

2014 MEDIA AND EDUCATION CAMPAIGN UPDATE  
First 5 California State Commission



**Talk. Read. Sing.**

***Your Words Have the Power  
to Shape their World.***

April 24, 2014



# 2014 Campaign Overview



- The statewide television campaign launched March 13th, followed by radio on March 24th, providing coverage of all 58 counties in California
- Television ran for 2 weeks followed by 2 weeks of radio, continuing through June 15
- Spanish language stations were included in high propensity markets, as well as dedicated Spanish language radio in hard to reach communities
- Hmong TV and African American print also launched in March
- Over **151 million** impressions delivered



# Campaign Launch Press Conference

- On March 12th, First 5 California hosted a press conference at the State Capitol to announce the launch of First 5 California's statewide media campaign
- Participants included:
  - Senate President Pro Tem Darrell Steinberg, Senator Carol Liu, Assemblymember Roger Dickinson, Assemblymember Dr. Richard Pan, Assemblymember Sharon Quirk-Silva, Assemblymember Shirley Weber
  - First 5 California representatives
  - Parents and caregivers with their children
- Press attendance and coverage was secured in a dozen news outlets including radio, TV, print, and online news



THE SACRAMENTO BEE



**The Fresno Bee**  
Central California's Leading Newspaper

public news service  
NEWS IN THE PUBLIC INTEREST



# Broadcast Television



- “Anthem” and “Successful Futures”
- :30 second spots in both English and Spanish



# Broadcast Radio

- “Baby Talk” and “Conversations”
  - :60 spots in both English and Spanish
- BONUS: Negotiated special added value opportunity with CBS
  - Custom recorded :60 spot with celebrity and father, Carson Daly



# Digital Creative

- Animated banners in both English and Spanish (two unique concepts)
- English and Spanish TV spots also running as pre-roll video online

An English language banner. At the top, there are three icons: a speech bubble with the word "Talk" in green, an open book with the word "Read" in purple, and a musical note with the word "Sing" in blue. Below these icons, the text reads "Your words have power." in orange, followed by "90% of a child's brain develops in the first 5 years." in blue. At the bottom left is the FIRST5 CALIFORNIA logo, and at the bottom right is a red button with the text "Learn More".

Talk Read Sing

Your words have power.

90% of a child's brain develops in the first 5 years.

FIRST5 CALIFORNIA

Learn More

An English language banner. On the right side, there is a colorful illustration of a brain with a hand pointing to it. Below the brain is a photograph of a baby's face. The text reads "90% of a child's brain develops in the first 5 years." in purple, followed by "Talk. Read. Sing. Your words have power." in black. At the bottom left is the FIRST5 CALIFORNIA logo, and at the bottom right is a red button with the text "Learn More".

90% of a child's brain develops in the first 5 years.

Talk. Read. Sing.  
Your words have power.

FIRST5 CALIFORNIA

Learn More

A Spanish language banner. At the top, there are three icons: a speech bubble with the word "Habla" in green, an open book with the word "Lee" in purple, and a musical note with the word "Canta" in blue. Below these icons, the text reads "Tus palabras tienen poder." in orange, followed by "El 90% del cerebro de un niño se desarrolla durante los primeros 5 años." in blue. At the bottom left is the FIRST5 CALIFORNIA logo, and at the bottom right is a red button with the text "Aprende más".

Habla Lee Canta

Tus palabras tienen poder.

El 90% del cerebro de un niño se desarrolla durante los primeros 5 años.

FIRST5 CALIFORNIA

Aprende más

A Spanish language banner. On the right side, there is a colorful illustration of a brain with a hand pointing to it. Below the brain is a photograph of a baby's face. The text reads "El 90% del cerebro de un niño se desarrolla durante los primeros 5 años." in purple, followed by "Habla. Lee. Canta. Tus palabras tienen poder." in black. At the bottom left is the FIRST5 CALIFORNIA logo, and at the bottom right is a red button with the text "Aprende más".

El 90% del cerebro de un niño se desarrolla durante los primeros 5 años.

Habla. Lee. Canta.  
Tus palabras tienen poder.

