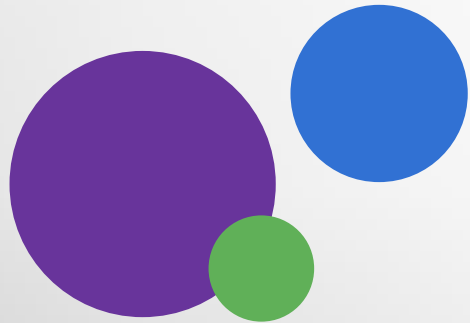


Public Education and Outreach Committee Meeting

Media Campaign Update

April 15, 2021





Agenda

- ▶ **Fraser Team Introductions**
- ▶ **2020-2021 Multi-lingual, Multi-channel Communication Outreach Program Update (COVID-19 Pivot & Vaccination)**
 - *California's Parenting Website Update and Parent Usage*
- ▶ **Talk. Read. Sing.[®] Campaign Evaluation Study**
- ▶ **Questions**

The Fraser Team Presenters

Renee Fraser, PhD · Ilene Prince · Mollie Bauer · Flor Romero



BUILD TRUST. CHANGE BEHAVIORS. SOLVE PROBLEMS.

The Power of the First 5 Platform and the COVID-19 Program Pivot



Turned on a dime with empathy, information, and support.

- ▶ Identified the pain points parents and caregivers were experiencing — and then the best ways to provide support.
- ▶ As a trusted resource, First 5 California was well positioned to take on this role.



English Radio



Spanish Radio

CONFUSION

**Timely
Information**

WHAT TO DO

**Tips &
Resources**

EXHAUSTED

**A Bit of
Relief**

Campaign outreach drives parents and caregivers to the Parenting Website.

WEBSITE

Resources
Articles
Tips
Videos
Activities

LANGUAGES

English	Korean
Spanish	Vietnamese
Mixtec	Tagalog
Zapotec	Hmong
Cantonese	Russian
Mandarin	



...And our parents and caregivers are coming.

**Website
Users**



145% Increase

January 1, 2020 – March 31, 2021 = **1,177,298**

January 1, 2019 – March 31, 2020 = **480,224**

**Page
Views**



78% Increase

January 1, 2020 – March 31, 2021 = **2,081,139**

January 1, 2019 – March 31, 2020 = **1,170,680**

**Mobile
Users**



189% Increase

January 1, 2020 – March 31, 2021 = **903,479**

January 1, 2019 – March 31, 2020 = **312,460**

**Additional Device
Usage**

Desktop

Jan 1, 2020 –

Mar 31, 2021

234,667

Tablet

Jan 1, 2020 –

Mar 31, 2021

41,757





We are there for parents and caregivers when they need us.

1,561
Posts



- ▶ **866,633** total post engagements
- ▶ **574,790** total post clicks on Facebook
- ▶ **38,700** total shares on Facebook
- ▶ **4,622** total saves on Instagram
- ▶ **4,200** total monthly views on Pinterest
- ▶ **6,753,521** total post reach

Shared 141 posts from almost 2-dozen like-minded organization (i.e., CalEITC, covid19.ca.gov, California's Smokers Helpline):

