



Campaign Overview: Populations Impacted

Population Impacted	HEALTH	SAFETY	EDUCATION	FAMILY & COMMUNITY
Children	Autism Awareness*	Bullying Prevention Child Car Safety*	Learning & Attention Issues*	Adoption from Foster Care* Fatherhood Involvement*
Teens	Suicide Prevention	Bullying Prevention Underage Drinking and Driving Prevention	Empowering Girls in STEM	Pathways to Employment
Adults	<i>Alzheimer's Awareness</i> Breast Cancer Risk Education High Blood Pressure Control* Lung Cancer Screening The Truth About Opioids Suicide Prevention Type 2 Diabetes Prevention*	Confronting Sexual Harrassment <i>Drug-Impaired Driving Prevention</i> Gun Safety	High School Equivalency* Saving for Retirement	Caregiver Assistance* Meals on Wheels Volunteer Recruitment
All		Buzzed Driving Prevention* Emergency Preparedness* Emergency Preparedness - NYC* Texting and Driving Prevention*	Teacher Recruitment	Discovering Nature* Diversity & Inclusion Ending Hunger* Job Training & Employment* LGBT Acceptance Reducing Food Waste Shelter Pet Adoption Wildfire Prevention

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				Shelter Pet Adoption
Teens	Suicide Prevention	Bullying Prevention Underage Drinking and Driving Prevention	Empowering Girls in STEM Teacher Recruitment	
Adults	<i>Alzheimer's Awareness</i> Autism Awareness* High Blood Pressure Control* Lung Cancer Screening Suicide Prevention The Truth About Opioids Type 2 Diabetes Prevention*	Bullying Prevention Buzzed Driving Prevention* Confronting Sexual Harrassment Child Car Safety* <i>Drug-Impaired Driving Prevention</i> Emergency Preparedness* Emergency Preparedness - NYC* Gun Safety Texting and Driving Prevention*	Empowering Girls in STEM High School Equivalency* Learning & Attention Issues* Saving for Retirement Teacher Recruitment	Adoption from Foster Care* Caregiver Assistance* Discovering Nature* Diversity & Inclusion Fatherhood Involvement* Ending Hunger* Job Training & Employment* LGBT Acceptance Meals on Wheels Volunteer Recruitment Pathways to Employment Reducing Food Waste Shelter Pet Adoption Wildfire Prevention
Hispanic	Autism Awareness* Type 2 Diabetes Prevention*	Buzzed Driving Prevention* Child Car Safety* Emergency Preparedness* Emergency Preparedness - NYC*	High School Equivalency* Teacher Recruitment	Caregiver Assistance* Discovering Nature*
African American	Breast Cancer Risk Education	Buzzed Driving Prevention* Child Car Safety* Emergency Preparedness* Emergency Preparedness - NYC*	High School Equivalency* Teacher Recruitment	Adoption from Foster Care* Fatherhood Involvement* Ending Hunger*

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