

Angela Ambrosini

Design Brief

*"Providing anonymous alternatives to abandonment through education, prevention and community involvement."*

[www.childwelfare.gov](http://www.childwelfare.gov)



## The Role of Graphic Design in Social Awareness

[introduction]	<p>Depending on the state, Safe Haven Laws allow parents to give-up their child (newborn or up to the age of 17) to any nearby participating hospital, while remaining anonymous to all law and court legislative. (Each state is different depending on age requirements).</p> <p>This law, also know as the Baby Moses Law, first began in Texas in 1999 for mothers in crisis willing to give up their baby to the state because they could no longer take care of them. Babies were dropped off safely and anonymously at a Safe Haven location where they were taken care of instead of violently beaten and or possibly killed.</p> <p><b><i>“To date, approximately 47 States and Puerto Rico have enacted safe haven legislation. The focus of these laws is protecting newborns. In approximately 15 States, infants who are 72 hours old or younger may be relinquished to a designated safe haven. Approximately 14 States and Puerto Rico accept infants up to 1 month old. Other States specify varying age limits in their statutes.” 1</i></b></p> <p>The law states that a Safe Haven provider, upon receiving a child, is required, by law, to accept emergency care for the child or infant immediately.</p> <p>Each state is represented independently and has different rules on how and if the Safe Haven provider can gather family history or any relevant information from the parent at that time. However, the consequence still remain that once a child or infant is has been dropped off, child welfare is contacted immediately and the process begins to place the child in custody with a new family.</p>
[objective]	<ul style="list-style-type: none"><li>• To raise awareness in all participating states of the impact and possible choices that Safe Haven Rules provides parents and guardians in distress.</li><li>• To provide factual information of the consequences and choices of Safe Haven and encourage young mothers that abortion is not the only option.</li><li>• To encourage parents/guardians with children of all ages that there are choices and through those choices I want to clearly define the mission and goal of Safe Haven as the only option when times are troublesome.</li></ul>
[research]	<p>A great portion of my research will be gathering facts from the internet and the Safe Haven Government laws web site. I plan on researching and contacting the offices of New York City to see if can gather more factual data on how many children, infants, etc., were placed through the Safe Haven Law so that this will only enhance the impact of my message.</p> <p>There is a detailed PDF that I was able to gather from the Government agencies that guided me to the child welfare and laws provided by each state. The PDF is detailed with information on requirements and protection of both parties and how the establishment of the law took place.</p> <p>I feel this is a great start to begin my research and my thumbnail sketches of my awareness campaign.</p>
[target audience]	<p>This campaign is targeted towards parents/guardians of all ages, mainly young teens. The age bracket here is rather large but depending on the statistics from the government agencies, Safe Haven is geared towards an alternative to abortion; ages 14-18.</p> <p>Another important thing to consider are the grass root communities and also higher class families are also an option based on the participating states and their criteria (demographic and population resources).</p>

## The Role of Graphic Design in Social Awareness

[geographical  
scope]

The geographic scope of Safe Haven is spread across all 50 states. This, I feel, opens up a wide range of possibilities, allowing my campaign to focus on the message as a whole. The message can then impact any one at any given time- with the sole purpose of understanding what the Safe Haven laws are and how they can participate and or have this be an option to their distress.

[methodology]

The methodology behind my campaign will be to stress the profound impact on the many consequences, if people do and do not chose Safe Haven as an option. I also want to express, controversial issues on the many different feelings people have for and against Safe Haven. The moral and ethical values as well as the many religious and humane approach for life itself.

My campaign will focus on the before and after possibilities of the reality of Safe Haven for both teens and adults.

I will ensure that my designs will focus on the demographic and regions of each state and the statistics on the ages of the children that are being give to Safe Haven. I also want to impress the fact that people are still uneducated by this law and are choosing other options for their children's future. Signs are clearly marked in each neighborhood but no one in the communities are really geared to understand if this is the best move for them and their child. Again the consequences are impactful and I feel people need to know how it can effect them and their families.

[strategy]

My campaign will include a series of posters, t-shirts and a brochure - preferably a 3 or 2 fold. I had intentions on also creating online banners or a web site, however depending on the strategy for the other elements I think having one cohesive site for the Safe Haven Laws would be a great endeavor that I might try to challenge myself with.

My main focus, however, is the posters because Safe Haven is known for their "signs" throughout the communities that lead you to a participating location. I think these campaigns are crucial in getting teens and any one else educated on what Safe Haven is and have it become a possible option for them.

T-Shirts will also have the same objective but can be used for volunteers and also people that are going to be administering the process at the given locations.

The brochure will contain information on the many options and important facts about Safe Haven and their many locations that can be found at hospitals and doctors offices.

[footnotes]

### 1 About.com:

[http://pediatrics.about.com/gi/dynamic/offsite.htm?zi=1/XJ&sdn=pediatrics&cdn=health&tm=6&f=00&su=p284.9.336.jp\\_p726.5.336.jp\\_&tt=11&bt=0&bts=0&zu=http%3A//www.childwelfare.gov/systemwide/laws\\_policies/statutes/safehaven.cfm](http://pediatrics.about.com/gi/dynamic/offsite.htm?zi=1/XJ&sdn=pediatrics&cdn=health&tm=6&f=00&su=p284.9.336.jp_p726.5.336.jp_&tt=11&bt=0&bts=0&zu=http%3A//www.childwelfare.gov/systemwide/laws_policies/statutes/safehaven.cfm)

