



AGENDA ITEM: 7

DATE OF MEETING: October 19, 2011

ACTION: X

INFORMATION: _____

APPROVE OPTION TO EXTEND PARENT EDUCATION AND OUTREACH CONTRACT

SUMMARY OF REQUEST

First 5 California staff requests approval of the option to extend the Parent Education and Outreach Contract for three years.

EARLY LEARNING YEARS

Since the inception of Proposition 10, a state mandate of First 5 California has been to educate parents, grandparents, teachers, and other important figures in a child's life about the role they play during their earliest years. This mandate is accomplished through a cohesive and integrated public education and outreach effort that reaches families with young children where they live, shop, work, eat, and play.

Decades of research show that the greatest opportunity to impact a child's development is during their **first five years when 90 percent of a child's brain develops**. This early brain "wiring" impacts a child's capacity to learn and develop social, emotional, and cognitive skills.

First 5 California's public education efforts are at the core of its **Parent Signature Program** because parents are a child's first teacher. Every decision they make – from the food they serve to the amount of quality time they spend with their child – affects his brain growth development, establishing a foundation for all later development, behavior, learning, and health.

PUBLIC EDUCATION CAMPAIGNS STIMULATE ACTION

The mission of any public education campaign is to create awareness, foster understanding, and motivate action. There are several examples of recent public awareness campaigns that have made measurable differences in our society.

Sudden Infant Death Syndrome (1994 to present) - For years, little was known about sudden infant death syndrome, or SIDS. Babies would die in their sleep, and it was presumed that little could be done to prevent those deaths.

Today, there is no longer a mystery surrounding SIDS. We now know many SIDS deaths are accidents caused by unsafe sleep practices.

In 1992, the American Academy of Pediatrics came out with the recommendation that babies be placed on their backs to sleep, not on their stomachs, to reduce the risk of SIDS. The "Back to Sleep" public health campaign that began in 1994 proved very successful. Messages on safe sleeping practices – namely placing babies on their backs to sleep, among other strategies – were targeted to parents, caregivers, and health care providers.

The campaign had a direct positive impact on behavior. By 2000, the percentage of infants placed on their backs to sleep had increased dramatically, and the overall SIDS rates have fallen by more than 50 percent.

Safety Belt Education (1985 to present) - The single most effective protection against death and serious injury in a car crash is the safety belt. Yet only 11 percent of adults in the nation wore a seat belt in 1982, prior to the first state law requiring seat belt use.

Today, seat belt use is up to 85 percent nationally, saving tens of thousands of lives and billions in costs to society. Along with the laws enacted, several social marketing campaigns have contributed to this major public behavior change, resulting in a 74 percent increase in seatbelt use.

In 1985, the U.S. Department of Transportation and the Ad Council launched the Safety Belt Education campaign featuring two crash test dummies – “Vince and Larry” – that used humor to remind Americans that “You can learn a lot from a dummy!”

In the first six years of the campaign, PSAs garnered more than \$337 million in donated media time and space. The spots aired on TV, radio, and in magazines. The campaign literally became part of American culture – as epitomized by “Vince and Larry” becoming a part of the permanent collection of the Smithsonian’s National Museum of American History in Washington, D.C.

The National Highway Traffic Safety Administration’s *Click It or Ticket* campaign has a catchy name and a simple message. Their primary audience is men ages 18-34, the least likely population segment to wear seat belts. Each year, law enforcement agencies nationwide join forces around Memorial Day for an enforcement blitz, which is supported by national and local paid advertising and earned media campaigns.

Between the “Vince and Larry,” and a high-visibility enforcement campaign *Click It or Ticket*, the Centers for Disease Control reported earlier this year that today almost 6 out of 7 U.S. drivers always wear a seat belt when driving or riding in a motor vehicle.

THE PARENT SIGNATURE PROGRAM

In 2009, as the economic downturn took an even greater toll on low-income, under-served, and high-risk families, First 5 California focused on reaching these families, with an emphasis on diverse ethnicities. The Hard to Reach Populations Research Project, initiated by First 5 California, guided its efforts and has been utilized along with 2010 Census data to target information efficiently and effectively to these diverse segments, including messages geared to African American, Chinese, Vietnamese, Korean, Hmong, Caucasian, and Latino audiences.