FIRST5 CALIFORNIA

Aprende más





# Newspaper Creative



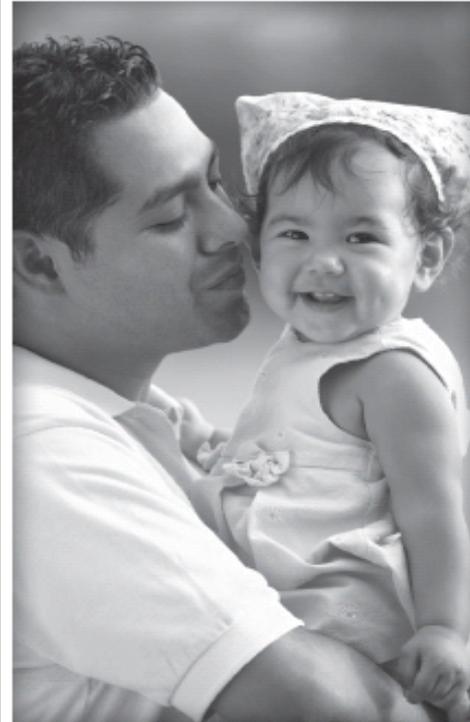
**Every moment is a conversation starter.**

*Talk. Read. Sing.  
Your words have the power to shape their world.*

[First5California.com/parents](http://First5California.com/parents)



#talkreadsing



**Haz de cada momento el inicio de una conversación.**

*Habla. Lee. Canta.  
Tus palabras tienen el poder de moldear su mundo.*



#talkreadsing

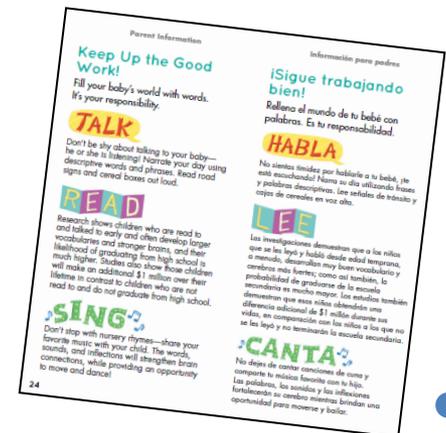
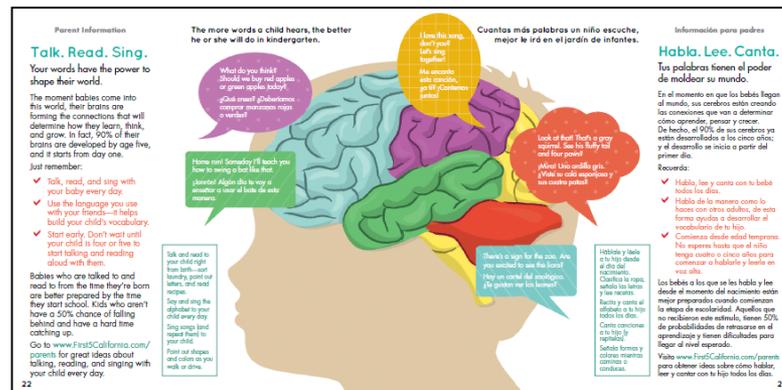
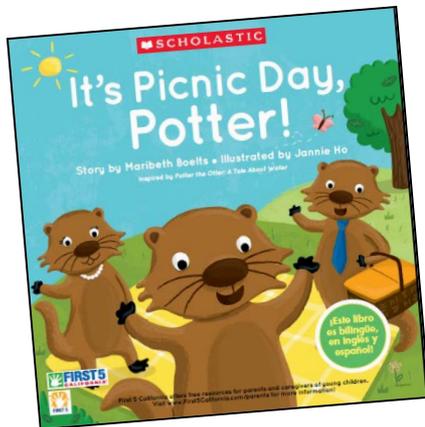
[First5California.com/parents](http://First5California.com/parents)



# Grassroots Efforts

## 2014 Scholastic Program

- Incorporated three additional pages of valuable brain development content in updated version of *“It’s Picnic Day, Potter!”* books (printed 4/14)
- Four “Reading Readiness” events to be held at various pre-schools throughout CA in May/June to help encourage parents to talk, read and sing to their children from the beginning
- Events to include one-on-one interactions with parents and children, plus distribution of materials and book certificates to further encourage early reading



