



AGENDA ITEM: 8

DATE OF MEETING: October 20, 2010

ACTION: X

INFORMATION:

**APPROVAL OF CONTRACT EXTENSION CCFC 6943
PUBLIC EDUCATION AND OUTREACH**

SUMMARY OF REQUEST

This is a request for approval to extend the First 5 California contract for public education and outreach for up to \$2 million through December 31, 2011.

BACKGROUND

Under the California Children and Families Act (Act), the State Commission authorizes funding for public relations and media contracts. Under its authority, it directs staff to release Requests for Proposals (RFPs) to secure public education and outreach contractors through a fair, open, and competitive bid process to accomplish the intent of the Act and specifically the activities specified in law regarding mass media communications.

Currently, First 5 California contracts with The Rogers Group (TRG) for public relations and with Fraser Communications for media campaigns. The TRG contract will expire on November 30, 2010, and the Fraser Communications contract will expire on December 31, 2011. This request to extend the TRG contract through December 2011 provides First 5 California the option to release a single RFP that combines the public relations and media services into a single contract. This approach to contract with one firm for both types of services is consistent with the current contract practices of other state agencies, including a recent RFP issued by the Department of Public Health for public education and outreach campaigns related to nutrition.

Contract History

Pursuant to a competitive bid process, and in keeping with the principles of both the Act and state contracting rules and requirements, First 5 California placed out to bid in October 1999 a public education and outreach services (public relations) contract that was awarded to TRG (previously named Rogers & Associates). In April 2001 and again in June 2005, First 5 California placed the public relations services to bid, and both times TRG was the prevailing bidder and awarded the contract.

In March 2008, the Commission approved a contract extension for two years and up to \$7.4 million, while locking in billing rates that were established in 2005. In January 2010, the Commission approved a time-only contract extension through November 30, 2010.

DISCUSSION

First 5 California's profile has been raised at the state and national levels setting in motion multi-faceted public education efforts in multiple languages, on multiple platforms, and in ethnically/culturally diverse and hard-to-reach regions. As a result, First 5 California is at a critical juncture with its public education and outreach program, particularly as the State Commission aims to address critical themes impacting young children, including raising awareness of nutrition and exercise, early literacy development, and the dangers of second-hand smoke. First 5 California believes that seamless continuity in its outreach efforts is essential to fulfill its mandate.

Should the current contract expire, all media relations, digital outreach, county commission technical assistance, and ethnic and grassroots outreach, including the Hands-on Health Express mobile van, will be suspended. First 5 California, TRG, and its sub-contractors have collectively played a key role in many First 5 accomplishments and successes. First 5 California must keep the momentum going to realize our new Signature Programs and maximize existing efforts.

First 5 California's communications campaign integrates advertising, public relations, and grassroots outreach to reach its target audiences. The synergy between these disciplines produces powerful results in brand recognition and behavioral changes among the state's parents and caregivers. First 5 California must not only reach our target audiences through the media, but also through word of mouth, community organizations, faith-based institutions, government leaders, and various other venues. Our utmost goal is to convert awareness into understanding and action on behalf of the children of California.

A central element of the campaign has been ethnic outreach. First 5 California has engaged partners who specialize in reaching California's diverse population, including the African-American, Asian Pacific Islander American, and the Latino communities. Our public relations outreach is conducted in at least six languages. In addition, First 5's grassroots outreach -- most notably through the Hands-on Health Express mobile van -- helps to deliver messages to hard-to-reach audiences who are less likely attuned to mainstream media.

TRG executes all aspects of the Hands-on Health Express mobile van -- our traveling interactive health exhibit that is continuously traveling across the state.

Example:

- The Hands-on Health Express mobile van is concluding its 10th tour, reaching nearly 500,000 people to-date in all 58 counties, and has garnered more than 40 million impressions. The mobile van is currently focusing on events around the state targeting hard-to-reach communities, such as migrant farm workers and Native American

reservations. It has also been showcased at recent high-profile events, including Maria Shriver's "Family Day" event in Santa Monica.

- In addition to engaging children and families through learning activities, the *Express* is our primary means for distributing educational materials directly to our target audiences.

TRG runs our County Technical Assistance program, which is used by 80 percent of county commissions every month.

