestic violence programs known to this Department and to area agencies on aging.

Your interest in the prevention of family violence is greatly appreciated.

William Gould
Acting Deputy Commissioner
Division of Adult Services

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Deputy Commissioner
Division of Family and
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