



“Will you be my
first teacher?”

First5California.com/parents

Health. Education. Services. Support. 

Education & Outreach

3 Year Communications Plan

July 15, 2009



Process Overview and Highlights

3 Year Plan

- Framework
- Research summary
- Micro site and messaging
- Collaboration opportunities
- Media
- Evaluation research
- Questions



Framework

Foundation

- Formative Research
 - Parents' needs and perceptions
 - Need for a parent-centered resource center
 - Environmental scan: secondary research
- Developmental Phase
 - Assessment of current assets of First 5 California
 - Assessment of resources across 58 counties
 - Web site and outreach assessment
 - Services and support investigation
 - Creative development
 - Media analysis
 - Media planning
 - Microsite design and development



Framework

Implementation

• Phase 1

- Commission: Media Review Committee
- Deploy micro site
- Launch education and outreach campaign
- Discovery phase for full Web site
- Conduct parent pre-measure for evaluation purposes
- Develop full Web site resources
- Web site usability study

• Phase 2

- Education and outreach
- Develop services component
- Refine content
- Develop partnerships for content
- Develop social networking opportunities
- Develop and launch electronic newsletters
- Conduct interim evaluation

• Phase 3

- Refine and add relevant content
- Further develop partnerships
- Conduct post-evaluation



**KEEP ME
HEALTHY**



First5California.com/parents

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Research Summary



Research Objectives

- To help develop the new First 5 California FY 09-10 campaign, we conducted an environmental scan of current issues as well as qualitative research to obtain an understanding of parenting needs, knowledge and perceptions of First 5 California.



Overall Findings

- **Overall, there were very few ethnic and geographic differences among parents across the state; mothers are just that, mothers - no matter whom we talked to**
 - Mothers and fathers offered the most notable differences among our respondents
 - Asian parents had somewhat higher expectations related to education and aspirations
- **Passion for their children's future was powerful and pervasive**
 - New President of the U.S. creates a new sense of opportunity for children
- **Complexity of support sought and expectations for parenting were highly correlated to income and geography**
 - Higher income, urban moms were more aspirational as compared to their lower income, rural counterparts who were, in turn, more resourceful



Overall Findings

- High-speed Internet access at home, work, and mobile devices were prevalent among nearly every respondent – regardless of income and location
- Strong desires to be the “best” parent possible
 - A keen responsibility in light of new optimism
- Lack of knowledge and disempowerment
- Searching for guidance
- Tough economic times – greater need for resources
 - Families feeling vulnerable
- Parents rejected guilt-inducing or negative imaging and messaging
 - Overwhelmingly preferred inspirational, entertaining and encouraging messaging
- Parents need a resource to turn to for help



First 5 California As A Resource

- Most moms were very open to a government entity acting as an aggregator for parenting information
 - “First 5 California” lent credibility, an appropriate entity to help people gain access to government and social services
- The First 5 California brand has the functional and emotional qualities to deliver value *and* initiate long-term relationships with parents:
 - Functional space:
 - Provide insight and guidance for both acute and chronic issues
 - Consider ease-of-use, access, and integration
 - Possible obstacle of perceived bureaucracy being a government entity
 - Emotional space:
 - Embrace acknowledgment, empowerment, love, and trust in messaging and tonality
 - Be the next *layer* of “family” that parents can go to when in need
 - Respondents sought help mostly from known and trusted sources



Implications and Recommendations

- **First 5 California is the obvious source of this type of information organized around:**
 - Health
 - Education
 - Services and Support
- **Families are very strained in these difficult economic times causing greater stress and making children more vulnerable to violence and neglect**
- **Develop a micro site that is parent-friendly utilizing existing resources while developing a robust site for parents**



Web site: 3 Stages

- **Stage 1:**
 - Micro site with connections to First 5 California, a county Web site and content from the existing First 5 California Web site
- **Stage 2:**
 - Create a holistic, robust virtual parent resource center
- **Stage 3:**
 - Create social networking parent communities, forums, and tools to engage and learn



Parent Resource Center Micro site Design and Functionality



The first place to go for everything children 0-5.



Health ▲

Education ▲

Services & Support ▲

Looking for information in a different language?

Español | 中文 | 한국어 | tiếng Việt

Click here for **First 5 Services** in your neighborhood.



To order your **FREE** Kit for New Parents, call 1-800 KIDS 025

For more information about First 5, join us on:

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This landing page is intended to help parents navigate the First 5 California site more easily while we are constructing our new site.

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Proposed Parent Resource Center Web site Design and Functionality



SITE SEARCH
powered by Google

First 5 CA Commission

How We Help California's Children

County Resources

Research & Evaluation

Media / Publications



FIRST 5 CA
PARENTS'
SITE

Welcome to First 5 California

Dear Friend of First 5 California,

More than half a million children are born every year in California. In each life is an unlimited amount of potential – to grow-up healthy, to do well in school and to succeed. First 5 California believes in tapping into that potential during a child's earliest years and working to ensure that all children are given the opportunity to thrive.

That's why we're here. First 5 California and 58 County Commissions throughout the state work to improve the lives of children from the time they are in the womb until they enter kindergarten.

