



September 16, 2019

## INFORMATION ITEM

### SUBJECT: FIRST 5 CALIFORNIA AND FIRST 5 NETWORK BRANDING

**Strategic Plan Priority Area: Public Will and Investment:** Build public engagement in, investment in, and support of the optimal well-being and development of children prenatal through age 5, their families, and communities.

**Goal:** Bolster First 5 California's public relations capacity by compounding existing advocacy and public will-building effectiveness.

### SUMMARY OF THE ISSUE

First 5s were first established over 20 years ago and during that timeframe have never had a singular identifying brand. With the passing of the 20-year milestone, First 5 California's public affairs contractor, Golin/Harris, has been given the opportunity to create a First 5 "network" brand to support our county and First 5 Association partners. Golin/Harris also will take this opportunity to revisit and possibly refresh First 5 California's branding, including the logo and tagline. First 5 California, in consultation with the First 5 Association, held focus groups to discuss this branding opportunity for a unified "network" brand. Staff expects the contractor to deliver visual brand concepts of First 5 California branding in time for the October Commission meeting for review and feedback.

### BACKGROUND OF KEY ISSUES

The Commission approved a two-year contract with Golin/Harris to enhance and support First 5 California's public affairs capacity and to support its partners.

### SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

The Commission has not previously discussed or taken action on this subject.

### ATTACHMENTS

None.