



October 27, 2016

<p>SUBJECT</p> <p>UPDATE ON IMPACT OF TALK. READ. SING.[®] CAMPAIGN</p> <p>Strategic Priority Area 1. Public Will and Investment: Build public engagement in, investment in, and support of the optimal wellbeing and development of children prenatal through age 5, their families, and communities.</p> <p>Goal 3.1. Communications: Build public will in investing in early childhood by communicating the potential for positive outcomes for children and families, and the importance of prevention and early intervention.</p>	<p><input type="checkbox"/> Action</p> <p><input checked="" type="checkbox"/> Information</p>
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SUMMARY OF THE ISSUE

Renee Fraser, President and CEO of Fraser Communications, will provide an update on the reach and impact of the variety of current *Talk. Read. Sing.*[®] campaign media.

RECOMMENDATION

This is an information-only item. First 5 California staff is not requesting action at this time.

BACKGROUND OF KEY ISSUES

The purpose of the *Talk. Read. Sing.*[®] campaign, launched originally in March 2014, is to educate parents, caregivers of young children, and the public at large about the critical brain development that takes place during the earliest days, months, and years of a child's life, and how that development is stimulated and enhanced through language interaction and engagement with caring adults. Early brain stimulation is essential for building strong brains in young children. Positive and regular verbal engagement from day one of a child's life promotes vocabulary development, enhances social-emotional development and school readiness, helps prevent or offset toxic stress, and provides a greater chance of lifelong success.

The presentation for this item will feature an overview of the impact of the 2016 campaign and statewide media/outreach activities (television and radio ads, social media, parent website, celebrity endorsements, interviews, sports partnerships, targeted outreach, etc.), and resulting analytics.

ATTACHMENTS

A. PowerPoint Presentation: *Talk. Read. Sing. It Changes Everything.*[®]

A photograph of a man and a young boy smiling and reading a book together. The man is on the right, leaning over the boy on the left. They are both looking at the book with joy. The book has colorful illustrations of a sun and a tree. The background is a bright, indoor setting, possibly a home or a library.

*Talk. Read. Sing.
It changes everything®*

State Commission Meeting
October 27, 2016



We're Making a Difference



“I just wanted to take the opportunity to **THANK YOU** for your amazing commercials regarding parents interacting with their children! As a parent, grandparent, and teacher I can't even tell you how important this is to a child's development! **Thank you SO MUCH for creating this on TV.** Hopefully it will encourage many many others to integrate talking, reading and singing into their children's lives. Thank you and God Bless you all!”

-Val Flaner

(24-year teacher of deaf/hard-of-hearing students)



We're Making a Difference



“Thank you for creating that ad about socializing with your baby/child instead of using social media to entertain your child.

Obviously we have all seen this at parks, restaurants, etc. even between adults who aren't communicating with each other anymore. It's a very sad statement of where we are going in the future. I have been saying this for years but nobody's listening. We have a generation of media addicts! **Keep up the good work with your TV commercials. Somebody's listening.”**

April Robinson

(66 year-old retired concerned daycare provider and grandmother)



Topics

- Campaign Measurement and Impact
- Reaching Out to Other States – Minneapolis Effort
- Ethnic Partner Update – Asian American and African American Outreach Programs



