



Public Education and Outreach Committee Meeting

January 20, 2022



What We'll Cover Today

- Overview and background
- Rescue's approach to behavior change marketing
- Applying intentional equity through communications research
- Preliminary strategy for how we'll accomplish the goal
- First 5 Formative Communications Research
- Where we go from here




RESCUE

The Behavior Change Agency

Promoting
Healthy Behaviors
Since 2001

RescueAgency.com /
 



 @RescueAgency

Physical activity reduces the risk of chronic diseases, such as diabetes, heart disease and cancer. That's why the CDC recommends at least 60 minutes of physical activity each day for children to stay healthy, with half of that in school.

4 IN 5 YOUTH FAIL TO MEET THIS STANDARD.

Support the **Active Communities** to get teenage youth more active!



GENUINELY FLAWLESS



NO MERCY



FEED NEED NOT GREED



YOUNG, WILD & FREE



LITTEIOR MOTIVES



POP QUIZ



EXCEPT VEGAS



RIGHT BREATHE



FREE Your Lips



SENSE



RESCUE TEAM



Brandon Tate,
MBA

**Senior Vice
President**



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**Vice President,
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Evaluation**



Pioneering Behavior Change in Public Health

Award Winning

Campaigns feature award-winning creative that's been recognized in diverse categories such as advertising, social impact, and more.



Published

Rescue is a leader in health marketing, publishing 40 peer-reviewed articles in scientific health journals.



Recognized

Rescue has is recognized for exceptional social impact in public health innovation.





First 5 CA's New Direction

North Star Statement

Trauma-informed, healing-centered, and culturally responsive systems promote the safe, stable, nurturing relationships and environments necessary to eliminate inequities and ensure healthy development for all children.

How We'll Do It

Promote Safe Stable Nurturing Relationships and Environments (SSNREs) for CA Parents

PHASED APPROACH TO BRING WORK TO MARKET

2021 – Mid-2022

Summer 2022 – End 2022

Early 2023 – June 2024

PHASE ONE

PHASE TWO

PHASE THREE

**Back Into Market
Interim Content**

***MP1
Launch New Campaign**

**MP2 & MP3
Expand Program
Outreach**

**Strategic Planning &
Research for New
Campaign (SSNREs)**

**Continue Creative
Concepts Testing**

**Outcome Evaluation
& Performance
Measurement**

***MP = Message Package. The collection of flagship ads, creative extensions and assets under the common theme or main message.**



RESCUE'S UNIQUE APPROACH TO
BEHAVIOR CHANGE
MARKETING AND COMMUNICATIONS



TYPES OF MARKETING

Commercial Marketing

To sell a product or
service

Policy Marketing
Cause Marketing
Fundraising
**Corporate Social
Responsibility**

Behavior Change Marketing

To change or
prevent a behavior

YOGURT MARKETING



APPLYING COMMERCIAL MARKETING TO BEHAVIOR CHANGE

Objective: To Sell a Product or Service to Anyone

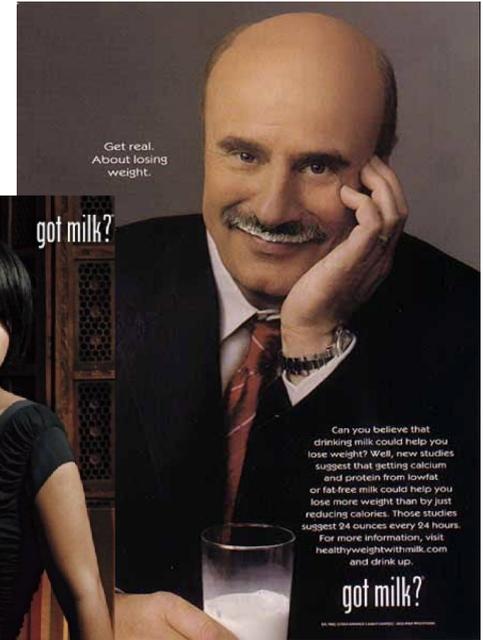
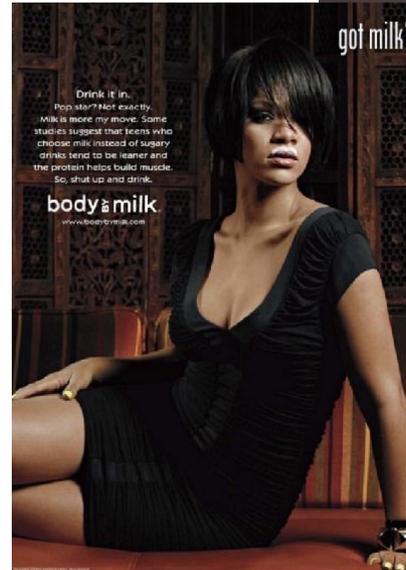
Audience: Customers & Likely Customers

