Mom’s Needle Point

April 1, 2000 By Shana Naomi Krochmal

Through a balmy December and a bitter January, this ad from New York City’s Positive Health Project ran in 2,000 of the Big Apple’s public buses—half the city’s fleet. According to the group’s ED, Jason Farrell, most folks react to news of their kids’ drug use with a “just say no” ultimatum. “We wanted to educate moms about a more humanistic approach to the issue,” he said. The ad—paired with a Spanish-language version featuring a Latina—was selected be real-life moms of IV-drug users. “They picked the most to-the-point, radical ad,” Farrell said. “That was what they wanted to hear.”

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