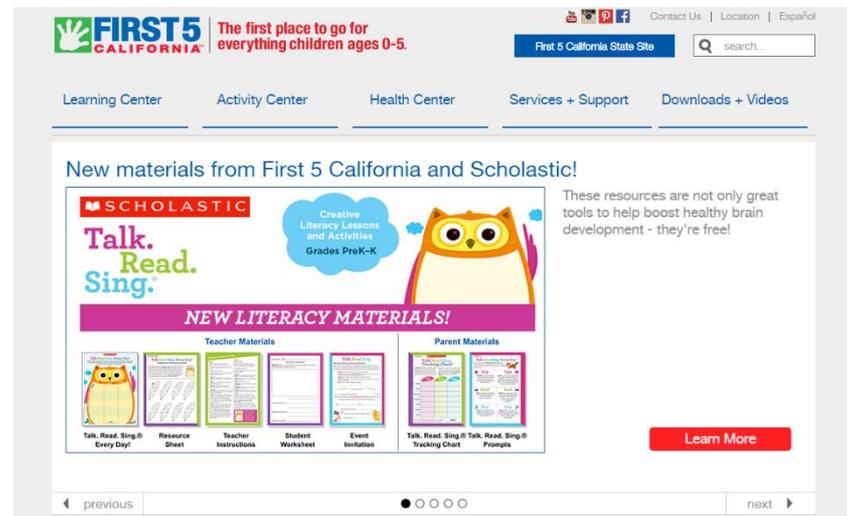
Website Activity

February 1-September 30, 2016



Campaign Overview

- The campaign includes a mix of broad reach TV, radio, :15/:10 radio tip messaging, digital, search, and social media.
 - All of our efforts direct parents and caregivers to go to the First5California.com website for more tips and information.
- We have been running the TV in 2-week runs to stretch the budget and help maintain consistent brand awareness.
- The following website activity pages show how our efforts are maintaining a very consistent level of new and returning visitors as well as some nice spikes and the efforts we attribute these to.



Traffic Overview

- Total site visits: **340,309**
 - **An increase of 32%** from previous period.* Significant lift suggests increased interest and visits during campaign periods.
 - **78.5% of our visits were first-timers** who may have been introduced to First 5 CA through outreach efforts.
- Unique visitors: **269,632**
 - **An increase of 33%**. This shows that a large portion of our traffic is comprised of many unique users as opposed to users from the same pool.
- Page views: **715,000**
 - **An increase of 21%**. Demonstrates active browsing and content consumption.

**Compared to previous year: February 1 through September 30, 2015*



Most Popular Site Content

- Home
- Learning Center
- Videos & Downloads
- Services & Support
- Activity Center

This screenshot shows the 'Learning Center' section of the website. The main navigation bar includes 'Learning Center', 'Activity Center', 'Health Center', 'Services + Support', and 'Downloads + Videos'. Below this, a sub-navigation bar lists 'Brain Development', 'Language Development', 'Reading', 'Fine and Gross Motor Skills', 'Preschool', and 'Child Care'. The 'Brain Development' section is active, featuring a sidebar with 'Brainy Insights' and 'Your Baby's Brain'. The main content area has the heading 'Child's Brain Development' and the text: 'Brains are built over time, and the foundations are constructed early in life.' It lists factors like daily experiences, parent responsiveness, nutrition, physical activity, genetics, and love. A central graphic shows a baby's head with various actions labeled around it: Sleeping, Touching, Singing, Talking, Flying, Drawing, Hugging, Crying, Eating, and Crawling + Walking. A play button icon is labeled 'Click to get started.' and the text says 'See how everyday actions light up your child's brain.'

This screenshot shows an article titled 'From the moment they're born: Talk. Read. Sing.®'. The 'FIRST5 CALIFORNIA' logo is at the top left, with the tagline 'The first place to go for everything children ages 0-5.' The navigation bar includes 'Learning Center', 'Activity Center', 'Health Center', 'Services + Support', and 'Downloads + Videos'. The article features a photo of a woman smiling at a baby. The text reads: 'Your baby's brain is developing at fantastic speeds. Fuel this growth by talking, reading and singing with them right from birth.' A red 'Learn More' button is at the bottom right. A pagination bar at the bottom shows 'previous' and 'next' buttons with a series of dots.