# Grassroots Efforts

## Hands-On Health Express

- Since March 12, the Express has visited **22 events** in **20 Counties** stretching from Riverside County to Humboldt County
- Express staff **directly engaged with over 9,500 children, parents, and caregivers** about the importance of leading a healthy lifestyle and handed out over **7,900 free resources**
- Express visited a range of community events such as a migrant child care center, story times at libraries, Family Resource Centers, community fairs, and an Air Show



# Media Campaign Update

- The second flight of statewide Television started on April 14<sup>th</sup>
- Nearly 90 million adult 18-49 impressions were generated in the first 6 weeks of the TV & radio campaign
- Includes Asian language TV schedule in Los Angeles, covering Chinese (Mandarin and Cantonese), Vietnamese, Korean and Tagalog viewers
- Radio will start again on April 28<sup>th</sup>, including a statewide Dodger/Giants effort that will encourage dads to talk to their children about their passion for sports; effort launches mid-May and will continue to run through early July
- African American print will run through mid-July



# Digital Update: Outreach to Dads



Flight Dates: 4/21 – 6/30

- Reach First 5 CA demo with a male skew to reach dads based on their behavior across AOL's network of sites



## INTERACTIVEone

- Engage multi-cultural parents with a male skew to reach dads through display banners and pre-roll on the Interactive One network

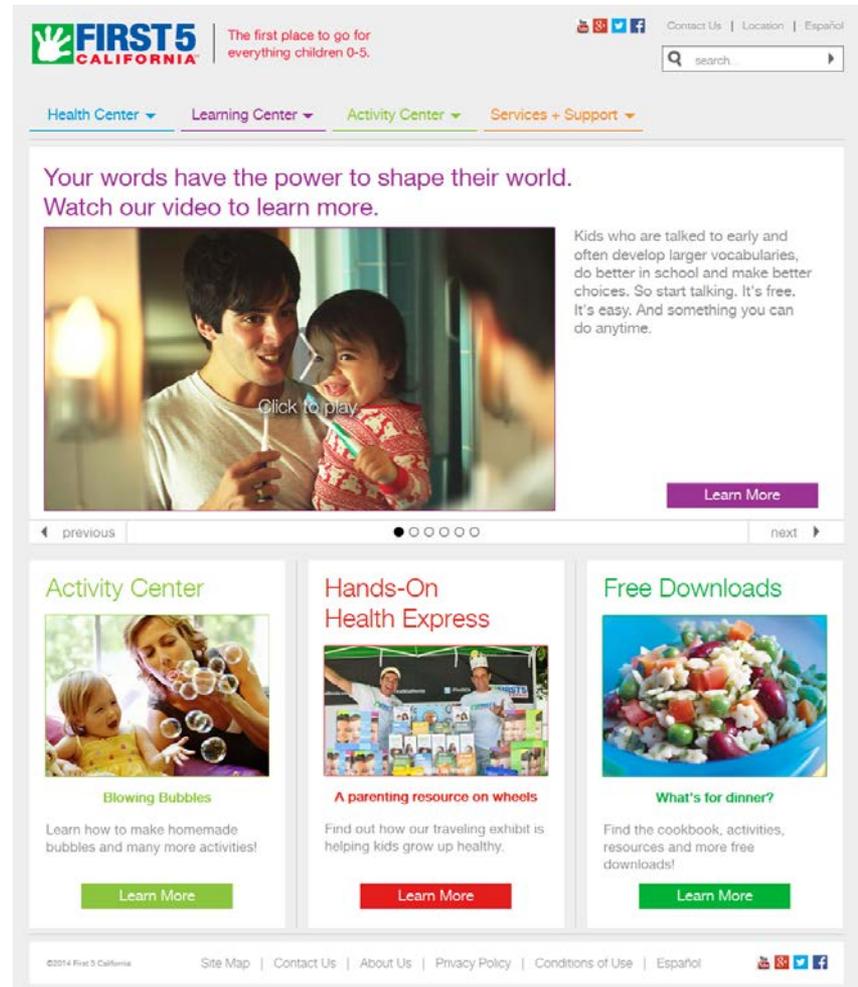


- Hyper-target minority parents with a male skew through new partners: Centro and Steel Media