Reached **631,425** people on Facebook and Instagram

Received **17,042** engagements on Facebook

Parents and caregivers responded to empathy and reassurance



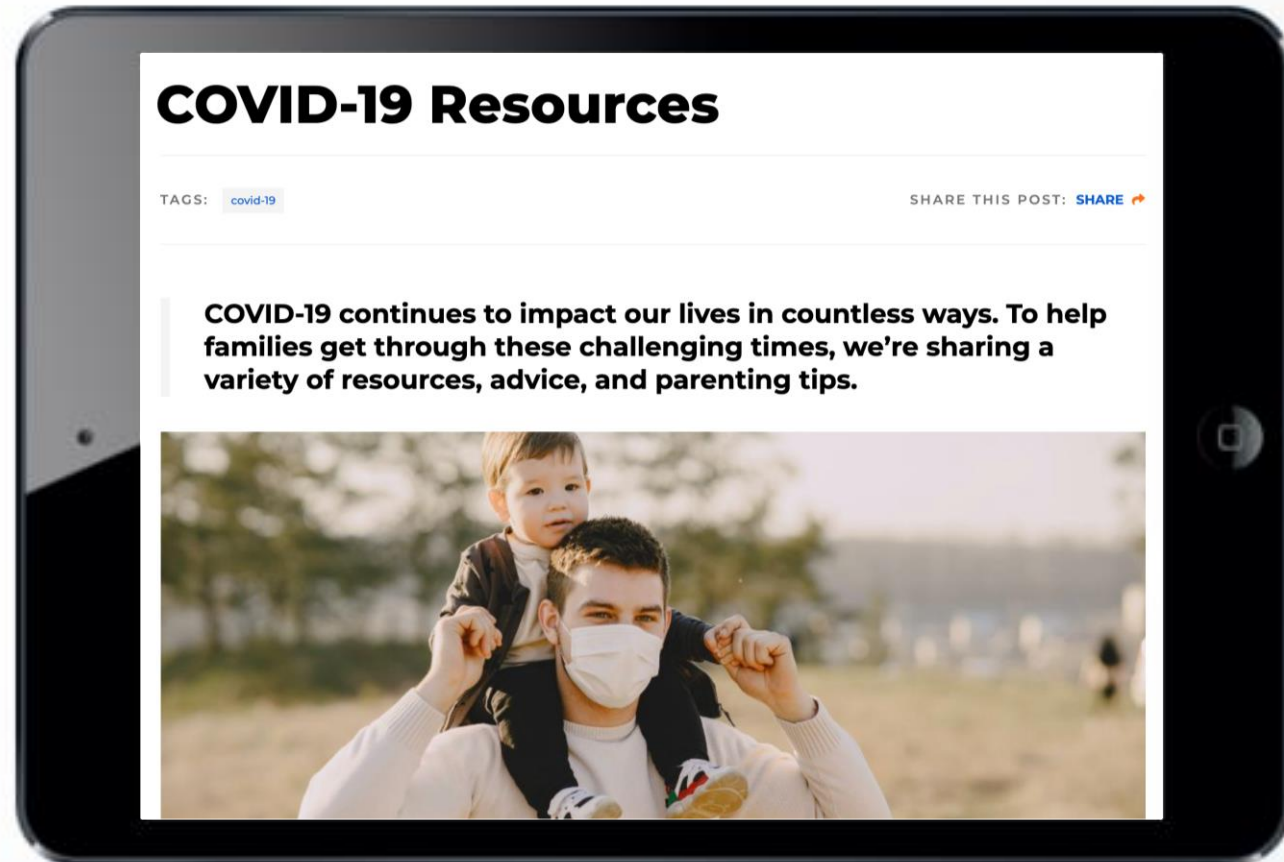
- ▶ An example of one of the most engaging posts of the year, posted December 7, 2020:
 - ▶ Tapped into the emotions of entering the holiday season knowing gatherings won't be allowed
 - ▶ Reassured parents and caregivers what kids really want during the holidays
 - ▶ Provided actionable tips on ways to remain engaged and celebratory
- ▶ Posted on Facebook and Instagram, resulting in **20,876** engagements and **3,203** shares



Ongoing updates and added activities and resources



- ▶ 35 articles, at-home activities, and videos
- ▶ 52 resource links
 - ▶ **Categories:**
 - Vaccinations
 - Distance Learning
 - Family
 - Employment
 - Immigration
 - Health
 - Nutrition
 - Government Updates
- ▶ **...And still adding**



Amplifying with earned media and local community outreach

- ▶ **Secured TV and radio interviews on important and urgent topics**
 - 2020 Census
 - First 5 California's new website
 - Celebrating the holidays during the pandemic
 - COVID-19 resources/activities
 - Strategies parents can use to discuss race with their young children
- ▶ **AAPI bylined articles in key in-language newspapers across the state:**
 - Viet Bao Daily News
 - Viet Dong Daily
 - Weekend Balita
 - Sing Tao Daily SF
 - Sing Tao Daily LA
 - World Journal
 - China Press SF
 - China Press LA
 - Asian Journal
 - Korea Times LA
 - Korea Times SF
 - India West



Reaching
over
2M
people

Empowering grandparents.

- ▶ DJ Lon McQ, 102.3 FM – KJLH Radio, created content about being a grandparent during the pandemic.



Providing activity resources to the AAPI community

- ▶ Coordinating the safe and contact-free delivery of free resources to Family Resource Centers and CBOs serving communities in need.

