

UNIVERSITY OF HAWAI'I NEWS

NEWS RELEASE

October 10, 2006

Contact: Helen Au, (808) 956-4949
College of Education, UH Mānoa



UNIVERSITY OF HAWAI'I AT MANOA COLLEGE OF EDUCATION ANNOUNCES THREE 30-SECOND PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

HONOLULU - The College of Education is pleased to announce three 30-second public service announcements (PSAs). These Education PSAs send messages to help the audience value education, build connections to schools, and plant seeds of personal responsibility.

The Education PSAs were developed in part by Project PACT (Partnering to Assess and Counteract Truancy), a Truancy Reduction Demonstration Project funded (1999-2006) by the U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention. Project PACT was administered by the Curriculum Studies Department of the College of Education, University of Hawaii in partnership with several state agencies including the Department of the Attorney General, Department of Education, Department of Health, Department of Human Services, Hawaii Judiciary-Family Court, and Honolulu Police Department.

The Education PSAs were recently featured at the Truancy Prevention: Everyone's Kuleana conference held September 19-20, 2006 at the Sheraton Waikiki Hotel. While the impetus for the PSAs was truancy prevention, the messages speak to more than truants and the truancy-linked audience. The PSAs can positively affect individual values and attitudes towards education.

The Education PSAs website at www.educationpsa.org provides reduced-size versions of the PSAs for online viewing, information about the Education PSAs DVD, and comments about and ideas for using the PSAs.

To date, KHNL, Oceanic, Olelo, and PBS Hawaii have agreed to provide airtime for the Education PSAs. The College of Education maintains an open invitation to all television stations that wish to join this proactive effort to improve education and enrich the lives of the children, youth, and families of Hawaii.

For more information, contact the Curriculum Studies Department at 956-7989 or visit:

www.educationpsa.org.

About the UHM College of Education

The College of Education at UH Manoa comprises a diverse mix of faculty, staff, and students whose aims are to advance and generate knowledge in the fields of education, human development, counseling, administration, assessment, evaluation, research, technology, disabilities, and other related disciplines. In addition to being a professional school of education, the College also houses units which employ and prepare professionals in the related fields of counseling, educational psychology, technology, research on disabilities, athletic training, evaluation, assessment, and curriculum development. For more information, visit www.hawaii.edu/coe.

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