



April 15, 2021

INFORMATION ACTION

SUBJECT: CONCLUSION OF STATEWIDE PUBLIC RELATIONS AND ADVOCACY CAPACITY CONTRACT

Strategic Plan Priority Areas: Family Functioning

Goal: All families have the knowledge, skills, and resources to support their children's optimal development.

SUMMARY OF THE ISSUE

First 5 California (F5CA) staff and representatives from Golin/Harris, Inc., (Golin), including multiple subcontractors, will present highlights of several notable achievements from the public relations and advocacy capacity contract, which began May 7, 2019, and concludes April 16, 2021.

Highlights will include:

- Community recognition and perception analyses
- Research reports and surveys on relevant topics and existing platforms
- Leveraging community expertise for strategic support of activities
- Communications strategy and branding support for legislative advocacy
- Development of media messaging and collateral for F5CA initiatives
- Content creation, social media strategy, and document support

SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

In January 2018, the Commission approved up to \$2 million for a public relations contract to expand the Commission's and First 5 county commissions' capacity to achieve public policy and advocacy goals, and to support the Commission's overarching mission.

In 2019, F5CA staff released a Request for Proposal and on May 7, 2019, F5CA entered into an agreement with Golin.

ATTACHMENTS

None.