



Committee Members: Nadine Burke Harris, Mayra Alvarez, Shana Hazan, Jackie Majors, and Kris Perry

Executive Director: Camille Maben

This meeting will only be held via Zoom.

<https://first5.zoom.us/j/96906472312>

Webinar ID: 969 0647 2312

Phone: 877-853-5257

Public comment will be available through the “Raise Hand” function, and will require computer audio with speakers and a microphone.

April 15, 2021 Public Education and Outreach

Advisory Committee Meeting Agenda

3:30 p.m. to 5:00 p.m. or until adjourned

Item 1 – Opening Remarks

- Call to order
- Roll Call
- Announcements

Item 2 – Public Comment

Members of the public may speak for up to three minutes on any matter concerning the Committee, with the exception of items appearing elsewhere on this agenda or items related to pending judicial, administrative litigation, or personnel matters. No action by the Committee may be taken.

INFORMATION ITEMS

The following are information items, and no action will be taken by the Committee.

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Item 3 – *Kit for New Parents* Update

Staff will provide an update on *Kit for New Parents* program, including the status of the current Request for Proposal.

Item 4 – Conclusion of Statewide Public Relations and Advocacy Capacity Contract

First 5 California and Golin staff will present a contract overview and highlights for the last two years on statewide public relations strategy planning, development, and execution.

Item 5 – Statewide Advertising and Public Education and Outreach Campaign Update and Status of Multimedia Communications and Public Relations Request for Proposal

Fraser Communications staff will present on the previous year's efforts around COVID-19 and the parenting website, as well as success measurements to date. Additionally, a brief update will be provided on the campaign evaluation study currently in progress.

First 5 California staff will provide an update on the status of the media/public relations Request for Proposal in progress.

Item 6 – Adjournment

The Committee may announce a recess for lunch during the meeting, depending on the length of the discussions. The order in which agenda items are considered may be subject to change. Depending on the time available and the orderly management of proceedings, the Committee may order adjournment (recess or postponement) of any noticed meeting, to be continued to the next day, another specific date or time, or to the next business meeting, as appropriate. Any such adjournment will be noticed at the time the order of adjournment is made (Government Code §§11128.5, 11129).

Public comment is taken on each agenda item. If an individual wishes to speak, that person is asked to use the "Raise Hand" function in Zoom. Prior to making comments, the individual is asked to state his/her name for the record and identify any group or organization represented. Depending on the number of individuals wishing to address the Commission, the Executive Director may establish specific time limits on public comments and presentations.

If presenters intend to provide slide decks, exhibits, or handouts to the Committee members and would like First 5 California to distribute them to the Committee members

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and to the public in attendance at the meeting, electronic copies should be provided to Simone Afghari at least seven (7) days prior to the scheduled meeting.

Supplemental materials for this meeting are posted on First 5 California's website at www.cafc.ca.gov no later than the Monday preceding the meeting. Any person who wishes to request this notice or other meeting materials in an alternative format, requires translation services, or needs any disability-related modification or accommodation, including auxiliary aids or services which would enable that person to participate at the meeting, must make that request at least seven (7) days prior to the meeting date to:

Simone Afghari
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