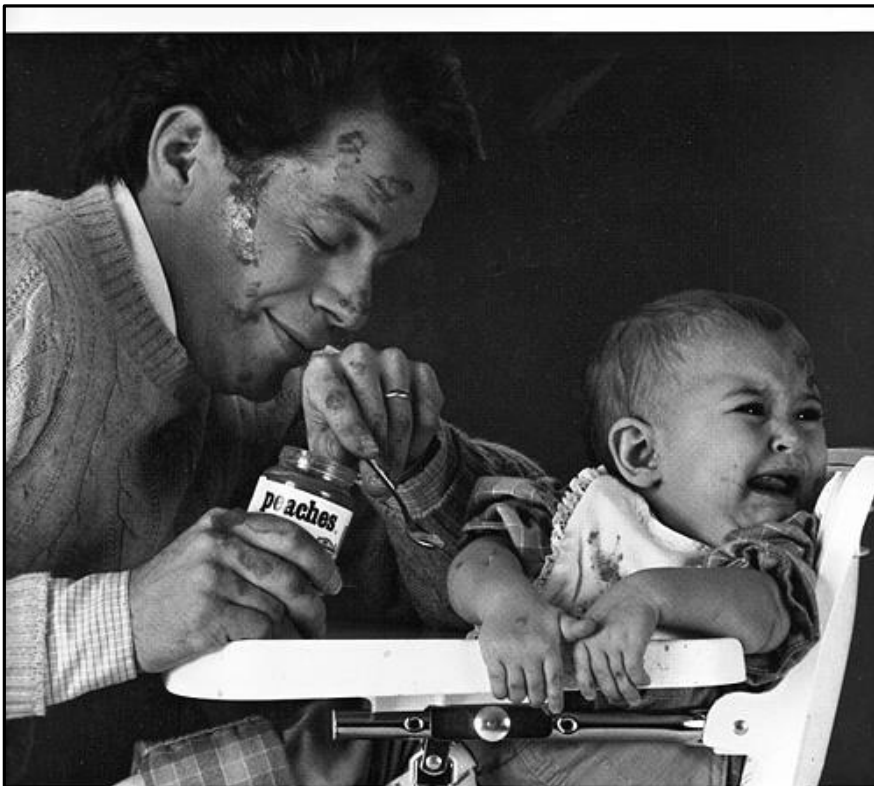


**Print Ad: Public Service/Non-Profit Ad**



**The only thing that can make you feel more helpless than being a child, is being a parent.**

It's not easy raising children. And even the best parents can have a bad day.

That's why we've established a statewide 24-hour toll-free hotline number to answer questions and refer parents to community services available to their young children. By calling this number, you can find out:

- Where your child can get proper health care.
- What pre-school education programs exist.
- Where to go for parenting education programs.
- What can help during pregnancy.

■ And many other services.

It's all part of *Focus on The First Sixty Months*. This is an innovative statewide program initiated by Governor Mike Castle to help children up to the age of five achieve their full potential in life.

If you could use a sympathetic ear and a helping hand in raising your children to become the best they can be, call our parents information and referral hotline number today. Dial 1-800-222-3383. We're trying to make growing up easier to do.



*Focus  
on the First  
Sixty Months*

- Client:** State of Delaware – Focus on the First 60 Months program
- Objective:** To prevent child abuse by encouraging at-risk parents to seek help before they mistreated their children.
- Strategy:** Create a campaign that empathized with the stressed out parent/care-giver and made them the “hero” – trying to do their best but needing assistance.
- Results:** The client loved the approach and so did the target audience! Calls for help increased and abuse dropped. The ad also won 4 awards.