



April 22, 2020

INFORMATION ITEM

SUBJECT: PROCESS FOR FUTURE PUBLIC EDUCATION AND OUTREACH CONTRACT

Strategic Plan Priority Area I: Child Health

Goal: All children thrive by achieving optimal health prenatal through age 5.

SUMMARY OF THE ISSUE

The current public education and outreach media contract will expire in June 2021. Over the next several months, First 5 California staff (F5CA) will work with the Public Education and Outreach Advisory Committee (Advisory Committee), the First 5 Association, and county partners to develop a Request for Proposal (RFP) for the next media contract.

The next media contract will combine the public education and outreach media contract with the policy and advocacy public relations (PR) contract. The current PR contract ends in April 2021.

Staff is seeking advice and feedback from the Advisory Committee in the development of the RFP framework. The Advisory Committee meeting will be a time for members to discuss the goals for the RFP. Staff will also present the proposed process and timeline for the development of the RFP.

BACKGROUND OF KEY ISSUES

In 2014, the Commission approved \$68 million for a public education and outreach media contract for 3 years. In 2018, the Commission approved a contract extension for another three years in the amount of \$60,235,763.40.

The goals of the current public education and outreach contract include:

- Development of a minimum of 2 statewide media campaigns focused on the health and well-being of children ages 0 to 5.

- Conducting market research to inform campaign direction and utilization of the most effective mediums to reach F5CA's target audiences.
- Employing effective technologies and methods for reaching California's hard-to-reach and low-income populations as well as families of children with special needs and dual language learners.

The single contract will build and align the current PR contract's focus on advocacy, policy, and engaging with local leaders and elected officials to promote First 5's supported legislation and policy priorities.

Goals for the current PR contract include:

- Engaging the First 5 Association and county commissions to craft strategic and multipurpose branding and communications templates.
- Developing external outreach strategies to work with partners such as policy makers and influencers to elevate awareness around systems and policy change, and community outreach that supports First 5 policy interests.
- Maintaining a consistent approach to evolving the F5 network and funded programs brand, tone, and voice, ensuring positive impressions across California.
- Establishing statewide influence with strategic market targeting based on the F5CA policy agenda, policy influence potential, and funding of F5CA programs.
- Creating new and/or cultivating existing media relationships to develop and pitch stories about F5CA-funded programs and policy priorities.
- Conducting research and collecting data on the F5CA and network brand and issue awareness to evaluate the positive and negative aspects of F5CA's public education efforts in a manner that produces measurable information to advise F5CA on framing its brand and coverage of policy agenda issues.

Setting the goals for the next RFP will inform staff to help create the framework for the specifics of the RFP. Building on the success of the Talk. Read. Sing.[®] campaign, imagining future campaigns, and advising staff on a path for a successful RFP is the goal of the Advisory Committee discussion.

As background, the last scopes of work for both the public education and outreach media and the PR RFPs are attached.

SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

In April 2014, the Commission approved \$68 million for a 3-year public education and outreach media contract.

In January 2018, the Commission approved a \$60,235,763.40 extension of the original contract for an additional three-year term.

Also in January 2018, the Commission approved \$2 million over a two-year period for a PR contract.

FISCAL ANALYSIS

F5CA staff intends to request approval of funds in the amount of \$59 to \$66 million from the Mass Media Communications Account for a new 3-year public education and outreach/PR contract in July 2020.

ATTACHMENTS

- A. Scope of Work for the 2014 Public Education and Outreach Media Contract
- B. Scope of Work for the 2018 Public Relations Contract