Example:

- The program provides communications assistance ranging from cultural sensitivity and media relations to crisis strategy counsel and research. TRG also created and executes the monthly materials program used by the majority of counties, which combined with our County TA media relations, generates nearly 200 media clips per month.

State Commission staff works with the contractor on media relations activities, including managing two high-profile monthly media partnerships:

- TRG has secured and maintained a partnership with *KCRA-TV* in Sacramento which televises First 5 messages each month in this key media market. In fact, the contractor recently secured additional airtime with the station, which is now producing pre-taped packages on the First 5 topic of the month to introduce the segment. *KCRA* also highlights the segments and First 5 California resources on its Web site.
- TRG formed a partnership with *Univision*, which has helped First 5 California reach 90% of Spanish speakers in California. These monthly segments reinforce our key health and early education messages with Latino audiences.

We also seek out the public relations contractor's expertise in spearheading media and community events.

Example:

- In response to the H1N1 flu outbreak, First 5 California enlisted Los Angeles' top health official -- Dr. Jonathan Fielding -- as well as key strategic partners to participate in successful flu prevention awareness event in Los Angeles. This event brought together hundreds of families with young children as well as key stakeholders.

TRG oversees our growing social networking presence, which allows First 5 California to have daily engagement with parents and caregivers online.

Example:

- First 5 California disseminates valuable early childhood development content on a daily basis through its social networking sites -- including Facebook, Twitter, YouTube, and MySpace Latino -- which collectively reach thousands of fans and followers.

With the help of its public relations contractor, First 5 California has secured a diverse roster of influential partnerships, including:

- Corporations like Westfield, Albertsons, Vons, Farmers Insurance, Pep Boys, *El Clasificado*, and Hobe's, which have distributed First 5 resources and promoted our key messages free of charge.
- Faith-based organizations, like the California Widows and Wives Association and Latino churches.
- Medical experts, like our new pediatrician spokesperson program, which was created to help us gain additional exposure in the Latino media market.
- Celebrities like basketball star Lisa Leslie, who helped promote the *Kit for New Parents*; and TV personality and nutritionist Chef LaLa, who helped us develop the now award-winning *Yummy for Your Tummy* recipe book. The campaign launching *Yummy for Your Tummy* included partnerships with more than 450 grocery stores, and ultimately produced more than 17.5 million impressions encompassing general market, Latino, African American, and Asian Pacific Islander American media outlets.

STAFF RECOMMENDATION

Staff recommends extending the First 5 California contract for public education and outreach for up to \$2 million through December 31, 2011.

The current contract reimbursement rates established in June 2005 will remain in effect through December 31, 2011, when the 13-month extension period will end. This extension will allow First 5 California to continue to meet its mandate to devote applicable Proposition 10 funds to public education and outreach, as well as meet First 5 California's strategic plan goals to broaden public awareness around the importance of the early years of a child's life.

FISCAL IMPACT

Staff has attached the template that identifies fund balances, percentage to balance, amount requested, terms, and other relevant fiscal data to facilitate discussion of CCFC-6943.

STRATEGIC PLAN

Strategy 3.1 — Targeted media — Educate Californians about the healthy development of children and the importance of the first five years using a broad range of media strategies.

Objective 3.1.1 – Develop and implement a comprehensive, three-year media plan.

Objective 3.1.2 – Develop and implement a comprehensive, grassroots public education campaign.

ALTERNATIVES CONSIDERED

Description of Alternative 1

Expiration of contract CCFC-6943 on November 30, 2010.

Pros

First 5 California would begin development of a new RFP for a public education and outreach contractor after obtaining Commission approval for such.

Cons

Existing programs and services developed through the current contract would cease resulting in a lack of valuable education and information available for California families.

No new public education and outreach or communication strategies would be implemented, and no county technical assistance would be provided until such time as a new contractor was fully on board.

The 800-KIDS-025, which encourages new or expecting parents and caregivers to call the 800 line to obtain a *Kit for New Parents*, would cease to be promoted through public education and outreach efforts.

Depending upon RFP development, release, potential protest, and award, a new contract would likely not be operational until the end of 2011.