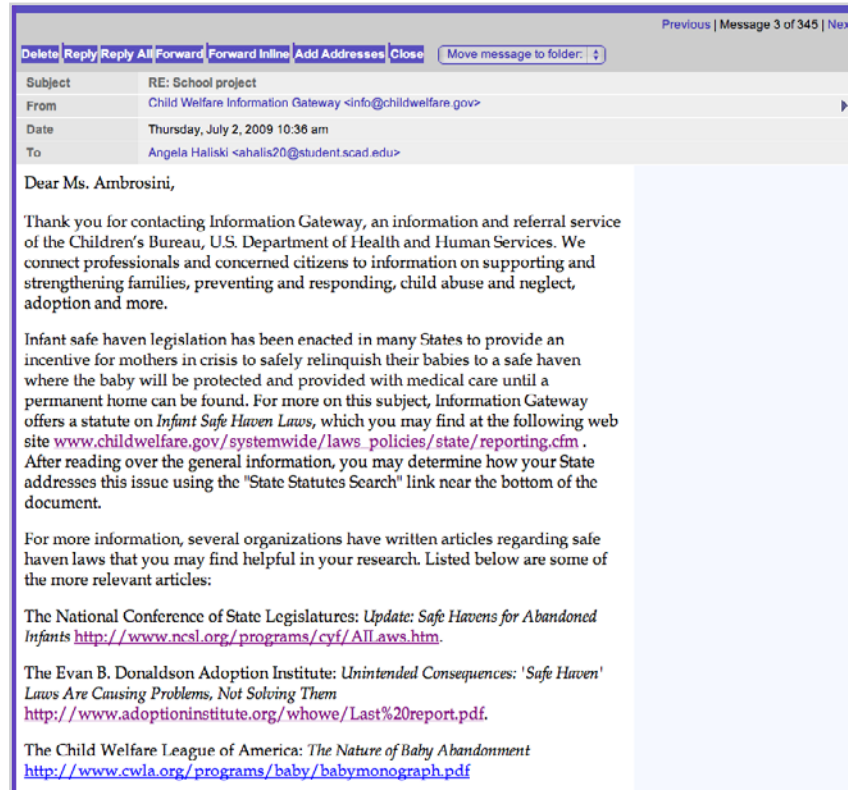


Design strategies and  
methodologies

## The Role of Graphic Design in Social Awareness

[Research]

Here is some of the important documentation and research for my project.



### Baby Monograph

<http://www.cwla.org/programs/baby/babymonograph.pdf>

There is no consistent or reliable method for collecting data across jurisdictions on the number of babies who are abandoned in unsafe places. Currently, the best assessment of the problem nationwide comes from a search of newspaper articles that was commissioned by the U.S. Department of Health and Human Services (1999). This search found 65 published reports of abandoned babies in 1991. Eight of these babies were found dead. In 1998, there were 108 reported abandoned babies, 33 of whom died. These data are limited in their usefulness for several reasons. They may significantly underreport the actual extent of abandonment, because they only reflect abandonment that were reported in the media. Some cases may never be publicly reported, whereas others may never be discovered. Furthermore, the increase in reports from 1991 to 1998 is just that—an increase in newspaper reports. There is no evidence that there was an accompanying increase in actual abandonment.

#### What Are the Incentives for a Person to Relinquish a Baby at a Safe Haven?

##### Anonymity

Although opportunities for confidential adoption can be found within existing laws, placing a child for adoption is never a truly anonymous act. Some experts believe that parents abandon babies in part because they are afraid of the consequences if others discover they had a child. Therefore, a key component of state safe haven laws is a guarantee of anonymity. Although 12 state laws specifically provide anonymity for relinquishes, 2 deny anonymity by requiring safe havens to seek the identities of the babies' parents. Most safe

## The Role of Graphic Design in Social Awareness

havens either implicitly or explicitly provide an anonymous way for parents to relinquish their babies.

### Protection from Liability

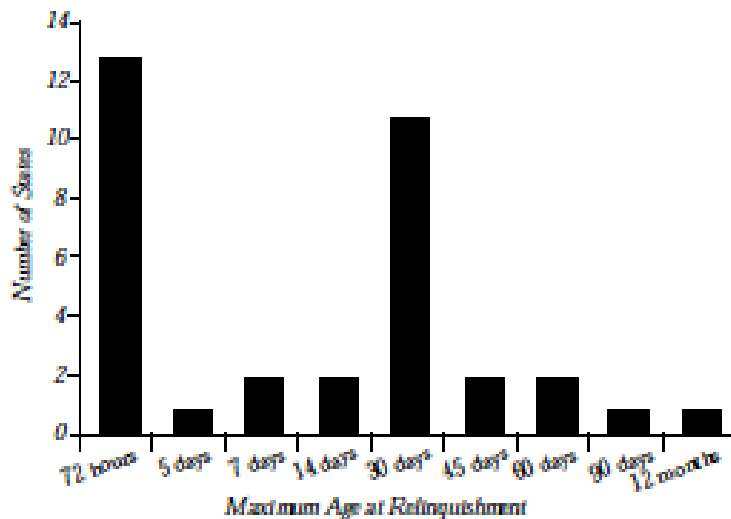
Although laws vary from state to state, abandonment of a child is illegal. It can be grounds for civil or criminal prosecution. To encourage parents who would abandon children to do so safely, every state safe haven law protects relinquishes from legal liability (see Figure 4). Fourteen states provide relinquishes with an affirmative defense to prosecution, whereas 21 make them immune from prosecution or stipulate that the act of safely relinquishing a child does not constitute abuse or neglect. Legally, these are two very different protections.

### Extent of the Problem

Despite the lack of consensus on a definition, this category of children has attracted an incredible amount of attention in the press, state legislatures, and child welfare agencies throughout the country over the past several years, particularly after an "unprecedented rash of baby abandonment" in Houston was reported in *The New York Times* in December 1999 (Yardley, 1999). The article generated national attention, and efforts to respond to the problem gathered momentum. As child welfare agencies, law enforcement professionals, legislators, and others began to examine the issue, however, one of the most enduring obstacles to ending baby abandonment became apparent: there is virtually no information on the scope or nature of the problem.