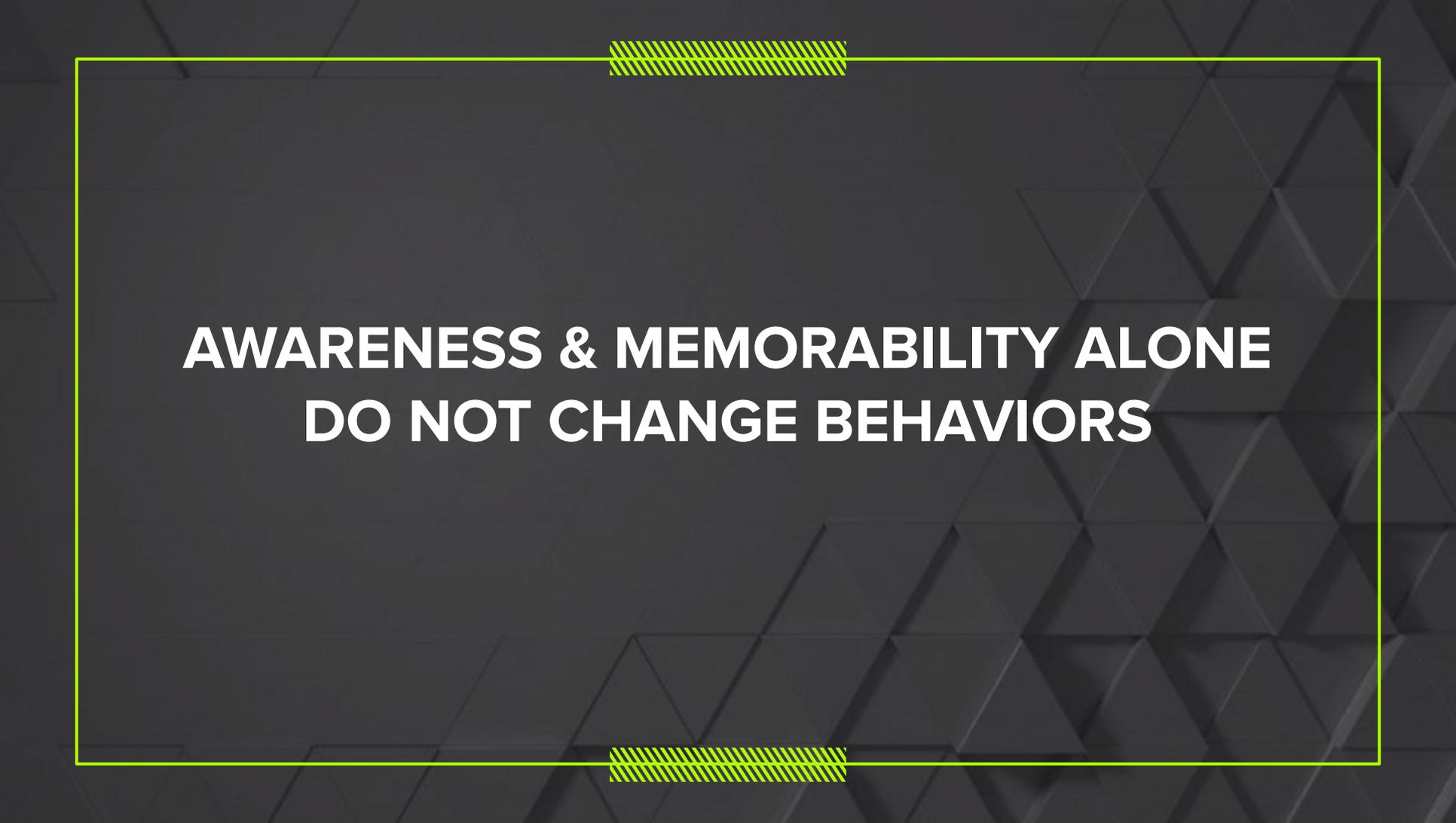
Primary Tactics:
Awareness & Memorability



Got Milk® Campaign

- Running since October 29, 1993.
- Awareness of Got Milk? reached 90 percent in California by 1995 + national visibility.
- Study indicated increased recognition of milk's low fat options and high nutritional value by 14% - (*Milk and Dairy Beef Quality Assurance Center, 1996*)
- USDA's research indicated that per capita consumption DID NOT increase - (*Blisard, et.al., 1999, as quoted in Butler 309-14*).