Feedback from multiple focus groups conducted by our contractor has shown that all parents want their children to thrive and be successful. Low-income parents share these hopes and dreams for their children, but they are faced with multiple competing factors that limit their time and resources. In these difficult economic times, parents (especially moms) may be juggling two or more jobs. Research found that many of these mothers clean 5-9 houses a week while caring for aging parents and multiple children. Naturally, these added stresses and time constraints impact the choices parents make for their children, whether it's to stop at a fast-food restaurant or let their children watch too much television. Through its outreach efforts, First 5 California delivers the important message to remind parents and caregivers that the American Academy of Pediatrics recommends no television time for children under age two, and less than two hours of quality programming a day for older kids.

Specifically, First 5 California's Parent Signature Program consists of an integrated parent education and outreach strategy designed to engage and empower parents of children 0 to 5. Based on the Social Learning Model, this program provides succinct and actionable information to parents, such as:

- Help me drink healthy. **Water and milk** are the way to go.
- **Let's Move**. The more they exercise now, the less chance they'll develop health problems, like obesity and Type 2 diabetes.
- **Read** to your child from birth.
- The **dangers of secondhand smoke** for young children.

Of particular importance is nutrition and physical activity to fight obesity. The prevalence of childhood obesity has reached alarming proportions, with 1 in 3 children under the age of 5 considered obese. Almost 10 percent of infants and toddlers carry excess weight for their height, and slightly more than 20 percent of children between the ages of two and five already are overweight or obese. Because early obesity can track to adulthood, efforts to prevent obesity should begin long before a child enters school.

While there are public outreach efforts aimed at curbing obesity nationwide, very little – if any – of these messages have been geared to parents and caregivers of infants, toddlers, and preschool children. For this and other reasons, it is essential that First 5

California sustain its outreach efforts on the importance of nutrition and physical activity to fight obesity in these young children.

Both the fast-food and beverage industries are targeting moms and their young children with marketing messages for cheap and easy meals with minimal nutritional value. According to a Federal Trade Commission report conducted as part of a Congressional inquiry into rising childhood obesity rates, food companies spent \$1.6 billion to market their products to children in 2006. Children now see about one-third more fast food TV ads than they did less than a decade ago, while preschoolers see 21 percent more.

Not only are low-income families being bombarded with these fast-food and beverage messages, but in many cases healthier alternatives – such as sources for fresh fruits and vegetables – are not as readily available in their low-income neighborhoods. These families must resort to purchasing unhealthy foods from nearby fast food restaurants or local corner stores, whose selections often consist of canned and processed foods and little, if any, fresh produce.

In order to be effective, it's essential that messages targeting these audiences are crafted with an understanding of the challenges they face in their day-to-day lives. First 5 California, along with the contractor, used the Hard to Reach Populations and Pew Research Reports to obtain a baseline understanding of the target audience, in addition to conducting a series of focus groups across the state. This foundational research examined the needs and media consumption habits of hard-to-reach communities so that its ensuing messaging campaign would most effectively inform and help modify behavior.

The Parent Signature Program includes messages strategically placed throughout the state at critical locations where parents are making decisions for their families. They're on **grocery carts** and TV monitors at the **supermarket checkout line**, in front of **convenience stores** and near **WIC offices** reminding parents about good nutritional habits as they're making choices about food purchases – and on **bus TVs** and **shelters** as families catch a ride to work and day care.

The objective is to get information into the hands of parents whenever and wherever they are searching for help. In this increasingly digital era, research indicates parents of all income brackets are using their smart phones to inform decisions that will impact their children, such as finding recipes, games to play inside on a rainy day, and ways to prepare their children for school. This is why a central component of our public education and outreach campaign has been **disseminating messages digitally**, including the development of a parent website.

OVERVIEW OF OUTREACH METHODS

Through the Parent Signature Program, it's estimated that **96% of the approximately 5 million parents and caregivers of children 5 and under** have been reached in their daily lives through the following outreach, outlined in Attachment 1.

Programs of this type are shown to be **powerful investments**. The Chicago Longitudinal Study¹ examined parental involvement during pre-kindergarten and found that it serves as a “gateway to involvement during the child’s elementary years.” In fact, the study estimates that low-income family outreach and support programs “saved taxpayers \$4 and participants \$7 for every dollar invested in the program.” **That is an \$11 return on investment for every dollar spent.**

The digital component of our program also includes the use of social media, reaching parents several times a day with parenting tips and early learning information through Facebook and Twitter. Our social media efforts are intended not only to inform parents of young children, but to engage and inspire them to action. Both First 5 California’s Twitter and Facebook pages rank in the top 10 California agency feeds, with each average post seen by over 100,000 users.

