



Committee Members: Mayra Alvarez, Jackie Majors, and Lori Risso
Executive Director: Jackie Thu-Huong Wong

This meeting will only be held via Zoom.

<https://first5.zoom.us/j/82942436293>

Webinar ID: 829 4243 6293

Phone: 877-853-5257

Members of the public participating virtually may provide public comment through the “Raise Hand” function and will require computer audio with speakers and a microphone.

**November 14, 2022, Public Education and Outreach
Advisory Committee Meeting Agenda**

10:00 a.m. to 12:00 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 ITEM

The following is an information item, and no action will be taken by the Committee.

California Children and Families Commission

2389 Gateway Oaks Drive, Suite 260, Sacramento, CA 95833 • TEL 916-263-1050 • FAX 916-263-1360
WWW.CCFC.CA.GOV

Item 3 – Public Education and Outreach Media Campaign Update

First 5 California’s media contractor, Rescue Agency, will provide updates on the development of the campaign to educate parents of children ages 0 to 5 about toxic stress. Updates will include information from two phases of focus group research and a look ahead at what steps come next in producing and launching the new effort.

Item 4 – 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 Committee, 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 and to the public in attendance at the meeting, electronic copies should be provided to Simone Schafer 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.ccfc.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 Schafer
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Sacramento, CA 95833
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