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Contact: mediainquiry@acs.nyc.gov

ADMINISTRATION FOR CHILDREN’S SERVICES LAUNCHES NEW DIGITAL CAMPAIGN, “COPING THROUGH COVID,” THAT CONNECTS NYC FAMILIES TO CITYWIDE RESOURCES & SUPPORT TO HELP THEM DURING THE PUBLIC HEALTH CRISIS

As Part of Campaign, ACS Creates New One-Stop-Shop Website, Providing Resources To Help NYers Manage the Daily Challenges of COVID-19, Including Info About Food, Internet, Housing & Rental Assistance, Activities for Kids & More

NEW YORK, NY – Today, the NYC Administration for Children’s Service (ACS) launched a new digital campaign, “Coping Through COVID,” that aims to better connect families to a range of services and supports to help them manage the daily challenges of the COVID-19 public health crisis.

As part of the campaign, ACS created a new website that highlights the citywide resources available to families during this challenging time. The site offers information about: food pantries, housing and rental assistance, medical, mental health and drug treatment services as well as how to access free WiFi. The campaign also helps parents recognize signs of stress and provides resources on how to de-stress and work with children on educational activities in the home. ACS is also providing information about what to do if you or someone you know is experiencing domestic or gender-based violence. To view the “Coping Through COVID-19” resource page, [click here](#). The campaign also includes social media and radio ads.

“New York City is going through a time in which all of us are experiencing emotional challenges, and often material ones as well. As we all come together to face the COVID-19 public health crisis, ACS is doing its part to let New Yorkers and their loved ones know what resources are available to them during this trying time, **said ACS Commissioner David A. Hansell**. “This new campaign demonstrates our commitment at Children’s Services’ to keeping children safe and supporting families in these unprecedented circumstances.”

As we continue to address the COVID-19 crisis, ACS will continue to promote the new website via social media with the help of sister agencies in New York City and contracted provider agencies. The images chosen as part of the digital campaign were carefully selected and capture some of the experiences that parents may be going through during this challenging time. The URL to the site can be found here: <https://www1.nyc.gov/site/acs/about/covidhelp.page>

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