FUNDING REQUEST FISCAL DETAIL

Title of Request:	Time extension of 13 months with funding increase for CCFC 6943 - The Rogers Group				<input checked="" type="checkbox"/> Contract <input type="checkbox"/> Program Disbursement <input type="checkbox"/> Special Disbursement		
Amount of Current Agreement:	Up to	\$ 18,357,525	Expenditures to Date:	\$ 16,847,106			
Current Term of Agreement:	6/1/2005	Through	11/30/10				
		Fiscal Year Detail					
		04-07	07-08	08-09	09-10	10-11	11-12
New Amount Requested:	Up to	\$ 2,000,000				764,296	1,235,704
Total Amount of Agreement:	Up to	\$ 20,357,525	7,241,738	3,484,875	3,594,616	2,329,184	2,471,408
Proposed Funding Term:	06/1/2005	Through	12/31/2011				
First 5 California Account Name:	Mass Media Communications	Account Number	0631	Fund Availability Confirmed	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Statutory Purpose: Health and Safety Code 130105(d)(1)(A)	For expenditures for communications to the general public utilizing television, radio, newspapers, and other mass media on subjects relating to and furthering the goals and purposes of this Act, including but not limited to, methods of nurturing and parenting that encourage proper childhood development, the informed selection of child care, information regarding health and social services, the prevention and cessation of tobacco, alcohol, and drug use by pregnant women, the detrimental effects of secondhand smoke on early childhood development, and to ensure that children are ready to enter school.						
Do our funds leverage others?	<input type="checkbox"/> Yes (explain) <input checked="" type="checkbox"/> No	State Funding		Leveraged		Total Funding	
Explanation:							
Key Deliverable Descriptions						Deliverable Date	
Develop and execute innovative public education and outreach programs that will effectively reach multicultural audiences throughout California to support the overall health and well-being of children 0 to 5 and extend the reach of First 5 California messaging on nutrition, early literacy and tobacco cessation, among other focus areas						December 2010 – December 2011	
Develop and execute program launches, announcements, press conferences and community event planning to: (1) support key First 5 California initiatives; and (2) educate parents/caregivers about the important role they play in a child's first years (3) connect parents/caregivers and others to First 5 California's 1-800 number, web site, county commission programs, <i>Kit for New Parents</i> , and other resources and services. Activities include, but are not limited to media partnerships, radio news releases, satellite media tours, market surveys, press releases, Op-eds and other media materials, reaching approximately 100 million Californians						December 2010 – December 2011	
Provide up to 58 counties with public relations technical assistance on a monthly basis, including topical media and community outreach materials, professional development training to strengthen communication outreach activities, media relations generating more than 50 media stories per month with local First 5 messages						December 2010 – December 2011	
Maintain and expand bilingual social networking presence, including First 5 California pages on Facebook, Twitter, YouTube and MySpace Latino						December 2010 – December 2011	
Manage all aspects of <i>Hands-on Health Express</i> tours including development of tour schedules, coordination of First 5 California appearances at general market and ethnic events, development of partnerships, oversight of tour vendor and staff as well as vehicle and exhibitory updates/maintenance/repairs						December 2010 – December 2011	

Identify, secure and maintain partnerships with like-minded organizations, corporations, community organizations, stakeholders and faith leaders to educate target audiences about early childhood development issues of significance	December 2010 – December 2011
Provide issues management/strategic communications counsel to state and county commissions in a variety of areas including social marketing; legislative/public affairs; trends and demographic shifts; media inquiries and program development	December 2010 – December 2011
Conduct media outreach aimed at Latino, APIA and African American parents, caregivers, stakeholders and faith leaders on behalf of state and county commissions, as well as transadaptation of media materials for Spanish- and APIA-language media	December 2010 – December 2011
Identify and coordinate opportunities for First 5 California to be in a leadership position among experts, opinion leaders and media in the childhood development arena	December 2010 – December 2011
Develop and produce informational collateral materials such as fact sheets, brochures, flyers and family-friendly tools to educate and engage parents and caregivers on First 5 California issues	December 2010 – December 2011
Provide graphic and video support to State Commission, including visuals for reports, presentation materials, and collateral materials	December 2010 – December 2011
Monitor and track media coverage of First 5 and childhood development issues; deliver daily clips to State Commission staff and provide comprehensive monthly media reports for State Commissioners, State Commission staff and county commission executive directors, including translation of Spanish- and APIA-language clips mentioning First 5 or issues of interest	December 2010 – December 2011
Develop weekly and monthly reports outlining state and county commission activities and results	December 2010 – December 2011