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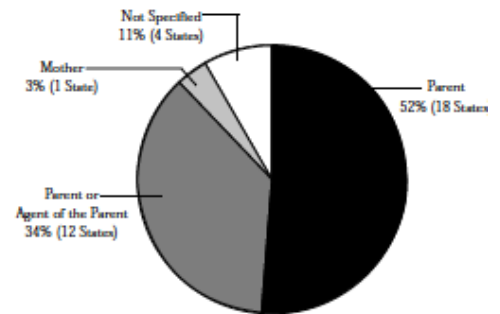
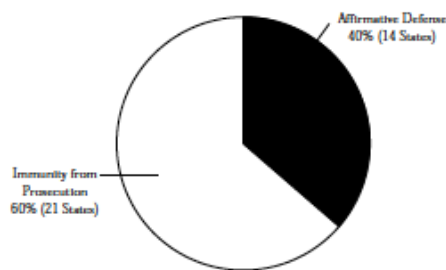
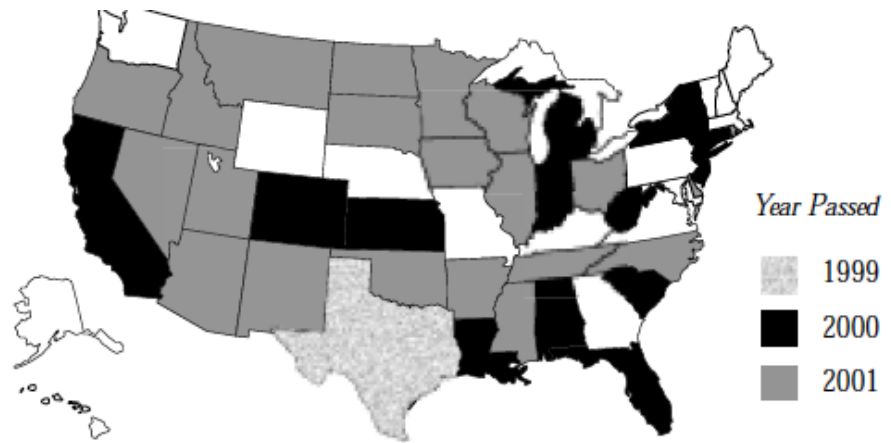
Note: Child Welfare League of America analysis of state safe haven laws.

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in Social Awareness**

**Efficacy of Safe Havens—  
Public Information Campaigns**

For safe havens to be effective, people must know that they exist. To increase public awareness of safe havens, 15 states order the creation and promulgation of public information campaigns. The states differ in the level of detail they give regarding these campaigns, but most stipulate the creation of toll free hotlines, written educational materials, and/or public service announcements.

Only three states, however, provide funding for these campaigns. New Jersey allocated \$500,000 to the Department of Human Services for its public information campaign in its original law, whereas California allocated \$500,000 in February 2002, nearly 17 months after the safe haven law was originally enacted. Oregon did not allocate funds, but empowered the Department of Human Services to accept gifts, grants, or contributions from any source to carry out its campaign.



Note: Child Welfare League of America analysis of state safe haven laws.

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[Word Search]

Protection	Attention	Blue
Liability	Hospital	Sad
Problem	Age	Depressed
<b>Abandonment</b>	Hope	Confused
Welfare	<b>Options</b>	Stolen
Children	Choice	Heal
Babies	Care	Answers
<b>Anonymous</b>	Live	
Parents	<b>Save</b>	
Mother	<b>Life</b>	
Father	Community	
Death	City	
<b>Surrender</b>	Country	
Teens	Change	
Relinquish	Fear	
USA	Shame	
Law	Punishment	
Enforcement	Decisions	
States	Help	
<b>Safe Haven</b>	Parenthood	

[Samples]

All Samples on the next page were found on these sites:

1. [zero-zed.blogspot.com](http://zero-zed.blogspot.com)
2. [www.advirtues.com](http://www.advirtues.com)
3. [top10hell.com](http://top10hell.com)



# The Role of Graphic Design in Social Awareness

1



2



The ad for an adoption agency appeared as a magazine double spread with a clear window that it became the left page. It shows a child curled on the ground. What you notice first is the window and how it shows the child's face and how the agency logo and text are all visible through it.

3



## The Role of Graphic Design in Social Awareness

[Branding for  
all Safe Haven  
Communities]



[Logo used by  
certain states]



[Logo used in a more  
common and legal setting  
for Safe Haven]

help is here.

Safe Babies - Safe Place  
Safe Haven

And "here" is anywhere you see this sign.

You're scared. You're alone. You thought you were out of options. You're not. In Illinois, a parent who cannot care for their newborn up to 7 days old can legally hand the unharmed infant to a staff member at a **fire station, police station, or hospital** and walk away, no questions asked.

When you see this sign, you know it's safe, it's legal, and totally anonymous. Your newborn will be adopted and you can walk away knowing your baby and your secret are safe.

To speak with a crisis counselor, call 888-510-BABY (2229).

For more information, visit [www.SaveAbandonedBabies.org](http://www.SaveAbandonedBabies.org).

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[Existing  
Safe Haven  
Campaigns]



## The Role of Graphic Design in Social Awareness

[Color Options]

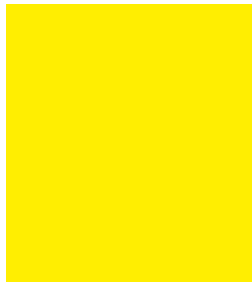


Red Tones:  
Alert, power, attention getter for call-to-actions or headings

Red is the warmest of all colors. Red is the color most chosen by extroverts and one of the top picks of males. On the negative side red can mean temper or anger. In China, red is the color of prosperity and joy.