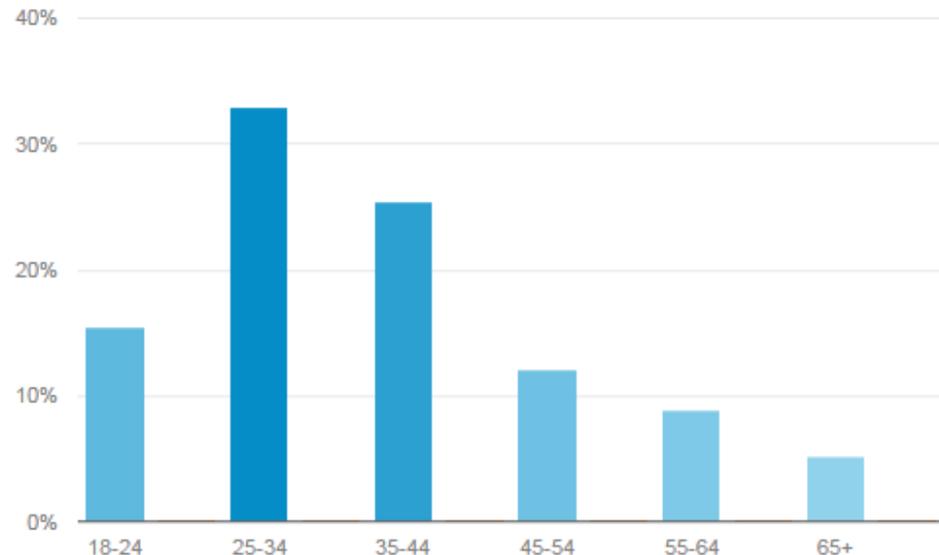
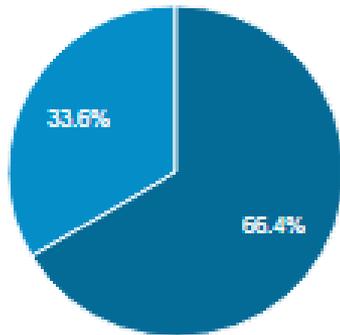
This screenshot shows the 'Activities for Babies' page. The main navigation bar includes 'Learning Center', 'Activity Center', 'Health Center', 'Services + Support', and 'Downloads + Videos'. The sub-navigation bar lists 'Babies', 'Toddlers', and 'Preschoolers'. The 'Babies' section is active, showing a sidebar with 'Activities for Babies' and a list of activities: 'Sensational Scarves', 'A Bit Beyond Reach', 'Make Your Own Music', 'Obstacle Course', 'Build Up and Topple Down', and 'More Activities'. The main content area has the heading 'Activities for Babies' and the text: 'Babies change more in the first year of life than at any other time. Use the following activities to help develop your baby's motor skills, muscle strength, social and emotional growth, and more.' Below this are five small images representing different activities: 'Sensational Scarves', 'A Bit Beyond Reach', 'Make Your Own Music', 'Obstacle Course', and 'Build Up and Topple Down'. At the bottom, it says 'We're constantly adding new activities to our Pinterest boards, all designed for children 0-5. Follow us for even more fun tips and ideas!'.



Visitor Profile: Age & Gender

- 48.44% of visitors were between the ages of 18-34.
 - 33% were 25-34; 15.45% were 18-24.
- Female/male: 66.4%/33.6%.
- Bulk of visitors accurately represents our target audience.

■ female ■ male
Feb 1, 2016 - Sep 30, 2016



Visitor Profile: Devices

- More than 47% of visits came from a mobile device.
 - Continues to rise; an increase of 38% from previous year.*
 - 41% of these visits are from Apple iPhones.
- Desktop represents 43% of visits.
 - An increase of 24% from previous period.
- Tablets, although a smaller audience segment (9.4%) shows the most growth:
 - An increase of 39.5% in visits from a tablet from previous period.