ADVISORY COMMITTEE REVIEW

On September 29, 2011, First 5 California staff met with Commissioners Patrick Duterte and Joyce Iseri, as representatives of the Advisory Committee, to review and obtain support for moving forward on the continuation of the Parent Education and Outreach contract for an additional three years with a 10 percent reduction in the contract amount.

STAFF RECOMMENDATION

In 2008, the State Commission approved a three-year contract with Fraser Communications after a competitive bid process. In January 2009, the contract was executed, and includes an “option to extend” clause, which means that First 5 California may extend the term of this agreement under the same terms and conditions for up to three years after the contract expiration date on December 31, 2011.

In today’s fiscal climate, with reduced revenues and First 5 California’s recent contributions to state budget solutions totaling nearly \$300 million, staff recommends a 10 percent reduction in the proposed Fraser Communications contract over the next three years. First 5 California must secure approval from the Department of General Services (DGS) to change any terms of the agreement, including a reduction in the funding amount, through the Non-Competitive Bid review process. If approved, this action will result in a net savings of approximately \$3.5 million.

First 5 California staff will work closely with DGS and the contractor to ensure the reduction is implemented in a reasonable manner that reflects a net cost savings while ensuring that core levels of service are maintained.

¹Child Policy Brief: Parental Involvement in Early Childhood Education; Georgia State University, Andre Young School of Policy Studies, http://aysps.gsu.edu/ghpc/child_policy_initiative/issue_briefs/parentalinvolvement2182003.pdf, February 2002.

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FUNDING REQUEST FISCAL DETAIL

Title of Request:	Approve Option to Extend Parent Education and Outreach Contract				<input checked="" type="checkbox"/> Contract <input type="checkbox"/> Program Disbursement <input type="checkbox"/> Special Disbursement	
Amount of Current Agreement:	Up to	\$34,844,975.34	Expenditures to Date:	\$28,472,828.97		
Current Term of Agreement:	1/13/2009		Through	12/31/2011		
			Fiscal Year Detail			
			FY 11-12	FY 12-13	FY 13-14	FY 14-15
New Amount Requested with 10% reduction:	Up to	\$31,360,477.80	\$6,000,000.00	\$9,680,238.90	\$9,680,238.90	\$6,000,000.00
Total Amount of Agreement:	Up to	\$66,205,453.14 (6-yr. amount)				
Proposed Funding Term:	1/13/2009		Through	12/31/2014		
First 5 California Account Name:	Mass Media and Communications	Account Number	0631	Fund Availability Confirmed	<input checked="" type="checkbox"/> Yes By: Sandy Beck	
Statutory Purpose: Health and Safety Code 130105(d)(1)(A)	Six percent shall be deposited in a Mass Media Communications Account 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. Any funds not needed in this account may be transferred to the Unallocated Account described in subparagraph (F), upon approval by the state commission.					
Do our funds leverage others?	<input checked="" type="checkbox"/> Yes (explain) <input type="checkbox"/> No	Commission Funds		Leveraged Funds		Total Funds
				Earned Media		
Explanation: Earned media is partnerships with media-focused organizations to get First 5 California's messages out without having to pay for it. For example, KCRA monthly First 5 Top Five broadcasts.						
Key Deliverable Descriptions					Deliverable Date	
Multi-touch outreach methods for distribution of First 5 California's parent education messages in multiple languages to targeted low-income and hard-to-reach populations					Ongoing	
Parenting websites and blogs					Ongoing	
Hands on Health Express					Ongoing	
Social media outreach to promote informed health and education decisions					Ongoing	
Data collection and evaluation					Ongoing	