**Use red when you want:**  
increased enthusiasm and interest  
more energy  
action and confidence to go after your dreams  
protection from fears and anxieties

---



Yellow Tones:  
Alert, headings or icons

The shade of yellow determines the meaning. Pure, bright and sunny yellow is the easiest color to see. People who are blind to other colors can usually see yellow. Yellow is full of creative and intellectual energy. Always use yellow note pads. Yellow symbolizes wisdom. Yellow means joy and happiness. People of high intellect favor yellow. Yellow daffodils are a symbol of unrequited love. Sunday's color is yellow-gold.

**Use yellow when you want:**  
clarity for decision-making  
relief from 'burnout', panic, nervousness, exhaustion  
sharper memory and concentration skills  
protection from lethargy and depression during dull weather

---



Black Tones:  
Body copy and Images

In times of fear and uncertainty black contains the energy of the threatening unknown. In a positive state, black is seen as a restful emptiness into which anything may emerge and disappear once again. It is also mysterious, providing a sense of potential and possibility.

**Use black when you want:**  
to become inconspicuous  
to open the door to mystery  
to prepare for the unknown  
a restful emptiness

---



Blue Tones:  
Body copy and Images

Blue gives a feeling of distance. Artists use it to show perspective. This is a good way to understand the energy of the color blue - it allows us to look beyond and increase our perspective outward. It contains a cool vibration that is helpful to communication.

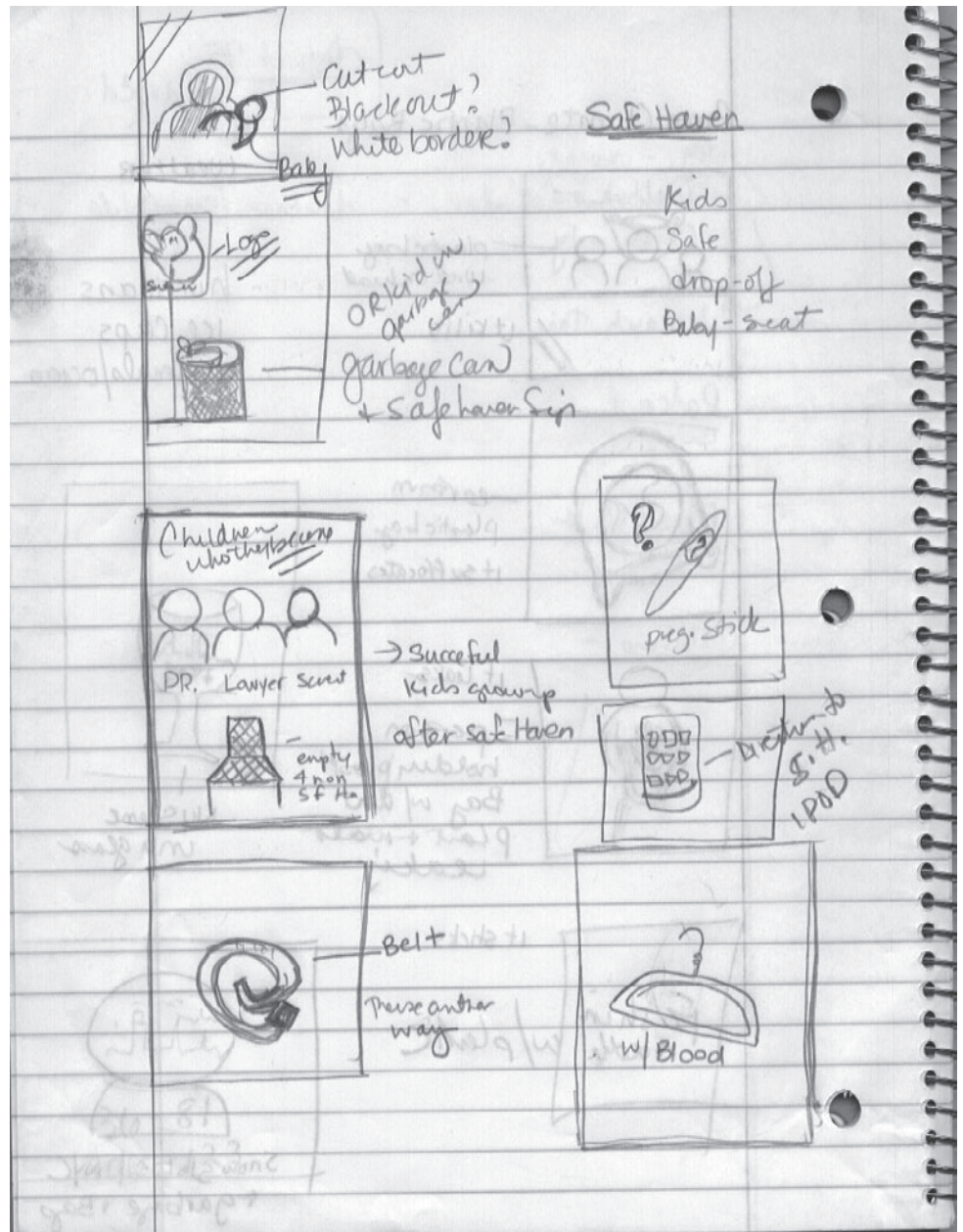
**Use blue when you want:**  
calm and relaxation to counteract chaos or agitation  
to open the flow of communication  
to broaden your perspective in learning new information  
solitude and peace

## The Role of Graphic Design in Social Awareness

[Mock-ups]