**AWARENESS & MEMORABILITY ALONE
DO NOT CHANGE BEHAVIORS**

BEHAVIOR CHANGE IS FUNDAMENTALLY DIFFERENT

Objective: To Sell a Product or Service to Anyone

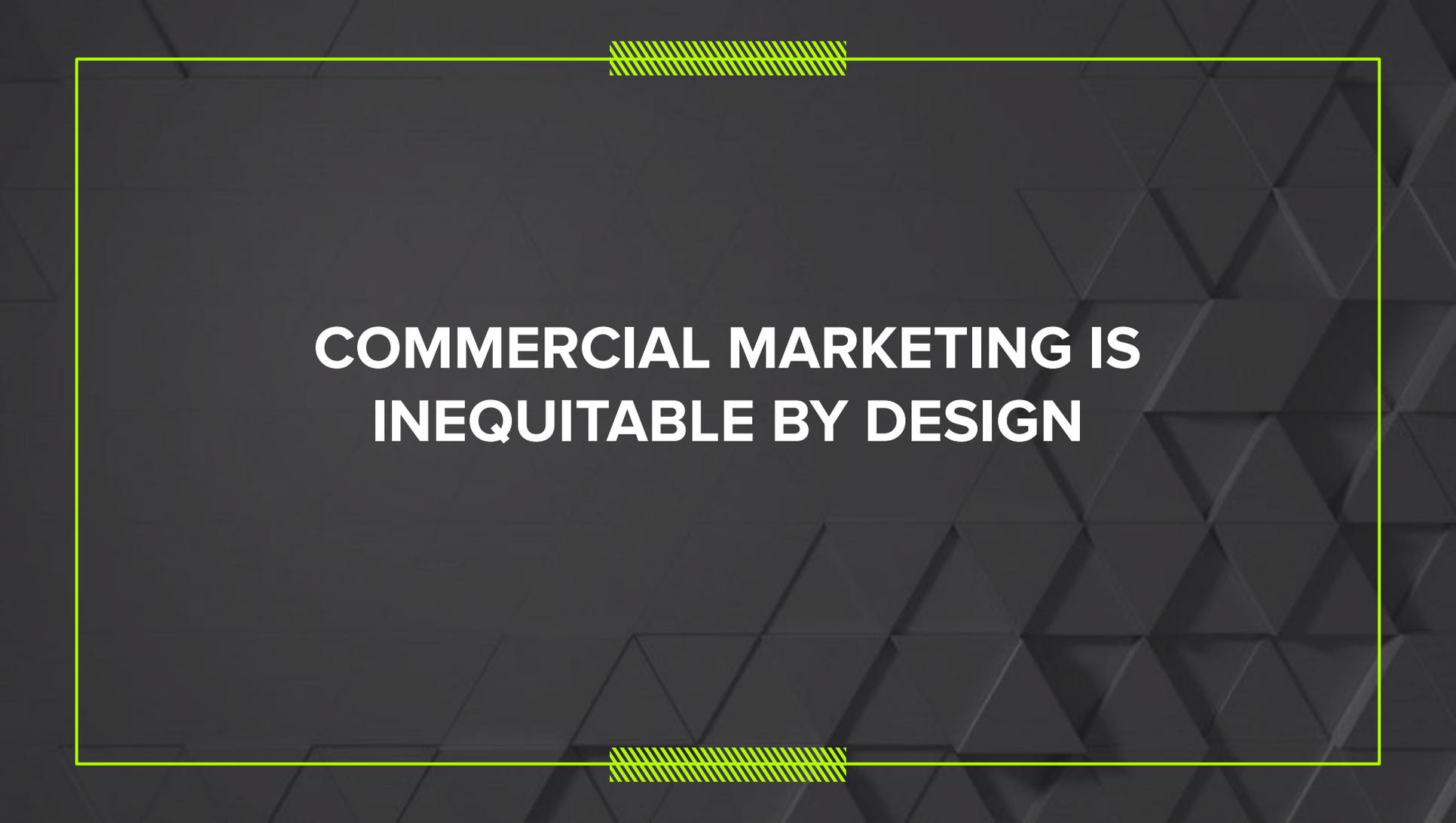
Objective: To Change or Prevent a Behavior Equitably

Audience: Customers & Likely Customers

Audience: Users or Likely Users

Primary Tactics: Awareness & Memorability

Primary Tactics: Relevance & Persuasion



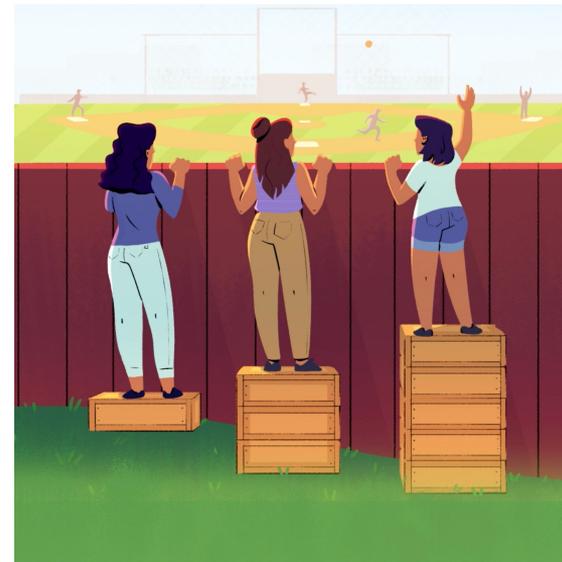
**COMMERCIAL MARKETING IS
INEQUITABLE BY DESIGN**