Outreach Method	Description	% of Budget
Latino Television	:30 messaging in Top 4 DMAs/markets (LA, San Francisco, Sacramento, San Diego)	5.42%
Hmong Television	:30 messaging in targeted Hmong areas (Stockton, Fresno)	0.21%
Latino and Targeted Radio	:60 messaging in targeted radio metro markets across the state	22.25%
Grocery Store Videos	:15 and :30 videos in 162 low income skewing grocery stores in LA and San Diego	3.71%
Transit Vehicle Outreach	Bus shelters (595) and interior bus cards (600) geo-targeted to low income and ethnically diverse neighborhoods	11.83%
Convenience Store Posters	Messaging placed on 1,469 local/community owned Convenience Stores across the state (most of which accept WIC)	4.83%
Hands-On Health Express	Management of 8-month statewide tour of approximately 160 event days. Includes: schedule development and execution; coordination with First 5 county commissions, local grantees and venues; "edutainer" training and staffing; exhibit/collateral upkeep; vehicle operation and maintenance; event promotion; and data collection/analysis	6.25%
Local and Community Print	Full and half page messaging in targeted and credible community publications in an array of daily and weekly publications covering major CA markets (LA, San Francisco, Sacramento, San Diego, Fresno, Bakersfield); approximately 35 pubs; 240 insertions	4.80%
Scholastic in-school/in-home program	Bilingual family take home materials, poster teaching guide, and classroom bookmarks to 14,000 Pre-K-K teachers in low income and diverse neighborhoods across the state	3.20%
Parenting Websites and Blogs	Display and video banners geo-targeting parents across the state of California on key websites and blogs (e.g. BabyCenter, Univision, Yahoo, AOL, Education.com, Vibe, etc.)	13.33%
Online Video	Pre-roll video geo-targeting parents across the state of California right before they watch video content (in-stream video) on key websites and blogs (e.g. BabyCenter, You Tube, eHow, Univision, Yahoo, AOL, etc.)	13.33%
Mobile Outreach	Display and video banners geo-targeting parents across the state of California as they use their mobile phones to access key websites and applications (e.g. Yahoo, AOL, You Tube, BabyCenter Mobile, Univision and a variety of parenting/mommy/family planning mobile applications)	8.33%
Google Search	Text Ads on Google geo-targeting parents across the state of California as they search for information that is relevant to the First 5 California website and services	2.50%

Child's First Teacher: PARENT





Brain Development Research

- **90% of brain development occurs in the first five years.**

*James Heckman, Professor of Economics
University of Chicago*

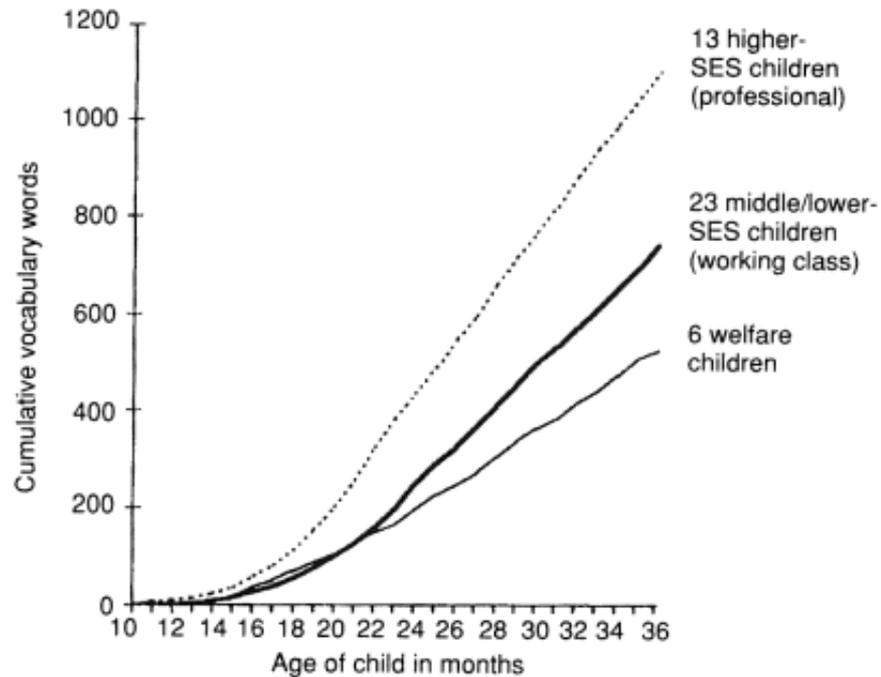


Literacy Research

A study by Betty Hart and Todd R. Risley

Brookes Publishing, 1995

Meaningful Differences in the Everyday Experience of Young American Children





First 5 California's Message to Parents

- Read to your child from birth.
- Reading to young children helps to stimulate brain growth and imagination.

Nutrition Research

- **Every additional daily serving of soda increases a child's risk for obesity by 60 percent.¹**

¹Ludwig DS, et al. Relationship between consumption of sugar-sweetened drinks and childhood obesity: a prospective, observational analysis. *Lancet*. 2001; 357:505-508.





First 5 California's Message to Parents

- All that children between ages 0-5 need to drink is water and milk.