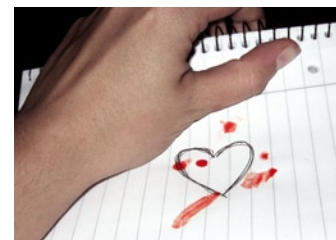
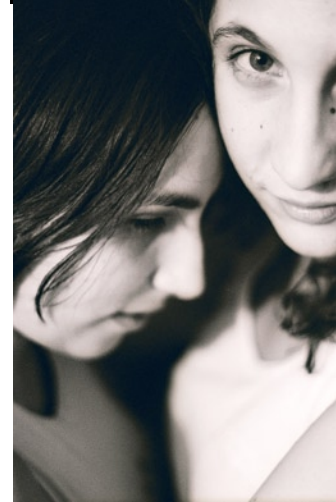
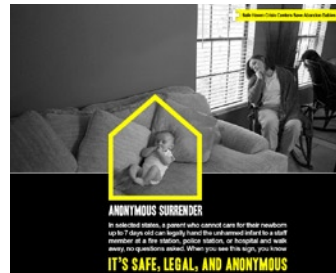
My sketches are based on the word search and definitions as well as the information provided to me by the child welfare organizations. The key words that I feel pressed the message was that Safe Haven is a SHORT TERM answer and that people should consider using them because of the anonymity that the law provides.

The moral vales, I felt were also interesting to portray but yet delivered a different message all together. The result is that if this is looked at as sin then babies continue to die. Until we lower teen pregnancy and unwanted pregnancy Safe Haven is the short term answer.



# The Role of Graphic Design in Social Awareness

[Images]



## The Role of Graphic Design in Social Awareness

[fonts]

I wanted to do some type exploration based on several different sans-serif fonts. I believe that serif was not as applicable for this design because of how elegant it appears to be.

Sans-serif, known as headline fonts, are clean and crisp and I wanted the text to be legible from far away as well as up close and personal.

Although serif fonts are known to be more legible - the sans-serif world also has some good quality headline fonts that were also applicable to the body copy of the posters and brochures as well- it can also be translated easily on the web site design as well, which was another consideration when I was researching fonts.

### typenokside font

Author: junkohanhero  
typewriter/fancy font  
Serif based font for body and headline.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

ABCDEFGHI  
JKLMNOPQ  
RSTUVWXY

ABCDEFGHI  
JKLMNOP  
QRSTUVWXYZ

### Arial

Simple and San-Serif font.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

ABCDEFGHIKL  
MNOPQRSTUV  
XYZ

ABCDEFGHI  
JKLMNOP  
QRSTUVWXYZ

ABCDEFGHI  
JKLMNOP  
QRSTUVWXYZ

### headline\_hplhs font

A replica of real newspaper headline type. It has softly rounded corners simulating a sans-serif font.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

ABCDEFGHIJKLM NOPQRST  
UVWXYZ

ABCDEFGHIJKLM N  
OPQRSTUVWXYZ

ABCDEFGHIKL  
MNOPQRSTUV  
XYZ

### helvetica font

Author: Max Miedinger  
sans-serif font.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

ABCDEFGHIKL  
MNOPQRSTUV  
XYZ

ABCDEFGHI  
JKLMNOP  
QRSTUVWXYZ

ABCDEFGHI  
JKLMNOP  
QRSTUVWXYZ



## My First Design Samples



## The Role of Graphic Design in Social Awareness

[Samples]

My design and message is wanting to showcase the Anonymous surrender of the parents so that the Babies can be relinquished safely.

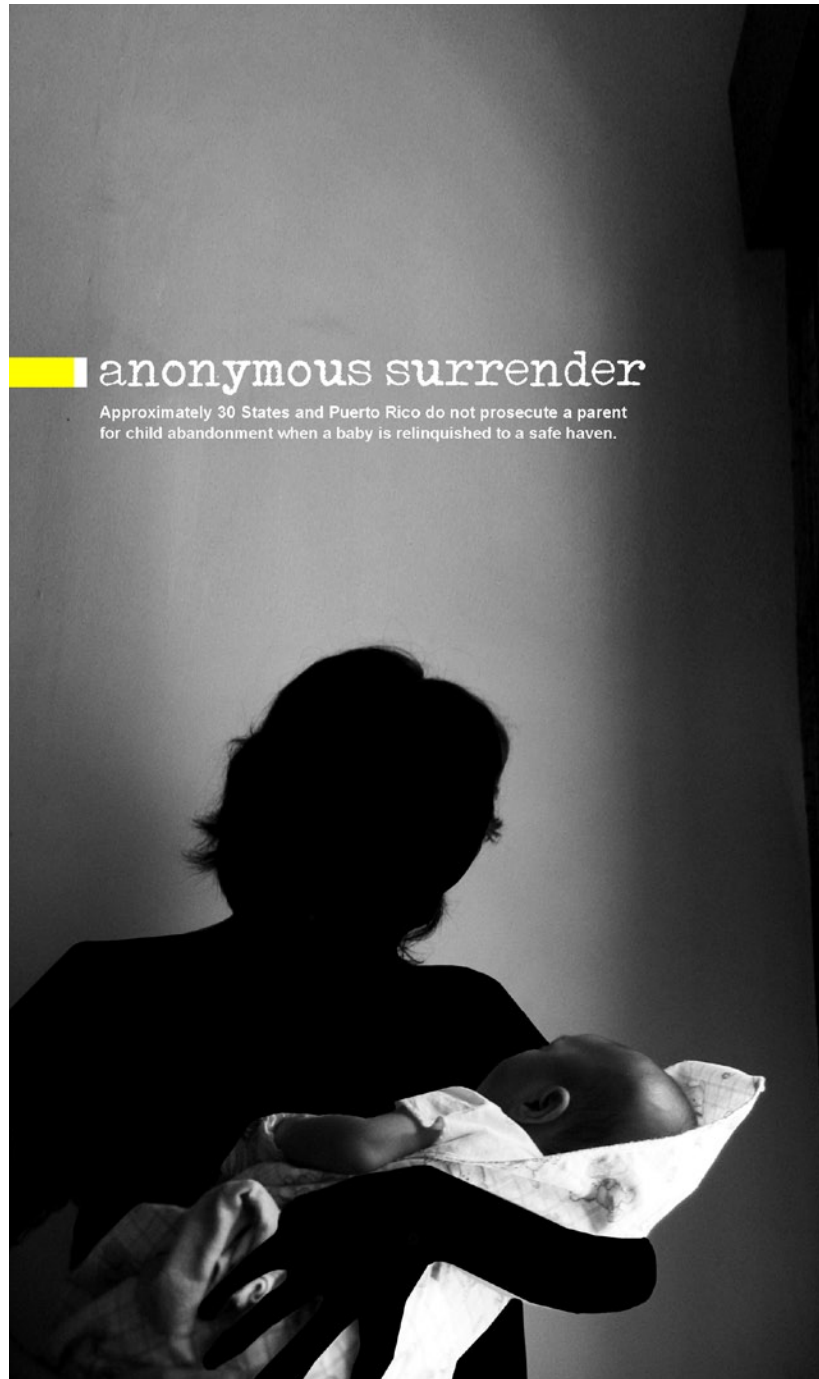
I have to work on the headline more and also grab some interesting facts and data on how many babies were saved that I will add under the headline. I am working on getting this factual data.

