

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



**State Commission Meeting**  
January<sup>1</sup>26, 2017





# Why *Talk. Read. Sing.*?

01

## **ACTION ORIENTED**

Offers parents and caregivers tips on ways to help the healthy brain development of their children.

02

## **IT'S FREE**

Parents, grandparents, and caregivers can participate no matter their socio-economic status.

03

## **STRAIGHT FORWARD**

An easy to understand concept.

04

## **IT CHANGES EVERYTHING**

The science supports the connection between the behaviors and the impact on a child's brain growth.



# Reaching Hispanic Audience

**55%**  
First  
Generation

**75%**  
Second  
Generation

**88%**  
Third  
Generation

Strong combination of general market and in-language media.  
Recent 2016 research study shows that Hispanics prefer English-language TV by a wide margin.

Source: PricewaterhouseCoopers, July 2016



# Targeted Use of Message and Media

01

## BRING CAMPAIGN TO LIFE

Through produced commercials and custom creative executions, *Talk. Read. Sing.* is brought to life on TV, radio, digital, and social media.

02

## REACH AUDIENCES IN-LANUGAGE

Partnering with in-language media allows for more authentic communication.

03

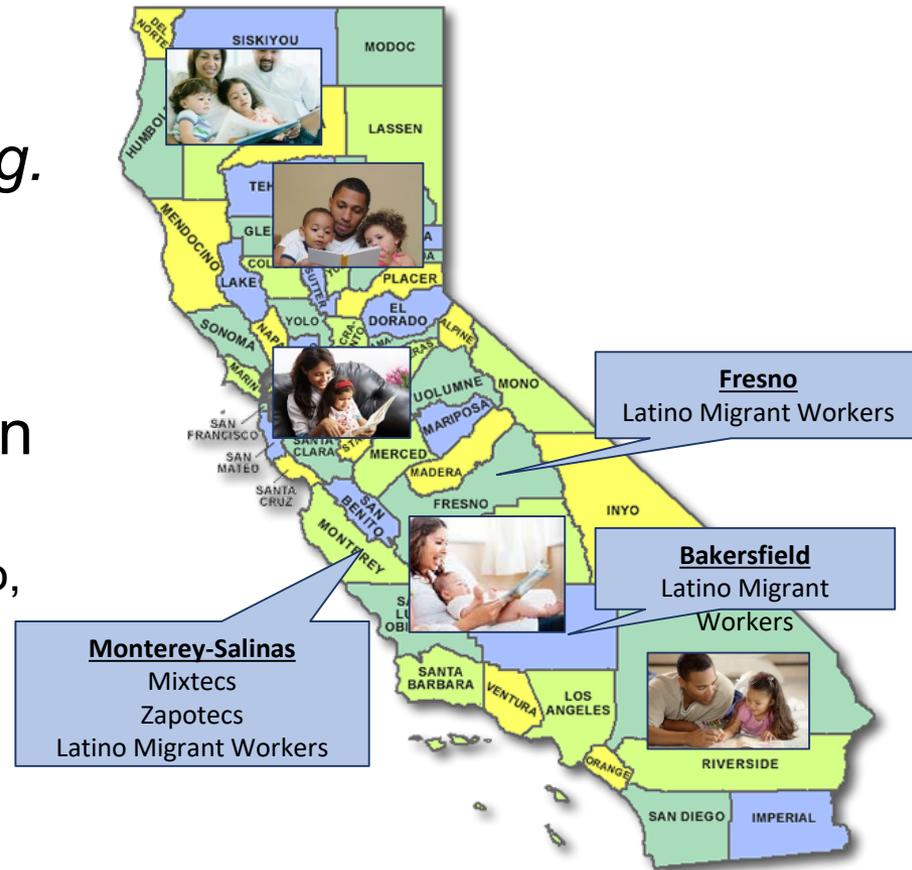
## REACH MILLIONS OF PEOPLE

In 2016, *Talk. Read. Sing.* campaign achieved 928,337,273\* impressions; 127,027,327\* impressions in Spanish-language alone.

\*Does not include Q4 added value figures.

# Campaign Reach

- First 5 California's multilingual *Talk. Read. Sing.* campaign informs parents and caregivers about the importance of daily interaction with their children from day one.
  - Statewide coverage on TV, radio, online, and in the community, including hard-to-reach populations and locations.