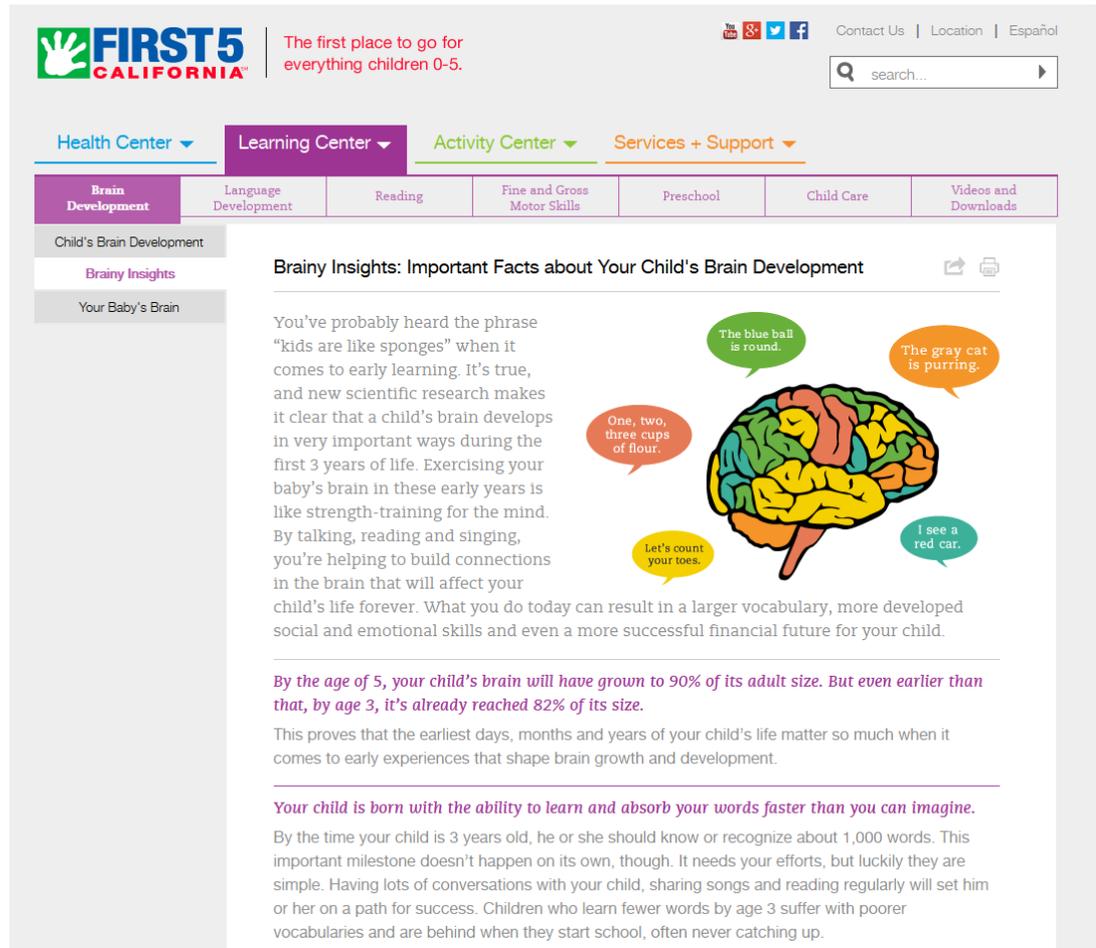
# Refreshed Parent Website

- The refreshed Parent website was launched on 3/6/14
- Redesigned to be easier for visitors to navigate and get to useful information
- Hosts information on subjects such as brain development, nutrition, activities for children ages 0-5 as well as resources for parents and caregivers

