



AGENDA ITEM: 10  
DATE OF MEETING: October 22, 2015  
ACTION: \_\_\_\_\_  
INFORMATION:   X  

## **TRUSTED MESSENGERS: TALK.READ.SING.<sup>®</sup> CAMPAIGN PROPOSAL**

### **SUMMARY**

Staff will provide an overview of a public relations proposal to deliver the critical early brain development messages of the Talk.Read.Sing.<sup>®</sup> (TRS) campaign to parents and caregivers through trusted messengers.

### **BACKGROUND**

#### **Strategic Plan Alignment**

The intent of this proposal is aligned with several of First 5 California's Strategic Plan Priority Areas and goals, including:

- Building public will for investing in early childhood by communicating the potential for positive outcomes for children ages 0 to 5 and their families and the importance of prevention and early intervention.
- Ensuring families and communities are engaged, supported, and strengthened through culturally and linguistically effective resources, knowledge, and opportunities that assist them in nurturing, caring, and providing for their children's success and well-being.
- Leading the First 5 movement to achieve collective impact by working with partners to align, collaborate on, and strengthen statewide efforts and initiatives, and by strategically funding, aligning resources, facilitating the exchange of information and best practices, and seeking new opportunities to maximize positive impact for children and their families.

#### **Goals and Objectives**

This proposal introduces a multi-pronged approach focused on the early brain development message of First 5 California's TRS media campaign to grow the campaign into a social movement through establishing formal partnerships with trusted messengers. These trusted messengers will deliver the TRS message directly to parents in localized settings across the state.

This localized approach will reach parents through intimate, personalized, and repeated interactions with the individuals that parents trust most for crucial information about their children's early brain development and growth, building upon the relationships trusted messengers have with parents and caregivers. The campaign will reach parents at natural points of contact with trusted messengers in broad settings such as medical, social service, and community-based programs. The proposal creates opportunities for repeat interactions where TRS messages and concepts can be introduced and reinforced at reoccurring points in parents' daily lives, increasing the individual-level message dosage and the chances parents will retain the knowledge and put the campaign's strategies into practice.

Through this multi-pronged approach, First 5 California increases the opportunity to fulfill the Commission's overall goal of creating a social movement, in which 90 percent of parents have the knowledge and tools they need to develop their young children's brains by talking, reading, and singing to their babies from the earliest moments.

## **PROPOSAL**

Staff recommends First 5 California commit to a two-year campaign to engage and formally partner with statewide and regional trusted messenger organizations by funding organizations to:

- Facilitate the delivery and reinforcement of the TRS message to specific parent audiences and communities.
- Adopt and incorporate TRS messaging and strategies into member interactions with parents establishing themselves as a leader in the TRS movement on a localized level.

## **Request for Applications**

First 5 California staff will develop a Request for Applications that details application requirements. Each application will demonstrate how each activity will:

- Align with the TRS campaign goals, messages, and strategies to deliver and reinforce the TRS message to target audiences.
- Achieve integration of the TRS message into each organization's goals, practices, and infrastructure.
- Set benchmarks and timelines for reaching the target audience, including the collection of specific data to track campaign reach and progress on activities and goals, such as:
  - Target number of parents who will be reached and number of children who will be affected as a result

- Strategic opportunities and setting(s) where parents will be reached
- Date by which targets will be reached over the course of the campaign
- Proposed delivery method of TRS message and materials
- Target number of points of contact for each parent reached
- Detail fiscal information for grant activities and overall budget over the course of the two-year grant period
- Evaluate the grant activities using specific measurements to determine reach and effectiveness, including, but not limited to, data analysis on the following questions:
  - How many parents were introduced to this message through information received in a localized setting?
  - How effective was the message delivery and related materials?
  - What was the specific setting in which the message was delivered?
  - How many points of contact did a trusted messenger have with each parent?
  - How many children ages 0 to 5 could have been exposed to the message as a result of trusted messenger interactions with parents?

### **Implementation Action Plans**

Each trusted messenger grantee will implement an action plan that details proposed grant activities, including targets, outcomes, and timelines best suited for each trusted messenger organization and its infrastructure. The plan should take into consideration how materials are developed and used by each organization's membership to seamlessly incorporate the TRS message into parent interactions.

Implementation plan activities could include, but are not limited to:

- Intensive one-on-one messaging opportunities between parents and trusted messengers in specific settings, including the development of step-by-step instructions, talking points, and materials that will best encourage successful message delivery in a one-on-one setting.
- Focus groups of trusted messenger representatives that facilitate brainstorming processes about the development of audience-specific media and materials.
- Strategies for creating and facilitating partner and member promotion of early brain development messaging and buy-in, utilizing the organizational structure, strengths, and resources of trusted messenger organizations.

## **Target Participants**

Trusted messenger organizations include, but are not limited to, state or regional organizations who represent:

- Doctors
- Nurses
- Hospitals
- Child care referral agencies
- Caregivers and child care agencies
- Teachers
- Faith leaders
- Social services providers (i.e., WIC, county service agencies)

## **Implementation of Campaign**

First 5 California staff will coordinate and oversee all activities related to the implementation of the campaign, including, but not limited to:

- Building partnerships and generating campaign interest with target partners, including strategic mapping of target parent audiences as determined by the reach of each partner organization and taking into account demographics across the state.
- Collaborating with First 5 California's media contractor and trusted messenger grantees on the development of creative materials and message delivery methods that will best reach the parent audiences targeted by each grantee.
- Collaborating with First 5 California's media contractor on the production process of tools and materials, and tracking the usage of these tools and materials by trusted messenger organizations, their members, and the parents who receive this information.
- Processing and scoring grant applications and awarding funding.
- Monitoring budget information and tracking data and outcomes to ensure trusted messengers are implementing the specifically-designed tools, resources, and strategies in order to meet their benchmark and long-term goals outlined in each implementation plan.

- Evaluating the reach of the campaign and its effects on influencing parent behavior. An analysis of the measurable outcomes from the campaign will be integrated into the larger media campaign evaluation, creating a greater understanding of the reach of the TRS message, the effects of the intimate nature of the setting and increased individual-level dosage, and the effectiveness of trusted messengers' ability to deliver the TRS message within niche parent communities.

The input of the First 5 Association will be critical in the design of the campaign, including aligning and coordinating general and TRS-specific parent engagement efforts that local First 5 county commissions and/or their partners currently use in these trusted messenger settings.

### **STAFF RECOMMENDATION**

This proposal is an informational item at this time. Staff is currently in the process of vetting, designing, and gathering information related to this concept with potential trusted messenger partners. Staff will continue to refine the proposal based on the feedback received. Staff intends to return to the Commission at the January 28, 2016, meeting with an action item that includes a full proposal for the Commission's consideration.