COMMUNITIES

Bangladeshi
Chinese
Korean
Pakistani
South Asian
Sri Lankan
Vietnamese

LOCATIONS

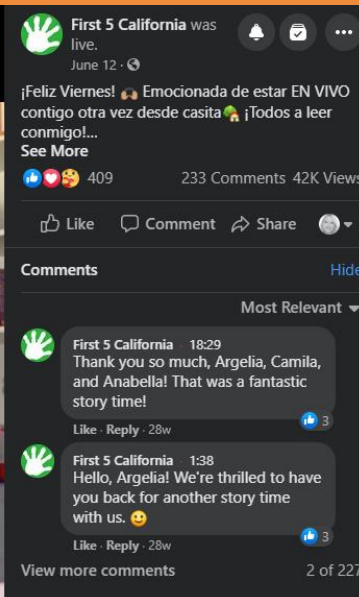
Alameda
Butte
Los Angeles
Orange
Riverside
San Bernardino



Giving parents and caregivers a bit of a break.



- ▶ Concepted and developed “At Home with First 5” Facebook Live bilingual story time sessions with well-known trusted messengers.
 - ▶ Series resulted in:
 - ▶ 336,513 views
 - ▶ 29,236 engagements
- Univision’s Argelia Atilano (400k followers)
Disney Junior's Sonal Shah (3k followers)
California’s First Partner Jennifer Siebel Newsom (61k followers)

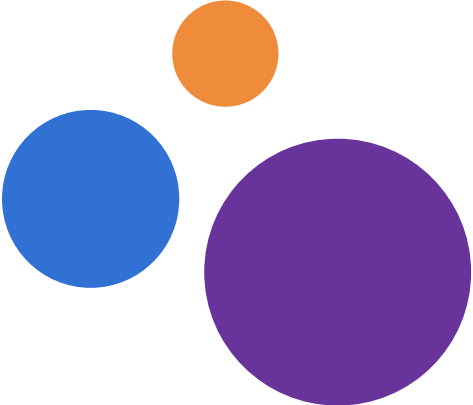


Now...providing critical information about COVID-19 Vaccines.

- ▶ English/Spanish content toolkit development for all 58 county commissions and partner agencies
- ▶ Target Audience(s)
 - Pregnant women and women who are breastfeeding
 - Vaccine-hesitant communities and hard-to-reach communities
- ▶ Approach
 - Create content addressing vaccine hesitancy, access, questions, latest information, and FAQs to help our parents feel informed and prepared.
- ▶ Content
 - Website articles
 - Social media posts
 - Digital media ads
 - Interviews
 - Bi-lined news article
 - Radio scripts
 - FAQs



Talk. Read. Sing.® Campaign Evaluation Study



Campaign Evaluation Study



- ▶ **Evaluation will employ a cross-sectional design with 850 respondents proportionately surveyed across four geographic regions in CA**
- ▶ **A sample of 850 parents and caregivers of children aged 0-5**
- ▶ **Study will measure:**
 - Increase knowledge about the importance of talking, reading, and singing to children ages 0-5 for brain development and relationship building.
 - Increase the amount of talking, reading, and singing among parents (household incomes of \$75k or less) after exposure to the campaign.
 - Improve other parent behaviors associated with talking, reading, and singing for early childhood development.
 - Improve attitudes and self-efficacy with respect to talking, reading, and singing for early childhood development.
 - Increase campaign awareness among parents in California.
 - Incidence of ACES and how parents with 4 or more ACES are impacted: talking, reading, and signing, campaign awareness, etc.
- ▶ **Study has been designed for publication in 2021-22. Topline results by w/o May 17, 2021.**

Parent Testimonials

My son is only 2 and a half, and he talks so well and clear, everyone is always surprised at how young he is. He's very smart, but I always tell people it was those "Talk, Read, Sing" commercials that I took to heart and put into action. We bring books with us everywhere we go. Restaurants, airplane rides, etc. Instead of throwing the tablet in his face when we go grocery shopping to keep him quiet, I talk to him and ask him questions and have him help me find certain foods with certain colors and shapes. It is amazing how fast these littles can learn if we as parents help them tap into that.

— Rhea Bewick

Talk. Read. Sing. Been doing this since my son was born. For 2 and a half, he has an impressive vocabulary.

— Tom Lehman

My toddler and I read books to her newborn sis who is almost 2 weeks old now. It helps the three of us bond together and makes my firstborn feel like an important part of helping out with the new baby. My first loves to sing to her baby also. Building strong brains from the start. ♡

— Ashley Rylance





Questions?



Thank You!

THANK YOU