A screenshot of the refreshed First 5 California Parent Website. The header includes the First 5 California logo, the tagline "The first place to go for everything children 0-5.", and navigation links for "Contact Us", "Location", and "Español". A search bar is located on the right. Below the header are four main navigation tabs: "Health Center", "Learning Center", "Activity Center", and "Services + Support". The main content area features a video player with the text "Your words have the power to shape their world. Watch our video to learn more." and a "Learn More" button. Below the video player are three featured content cards: "Activity Center" with "Blowing Bubbles", "Hands-On Health Express" with "A parenting resource on wheels", and "Free Downloads" with "What's for dinner?". Each card includes a thumbnail image, a title, a brief description, and a "Learn More" button. The footer contains copyright information for 2014 First 5 California and links for "Site Map", "Contact Us", "About Us", "Privacy Policy", "Conditions of Use", and "Español".

# Refreshed Parent Website

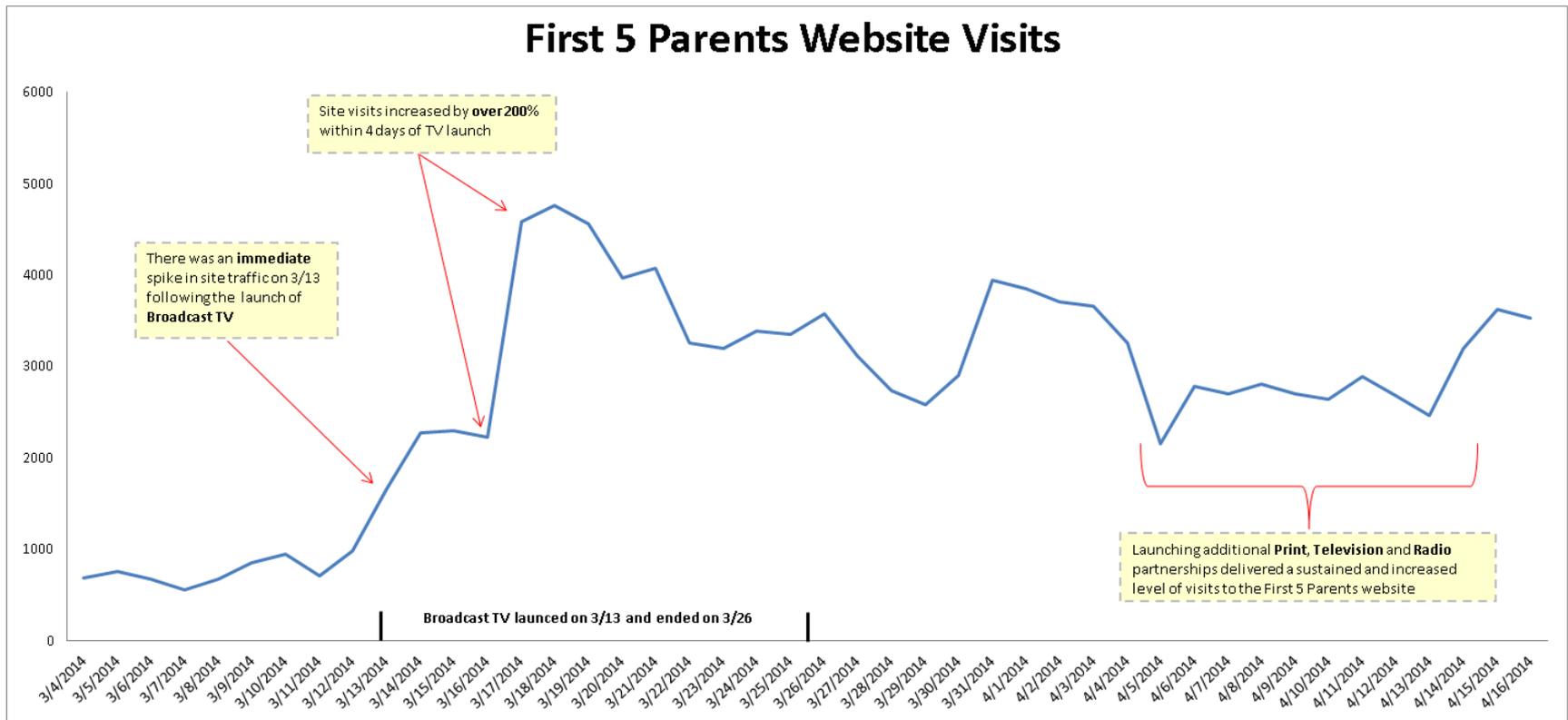
- The content was updated to increase engagement and also enhance organic search results
- For instance, the Learning Center section of the site was updated with new and additional content about brain development



