



**April 23, 2020**

**INFORMATION ITEM**

**SUBJECT: MEDIA CAMPAIGN UPDATE AND 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**

In June 2021, the current public education and outreach media contract will expire. Over the next several months, First 5 California (F5CA) staff will be preparing a Commission item to request funding for the next media contract as well as writing a Request for Proposal (RFP) to implement the next media contract. This item will provide an update to the Commission on RFP development.

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

Additionally, F5CA staff will present updates from the statewide advertising and public education and outreach campaign, including outreach approaches, highlights of media executions, creative samples that speak to different target audiences, and campaign expansions in 2020.

Since 2014, F5CA's Public Education and Outreach Program has executed the Talk. Read. Sing.® campaign focused on the science of early brain development to encourage and empower parents and caregivers to engage with their children from the moment they're born.

Fraser Communications, the current media contractor, developed a media plan with a goal of achieving statewide exposure, reaching First 5 audiences via multiple touch points throughout the day. Television and radio were used to provide maximum coverage throughout the state, with digital, social, and targeted community outreach layered in for optimal plan effectiveness and enhanced brand engagement.

The campaign has grown and evolved over the years to include emerging technologies and outreach opportunities like streaming TV and radio, as well as custom digital, mobile, and social media executions. This has created high-impact and broad awareness across all target segments.

Fraser Communications also developed and continues to evolve F5CA's parent website, First5California.com. The website provides a bilingual, one-stop destination for parenting and caregiver information and downloadable resources.

Finally, F5CA's traveling First 5 Express reaches parents and children in their communities with a number of free resources like tip cards, storybooks, musical instruments, and helpful parenting tools.

The goals of the parent education and outreach of the current 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 intent of the new contract will be to evolve the messaging and reach of the Talk. Read. Sing.<sup>®</sup> campaign with new updated concepts and creative that reflect F5CA's Strategic Plan parent education and outreach goals.

The new contract will align and amplify F5CA's PR efforts with the media and parent outreach efforts. By having both under the same contract, collateral and creative development will be managed and shared more efficiently. The single contract will build on 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 PR portion of the RFP could 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.

F5CA staff intends to ask the Commission for funds for a new 3-year media/PR contract in July 2020. The goal is to release an RFP by the end of this year.

F5CA staff will update the Commission on the current media contract. Update includes efforts around:

- COVID-19 response
- Census 2020
- California Surgeon General partnership
- Continued work on Talk. Read. Sing.® campaign

## **BACKGROUND OF KEY ISSUES**

F5CA was created in 1998 after California voters passed Proposition 10, a statewide initiative. The initiative provided tobacco tax funding to both the state and the counties, and allocated twenty percent of those funds to F5CA. The initiative also mandated the manner in which F5CA shall expend its funds by creating specific accounts. The largest account is the Mass Media Communication Account. As stated in California Health and Safety Code section 130105(d)(1)(A):

Six percent [of F5CA's total 20 percent] shall be deposited in a Mass Media Communications Account for expenditures for communications to the general public utilizing television, radio, newspapers, and other mass media on subjects relating to and furthering the goals and purposes of this act, including, but not limited to, methods of nurturing and parenting that encourage proper childhood development, the informed selection of child care, information regarding health and social services, the prevention and cessation of tobacco, alcohol, and drug use by pregnant women, the detrimental effects of secondhand smoke on early childhood development, and to ensure that children are ready to enter school.

In 2014, the Commission approved \$68 million for a 3-year public education and outreach media contract. In 2018, the Commission approved a contract extension for

another three years in the amount of \$60,235,763.40. This extended contract will end in June 2021.

In March 2014, the Talk. Read. Sing.<sup>®</sup> campaign originally launched to educate parents and caregivers of young children, and the public at large about critical brain development that takes place during the earliest days, months, and years of a child's life, and how that development is stimulated and enhanced through language interaction and engagement with caring adults.

With the Commission's support and approval of funding, the Talk. Read. Sing.<sup>®</sup> campaign has become foundational to the work of F5CA. F5CA's programmatic, and research and evaluation investments have incorporated the early brain science and the campaign into strategies included in their work. For example, Placer County has successfully built Talk. Read. Sing.<sup>®</sup> into their parent engagement and outreach programs.

## **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**

There is no fiscal impact at this time. 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. PowerPoint - Public Education and Outreach Campaign Update, April 2020