**Compared to previous year: February 1 through September 30, 2015*



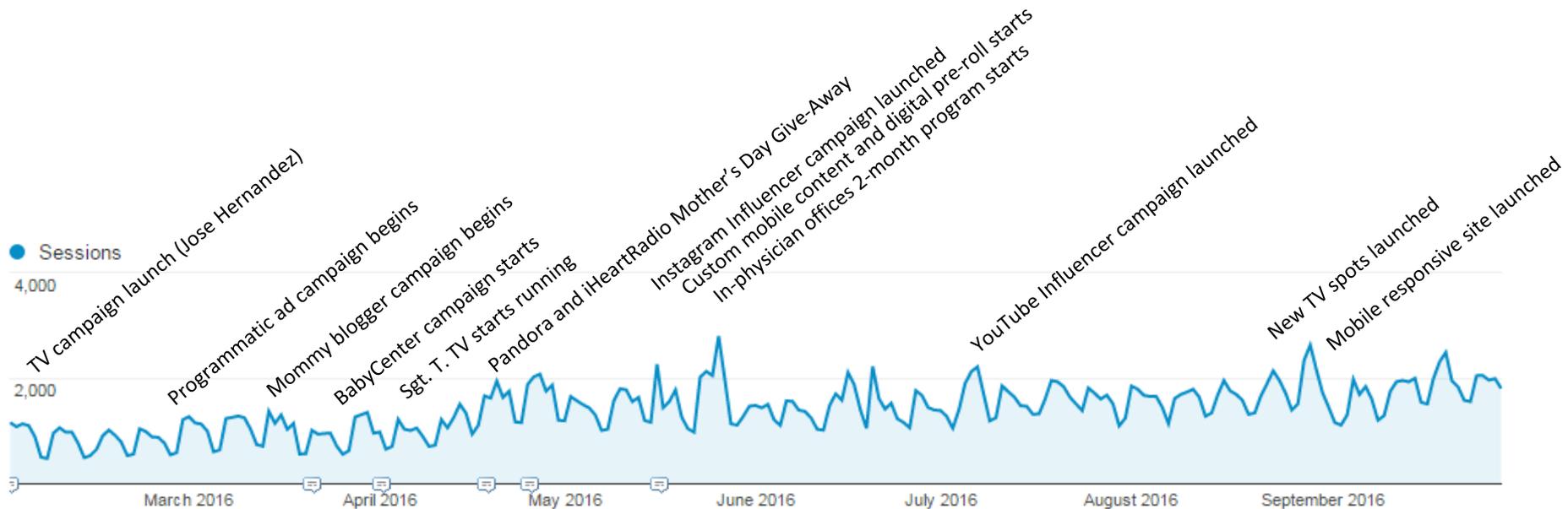
Traffic Sources

- Top 5 traffic channels to our website:
 - **Direct: 28%.** This is a 62% increase from the previous year, which suggests that more users are actively typing in our URL, possibly from exposure to TV/radio ads.
 - Note: This is a good indicator that our campaign message is breaking through.
 - **Organic search: 27%.** This is an 11% increase from previous year, which shows that more users are actively searching for First 5 California or relevant terms.
 - **Referral: 20%.** This is an increase of 12.5% from previous year (comprised of traffic coming from clicks on our banner ads, links, etc. from other sites).
 - **Paid search: 19.89%.** This is an increase of 79% from the previous year.
 - **Social media (top 2: FB/Instagram): 2.27%.** This shows an increase of 57% from previous year.



Web Traffic Milestones

February 1 – September 30, 2016



- “How I Really Got Here” campaign debuted with Jose Hernandez spot on February 1 with media scheduled in two-week intervals. The new “Sgt. T.” TV spot followed on April 18.
- Several other efforts were launched, including programmatic advertising, influencer/blogger efforts, iHeartRadio Mother’s Day and Book give-away contests, a YouTube influencer collaboration and more.
- New TV spots were introduced in late-August, again scheduled in two-week intervals.
- Note: New mobile responsive website launched late September 2016.



Expanding the Message: Minneapolis



City of Minneapolis

- *Talk. Read. Sing. It changes everything*® message being introduced in the City of Lakes
 - “If We Don’t”
 - “From the Time They’re Born”



Powering the Movement In the Local Community: African American and Asian American Outreach Programs



African American Outreach



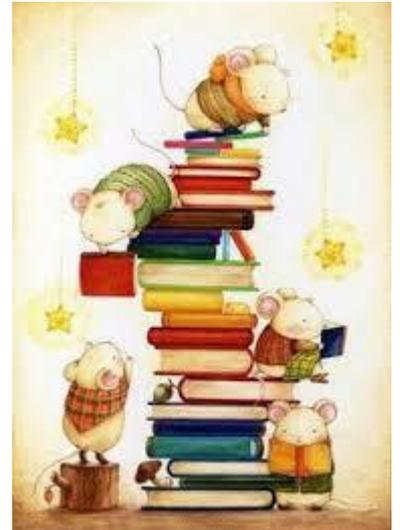
African American Community Outreach Goal

African American Publishers Campaign

- African American newspapers are among the most trusted sources for authentic information.
- Voice for the Black community for civic, educational and political purposes.
- The average pass on rate doubles the publications' circulation numbers.
- Engage the highly trusted publishers to share and challenge the parents and caregivers of children 0-5, to *Talk. Read. Sing.*®

Official Library Reading Tour

- Building partnership with libraries, elected officials and the community.
- Community gains additional face time with elected officials in an informal setting.