INEQUALITIES IN HEALTH CAMPAIGNS

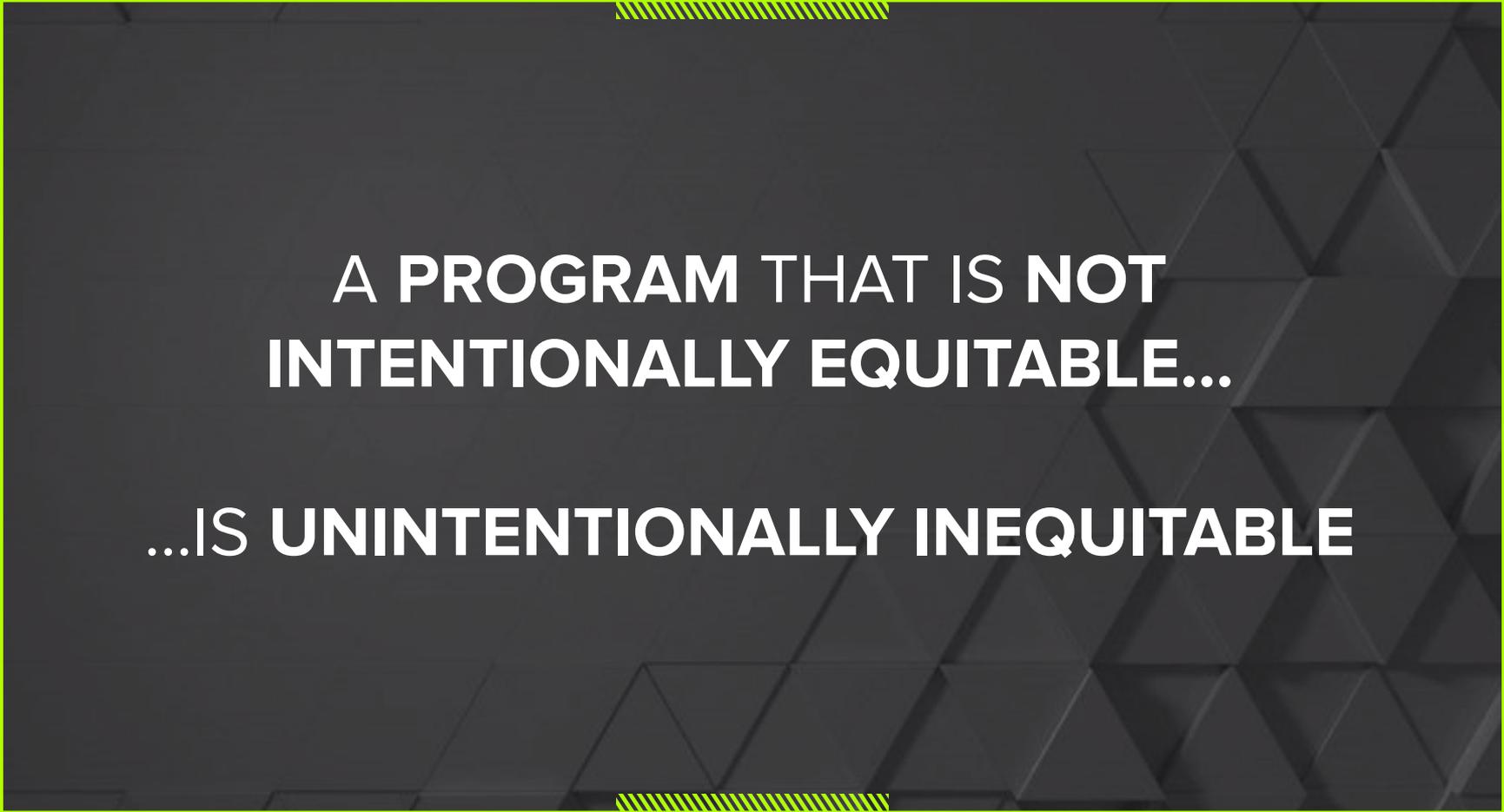
From unintentionally inequitable



To intentionally equitable



- Audiences are impacted by environment and personal inequities
- Programs that focus on equal impact over-deliver to lower-risk audience and under-deliver to higher-risk audiences
- Equity is only possible when it is intentional from the beginning of campaign development



**A PROGRAM THAT IS NOT
INTENTIONALLY EQUITABLE...**

...IS UNINTENTIONALLY INEQUITABLE

PATHWAYS TO BEHAVIOR CHANGE

**Change
Knowledge**

**Change
Ability**

**Change
Norms**

The Do-ers

The Willing

The Resistant

Equity Example: Nutrition Promotions

**Fill Your Plate
The Healthy Weigh!**

Fruits and Veggies
Most people need 4 to 5 cups per day. That is about 1 1/2 cups per meal. Keep 'em low in fat. Get a variety of colors. Dark green, orange, flavonoid-rich, and red.

