



May 23, 2024

INFORMATION ACTION

SUBJECT: MEDIA CAMPAIGN UPDATE

Strategic Plan Priority Area 3: Public Will and Investment: Build public engagement in, investment in, and support of the optimal well-being and development of children prenatal through age 5, their families, and communities.

Goal 3.1: Communications: Build public will in investing in early childhood by communicating the potential for positive outcomes for children and families, and the importance of prevention and early intervention.

SUMMARY OF THE ISSUE

Rescue Agency will provide media campaign updates focused on impact, return on investment (ROI), and diversity, equity, and inclusion (DEI) considerations:

- Share newest creative for the Stronger Starts Campaign efforts highlighting the strategy, research insights, and audience DEI considerations.
- Rescue will review the learnings from the Stronger Starts mid-point evaluation showing the impact in awareness and increase in behavior change (ROI) of the first wave of creative content that launched Spring 2023.
- Finally, Rescue will provide updates on the status of the Whole Child Public Relations Campaign titled Raising California Strong.

SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

As stated in California Health and Safety Code section 130105(d)(1)(A), “Six percent [of F5CA’s total 20 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.”

In July 2020, the Commission approved up to a \$67 million for a new multimedia statewide campaign. In October 2021, a 3-year multi-media public education and outreach contract was awarded to Rescue Agency.

In April 2024, First 5 California Communications Office staff and Rescue Agency presented findings from the mid-campaign evaluation along with a review of current partnerships, programs, and new production efforts to the Public Education and Outreach Advisory Committee. Additionally, staff provided an update on the status of the Whole Child Public Relations Campaign.

ATTACHMENTS

None.