Identify a select number of significant public issues and stimulate action on those issues through communications programs that make a measurable difference in our society.

1950s: Forest Fires, Polio

1960s: Pollution, Discrimination

1970s: Peace Corps, Red Cross

1980s: Crime, Drunk Driving, Seatbelts, AIDS

1990s: Domestic Violence, Recycling, Child Abuse

2000s: Texting and Driving, Bullying Prevention
We have our work cut out for us

- Message clutter
- Media fragmentation
- The explosion of data
- Logic versus emotion
- Need to be single-minded and clear

Smart research & planning helps you navigate these waters
What Works

- Research, Research, Research
- Measurable Objectives
- A Big, Single-Minded Idea
- Clear Call-to-Action
- Creative Excellence - Don’t Settle!
- Relevance & Emotion
- Broad & Deep Media Mix
- Social Utilities & On-the-Ground Resources

…and, of course, puppies.
Learn the Signs of Autism

Lack of eye contact is a sign of autism.

Learn the others

Averting eye contact, tendency to avoid others, repetitive behaviors, and difficulty in communication.

Autism Speaks’ national Ad Council public service advertising campaign focuses on the importance of recognizing the early signs of autism and seeking early intervention services. Recent research confirms that appropriate screening can determine whether a child is at risk for autism as young as one year. While every child develops differently, we also know that early treatment improves outcomes, often dramatically. nimh.nih.gov/extras/autism.html

Screening for autism in young children with autism spectrum disorders (ASDs) is important.

One of the most important things you can do as a parent or caregiver is to learn the early signs of autism and become familiar with the typical developmental milestones that your child should be reaching.

autismspeaks.org/signs

I didn’t talk for a very long time.

Autism Speaks

avoiding eye contact is one sign of autism.

autismspeaks.org/signs
Autism Speaks Campaign

$487 million
In donated media

4 in 10
parents have seen/heard the campaign

4.5M
visitors to autismspeaks.org/signs

From 8% to 16%
parents who have talked to healthcare professionals
Thank You!
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More adults report that people in the US experience discrimination, rejection and teasing based on their race (57% to 64%), age (41% to 46%) and disability (54% to 61%)

More adults agree that “there are things I can do to help create a more inclusive and accepting environment for others” (61% to 69%)

More adults report that they are regularly accepting and inclusive of others and/or encourage others to be more accepting and inclusive (37% to 43%)

More adults report discussing the issue of discrimination and prejudice with friends, family or colleagues (58% to 64%)
Think B4 You Speak

• Reduce and prevent the use of homophobic slurs by straight teens

• Educate teens that their homophobic slurs and behaviors—which they see as harmless—are not acceptable

• Drive visits to ThinkB4YouSpeak.com

• Drive conversations on social media

Target: “Neutral” Teens Ages 13-16
dyke (dik) 1. be honest with yourself. you’re not thinking of “an embankment that holds back and controls water.” the problem is, words like “dyke” and “faggot” are so commonly used as insults these days, it’s really hard to remember a time when they weren’t. 2. so please, knock it off. 3. learn more at ThinkB4YouSpeak.com
Behaviors

More teen respondents say that they “never” tease or call people names because they are gay or lesbian.

More say that they “never” call someone “faggot” or “dyke.”

*National tracking survey among teens (13-17)*
Thank You!