I brought in the yellow because it works well with the dark black and stands out as a sign and also as the definitions states:

**Use yellow when you want:**  
clarity for decision-making  
relief from 'burnout', panic, nervousness, exhaustion  
sharper memory and concentration skills  
protection from lethargy and depression during dull weather

I plan on for the brochure to actually cut-out the parent so that you can see through the panels.


These are just a few samples that I worked on.



**The Role of Graphic Design  
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[Samples]



 anonymous surrender

**The Role of Graphic Design  
in Social Awareness**

[Samples]



## My Second Design Finals

For my second round of designs, I wanted to keep the anonymous look and feel to the campaign, because I felt that this was extremely important. The information and research that I accumulated also enforced how critical it was for people that were thinking of using Safe Haven wanted to remain anonymous.

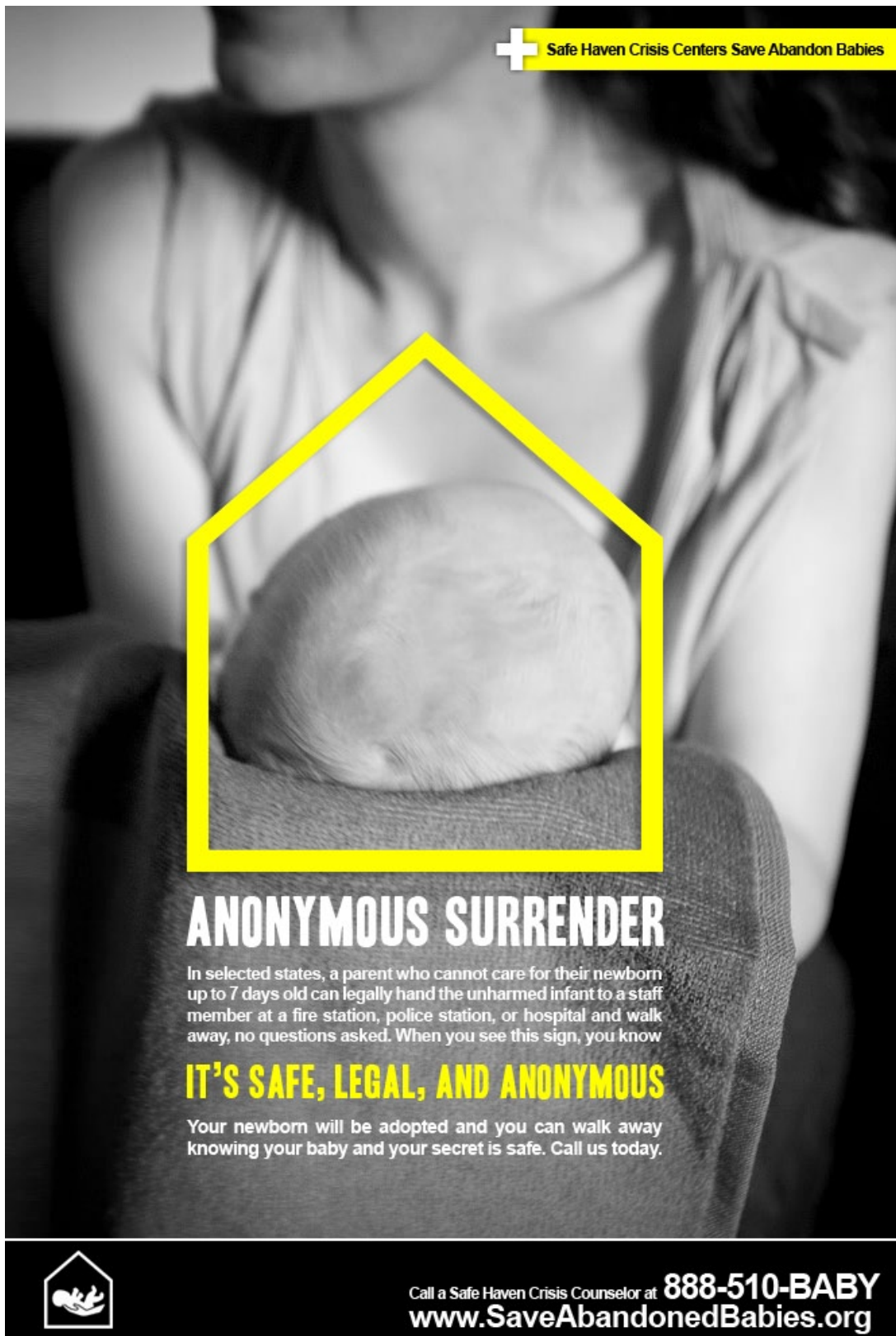
I wanted to continue to experiment with the dark shadows and perhaps look more into the branding and past campaigns that Safe Haven already had been using. Their branding was different from state-to-state but had a legal and consistent logo, "The Safe Haven house" and I wanted to incorporate the idea of the intent of Safe Haven with my message and campaign.

