

Public Education and Outreach Advisory Committee Meeting Highlights

July 24, 2019
10:00 a.m. – 12:00 p.m.

Agenda Item 1 – Opening Remarks

Camille Maben called the meeting to order at 10:00 a.m.

Committee members present: George Halvorson, Jackie Majors, Shana Hazan, and Kris Perry

Staff present: Camille Maben, Frank Furtek, Jaime Hastings, Kathy Ellis, and Jamiann Collins-Lopez

Agenda Item 2 – Public Comment

None.

Agenda Item 3 – Media Buy for Fiscal Year 2019–20

Renee Fraser, Molly Bauer, and Erin Chinn from Fraser Communications presented an overview of the strategy and objectives relating to the upcoming campaign. Some of the highlights included:

- Using digital and traditional means to deliver Talk. Read. Sing.[®] messaging
- Emphasizing communicating to new parents, with the goal to reach them as soon as possible, via OB/GYNs, pediatricians, and other early healthcare providers
- Reaching low income families, including grandparents and other caregivers with a focus on personalizing the message to underserved populations
- Utilizing media – In addition to the current general market television and radio buys, creating a ‘surround sound’ type of messaging to reach our target audience wherever they are at any given time of day. This is done by using PBS; streaming media such as HULU and others; radio spots using known personalities; Facebook; Instagram; custom mobile ads; etc.

Committee members shared their comments and questions:

- George Halvorson asked if there will be linking with MediCal doctors. Fraser Communication staff noted they would check on this as well as WebMD and Medscape to obtain access. They stated the OB/GYN plan is in development at this time.
- Shana Hazan requested staff reach out to pregnant women, and dads as well. Fraser Communications staff noted ‘Fatherly,’ (a top-rated ‘dad’ focused website), but agreed more direct messaging utilizing digital and social media can be added for fathers.

- Kris Perry asked what the focus would be by using additional money for the website. Fraser Communications staff responded by explaining the scope is being expanded with a *new*, more inter-active website (adding counting, playing, and ACEs). Camille Maben noted there would be math, counting, and social emotional activities provided on the new website.
- Jackie Majors commented on a parent's perspective. Parent's lives need to be viewed through a trauma-informed lens. When a parent has so much to do, why should they care about Talk. Read. Sing.® She also asked staff to find additional ways to reach the African American community.
- Public comment – Outreach should focus on finding natural ways African American families gather and using that as a way to reach them: Afro-centric radio stations, barber shops, churches, utilizing celebrities, Essence magazine, Martin Luther King Jr. events.
- Outreach to caregivers in all settings was discussed, including homeless, foster parents, adoptive parents, teenagers, grandparents, non-traditional partners, and older adults.
- Suggestions for directing campaign locations: county welfare offices, hospital/doctors waiting rooms, family resource centers, churches, and other locations where families gather.

Agenda Item 4 – Parent Website

The discussion focused on increasing the number of unique/new visitors to the site.

- Committee members asked, of the 350,000 visitors, who are we reaching, and how can we extend the reach to underserved populations?
- Committee members suggested including breaking down the data by ethnicity, income, and caregiver type. They are interested in data on which items on the site are getting the most traffic and why.

Next Meeting

The next meeting is scheduled for Monday, September 16, 2019, from 10:00 a.m. to 12:00 p.m.

At this meeting, the Committee will be briefed on the following:

- Additional information regarding outreach to low-income and hard-to-reach populations
- Discussion of the online parent guide

Agenda Item 5 – Adjournment

Camille Maben adjourned the meeting at 12:00 p.m.