



August 4, 2020

INFORMATION ITEM

SUBJECT: STATEWIDE ADVERTISING AND PUBLIC EDUCATION AND OUTREACH CAMPAIGN OUTLOOK FOR FISCAL YEAR 2020–21, AND REQUEST FOR PROPOSAL DISCUSSION

Strategic Plan Priority Area I: Child Health

Goal: All children thrive by achieving optimal health prenatal through age 5.

SUMMARY OF THE ISSUE

This item will be presented in two parts. In the first part, First 5 California staff will present an update for the coming fiscal year 2020–21 for the statewide advertising and public education and outreach campaign. The presentation will include outreach approaches; highlights of media executions; creative samples that speak to different target audiences, including African-American, Latinx, low-income, and hard-to-reach; as well as outreach and communication approaches to COVID-19 for the coming year.

In the second part, staff will seek continued advice and feedback from the Advisory Committee around the development of the Request for Proposal (RFP) framework.

Currently identified goals include:

- Public awareness on equity – focus on messaging and reaching populations who are vulnerable and hard to reach
- Providing and reinforcing messaging through a variety of formats and multiple channels, and in multiple languages catering to the diversity of California families
- Align goals of the campaign to the goals of the Strategic Plan
- Make use of in-depth research to ensure we are reaching low-income, hard-to-reach and other underserved and vulnerable populations in California
- Bidders to share our values and mission – living the ethics of equity and inclusivity

- Bidders will exhibit extensive experience creating campaigns to reach vulnerable populations
- Media campaigns (2) over term of contract (3 years) – maintain steady drumbeat over time, given changing population and stages, steady output over time with spikes on specific topics (paid family leave, family benefits, home visiting, early literacy, child health and wellness, smoking cessation, parent engagement, etc.)
- Uplifting other partners who serve as experts and resources – using experts as a conduit for reliable information
- Market research – identify current, reputable, existing sources of information
- Experience and outcome-based outreach – providing a method of evaluating outcomes of campaigns
- Elevate awareness – trusted messengers, elevating the importance of child well-being and investment in 0 to 5
- Overall tone, brand consistency, elevating reputation, and expertise of First 5 California
- Build in flexibility/room for adjustment in RFP for circumstances like COVID-19 and other health disparities
- Incorporate findings from research reports, evaluations, and focus groups to inform on the message awareness, behavior changes, and to help guide the direction of the outreach plan
- Develop a statewide public relations (PR) strategy
- Increase public and policy maker awareness of messaging
- Build on the First 5 California brand
- Serve as the resource for coordinated communications, advocacy, and other capacity-building efforts
- Develop communications tools for internal and external use and support First 5 California staff

Staff will present to the full Commission in August 2020 to request funding for a new 3-year media/PR contract to begin in June 2021.

BACKGROUND OF KEY ISSUES

Since 2014, First 5 California's Public Education and Outreach Campaign has executed and built upon the Talk. Read. Sing.[®] Campaign, encouraging and empowering parents and caregivers to engage with their children from the moment they're born. In recent

months, efforts to provide a wide variety of content and support resources around COVID-19 have been incorporated into the outreach strategy as well as the parent website. First 5 California's contractor has worked with staff and previous advisory committees to develop a media plan with a goal of not only achieving statewide exposure, but also to reach First 5 audiences via multiple touch points throughout their day. Television and radio were used to provide maximum coverage throughout the state, with digital, social, and targeted community outreach layered in for optimal plan effectiveness and enhanced brand engagement and metrics. This has created high-impact and broad awareness across all target segments. Additionally, the contractor and First 5 California staff have developed and continue to evolve First5California.com, providing a bilingual, one-stop destination for parenting and caregiver information and downloadable resources. In August 2020, First 5 California will launch phase 1 of a new interactive, bilingual, and mobile-friendly parent website. The new website features articles, resource links, videos, photos, books, activities, and more, across categories ranging from health and education to parent support and school readiness, as well as COVID-19 resources and at-home activities. The new site presents content to users in an easy-to-navigate and intuitive way.

SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

In April 2020, First 5 California staff presented to the Commission an update on recent accomplishments of the media campaign as well as the process for the development of a new RFP for release this year for a new 3-year media contract to begin in June 2021.

At the April 2020 Advisory Committee meeting, staff advised committee members that a new RFP is in development for a new media contract beginning in June 2021. Discussion began with staff and committee members about goals for the new contract.

FISCAL ANALYSIS

First 5 California staff will present to the Commission in August 2020 to request approval of funds for a new 3-year Parent Education and Outreach/PR contract in the amount of \$67 million. This includes costs for the media and PR contract as well as funds set aside for printing.

ATTACHMENTS

None.