

Populations Impacted



Populations Impacted	HEALTH	SAFETY	EDUCATION	FAMILY & COMMUNITY
Children	Autism Awareness*	Bullying Prevention Child Car Safety*	Empowering Girls in STEM	Adoption from Foster Care* Fatherhood Involvement*
Teens	Suicide Prevention	Bullying Prevention Child Car Safety* Texting and Driving Prevention*	Empowering Girls in STEM	Adoption from Foster Care* Fatherhood Involvement*
Adults	Alzheimer's Awareness* High Blood Pressure Control* Lung Cancer Screening Suicide Prevention Type 2 Diabetes Prevention*	Buzzed Driving Prevention* Drug-Impaired Driving Prevention Texting and Driving Prevention*	High School Equivalency* Saving for Retirement Workforce Readiness	Caregiver Assistance*
All	Autism Awareness* Middle School Mental Health* Type 2 Diabetes Prevention* Youth Vaping Prevention	Emergency Preparedness* Emergency Preparedness - NYC* Gun Safety Wildfire Prevention		Discovering Nature* Diversity & Inclusion Ending Hunger* Immigrant Inclusion Shelter Pet Adoption



Note: (*) indicates Spanish language materials available. Campaigns listed in **bold and italics** are in development.

CAMPAIGN OVERVIEW: Media Targets



Media Target	HEALTH	SAFETY	EDUCATION	FAMILY & COMMUNITY
Children				Discovering Nature*
Teens	Suicide Prevention	Bullying Prevention	Empowering Girls in STEM	Discovering Nature*
Adults	Alzheimer's Awareness Autism Awareness* High Blood Pressure Control* Lung Cancer Screening Middle School Mental Health* Suicide Prevention Type 2 Diabetes Prevention* Youth Vaping Prevention	Buzzed Driving Prevention* Child Car Safety* Drug-Impaired Driving Prevention Emergency Preparedness* Emergency Preparedness - NYC* Gun Safety Texting and Driving Prevention* Wildfire Prevention	High School Equivalency* Saving for Retirement Workforce Readiness	Adoption from Foster Care* Caregiver Assistance* Discovering Nature* Diversity & Inclusion Ending Hunger* Fatherhood Involvement* Immigrant Inclusion Shelter Pet Adoption
Hispanic	Autism Awareness* High Blood Pressure Control* Lung Cancer Screening Middle School Mental Health* Type 2 Diabetes Prevention*	Child Car Safety* Emergency Preparedness* Emergency Preparedness - NYC*	High School Equivalency*	Caregiver Assistance* Discovering Nature*
African American	Middle School Mental Health*	Child Car Safety* Emergency Preparedness* Emergency Preparedness - NYC*	High School Equivalency* Saving for Retirement	Adoption from Foster Care* Caregiver Assistance Discovering Nature* Fatherhood Involvement*