The screenshot displays the website's navigation and content. At the top, the FIRST5 CALIFORNIA logo is on the left, and social media icons (YouTube, Google+, Twitter, Facebook) and links for 'Contact Us', 'Location', and 'Español' are on the right. A search bar is also present. Below the navigation, the 'Learning Center' is selected, showing sub-sections: Brain Development, Language Development, Reading, Fine and Gross Motor Skills, Preschool, Child Care, and Videos and Downloads. The 'Brain Development' section is active, displaying 'Child's Brain Development' and 'Brainy Insights'. The main article is titled 'Brainy Insights: Important Facts about Your Child's Brain Development'. It features a central illustration of a brain with five callout bubbles containing simple sentences: 'The blue ball is round.', 'The gray cat is purring.', 'One, two, three cups of flour.', 'Let's count your toes.', and 'I see a red car.' The text explains that a child's brain develops rapidly in the first three years and that early experiences significantly impact brain growth and development. A key fact is highlighted: 'By the age of 5, your child's brain will have grown to 90% of its adult size. But even earlier than that, by age 3, it's already reached 82% of its size.' The article concludes by stating that children learn and absorb words faster than they can imagine, and that early exposure to language is crucial for their future success.



# Website Metrics



- Since launching the campaign there have been a total of 121,623 visits to the website
- There has been a **240% increase** in daily visits to the First 5 Parents website since launching the campaign. The website is now averaging over **3,300 visits** per day
- Visitors are spending an average of 1:28 on the site and viewing over 2 pages
- Visitors who reach this site by an organic search are spending over **3 minutes** on the site and viewing over **3.5 pages**
- The Activity Center has received over **87,000** visits and is the most visited section of the First 5 Parent website



# YouTube Views

## Successful Futures



3/17 Launch  
243,606 Video Views\*

## Anthem



3/17 Launch  
238,498 Video Views\*

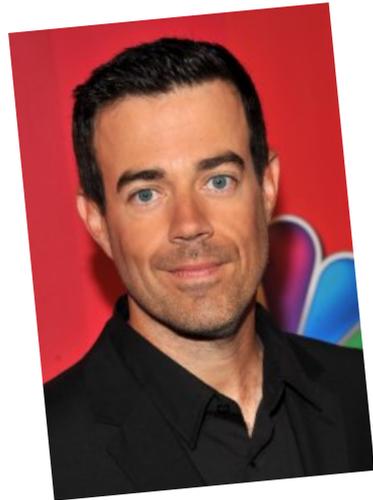
482,104  
Total Video Views

\*Total Views yielded from YT date range: 3/17-4/18

# Added Value



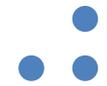
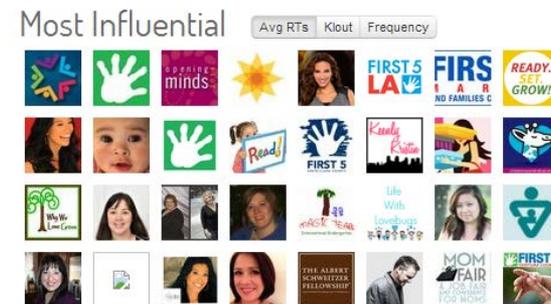
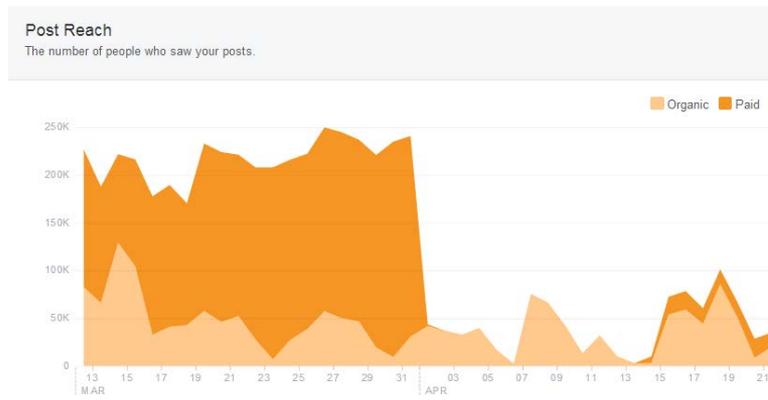
Valued at  
more than  
\$1 million



