



AGENDA ITEM: 8
DATE OF MEETING: April 24, 2014
ACTION: X
INFORMATION:

EXTENSION OF 2014 FIRST 5 CALIFORNIA MEDIA CAMPAIGN

SUMMARY OF REQUEST

Staff requests Commission approval to spend \$8.88 million in unspent Mass Media Communications Account revenues to extend the current First 5 California media campaign – *Talk. Read. Sing.* – for several months. These unspent funds had originally been authorized – but will go unused – for the Child Signature Program (CSP).

BACKGROUND

Prior CSP Spending Authority

In October 2011, the Commission approved \$135 million over three fiscal years to implement CSP. The Commission’s directive was to assume all counties might potentially participate, so funding was allocated to ensure that possibility. Funding to total the \$135 million came from multiple First 5 California accounts, including the Mass Media Communications Account (\$30 million over three years).

When the CSP Request for Application was released, many of the counties were not eligible or chose not to participate in the program. As a result, county allocations were not as large as anticipated, resulting in approximately \$40 million of spending authority subsequently not needed to implement CSP over three years.

Of that \$40 million, an unused balance of approximately \$8.88 million remains in the Mass Media Communications Account and has been identified as “Unallocated Authority” for CSP. Upon approval of the Commission, these funds can be used for other media ventures as outlined in Health and Safety Code Section 130105(A).

Research on Benefits of Extended Media Outreach

Social marketing and behavioral change campaigns require repetition and messaging over long periods of time. Given the proliferation of messaging and media outlets to which people are exposed to today, the need for repeated exposure to new messaging is even greater. The recommended frequency of messaging for impact varies by category; it is not unusual to see frequencies of 20-35 exposures before people internalize and act on messages.

In the case of social marketing and behavior changes (e.g., stopping smoking, reducing food intake, seat belt usage, etc.), there is considerable variation in how long it takes

people to make a change. In fact, a 2010 study in the European Journal of Social Psychology reported that 95% of the changes took place in up to 254 days. Messaging must be used over longer periods of time to inform, coach, and reinforce behavior.

Further, research on message retention and memory indicates that people tend to forget messaging if there is not repeated exposure to the messages over time. A single flight of messaging is not sufficient. One month after a campaign has ended, people can forget up to 90% of the messaging. It is not unusual for campaigns to have short hiatuses; however, to ensure effectiveness, there needs to be follow-up messaging in order to keep that message in the forefront and prevent erosion or forgetting.

SUMMARY

Impact of Current Media Campaign

Renee Fraser, President and Chief Executive Officer of Fraser Communications, will provide a brief summary of the impact resulting thus far from First 5 California's 2014 multi-media campaign, which consists of educational television ads, radio spots, blogs, social media, print, and other outreach efforts designed to educate the public. The new campaign, which was launched on March 12, 2014, with a press conference at the State Capitol, focuses on the brain development of babies and young children, and the critical role parents and other caregivers play in maximizing brain growth and promoting the success of their children in school and in life.

The presentation will feature the two ads that premiered on television statewide on March 13, 2014, along with a timeline for the remainder of the existing campaign.