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| LOCAL COMMISSIONERS MEMORANDUM |
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Transmittal No: 91 LCM-168

Date: September 18, 1991

Division: Family and Children
Services/Adult
Services

TO: Local District Commissioners

SUBJECT: Print Materials for "Face Facts" Family Violence Prevention
Campaign

ATTACHMENTS: Face Facts Print PSAs are not available on-line

This is to inform you that the enclosed black-and-white storystrips were recently released to all New York State daily and weekly newspapers as part of the "Face Facts" Family Violence Awareness and Prevention Campaign which is sponsored by the Children and Family Trust Fund.

The "Face Facts" campaign was initiated in October 1989. It includes TV and radio public service announcements (PSAs) which have won media awards for excellence, press kits, and bus and subway cards, all of which advertise statewide helpline numbers for the public to call in situations of family violence. The 1991 edition of the campaign, launched by Commissioner Cesar A. Perales at a New York City press conference on May 23, 1991, featured an intensive summer schedule of controlled television airplay across the state (through a combination of purchased airtime and agreed to public service play) and the distribution of 3,000 posters publicizing the same helplines statewide. The poster supply has been exhausted and a second reprinting has been ordered.

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 urges families and individuals experiencing or at risk of this violence to reach out and seek help. A secondary goal of the "Face Facts" campaign is to increase public awareness of family violence

and of the availability of help. Local Commissioner Memorandum 91 LCM-111 provides additional information on the 1991 phase of the campaign.

Based on the television public service announcements that have been running across the state, the new print pieces repeat critical themes from the spots on domestic violence, and elder abuse and neglect. The strips have been prepared as camera-ready "slicks," and have been distributed to more than 300 newspapers and other periodicals for public service publication over the next several months.

Copies of the storystrips are available for use by agencies and organizations with newsletters, bulletins or other means of printed communication with members of the general public. The three storystrips are available in both a long and short format, and in English and Spanish versions. If you would like additional information on the campaign, please contact Pat Perfetto at 1-800-342-3715, extension 4-3963.

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