

October 27, 2014

FOR IMMEDIATE RELEASE

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Children's Services Launches Citywide Public Awareness Campaign Highlighting Child Safety and Child Well-Being

The New York City Administration for Children's Services (ACS) on October 27, 2014 launched a multi-faceted media campaign that will concentrate on the importance of New Yorkers voicing their concerns about child maltreatment, while also emphasizing that it takes a village – neighbors, family members, elected officials, faith leaders, community-based organizations, and advocates – to raise healthy children, and how all New Yorkers can make a difference in the life of a child. The campaign, in both English and Spanish, will appear in locations throughout the city, including numerous subway lines, media outlets, and check cashing locations.

The first of three waves of messages highlights the urgency of reporting any suspected child abuse or neglect, either by calling 311 to report child maltreatment or 911 for an emergency. This campaign reinforces the idea that if you see or hear something concerning, say something, and addresses the many misconceptions that people have about not reporting abuse or neglect.

The second aspect of our campaign, "NYC Kids Are Our Kids," encourages all New York City residents to get involved in the lives of children in their communities. This message emphasizes the notion that *"there are many ways to make a difference,"* and specifically encourages New Yorkers to seek out opportunities to tutor, mentor, coach or volunteer. ACS has partnered with NYC Service to establish a dedicated link (www.nyc.gov/helpkids) that will host a regularly updated listing of the numerous opportunities that exist around New York City.

The third aspect of the campaign, which will run in early 2015, will contain messages appealing directly to parents and stressing that *"before you reach your breaking point, reach out for help."* Resources are in place throughout the City to provide support services to overwhelmed parents. Information regarding these services and additional assistance can be accessed by calling 311 and asking for parenting support. We understand that parenting is tough, but it should not be tough on children.

These campaigns further support Commissioner Carrión's vision for enhancing ACS' ability to be a helping agency, one which exists not just to investigate allegations but also that can make a positive difference in the lives of children and families. The public awareness campaign was part of Mayor De Blasio's recommendations for child welfare reform following the tragic death of Myls Dobson in 2014.

[View the campaign ads](#)