# Campaign Goals

01

**EMPHASIZE  
DAILY READING**

02

**MODEL  
*TALK. READ. SING.*  
BEHAVIORS**

03

**PUT BOOKS  
IN HOMES**

04

**INSPIRE AND  
EMPOWER**

# Emphasize Daily Reading with Children



- TV spots and custom vignettes highlighting the importance of reading every day.
- Produced in English and Spanish.
- Running on top rated general market and Spanish TV stations across the state.

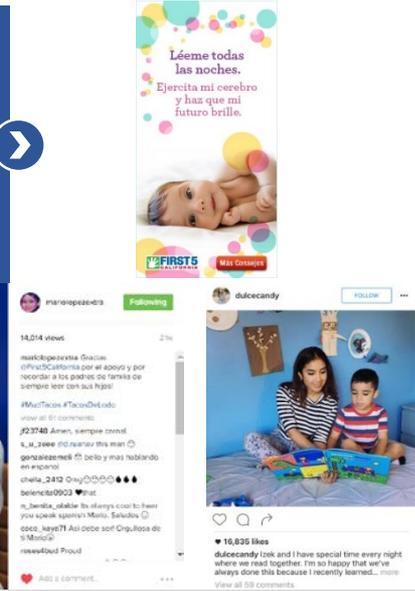


# Emphasize Daily Reading with Children



“That child needs to hear and feel the mother’s voice, needs to hear and feel the father’s voice. **The more words they hear, the more words they will use.**” – *Reuben Martinez*

“It’s very important to talk with kids from the time they are born, to help their brains grow. You can help fuel this growth with the sights and sounds of words and song.” – *Carmencristina Moreno*



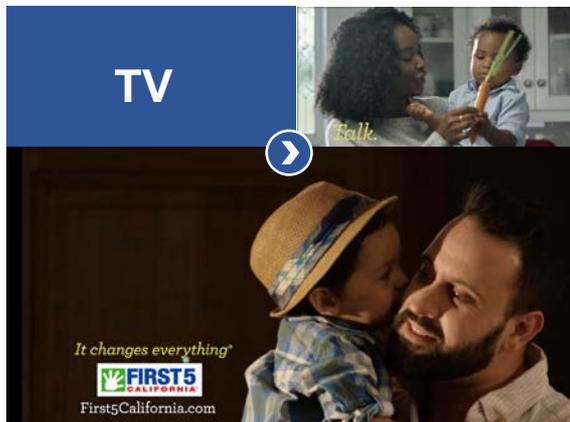
“Gracias First 5 California por el apoyo y por recordar a los padres de familia **de siempre leer con sus hijos!**”

“Thank you First 5 California for your support and for reminding parents to always read with their kids!” – *Mario Lopez*

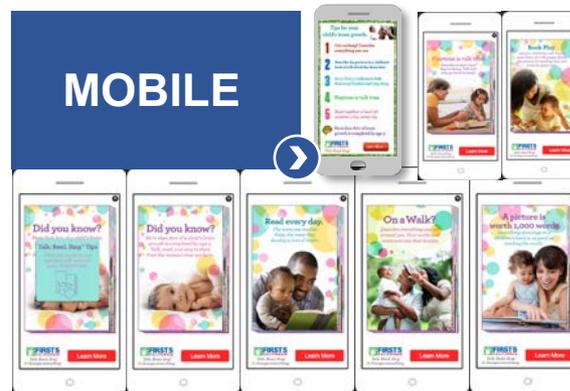
“Izek and I have **special time every night where we read together.**” – *Dulce Candy*

# Model Behavior

- First 5 California's *Talk. Read. Sing.* campaign not only tells parents why it's important, but gives examples on how to do them.
  - Use of multilingual messaging on TV, mobile, and radio to share *Talk. Read. Sing.* tips for parents and caregivers.



Bilingual ads showed different ways parents and caregivers can engage with their children in talking, reading, and singing. Whether at home or on the go.



Mobile technology allows for custom experience. Whether it's "flipping" through tip cards or "scrolling" down recommendations.



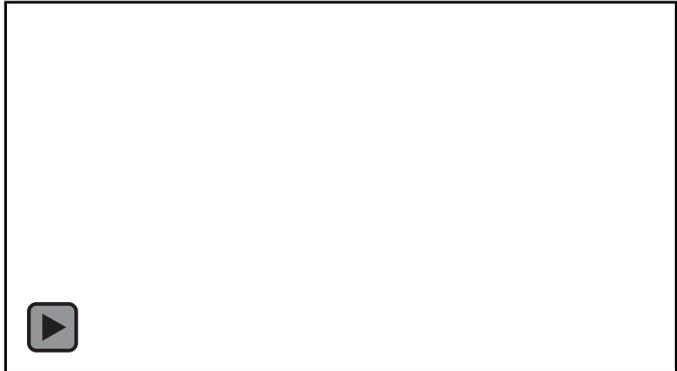
In-language spots ran on **Radio Bilingüe** and **La Campesina** on 11 stations across eight markets.