Lean protein
Most people need 4 to 6 ounces per day. Get a variety of sources. Cooked meats, chicken, poultry, beans, fish, and protein. Some that are high in fat. Keep most servings about the size of a deck of cards.

Whole grains
Most people need 4 to 6 servings per day. Choose whole grains, brown rice, oats, barley, quinoa, and more. Keep 'em low in fat.

At the market,

A LITTLE BIT OF GREEN

goes a long way

WE STAND FOR FRUITS & VEGGIES
FNW

GET A TASTE AT FNW.COM

**EAT RIGHT,
FEEL GREAT**

Exactly what you need to know!

Drink 1% or Skim Milk

Get the vitamins. Skip the fat.
Make the switch starting at age 2.

Eat Well Play Hard
COMMUNITY PROJECTS

healthy choices catch on

EAT MORE FRUITS AND VEGGIES.

#HealthyChoicesCalifOn.org

March is National Nutrition Month

Eat Right!



The Unintentional Inequities of Commercial Marketing



REINFORCING EXISTING NORMS

- Plenty of time to spend with family
- Can afford healthy foods
- Has access to healthy foods
- Lean and healthy mother and daughter
- Understands nutrition labels and is careful about purchases

UNINTENTIONALLY INEQUITABLE



“Eating healthy” requires a **complex** array of **behavioral changes** with different combinations being effective for different people in different situations.



All or Nothing

When behavior change is complicated, public health tends to provide too many changes at once or none at all.

March is National Nutrition Month



Fill Your Plate The Healthy Weigh!

Fruits and Veggies
- Most people need 4.5 cups per day - that is about 1.5 cups per meal!
- Keep 'em low in fat
- Get a variety of colors: dark green, orange, blue/purple, white, red.

Lean protein
- most people need just 5 ounces per day.
- include fish and beans each week.
- choose protein items that are lean and prepare with little fat.
- keep most servings about the size of a deck of cards.

Whole grains
- most people need to eat 3 servings per day.
- ideas include pasta, brown rice, oats, barley, couscous, quinoa.
- keep 'em low in fat!

The illustration shows a purple plate divided into three sections. The top section contains a banana, an orange, a red apple, and purple grapes. The middle section contains a glass of milk, a carrot, broccoli, and a slice of salmon. The bottom section contains a bowl of whole grains, including pasta, rice, and quinoa, along with some vegetables like peas and spinach.



THE SAVI™ MESSAGING MODEL

SPECIFIC

Should include real examples to reduce our audience's burden of figuring out achieve the health outcome.

ATTAINABLE

Include time and place changes that have similar requirements of time, effort, energy, and access as those being replaced.

VIABLE

Include example changes that are feasible for our audience to execute from the perspective of skill, family, culture, and taste.

IMPACTFUL

Include behaviors that, if adopted, would cause a meaningful, long-term impact. Examples must be worth the effort for all.



CREATING EFFECTIVE & EQUITABLE ECD MESSAGES

- **Avoid the “awareness and memorability” trap of commercial marketing, we need more**
- **Define the behaviors we want to change and the pathway the audience could follow to change them**
- **Develop SAVI messages that show the audience exactly what, when, and where to make a change**
- **Be intentionally equitable at every step to ensure those most in need receive the most from us**



