KLWB-ME-TV – Community Issues/PSA Report – 3rd Quarter 2017

Five Second Campaign Texting & Driving

Promotion geared toward making drivers (especially teen) aware of danger of texting while driving. Historically, many teens have been viewed as inexperienced drivers. Teens are also greatly known for their extensive use of their cellular telephone. Because cell phones can become very distracting, texting and driving is seen to be incredibly dangerous. The director of the PSA shows that although it may be an accident, becoming distracted behind the wheel of a car is likely to be extremely fatal.

Cigarette Litter Prevention

In the past decade, cigarette smoking in America has decreased 28%, yet cigarette butts remain the most littered item in the U.S. and across the globe. Dropping cigarette butts and cigar tips to the ground, putting them in planters, and disposing of them in waterways is littering. The overall littering rate for cigarette butts is 65%, and tobacco products comprise 38% of all U.S. roadway litter. Much of this ends up in our waterways. The Ocean Conservancy's 212 International Coastal Cleanup showed cigarette butts as the most littered item, representing 32% of all items collected, and 2% of smoking-related debris was cigar tips. Why do smokers liter? 63% of cigarette butt littering is attributable to individual motivations. Mostly, it's lack of awareness about the environmental impact and insufficient ash receptacles. New ordinances are also moving more smokers outdoors or to designated areas, and over the past decade auto makers have phased out ash rays as a standard feature in new cars.

Here's why littering cigarette butts and cigar tips, an emerging concern, matters: it's unsightly, costly to clean up, and harmful to waterways and wildlife.

American Academy Orthopedic Surgeons

NEW ORLEANS – The American Academy of Orthopedic Surgeons (AAOS) public service announcement (PSA) campaign. This year's multimedia program television, radio and four print PSAs-promotes.

- The critical role of patients in ensuring safe and optimal surgical outcomes.
- The importance of physical activity-at every age to ensure healthy bones.
- Common sense precautions in the home to help prevent falls and injuries.
- Distracted driving awareness and prevention.
- Awareness of scoliosis, featuring world-ranked golfer Stacy Lewis.

"This year's PSA messages promote safety, injury prevention and the role of orthopedic care in restoring and maintaining mobility, and ultimately, ensuring an active life at every age," said AAOS president Frederick Azar, MD. "The American Academy of Orthopedic Surgeons champions the interests of patients by promoting optimal musculoskeletal health while advancing the highest quality patient treatment and care.

Children's Oral Health

Campaign to alert adult parent viewers of the importance of children's dental and overall physical health awareness and treatment opportunities.

Autism Awareness

This campaign seeks to educated parents about the growing rate of autism in the country and to ultimately increase the level of early detection. The latest effort places emphasis on the importance of learning the signs of autism and seeking early diagnosis since the current age of diagnosis among low income families, particularly African Americans and Hispanics, is higher than the general public.

Gambling Hotline

Gambling can be an addiction. Learn more about problem gambling.