African American Publishers Campaign

Southern California Program

- Partnership with four Los Angeles publications.
- Our Weekly, Inglewood Today, City Pride Magazine and the Los Angeles Sentinel
- Editorial, advertising and online placements

Reading and spending time with children plays a vital role in uplifting our community



Devery J. Bakerwell, Jr., Executive Editor of The Los Angeles Sentinel spends time with the students at Marcus Garvey School reading to the students and engaging in conversation with them about the importance of reading, doing their best in school and going back to the community.

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...ing quality time is what has laid the foundation for them not only as students but as people. Devery knows to read, in fact the staff at Howard to major in English and her dream is to become a writer. Taylor graduated from USC with a degree in communications and her reading and writing ability all started with these little moments we shared when we were together.

...did I realize that it would be the foundation for their education in the years to come. Devery knows to read, in fact the staff at Howard to major in English and her dream is to become a writer. Taylor graduated from USC with a degree in communications and her reading and writing ability all started with these little moments we shared when we were together.

...and they enjoyed every minute of it.

...Now that my kids are grown, I still realize the importance of being that foundation to young people and try and get out as often as I can to share my time and talent with children. It is important for both young men and young women particularly young people to read enough, it is the kind of habit that every adult should give for their own sake.

...only will you be sharing the joys of education and reading with each other but you will be creating moments and memories that will last a lifetime.

...Please join the Los Angeles Sentinel in partnership with First 5 California READ, SING. It changes everything! To participate in this campaign please send photos of you talking, reading or singing to your child.

COMMUNITY

Talk. Read. Sing. African American Press, Leadership and Community Pass on Traditions to Next Generation

Talk, Read, Sing to your child for a smarter and happier baby.

I am Willie Brown, publisher of Inglewood Today Weekly. I take the time to talk, read and sing to my Goddaughter Isis to make sure the first five years of her life are enriched by boosting her brain development and ability to learn.

I know how important these first five years are. They are the time when imprinting occurs. It's the time of the latest brain development.

Science has shown that there are trillions of brain-cell connections, called neural synapses that form in the brain during the first few years of a baby's life. Synapses that do not "connect" a baby's brain through early experiences, interactions and stimulation are unfortunately lost, and they don't come back.

Research tells us that a child's most intensive period for absorbing speech and language skills is during the first three years of life. These skills develop best in a world that is rich with sounds, sights, and consistent exposure to speech.



Willie Brown with his Goddaughter Isis

When children are read to, their brains build the neural connections that enable them to learn vocabulary. When adults and children read a favorite book again and again, connections in the child's brain become stronger and more complex. Every time you read to your child, his or her brain makes connections and grows stronger, just like a muscle would through physical activity.

Further, singing and music can have a positive effect on a child's

Join us at Inglewood Today in partnership with First 5 California to be a part of The TALK, READ, SING.[®] It changes everything![™] African American first in a series of multi-generational campaigns. They kicked off this aspect of the effort with our media, because of the critical role we play in educating, informing and championing our community and the importance of passing this legacy on to the next generation.

If you are a parent, grandparent or caregiver to a young child, you are your child's first teacher and you play an active role in your child's brain development. Take this valuable time in your child's life to talk, read and sing. Here's a thought, take our newspaper and read your favorite section to your child. Or read cookbooks out loud, share your favorite bible verse, sing the alphabet, name colors, read stories that pass on our history to preserve our traditions. All of this helps. And, we know how important it is to give our children every advantage possible while building stronger neighborhoods.

Talk. Read. Sing.

African American Press, Leadership and Community Pass on Traditions to Next Generation

It changes everything[®]

I am Jewel Jackson, assistant publisher for City Pride Magazine - I take the time to talk, read and sing to my son, Iaden, to make sure the first five years of my son's life are enriched by boosting his brain development and ability to learn.

Now how important these first five years are. They are the time when imprinting occurs. It's the time of the fastest brain development.

Science has shown that there are trillions of brain-cell connections, called neural synapses that form in the brain during the first few years of a baby's life. Synapses that do not "connect" a baby's brain through early experiences, interactions and stimulation are unfortunately lost, and they don't come back.

Research tells us that a child's most intensive period for absorbing speech and language skills is during the first three years of life. These skills develop best in a world that is rich with sounds, sights, and consistent exposure to speech. When children are read to, their brains build the neural connections that enable them to learn vocabulary. When adults and children read a favorite book again and again, connections in the child's brain become stronger and more complex. Every time you read to your child, his or her brain makes connections and grows stronger, just like a muscle would through physical activity.