APPLYING INTENTIONAL EQUITY IN COMMUNICATIONS RESEARCH

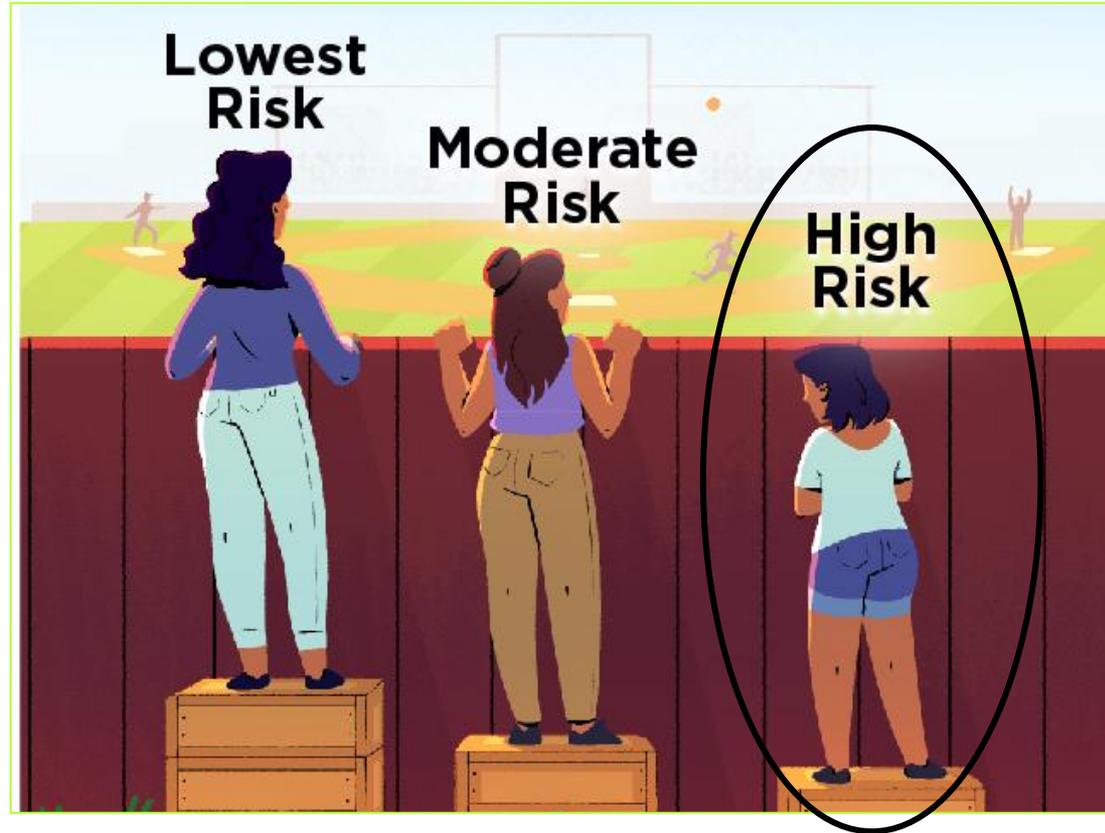


LEAD WITH COMMUNICATIONS RESEARCH

- Audience research is the foundation of intentionally equitable campaigns
- Hear, in their own words, what is acceptable and viable, rather than making assumptions



RECRUIT THE RIGHT INDIVIDUALS



TRAUMA-INFORMED COMMUNICATIONS RESEARCH

- If researchers don't use trauma-informed approaches, their methods - especially qualitative methods, can retraumatize participants and perpetuate harm
- Key tenets of trauma-informed qualitative research:



- Researcher/ Participant relationships and power dynamics
- Transparency
- Autonomy
- Agility and Flexibility

INTENTIONALLY EQUITABLE METHODS

Typical Approach

Test Hypotheses



Confirm



Recommendations

Our Approach

Test Hypotheses



Learn, Adjust and/or
Confirm



Recommendations



HOW WE APPLY OUR APPROACH TO FIRST 5 CA



First 5's New Mandate

STARTING PLACE

Vision, Since 2014

California's children will receive the best possible start in life and thrive.



