



April 15, 2021

INFORMATION  ACTION

**SUBJECT: STATEWIDE ADVERTISING AND PUBLIC EDUCATION AND OUTREACH CAMPAIGN UPDATE AND STATUS OF MULTIMEDIA COMMUNICATIONS AND PUBLIC RELATIONS REQUEST FOR PROPOSAL**

**Strategic Plan Priority Area:** Child Health

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

### **SUMMARY OF THE ISSUE**

Members of the Fraser Communications team will share an overview of its multi-lingual, multi-channel communications outreach program executed over the past year.

Highlights will include:

- Messaging during the COVID-19 pandemic
- Serving parents and caregivers throughout California with timely information, resources, and support
- Utilizing outreach channels to reach parents and caregivers in varying ways and in multiple languages.

An update on parent website will be provided as well as top-level analytics measuring its use and effectiveness since the official launch in September 2020.

A brief update will also be provided on the post-campaign evaluation study currently in progress. A final evaluation and executive report will be available in May 2021.

F5CA staff will close with an update on the current status of the media/public relations (PR) Request for Proposal (RFP).

## **SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION**

In August 2020, F5CA staff presented to the Commission an update on accomplishments of the media campaign and efforts to date around COVID-19 outreach methods and resources for families.

At the April 2020 Public Education and Outreach Advisory Committee meeting, staff updated Commissioners on the RFP development for a new media/PR contract beginning in June 2021. In August 2020, staff and Commissioners discussed priorities and goals for the contract's Scope of Work. In October 2020, the Commission approved \$67 million for a new 3-year media/PR contract.

## **ATTACHMENTS**

None.