Singing and music can have a positive effect on a child's brain development. Take this valuable time in your child's life to talk, read and sing. Here's a thought, take our newspaper and read your favorite section to your child. Or read cookbooks out loud, share your favorite bible verse, sing the alphabet, name colors, read stories that pass on our history to preserve our traditions. All of this helps. And, we know how important it is to give our children every advantage possible while building stronger neighborhoods.

To participate in this campaign, send in a photo of you talking, reading or singing to your child.

I fondly recall when my parents (or someone else) would talk, read or sing to me building my curiosity and eagerness to learn, a foundation for learning that has guided me through my studies and ultimately my career.

Join us at City Pride Magazine in partnership with First 5 California to be a part of the "TALK, READ, SING." It changes everything! (African American first in a series of multi-generational campaigns). They kicked off this aspect of the effort with our media, because of the critical role we play in educating, informing and championing our community and the importance of passing this legacy on to the next generation.

If you are a parent, grandparent or caregiver to a young child, you are your child's first teacher, and you play an active role in your child's brain development. Take this valuable time in your child's life to talk, read and sing. Here's a thought: take our newspaper and read your favorite section to your child. Or read cookbooks out loud, share your favorite bible verse, sing the alphabet, name colors or read stories that pass on our history to preserve our traditions. All of this helps. And, we know how important it is to give our children every advantage possible while building stronger neighborhoods.

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African American Publishers Campaign

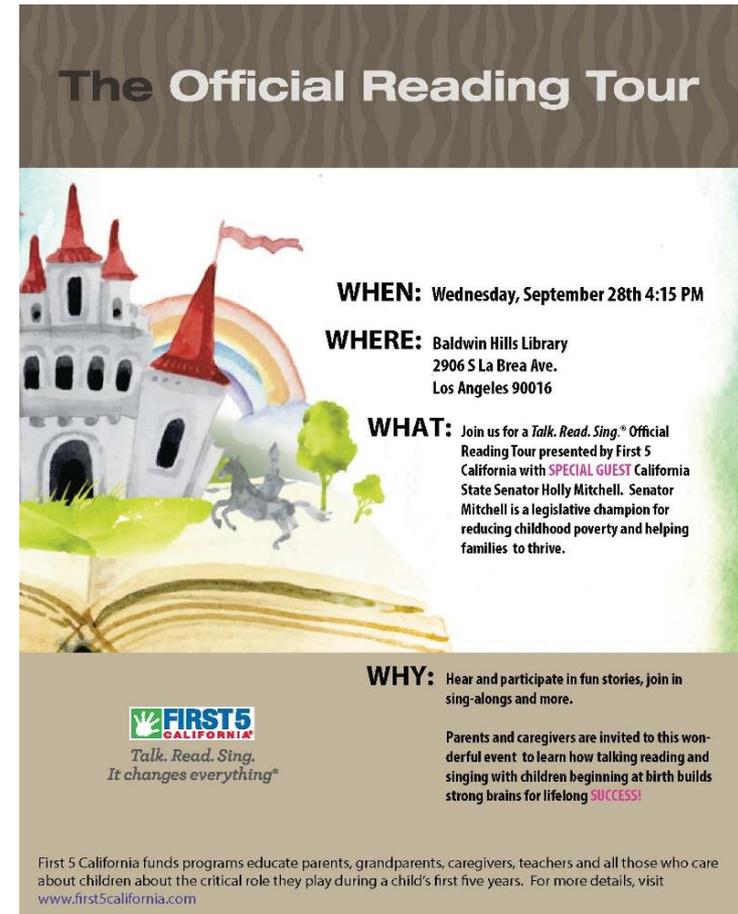
Northern California Program - Planning

- Taking a different approach as the northern communities are very different.
 - Oakland and San Francisco Roundtables to include moms, dads, grandparents and caregivers as well as students studying early childhood development and pre-school administrators.
 - Sacramento Faith-based outreach



African American Library Reading Tour

- Kick-off event on Thursday, September 28th at the Baldwin Hill Library with special guest reader State Senator Holly Mitchell representing the 30th Senate District.
 - Significant community engagement
 - Children completely enthralled
 - Library leadership and staff impressed and wanting more



The Official Reading Tour

WHEN: Wednesday, September 28th 4:15 PM

WHERE: Baldwin Hills Library
2906 S La Brea Ave.
Los Angeles 90016

WHAT: Join us for a *Talk. Read. Sing.*® Official Reading Tour presented by First 5 California with **SPECIAL GUEST** California State Senator Holly Mitchell. Senator Mitchell is a legislative champion for reducing childhood poverty and helping families to thrive.

