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CAMBA LAUNCHES 2016 MULTIMEDIA CAMPAIGN TO PROMOTE FAMILY SUPPORT OF LGBTQ YOUTH

DJ ANGELA YEE AND POWER 105.1 JOIN CAMPAIGN AND PROMOTE THE MESSAGE OF FAMILY ACCEPTANCE

Gay or not, you are my child.
I've got your back.



Love and support your gay child.

Find out how at: camba.org/projectALY
Learn about our Parent Groups. CAMBA
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Brooklyn, NY – October 18, 2016 – To promote the importance of family support for lesbian, gay, bisexual, transgender and queer (LGBTQ) youth, CAMBA launched a campaign today that includes bus shelters ads and radio PSAs on Power 105.1. Based in Brooklyn, CAMBA is one of New York City's largest multi-service organizations.

This year's campaign highlights the crucial role that parents play and encourages them to reach out for peer support in learning acceptance strategies.

The ads are part of a larger multi-pronged effort by CAMBA's Project ALY (Accept LGBTQ Youth) to change parental attitudes, which includes educational workshops and parent groups. The initiative is funded by the New York City Department of Health and Mental Hygiene.

Lesbian, gay and bisexual high school students experience substantially higher rates of depression, bullying and substance use compared to their heterosexual peers, according to a recent Centers for Disease Control and Prevention national study. Familial acceptance has been shown to buffer this risk and is associated with reduced risk of health problems, including suicide and HIV. Project ALY, a CAMBA HIV-prevention initiative, encourages parents, guardians and families to accept LGBTQ youth, while acknowledging that acceptance is a process.

"Parents love their children and may discourage their LGBTQ identity because they want to protect them," said **Joanne M. Oplustil, President & CEO of CAMBA/CAMBA Housing Ventures**. "They may not realize that disapproval has dramatic consequences for their children's mental and physical health, increasing their risk for depression, HIV infection and substance abuse. "

"Support from family is crucial to a person's development, especially during adolescence," said **Council Member Jumaane D. Williams**. "Although family may not always agree or understand a loved one, it is vital that any disagreement or lack of understanding does not get in the way of their love and support."

(more)

“Young LGBTQ people, particularly transgender and gender non-conforming youth, experience unacceptably high rates of suicide and suicidal ideation and family intolerance is one of the leading causes,” said **Floyd Rumohr, Executive Director of Brooklyn Community Pride Center**. “The smallest expression of disapproval now can have devastating consequences tomorrow. Sending positive messages through campaigns like this is the moral imperative of our time.”

The 2016 bus ad campaign will also be featured on iHeart Radio/Power 105.1, through radio spots and online video endorsements by popular **DJ Angela Yee**, [online banner ads](#) and in promotion of the station’s Powerhouse 2016 concert.

Angela Yee said: “I am excited to be able to be part of CAMBA campaign. Being a proud Brooklyn resident, I know love what CAMBA is doing for the youth of my community. No young person should feel alone or different. I am proud to spread a message of acceptance and love with CAMBA.”

“Our campaign seeks to help parents and family members who struggle with acceptance understand the harmful effects that disapproval and rejection can have on LGBTQ youth,” said **Lisa Koffler, CAMBA Assistant Director for Prevention Services**. “This will help break the silence, remove stigma and motivate change throughout the community,” she added.

Project ALY also gets that message out through its Family Acceptance and LGBTQ Cultural Competency workshops for community groups, schools and agencies. Interested parents and family members are encouraged to attend monthly support groups to discuss their attitudes and concerns. Project ALY enlists supportive parents of LGBTQ youth, who share their stories and become role models for others who are not yet as accepting.

“Familial support of young men who have sex with men and other LGBTQ youth provides a foundation that allows them to both accept themselves and the defense to demand respect from others,” said **Dr. Demetre Daskalakis, Assistant Commissioner for the Bureau of HIV/AIDS Prevention and Control at the New York City Health Department**. “Work to improve and maintain healthy conversations and family relationships, such CAMBA’s campaign, helps to address stigma in a sacred space: the home.”

As the mother of one transgender teen put it: “It’s hard. It’s something you can’t understand and you don’t want to accept, but that’s your child. You’ve got to love them – that’s the bottom line. That’s your child, no matter what.”

The campaign was developed with feedback from a number of focus groups and interviews with LGBTQ youth and parents who are supportive of their LGBTQ kids. For more information on the campaign and resources for parents, family members and youth, go to camba.org/ProjectALY.

About CAMBA

CAMBA is a nonprofit organization that provides services that connect people with opportunities to enhance their quality of life. Started in 1977, CAMBA offers integrated services and programs in: Economic Development, Education & Youth Development, Family Support, Health, Housing and Legal Services. CAMBA serves more than 45,000 individuals and families, including 10,000 youth, each year. Learn more about CAMBA’s life-changing services at www.Camba.org. ###