

World Impact Productions tapped for Nat'l PSA Campaigns

TV & Film's leading Impact Foundation pulls together a team of the industry's best to create a series of PSA campaigns to tackle some of the most pressing issues of our time



Los Angeles, California Jun 25, 2023 (Issuewire.com) - Building on the Biden Administrations American Rescue Plan and their Health and Climate initiatives, internationally acclaimed film and television Foundation World Impact Productions has been selected to spearhead the Production and Distribution of 12 separate national Public Service campaigns designed to have a major impact on the most critical issues facing the country today, including: Fentanyl Abuse, Early Cancer Screening & Prevention, National Workforce Shortages and Climate Change.

Each of the Public Service campaigns will be developed in conjunction with input from national experts and agencies such as the NIH, CDC, AACR, Cabo Institute for the Environment, KPMG, Harvard University, Stanford University and the Domestic Policy Council.

One of the Public Service Campaigns in progress and currently running on Spotify and multiple national Cable News networks is being Produced in collaboration with Recipient Grantees of the Biden-Harris Administration's Tribal Opioid Grant Awards and is designed to educate children, students and parents

across the country, and Indigenous people in particular, about the inherent dangers of abusing Fentanyl, and how and where to get help.

Another is focusing on healthcare workforce shortages for nurses. That particular campaign is designed to educate people across the US about the essential role that nursing plays in the economy, and to help foster workforce development. Topics include: shortages, staffing solutions, burnout/mental health, workplace safety and a whole range of issues affecting the nursing industry.

World Impact Productions, a Private Charitable Foundation, was selected for all 12 Public Service campaigns because of its commitment to excellence in the production of high impact television programs and films that have not only garnered critical acclaim and industry awards but have made substantial differences on issues that are critical to all Americans across all socioeconomic, cultural, racial, age, gender and political lines.

Each campaign will feature an A-list celebrity spokesperson and the work of an All Star line-up of Directors, Editors, Producers and Cinematographers from the television and film industry, all of whom are donating their time and resources to the project.

There's also an entire division of the project made up of some of the world's foremost public relations and corporate identity experts who specialize in the creation, promotion and distribution of Public Service content in particular from an array of national PR firms...each contributing to the team effort. "This is a rare opportunity for those of us in the PR & Media industry to put our skills to work for a cause much bigger than ourselves", said Lisa Meyers, a Senior Account Rep with OMD PR/M. "And working with a Team of such exceptionally talented Production, PR and Distribution people on issues that can literally save lives and make things better for millions of people has been truly inspirational.

The PSA's will be distributed nationally via network television and Cable news and information networks, as well as radio networks and social media such as Tik Tok, FaceBook, LinkedIn, YouTube and Instagram. For more information go to: worldimpactproductions.com



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Source : World Impact Productions

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