WHY: Hear and participate in fun stories, join in sing-alongs and more.

Parents and caregivers are invited to this wonderful event to learn how talking reading and singing with children beginning at birth builds strong brains for lifelong **SUCCESS!**


Talk. Read. Sing.
It changes everything®

First 5 California funds programs educate parents, grandparents, caregivers, teachers and all those who care about children about the critical role they play during a child's first five years. For more details, visit www.first5california.com



African American Library Reading Tour

- Assemblymember Chris Holden, 41st Assembly District
 - Thursday, October 13th, Altadena Main Library
- Assemblymember Sebastian Ridley-Thomas, representing the 54th Assembly District
 - Monday, October 17th, Central Library
- Assemblymember Autumn Burke, representing 62nd Assembly District
 - Wednesday, October 19th, Hyde Park Library
- Assemblymember Reggie Sawyer-Jones, representing 59th Assembly District
 - Thursday, October 27th (Date and Location Pending)
- Assemblymember Jim Cooper, 9th Assembly District
 - Wednesday, November 9th, Martin Luther King Library (Date and Location Pending)



Asian American Outreach



Asian American Community Outreach Goal

Developing More Trusted Voices in the Community:

- To create and sustain a movement among targeted Asian American audiences of parents and caregivers of children 0-5, promoting early brain development, knowledge, and action through *Talk. Read. Sing.*®
- Promote First 5 California messages to Chinese, Korean, Hmong, Filipino, Japanese, South Asian, Vietnamese, and Cambodian audiences via community partners and in-language media.



Asian American Roundtables

Developing More Trusted Voices in the Community:

- Four CBO Partner Roundtables
 - Koreatown Youth and Community Center (Los Angeles)
 - Asian Health Services (Oakland)
 - South Asian Network (Cerritos)
 - Stone Soup (Fresno)



Library Reading Events

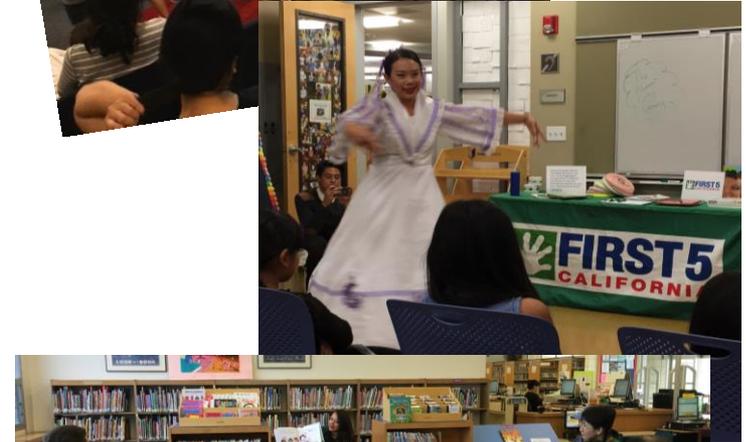
- California libraries with strong Asian populations.
- Promotes the importance of talking, reading, and singing with children for early brain development.



Asian American Library Program

Summer Reading Program:

- Library Reading Tour
 - Garden Grove Library
 - Kids were actively engaged for the reading and sing-along; Parents/care-givers were impressed that kits were available in-language.
 - Artesia Library
 - Executive Director of South Asian Network was our special guest reader, which prompted more South Asian families to attend.
 - National City Library
 - Philippine Performing Arts company brought a song and dance performance.
 - Mark Twain Library (Long Beach)
 - Children wanted to take home story time books to read at home with parents.



Asian American Library Program

Summer Reading Program:

- San Gabriel Library
 - Guest readers were San Gabriel Police Officers who also shared safety tips
- Fullerton Public Library
 - Large crowd of children and parents/caregivers—diverse mix of families



THANK YOU
Questions?