# Inspire and Empower

## Sports Heroes



Fathers from professional baseball, soccer, and basketball teams share their stories (in English and Spanish) of talking, reading, and singing with their kids.



Video

## Local TV and Radio Influencers



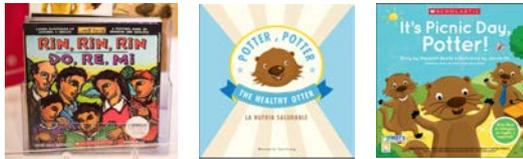
TV and radio station talent served as trusted messengers of important messages to their loyal audiences. Each influencer spoke from the heart and told their individual stories to help inspire others.



# Put Books In Homes

- First 5 California's *Talk. Read. Sing.* campaign implements several one-time and ongoing efforts to place books into California's homes.
  - In 2016, over **22,000 books** were given out to children under age 5 in California.

## First 5 Express



In addition to handing out bilingual children's books, First 5 Express exposes families to books and provides one-on-one guidance and tips about reading with babies and toddlers.

# Put Books In Homes



First 5 California partnered with Mario Lopez and iHeart Radio to ship over 3,000 English and Spanish-language copies of Mario’s book “Mud Tacos!” directly to homes across California. The giveaway was promoted via statewide bilingual radio ads, digital ads, radio station newsletters, and social media promotions.



First 5 California spearheaded the “Books Across America” campaign. Initiated with a Dr. Oz interview with George Halvorson explaining the science behind *Talk. Read. Sing.*, Dr. Oz called upon Americans to donate children’s books. 3,200 UPS Stores signed on to collect and distribute books. Over 45,000 total books were donated and distributed to 740 WIC clinics across the US.

# Put Books In Homes

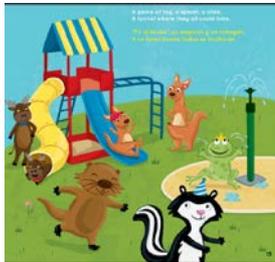
## Free Book Downloads

First 5 California's website hosts bilingual storybooks and songbooks for parents to download free of cost.

First 5 California partners with Scholastic to distribute English/Spanish storybooks and songbooks to statewide kindergarten and preschools and provide additional free resources online for download.



"How about a read, beneath the tree?"  
"I want to go, powered by me!"  
Later, Potter found a bit,  
Until he said, "How 'OT' are you?"



"I'm so excited to play with you!"  
"You have to really swing and slide!"  
"I'll be right there when you need me!"  
Potter, you are right, so excited to play,  
"When we have a bit," he says to Potter.



# Inspire and Empower

- The First 5 California campaign incorporates strong messages of efficacy and empowerment to parents through its advertising content.

**Dual Language Learning**



AMOR y Argelia with First 5 California. November 6, 2016 · [Like Page](#)

Estamos muy orgullosos de seguir siendo parte de la campaña de First 5 California, y más este año donde estamos destacando la importancia de hablarles en Español e Inglés a nuestros pequeños desde que nacen. Con mucho cariño les compartimos nuestra nueva campaña sobre la importancia de ser bilingües. #TalkReadSing #HablaLeeCanta

See Translation

642 9 Comments 17 Shares 21K Views

Like Comment Share



“Lots of people think it’s better if their kids learn only English because that is the language they’ll speak in school. But did you know that bilingual children tend to get better grades? And it doesn’t matter if you only speak to them in Spanish at home; once they start school they’ll learn English quickly.”

# Inspire and Empower

## Doctors Offices

Place bilingual *Talk. Read. Sing.* messaging and activities directly in the offices of trusted sources via branded exam table paper, wall posters and branded crayons.

*“The exam table rolls and crayons allow us to keep our kids engaged and active, while at the same time communicating an important message to the parents.”*

*- Participating Pediatrician*



El cerebro de los niños crece más de un **80%** durante sus primeros tres años.

**¡Háblales!**  
Tus palabras son el cimiento de sus habilidades de lenguaje.

**¡Léales!**  
La lectura fortalece las conexiones cerebrales.

**¡Cántales!**  
Los calma cuando son pequeños y los entusiasma cuando han crecido.

Habla. Lee. Canta.® Esto lo cambia todo™

**FIRST5 CALIFORNIA**    First5California.com



**THANK YOU**  

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**Questions?**