The following pages are my final comp's and how I took the past sketches and first layouts to a more defined and cohesive design and layout.

With my three deliverables I have designed and created:

1. Several Ad campaigns for bus stops, firehouses, police stations, doctor's office's, supermarkets, hospitals, train stations, bathrooms, highways, etc.
2. A fully detailed brochure that can be printed and or an online pdf (as they presently have on their web site today). This brochure can be in doctor's office and clinics to explain the details and information about Safe Haven and it's laws.
3. And last are T-shirts that I felt were necessary for people dropping off babies to spot a Safe Haven employee and feel safe and anonymous without asking for help.

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in Social Awareness**




+ Safe Haven Crisis Centers Save Abandoned Babies

## ANONYMOUS SURRENDER

In selected states, a parent who cannot care for their newborn up to 7 days old can legally hand the unharmed infant to a staff member at a fire station, police station, or hospital and walk away, no questions asked. When you see this sign, you know

### IT'S SAFE, LEGAL, AND ANONYMOUS

Your newborn will be adopted and you can walk away knowing your baby and your secret is safe. Call us today.



Call a Safe Haven Crisis Counselor at **888-510-BABY**  
[www.SaveAbandonedBabies.org](http://www.SaveAbandonedBabies.org)

Ad campaign

[ finals ]

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**Safe Haven Crisis Centers Save Abandon Babies**

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[ finals ]

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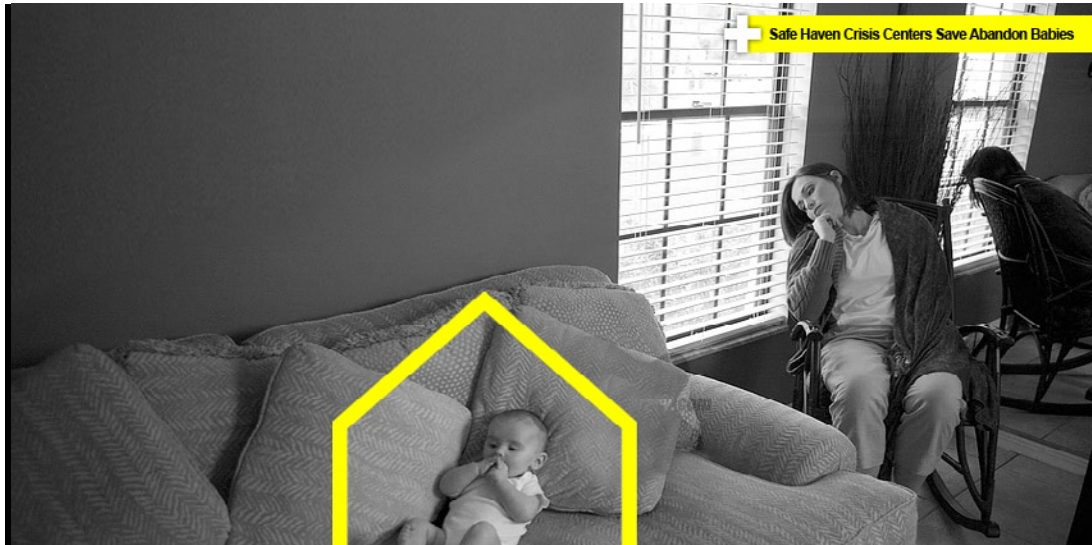
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[ finals ]

## The Role of Graphic Design in Social Awareness



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[ finals ]

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**+ Safe Haven Crisis Centers Save Abandon Babies**

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Safe Haven Crisis Centers Save Abandon Babies

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Ad layouts

[ finals ]

## The Role of Graphic Design in Social Awareness



Ad layouts

[ finals ]

## The Role of Graphic Design in Social Awareness



**The Role of Graphic Design  
in Social Awareness**



**The Role of Graphic Design  
in Social Awareness**





**The Role of Graphic Design  
in Social Awareness**



**The Role of Graphic Design  
in Social Awareness**



**The Role of Graphic Design  
in Social Awareness**



**The Role of Graphic Design  
in Social Awareness**

**CITY BUS STOP**

**ANONYMOUS SURRENDER** 888-510-BABY  
[www.SaveAbandonedBabies.org](http://www.SaveAbandonedBabies.org)

Safe Haven Crisis Centers Save Abandoned Babies

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**The Role of Graphic Design  
in Social Awareness**



Brochure layout [ finals ]

# The Role of Graphic Design in Social Awareness



**saveAbandonedbabies**

The Save Abandoned Babies Program is a national, non-profit organization that provides a safe, legal, and anonymous way for parents to surrender their babies. The program is available in all 50 states, the District of Columbia, and Puerto Rico. For more information, call 1.888.510.BABY or visit [www.SaveAbandonedBabies.org](http://www.SaveAbandonedBabies.org).

**ANONYMOUS SURRENDER**

An abandoned baby is a person who cannot care for their newborn up to 7 days old and can legally hand the unharmed infant to a staff member at a fire station, police station, or hospital and walk away. No questions asked. When you see the sign, you know IT'S SAFE, LEGAL, AND ANONYMOUS. Your newborn will be adopted and you can walk away knowing your baby and your secret is safe. Call us today.

