



AGENDA ITEM: 10
DATE OF MEETING: JANUARY 28, 2016
ACTION: X
INFORMATION: _____

TRUSTED MESSENGERS: TALK. READ. SING.[®] CAMPAIGN

SUMMARY

Staff will request approval of funding for the Trusted Messengers Campaign designed to amplify the critical early brain development messages of First 5 California's Talk. Read. Sing.[®] (TRS) campaign to parents and caregivers through trusted messengers.

BACKGROUND

This proposal is part of a multi-pronged approach, leveraging the early brain development message and creating a "surround-sound effect" of TRS to grow the campaign into a social movement. One prong of the campaign is to establish formal partnerships with trusted messengers, who will deliver the research-based TRS message directly to parents in localized settings across the state.

This approach will reach parents through intimate, personalized, and repeated interactions with individuals 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 messages will reach parents at natural points of contact with trusted messengers in broad settings, such as medical, child care, 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 individual-level message dosage, reinforcing mass-media messages parents hear through the larger TRS media campaign, and increasing the chances parents will not only retain the knowledge but actually talk, read, and sing more with their young children.

F5CA staff intends to consider how this messaging strategy can be evaluated as part of the next comprehensive evaluation of the TRS campaign, as this messaging strategy will be both an individual dosage strategy for engaging parents and a surround-sound strategy to amplify the messages of the traditional TRS media.

PROPOSAL

F5CA staff recommends establishing a two-year campaign to engage and formally partner with trusted messenger organizations by funding state-wide and/or national organizations (with a focus on California membership) to:

- Facilitate the delivery and reinforcement of the TRS message to specific parent audiences and communities via individual trusted messengers who are members of these statewide and/or national organizations
- Integrate early brain science and TRS messaging into ongoing state-wide organization member education
- Adopt and incorporate the TRS messaging and mission into member interactions with their statewide organizations, thus establishing these organizations as leaders in the TRS movement at the state level and as a support system to their members state-wide on the TRS mission

The goal is to make both the state-wide organizations and their individual members committed partners in the TRS objective that all parents understand the power of their interactions with their babies, and ultimately to garner state-wide appreciation for the importance of investments in early childhood.

Eligible membership organizations would be state-wide in nature. This top-down organization approach will be most effective when paired with bottom-up engagement by First 5 county leadership at the local level in order to maximize the effect this approach will have on the larger TRS campaign. Many First 5 counties have trusted messenger engagement strategies and existing partnerships, which will require state-level organizations to coordinate their local activities with First 5 counties, as applicable.

Request for Proposals

F5CA staff will draft a Request for Proposals that details program requirements, including reporting on how each proposed activity will achieve the following goals for reaching each target audience (both organization members and parents and caregivers of children ages 0 to 5) over the two-year cycle:

Year One:

- Achieve progress on set benchmarks and timelines for outreach and recruitment of organization members, including the collection of specific data to track campaign reach and progress on activities and goals, such as:
 - Alignment with the TRS campaign goals, messages, and strategies to educate and engage membership in the TRS campaign, and recruit individual members to deliver and reinforce the TRS message to target audiences

- Achievement of integration of the TRS message into each organization's goals, policies, practices, and infrastructure
- Coordination with local First 5 county TRS and trusted messenger efforts, where applicable
- Evaluate year one activities using specific measurements to determine reach and effectiveness, including, but not limited to, data and analysis on the following:
 - Number and scale of organization-wide education campaign(s) and organization-wide policy changes to integrate the TRS message and mission
 - Number of members engaged, specific engagement strategies utilized, and outcomes of these efforts
 - Number of local agencies engaged, including, but not limited to, First 5 county commissions, and specific engagement and coordination efforts and outcomes
- Detail fiscal information for activities in year one and overall budget for the two-year contract period

Year Two:

- Achieve progress on 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:
 - Alignment with the TRS campaign goals, messages, and strategies to deliver and reinforce the TRS message to target audiences through recruited members as trusted messengers
 - Proposed delivery method of TRS message and materials
 - 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
 - Target number of points of contact for each parent reached
 - Date by which targets will be reached over the course of the campaign
- Evaluate year two activities using specific measurements to determine reach and effectiveness, including, but not limited to, data and analysis on the following:
 - Number of parents introduced to the TRS message through information received in a localized setting

- Number, type, and descriptions of specific settings in which the message was delivered
 - Number of points of contact each trusted messenger had with each parent/caregiver
 - Number of children ages 0 to 5 who could have been exposed to the message as a result of trusted messenger interactions with parents
 - Effectiveness of the message delivery and related materials, including identified barriers to effectiveness, and detailed information on the measurements used to determine effectiveness
- Detail fiscal information for activities in year two and overall budget for the two-year period

Implementation Action Plans

Each trusted messenger organization must implement an action plan that details outcomes of activities, including progress on and achievement of targets, benchmarks, and timelines for years one and two as outlined above, as outlined in the Request for Proposal based on the specific needs, resources, membership profile, and infrastructure of each organization.

Outcomes must be measurable and include the use of data to track member outreach, education and recruitment, trusted messenger outreach to each specific parent audience, and numbers of children ages 0 to 5 affected as a result, including measurement of dosage levels for directly engaging parents and members. Each plan must incorporate an analysis of the development of TRS materials, and the effective utilization of these materials by each organization's membership to seamlessly incorporate the TRS message into parent interactions.

Target Participants

Applicants must be independent state or national membership organizations that represent a specific membership of individuals that have direct one-on-one interactions with the target population of parents and caregivers with children ages 0 to 5, with a priority for reaching low-income parents and caregivers. These organizations will include, but are not limited to, state or national membership organizations (with a California focus) that represent:

- Medical professionals
- Child care providers and teachers
- Faith-based leaders

- Social services providers (for example, an association of Family Resource Center directors in California)

These organizations must meet the Fair Political Practices Act requirements, will be required to disclose economic interests, and will be prohibited from having financial conflicts of interest as a condition of applying for grant funds and meeting the obligations of the grant program.

Implementation of Campaign

F5CA staff will coordinate and oversee all activities related to the development and scoring of applications (or proposals), and the monitoring of trusted messenger contracts, 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
- 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 action plan
- Evaluating the reach of the campaign and its effects on influencing parent behavior. F5CA staff will present an evaluation proposal to the Commission at a future Commission meeting as this specific proposal is developed. An analysis of the measurable outcomes from this effort will create a greater understanding of the reach and surround-sound effect 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 specific parent communities

First 5 California will collaborate with trusted messengers in the development of creative materials and message delivery methods, taking into account organizational structure, membership profile, strengths, and existing resources of trusted messenger organizations. These activities could include, but are not limited to:

- Development of organization-specific talking points and materials that will best encourage successful message delivery in each targeted setting, such as one-on-one interactions with parents and member promotion, and buy-in to early brain development messaging
- Focus groups of trusted messenger representatives that facilitate brainstorming processes about the development of audience-specific media and materials

F5CA staff will work closely with each trusted messenger on the development of organization-specific creative materials and resources.

F5CA staff is working with the First 5 Association to establish ongoing communication and feedback loops as the trusted messenger campaign is finalized and implemented. F5CA staff will continue to work with the First 5 Association to ensure these efforts are aligned to and coordinated with the general and TRS-specific parent engagement efforts that local First 5 county commissions and/or their partners currently use in trusted messenger settings.

STAFF RECOMMENDATION

F5CA staff recommends the Commission approve a 2-year expenditure totaling up to \$2,000,000, which will come from F5CA's unallocated account, to fund up to 10 trusted messenger organizations, as outlined in this item.