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| LOCAL COMMISSIONERS MEMORANDUM |
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Transmittal No: 90 LCM-5

Date: January 22, 1990

Division: Family and Children
Services

TO: Local District Commissioners

SUBJECT: "Face Facts" Family Violence Prevention Campaign

ATTACHMENTS: A. Family & Childrens Services Regional Office Listing
(Not available on-line)
B. Press Kit Material (Not available on-line)

This is to inform you of the recent and planned activities for the "Face Facts" campaign to prevent family violence. This campaign produced through funding from the New York State Department of Social Services Children and Family Trust Fund was launched at a press conference in Albany at the end of October.

The campaign consists of a series of television and radio public service announcements (PSA) in English and Spanish, bus and subway cards, posters, and press kits covering 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. A secondary goal is to make the general public more aware of the issue of family violence. 89 LCM-190 and 89 LCM-213 provide additional information on the campaign activities.

Since the press conference in Albany, the media materials have been duplicated and will be distributed throughout the state during 1990. There are 8 different television public service announcements with three of them in Spanish. In order to encourage airplay of all of them, and not to overload local districts and service providers with referrals, it was decided to distribute the public service announcements throughout the year rather than all at once. As you recall, concern was raised at the October NYPWA meeting that there be sufficient time to prepare for the release of the Adult Abuse PSAs. Therefore, the release of these PSAs will begin in April. Two child abuse and two domestic violence public service announcements will be released to upstate locations immediately. They are:

Child Abuse
"The Legacy",
"Expectations",

and

Domestic Violence
"Know Your Rights",
"Sorry Baby",

These PSAs are being distributed to all upstate television and radio stations. Also, bus cards and press kits are being distributed to all upstate locations.

A kickoff press event is planned for New York City in April to coincide with Child Abuse Prevention Month. At that time, the first round of public service announcements and the bus and subway cards will be distributed to New York City, and the remaining public service announcements not previously shown upstate will be distributed there. They include:

Child Abuse
"Isolation",

Domestic Violence
"My Husband Hit Me",

and

Adult Abuse
"Joel",
"Mildred"

The second round of public service announcements will be distributed in New York City this summer. The scripts for all of the PSAs are included in Attachment B.

The New York State Department of Social Services, Division of Family and Children's Services Regional Offices along with local service providers in their area will be coordinating the distribution of the PSAs to the television stations. We would appreciate your help in encouraging the TV stations to play the PSAs. Enclosed please find a list of the Department's Regional Offices, and information on the campaign that is included in the press kits. If you would like to assist with the distribution of the campaign materials, please contact the Regional Office Director in your area. If you would like additional information on the campaign, or would like to assist with the New York City press conference, please contact Joy Griffith, at 1-800-342-3715, extension 4-9575. If you would like further information on the Adult Services component of the campaign, please contact Kathy Crowe, 1-800-342-3715, ext. 432-2996. For your information, a similar letter is being sent to local child abuse and domestic violence programs known to this Department and area aging offices.

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

Joseph Semidei
Deputy Commissioner
Family and Children Services

Judith Berek
Deputy Commissioner
Division of Adult Services