



chicago

SAFE PLACE

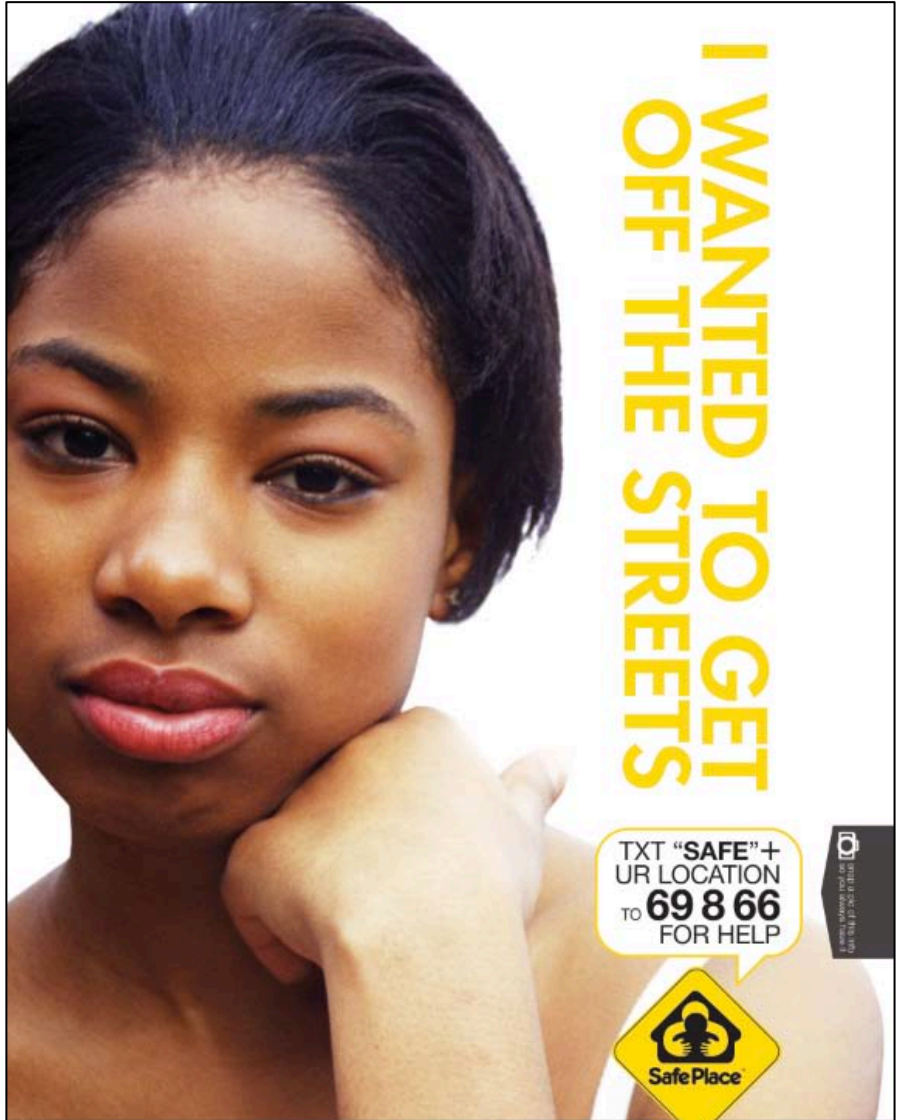
WHERE YOUTH IN CRISIS CAN GET IMMEDIATE HELP

Safe Place sites extend the doors of youth service agencies throughout the community, allowing youth to access help where they are.

Places like businesses, restaurants, corner stores, and youth centers place the yellow and black logo on their building in order for youth to know it is a site. Safe Place sites make the commitment to call a 24 hour/day toll free number which dispatches a youth worker to meet with the young person, facilitate an assessment, and work with the youth to determine available options and services.

Youth ages 11-17 years old who have runaway, are dealing with homelessness, have been kicked out of their home or are at risk of any of these circumstances are able to access help through Safe Place locations.

The Chicago Safe Place program is a collaboration among Youth Network Council and three youth service agencies: Alternatives, Inc; Universal Family Connection, Inc; and Westside Youth Network, Inc.



I WANTED TO GET OFF THE STREETS

TXT "SAFE" + UR LOCATION TO **69 8 66** FOR HELP



It's hard enough being a teenager.

You need a safe place to sleep? A way out of a bad situation? You want to get off the streets?

Chicago Safe Place is where youth in crisis can get immediate help.

TXT "SAFE" + Your Street, City & State to 69 8 66 for help.

Call 1-888-816-3264

Visit ChicagoSafePlace.org for more information.



This project is supported by Grant # 2009-MC-CX-0068 awarded by the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, U.S. Department of Justice.



I know better...do you?



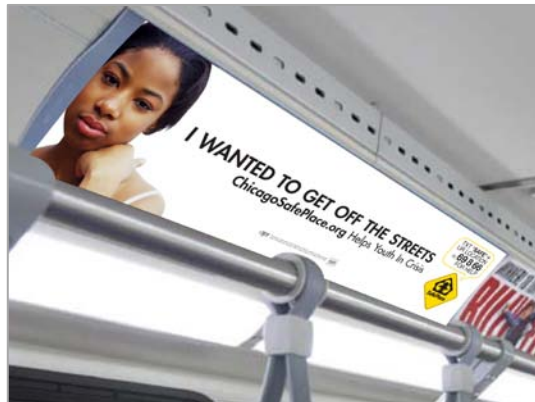
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CAMPAIGN OVERVIEW:

The 2011 public awareness campaign for Chicago Safe Place speaks to youth in need throughout the city of Chicago and presents Safe Place sites as a solution to deal with the problems they may be facing.

The Youth in Crisis Campaign will run three months and is estimated to net more than 60 million impressions across Chicago.



Element	# Placements	In Market	Est. Impressions
CTA Bus Tails	51	7/11 - 10/2	16.2M
Bus Interiors	90	7/11 - 10/2	12.5M
Rail Interiors	140	7/11 - 10/2	13.7M
Digital Screens	34	7/11 - 10/2	3.7M
Park Benches	25	7/11 - 10/2	12.6M
Posters	2,000+	7/11 - 10/2	2,000+x
Print Ad	2	W/O 9/8 & 9/29	350K
Flyers	2,000+	7/11 - 10/2	2,000+x



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