- Support for the American Recovery & Reinvestment Act (ARRA)
- Become a Corporate Partner
- Current Funding Opportunities
- Tobacco Cessation
- Project Legacy

WHAT'S
NEW!

Kit for New
Parents



First 5's



Collaboration Opportunities



Collaboration Opportunities

- **Webinars**
- **Events in local communities**
 - Radio Disney events in Southern California
 - Statewide to come
- **Photo assets for county use**
- **Exploration of opportunities through micro site and full Web site**



Collaboration Opportunities

Synergy of messaging with the Resource Express



3 Year Media Plan



Media Objectives

- **Promote education and outreach among parents/caregivers via targeted offline and online media**
 - Emphasis on Latino and African American segments
 - Represent 56% of California's children 0-5
- **Effectively target and reach California's populations with the greatest need (including the hard-to-reach groups and communities)**
 - Primary media target: Women 18-34 of all ethnicities with kids 0-5
 - Secondary media target: Fathers and other caregivers of kids 0-5
 - Also target/focus on hard to reach groups/communities: Migrant farm workers, Oaxacans, Mixtecs, Zapotecs, Hmong, and Special Needs children
- **Generate parent/caregiver awareness and education about the resources that are available to aid the health and nurtured development of children ages 0-5**
 - Brand First 5 California as the ultimate resource on information for their children in this age range



Key Strategies

- Use syndicated research to understand target demographics, psychographics, lifestyles, language preferences, and media usage habits
- Ensure effective media coverage for all 58 counties
- Specifically target different ethnic groups and hard-to-reach communities via multi in-language messaging
- Utilize a multi-media mix and roll out a 360 degree “Surround” media strategy for maximum impact



Key Strategies

- **Implement synergistic and effective offline flying strategies during key months:**



- August- September: Back to School
 - January- February: post holiday when routines are back to normal
 - April - June: pre summer, end of school
- **Execute an ongoing online program**
 - Employ the use of emerging media technologies and highly-targeted digital media elements that will span both mainstream and ethnic media
 - **Utilize local and credible radio personalities on key stations to communicate the First 5 California message in an organic and conversational endorsement style**
 - Selected personalities that are relevant to First 5 California; young mothers, fathers, and other caregivers that have a lot of experience caring for young children



Key Strategies

- **Leverage all paid media dollars to deliver significant levels of added value**
 - Free time/space
 - Billboard sponsorships
 - Significant discounts off rate card
 - Interviews/Public Affairs programs
 - Web site presence/e-mail blasts
- **Timing**
 - Phase 1 (June 2009 through September 2009)
 - Phase 2 (January 2010 through September 2010)
 - Phase 3 (January 2011 through May 2011)



Year One Media Strategies

- Radio campaign June – September, 2009
 - General Market: All 24 radio markets across the state
 - Latino Radio and Asian Radio: Recommended key markets based on highest ethnic populations and areas with greatest need
 - Latino Radio buy *will always* include coverage of hard-to-reach population including Oaxacans, Mixtecs, and Zapotecs
 - Asian Radio messaging will be delivered in the following dialects: Asian-Indian, Chinese, Hmong, Korean, Laotian, and Vietnamese



Year One Strategies, cont'd

- **Online**, paid search, targeted display ads, and radio streaming to reach parents/caregivers who we know are online (June through December)
- High impact, mass reach **out-of-home** messaging via outdoor postings and transit (bus, both inside & outside) June through September, covering General Market, Latino, and Asian areas in top 6 markets
- Place visually appealing illuminated **backlit displays** in family friendly areas of highly populated malls in top California markets (August and September)



Year One Strategies, cont'd

- Enhance broadcast and outdoor efforts with increased ethnic support via [African-American and Asian print publications](#) in August and September
 - Showcase the powerful First 5 California message extending reach and frequency against these segments in trusted, credible print environments
- Ensure high visibility and outreach of the First 5 California campaign by utilizing select [community events/partnerships](#) (where resources might be needed and people are seeking information)
 - Strong presence at 16 Radio Disney Events that attract thousands of families in 3 of our key markets (LA, San Francisco, Sacramento)
 - Maximize our presence in key areas at peak times of the campaign
 - Take advantage of El Grito (Mexican Independence Day in September)
 - KCBS Marketing proposal will be developed in conjunction with the Department of Parks & Recreation and other partners



Year Two and Year Three Strategies

- **Sustain General Market, Latino, and Asian radio messaging in key markets/languages throughout Year 2 and Year 3 (as affordable) for frequency and continuity**
 - Flighted together for maximum impact and synergy with bilingual listeners
- **Complement radio activity with additional out-of-home/guerilla media vehicles**
 - Effectively reach out to our target segments when they are with their children and receptive to information



Year Two and Year Three Strategies, cont'd

- Maintain print continuity messaging in key African-American and Asian publications



- Continue to align First 5 California with key community events and partnerships to further our outreach and disseminate key literature/*Kits*
- Continue and expand online activity with a paid search program, targeted display ads, radio streaming, e-mail marketing, and other potential emerging technologies such as mobile media
 - Enhance online presence even further in Year 3 by building upon Year 2 learnings and optimizing effectiveness and reach



