



September 16, 2019

**INFORMATION ITEM**

**SUBJECT: EFFORTS TO CONNECT WITH LOW-INCOME, DIVERSE, AND HARD-TO-REACH POPULATIONS**

**Priority Area: Family Functioning**

**Goal:** All families have the knowledge, skills, and resources to support their children's optimal development.

**SUMMARY OF THE ISSUE**

First 5 California Staff and Fraser Communications will present how the public education and outreach efforts reach California's low-income, diverse, and hard-to-reach parent and caregiver populations across the state. Each of the outreach approaches presented including, but not limited to, grassroots, community events, online, and paid media, will help ensure the Talk. Read. Sing.® campaign messaging, is reaching those considered to be in most need of the information and resources.

**SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION**

At the July 2019 Public Education and Outreach Advisory Committee meeting, First 5 California staff and Fraser Communications staff presented the FY 2019–20 media buy plan. It was determined staff would return with a fuller outreach plan that highlighted the diverse breakout of First 5 California's target population and how the media and outreach plans reach these groups.

**ATTACHMENTS**

- A. Reaching California's Diverse Population PowerPoint