REFINEMENT

Audacious Goal, 2021 and Beyond

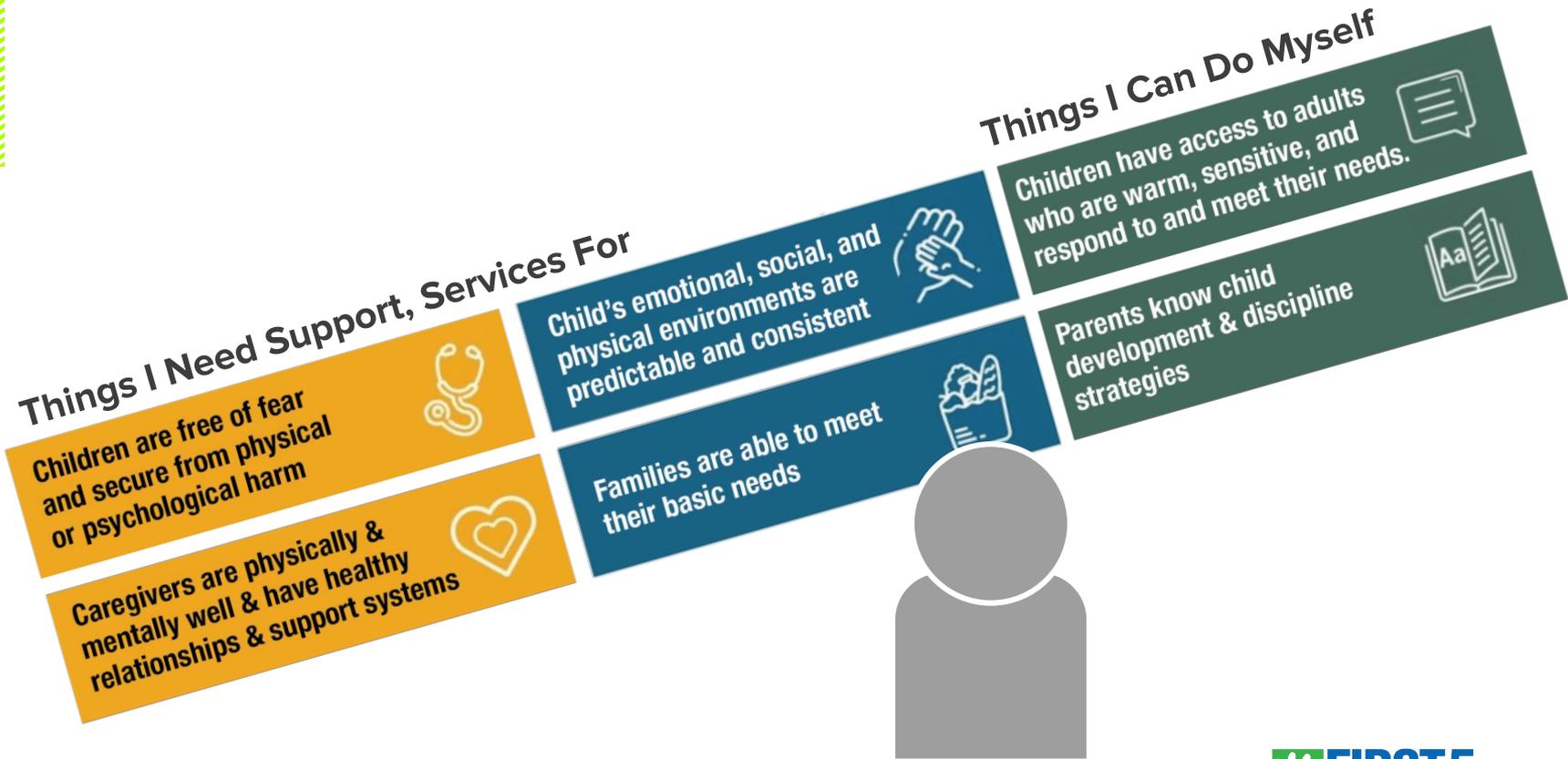
In a generation, all children 0–5 will have the safe, stable, nurturing relationships and environments necessary to achieve healthy development.

Audaciousness is Complex

	SAFETY	STABILITY	NURTURING	
CHILD	Children are free of fear and secure from physical or psychological harm 	Child's emotional, social, and physical environments are predictable and consistent 	Children have access to adults who are warm, sensitive, and respond to and meet their needs. 	CHILD
CAREGIVER	Caregivers are physically & mentally well & have healthy relationships & support systems 	Families are able to meet their basic needs 	Parents know child development & discipline strategies 	CAREGIVER
COMMUNITY	The neighborhood is safe & the family has access to the resources they need 	There are adequate employment opportunities & affordable housing 	Communities collaborate to reduce stigma around families seeking help 	COMMUNITY
POLICY	Federal & state laws ensure safety of ALL people 	Funding adequately provides resources to address risk factors 	Program policies are able to meet the needs of families in crisis 	POLICY

Adapted from: First5CA's North Star Statement and CDC's Framework of Community-Based Child Maltreatment Prevention