Search and Emerging Media

- **Paid Search Listings (Sponsored Links)**
 - Advertiser bids on search term and controls ad copy displayed to user
- **Organic Listings (Natural Search Results)**
 - Search Engine crawls the Internet to find the most *relevant* content and displays to the user as a link
- **PERMISSION-BASED, double opt-in e-mail to any demo, age, gender, HHI, location down to zip code, or relevant category**
- **Mobile is a means of alerting AND reminding in REAL TIME**
 - Adults spend 18 hrs/day with their cell on average
 - 97% Open Rate
- **Push out Text Alerts about programs and services First 5 California provides**
 - “Click to Call” feature from text message for ordering *Kit for New Parents*



Targeted Display Ad Campaign

- Custom segments of sites created to reach the First 5 California CA target audience
 - **Parenting/Family and Moms Segment** – sites such as Babycenter, Parent.com, iVillage, Disney Family, Babynames, momblognetwork, justmommies, EllenTV, TyraTV, etc.
 - **Latino Segment** – sites such as Univision, Telemundo, La Opinion, People En Español, Telemundo.yahoo.com, Babycenter En Español, Guia Infantil, etc
 - **African American Segment** - sites such as BET, BlackPlanet, Ebony, Essence, Spin, Vibe, etc.



Parenting



Latino



African American



Targeted Display Ad Campaign

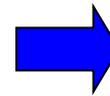
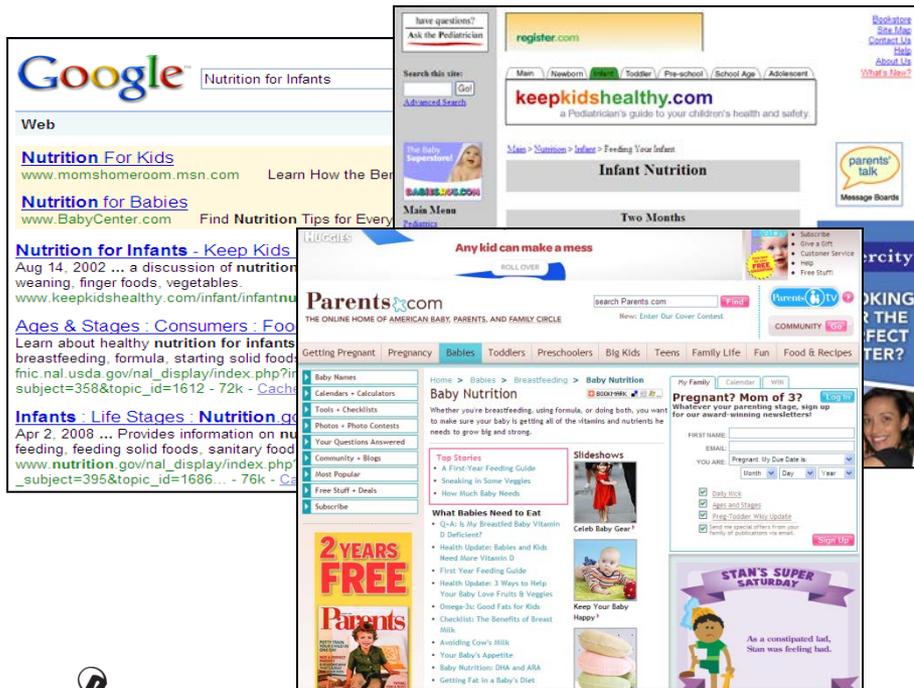
- Behavioral and Contextual Targeting

- Track user behaviors online and target individuals in CA with an ad who are searching for or looking at content related to:

- Children's Health/Nutrition, Family Planning/Life, Parenting Babies/Toddlers, Baby/Toddler Products (toys, strollers, diapers, apparel, etc)

- Target Mothers and Parents with Young Children, HHI < \$75k

- Re-targeting those who have visited First 5 California site





“The first place to go
for everything ME!”

First5California.com/parents

Health. Education. Services. Support.



Pre-Advertising Research



Methodology

- Telephone surveys across California
 - Use of telephone surveys provides the ability to reach a diverse audience using a consistent methodology
- The survey was conducted in English, Spanish and selected Asian languages (Korean, Vietnamese, Chinese)
- Reliable and robust sub-samples were analyzed along with total state results
- 1250 interviews to be conducted in the pre and post surveys



Quantitative Research Objectives

- To quantitatively measure the perceived needs of parents of children ages 0-5 for resources or help as they prepare their children for life
- To assess relevant beliefs, motivations and behaviors
- To measure a baseline for awareness of current outreach campaigns and services
 - Regular tracking to measure effectiveness



**TEACH ME
SMILES**



First5California.com/parents

Health. Education. Services. Support.

**KEEP ME
SAFE**



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Health. Education. Services. Support.

Thank You

ENSÉÑAME REDONDO



First5California.com/parents

Salud. Educación. Servicios. Apoyo.

*NOW parents have
an owner's manual.*



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Health. Education.
Services. Support.