



**Committee Members:** George Halvorson, Shana Hazan, Jackie Majors, and Kris Perry  
**Executive Director:** Camille Maben

**August 4, 2020, Public Education and Outreach  
Advisory Committee Meeting Agenda**

**2:00 p.m. to 4:30 p.m. or until adjourned**

**This meeting will only be held via Zoom.**

<https://first5.zoom.us/j/92934769326>

Telephone: 877-853-5257 or 888-475-4499

Webinar ID: 929 3476 9326

Public comment will be available through the “Raise Hand” function, and will require computer audio with speakers and a microphone. If you experience technical difficulties during the meeting, please send an e-mail to [info@ccfc.ca.gov](mailto:info@ccfc.ca.gov).

**Item 1 – Opening Remarks**

- Call to order
- Roll Call
- Announcements

**Item 2 – Public Comment**

Members of the public may speak for up to three minutes on any matter concerning the Committee, with the exception of items appearing elsewhere on this agenda or items related to pending judicial, administrative litigation, or personnel matters. No action by the Committee may be taken.

**INFORMATION ITEMS**

The following are information items, and no action will be taken by the Committee.

**Item 3 – First 5 California Branding and Logo Design**

Staff will update the Advisory Committee on the latest recommendation logo design and lead discussion on moving forward with the First 5 California branding.

**California Children and Families Commission**

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#### **Item 4 – *Kit for New Parents* Focus Group Results and Redesign Recommendations**

Staff will present the results of the *Kit for New Parents* focus groups and lead a discussion to solicit suggestions and feedback on the *Kit* redesign.

#### **Item 5 – Statewide Advertising and Public Education and Outreach Campaign outlook for Fiscal Year 2020–21, and Request for Proposal Discussion**

Staff will lay out the media plan and goals for fiscal year 2020–21 for the statewide advertising and public education and outreach campaign, as well as success measurements to date, and discuss with Commissioners potential ideas for inclusion in the next Public Education and Outreach Media Request for Proposal.

#### **Item 6 – Adjournment**

The Committee may announce a recess during the meeting, depending on the length of the discussions. The order in which agenda items are considered may be subject to change. Depending on the time available and the orderly management of proceedings, the Committee may order adjournment (recess or postponement) of any noticed meeting, to be continued to the next day, another specific date or time, or to the next business meeting, as appropriate. Any such adjournment will be noticed at the time the order of adjournment is made (Government Code §§11128.5, 11129).

Public comment is taken on each agenda item. If an individual wishes to speak, that person is asked to use the “Raise Hand” function in Zoom. Prior to making comments, the individual is asked to state his/her name for the record and identify any group or organization represented. Depending on the number of individuals wishing to address the Committee, the Executive Director may establish specific time limits on public comments and presentations.

If presenters intend to provide slide decks, exhibits, or handouts to the Committee members and would like First 5 California to distribute them to the Committee members and to the public in attendance at the meeting, electronic copies should be provided to Jaime Hastings at least seven (7) days prior to the scheduled meeting.

Supplemental materials for this meeting are posted on First 5 California’s website at [www.ccfc.ca.gov](http://www.ccfc.ca.gov). Any person who wishes to request this notice or other meeting materials in an alternative format, requires translation services, or needs any disability-related modification or accommodation, including auxiliary aids or services which would

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enable that person to participate at the meeting, must make that request at least seven (7) days prior to the meeting date to:

Jaime Hastings  
First 5 California  
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[jhastings@ccfc.ca.gov](mailto:jhastings@ccfc.ca.gov)  
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