Call 24-hour National Crisis Center: **1.888.510.BABY**  
[www.SaveAbandonedBabies.org](http://www.SaveAbandonedBabies.org)

**the nature of Abandonment**

The nature of a baby's abandonment is a result of various factors, including the parent's mental health, substance use, and lack of social support. The program provides a safe and legal way for parents to surrender their babies without any questions asked. The program is available in all 50 states, the District of Columbia, and Puerto Rico. For more information, call 1.888.510.BABY or visit [www.SaveAbandonedBabies.org](http://www.SaveAbandonedBabies.org).

**responses to baby Abandonment**

The responses to baby abandonment are varied and can range from immediate adoption to long-term foster care. The program provides a safe and legal way for parents to surrender their babies without any questions asked. The program is available in all 50 states, the District of Columbia, and Puerto Rico. For more information, call 1.888.510.BABY or visit [www.SaveAbandonedBabies.org](http://www.SaveAbandonedBabies.org).

**extent of the Problem**

The extent of the problem of baby abandonment is significant and has increased over the years. The program provides a safe and legal way for parents to surrender their babies without any questions asked. The program is available in all 50 states, the District of Columbia, and Puerto Rico. For more information, call 1.888.510.BABY or visit [www.SaveAbandonedBabies.org](http://www.SaveAbandonedBabies.org).

**who may relinquish a Baby?**

Parents who are unable to care for their newborn due to various reasons, including mental health issues, substance use, and lack of social support. The program provides a safe and legal way for parents to surrender their babies without any questions asked. The program is available in all 50 states, the District of Columbia, and Puerto Rico. For more information, call 1.888.510.BABY or visit [www.SaveAbandonedBabies.org](http://www.SaveAbandonedBabies.org).

**what are the Incentives?**

Parents who surrender their babies through the program may be eligible for financial incentives, including cash payments and medical expenses. The program provides a safe and legal way for parents to surrender their babies without any questions asked. The program is available in all 50 states, the District of Columbia, and Puerto Rico. For more information, call 1.888.510.BABY or visit [www.SaveAbandonedBabies.org](http://www.SaveAbandonedBabies.org).

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**who can accept a relinquished Baby?**

Parents who are able to care for their newborn and provide a safe and loving home. The program provides a safe and legal way for parents to surrender their babies without any questions asked. The program is available in all 50 states, the District of Columbia, and Puerto Rico. For more information, call 1.888.510.BABY or visit [www.SaveAbandonedBabies.org](http://www.SaveAbandonedBabies.org).

**Issues and Concerns**

Concerns about the program's safety, legality, and anonymity. The program provides a safe and legal way for parents to surrender their babies without any questions asked. The program is available in all 50 states, the District of Columbia, and Puerto Rico. For more information, call 1.888.510.BABY or visit [www.SaveAbandonedBabies.org](http://www.SaveAbandonedBabies.org).

**children's Rights**

The rights of children who are abandoned through the program. The program provides a safe and legal way for parents to surrender their babies without any questions asked. The program is available in all 50 states, the District of Columbia, and Puerto Rico. For more information, call 1.888.510.BABY or visit [www.SaveAbandonedBabies.org](http://www.SaveAbandonedBabies.org).

**father's Rights**

The rights of fathers who are abandoned through the program. The program provides a safe and legal way for parents to surrender their babies without any questions asked. The program is available in all 50 states, the District of Columbia, and Puerto Rico. For more information, call 1.888.510.BABY or visit [www.SaveAbandonedBabies.org](http://www.SaveAbandonedBabies.org).

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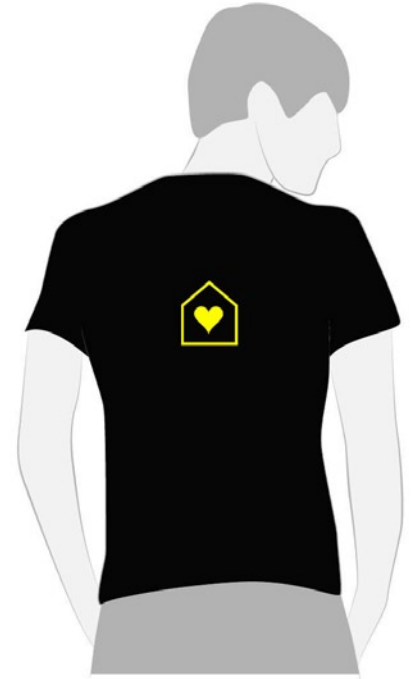
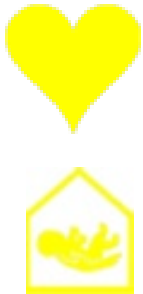
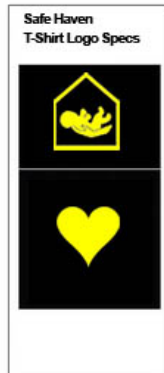
**federal Legislation**

The federal legislation that governs the program. The program provides a safe and legal way for parents to surrender their babies without any questions asked. The program is available in all 50 states, the District of Columbia, and Puerto Rico. For more information, call 1.888.510.BABY or visit [www.SaveAbandonedBabies.org](http://www.SaveAbandonedBabies.org).

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# The Role of Graphic Design in Social Awareness



T-shirt layout

[ finals ]





## Final words on my Design

This campaign was very challenging yet satisfying at the same time. I wanted to create a design that spoke to the message and the information of how very important this issue is. I also wanted to incorporate the same look and feel of what the Safe Haven already had so that it will seem like an easy transition to the organization instead of recreating the wheel.

I am extremely happy how the campaign and the designs came out and over all speak a cohesive theme and share the same message throughout. The message of how Safe Haven is a safe and promising choice for a temporary solution to societies un-wanted births.