# Social Media

Create a deeper dimension to overall campaign by creating a platform for engagement and conversation

- Since March 12
  - **Facebook content** has been seen by **over 9.3 million users**
  - **#talkreadsing** has been used in over 1,700 posts on **Twitter and Instagram** by over 1,000 different users
  - Through social media, **#talkreadsing** has been seen by **3.45 million unique users**
  - **Influential bloggers and public figures have used #talkreadsing**, like Univision personality Argelia Atilano, mommy bloggers Keenly Kristin and Susan McNeill, and organizations like Too Small to Fail and The Help Group



# Social Media

**First 5 California**  
Posted by Diane Levin [?] · March 12

Today, First 5 California officially launched a campaign to raise awareness about a parent's role in a child's healthy brain development. Look for our messaging on TV, radio, online and more starting tomorrow! #talkreading

George Halvorson, Chair of the First 5 Commission of California, introducing new ad campaign to empower parents at California State Capitol, March 12, 2014.

Like · Comment · Share    1,416 likes, 15 comments, 192 shares

50,144 people saw this post    Boost Post

**First 5 California**  
Posted by Diane Levin [?] · March 14

#talkreading from day one.

**90% of a child's brain develops in the first 5 years.**

Talk. Read. Sing.  
Your words have power.

Like · Comment · Share    5,544 likes, 52 comments, 2,618 shares

237,312 people saw this post    Boost Post

**First 5 California**  
Posted by Diane Levin [?] · March 26

Think newborns are too young for books? Think again! Sure, they may not know what you're saying, but their brains are physically growing with every word you say. #talkreading

Like · Comment · Share    400 shares

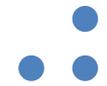
2,143 people like this.    Top Comments

**Reading Rainbow @readingrainbow · 21h**  
Is #reading to a 2y/o the same as a 6y/o? Not necessarily. How to Read to Young Kids: [bit.ly/1foOsLR](http://bit.ly/1foOsLR) via @First5CA

Expand    Reply Retweet Favorite More

**First 5 California @First5CA · 20h**  
@readingrainbow Thanks for the tweet!

Hide conversation    Reply Delete Favorite More



# Campaign Chatter

**"As a K teacher, I can tell who has had parental interaction, and who has been plopped in front of a TV or other device. It's so sad."**

**– Lindsay Stransberry**

**"POR FIN!!! Gracias!AT LAST! Thank you!"**

**– Oty Garcia**

**"Thank you First 5 California for emphasizing that talking, reading and singing to babies and toddlers can be extraordinary and influential in helping determine the likelihood of success a child will have in school."**

**– Assemblywoman Sharon Quirk-Silva**

**"Thank you First 5 for showing the value of exposing children to language, literacy and a solid education in a child's early year's."**

**– Veronica Martinez**

**"Love seeing First5 getting more publicly active!"**

**– Karen Lassell**

**"This is a great commercial and so true. I started "sportscasting" everything we did from the time my daughter was born and she was speaking in full sentences by 18 months old."**

**– Colleen Kanownik**

**"@First5CA – loving your Tweets – clever, fun and creative."**

**– Alesha B**



# Extended Media Outreach

## Research highlights:

- Social marketing and behavioral change campaigns require repetition and messaging over longer periods of time.
- Message retention is based on frequency – frequencies of 20-35 are most effective.
- Without repeated flights of messaging retention of the key messages are lost.
- Eliciting changes in behavior requires messaging over extended periods. Messaging informs, coaches and reinforces behavior for sustained impact (EJSP, 2010).



Next update: July 2014