Some Complexity is Within Caregiver Control



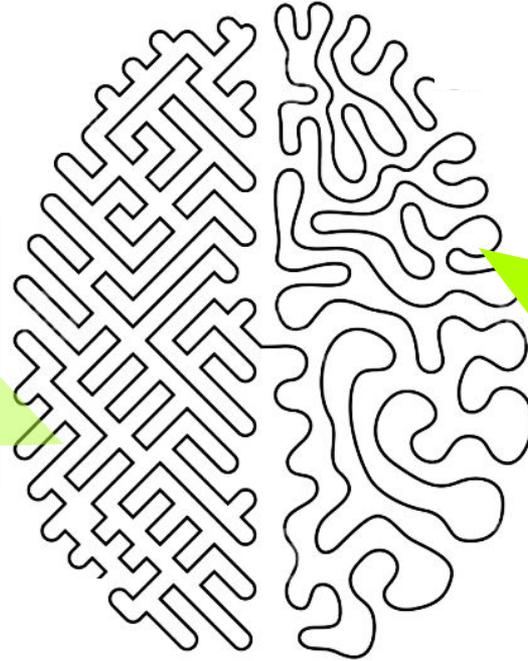
Some Complexity Requires More Support



“How to Help” Leverages First 5’s Brand Voice

COGNITION

How to help your kids’
BRAIN develop

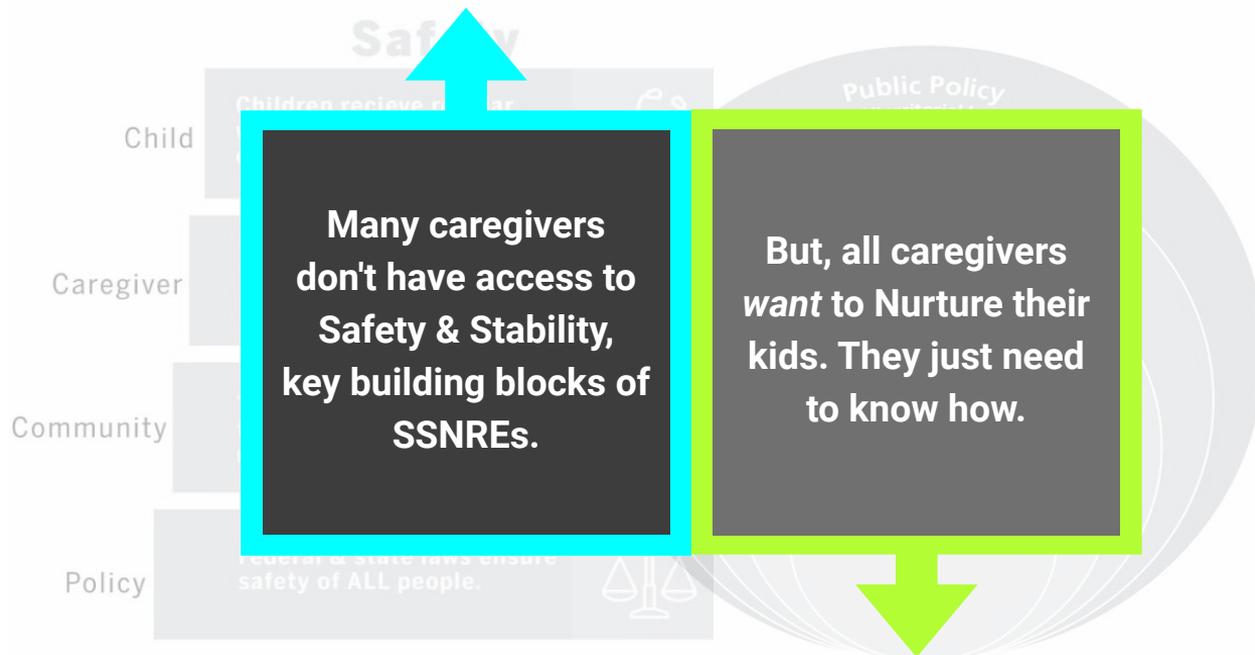


EMOTION

How to help your kids’
SOFT SKILLS develop

SSNREs + Social Ecological Truth + Audience Needs

NEED: Increase access to support that makes SSNREs possible



NEED: Teach HOW to develop SSNREs, within context of individual lives

An Equitable Approach Applied



“I NEED SUPPORT/SERVICES”

“I CAN DO THIS WITH EDUCATION”

Applying Equity to Campaign Mechanics



Caregiver-Child Interactions	Media Campaign
Tools & Support Network	Website
	Social Reinforcement
	Community Services / Resources
Systemic Support	Policy

Defining Our Target Behaviors

What does it mean to create a SSNRE?

What's going on in families that are not currently able to create SSNREs?

Defining our Target Behaviors

MOVE FROM:

TO:

Neglect



Connectedness

Anger & Violence



Calmness

Lack of Structure



Consistency

Behaviors to Explore in Formative Research

Connectedness

Focused Interaction Time

Express Affection Daily

Calmness

Co-Regulation and Coping Skills

Radical Acceptance of Emotion

Consistency

Add One Routine

Prepare for Future Events



DISCUSSION: THOUGHTS?



Approach to Measurement

Evaluation Data

Good at measuring:

- **Brand goals**
Awareness, affinity, favorability, equity
- **Change in KABs**
- **Change in behavior / intent to change**



Media Performance Data

Good at measuring:

- **Reach/frequency**
- **Engagement**
From exploratory to active to deep engagement
- **Tangible actions taken**
- **Media optimization**

Comprehensive Assessment of Impact



FIRST 5 FORMATIVE COMMUNICATIONS RESEARCH



Formative Communications Research Objectives

Research goal: To inform the development of educational messages for California caregivers that will promote stable, safe, nurturing relationships and environments (SSNREs) in the home.

Identify current actions caregivers who have experienced ACEs already engage in to promote SSNREs with the child(ren) they are caring for

Understand barriers and motivations related to actions promoting SSNREs

Explore the appeal, perceptions of impact, and expected barriers to implementation of recommended behaviors

Application: Findings from this phase of research will inform campaign strategy, including the brand and creative concepts brief. Upon conclusion, Rescue and F5CA will align on the audience segmentation approach, targeted behaviors, and promising messaging areas.

Formative Research Methods Overview

Audience

- Primary caregiver of child age 0-5, ACES, below median income, California
- Recruitment targets set for demographics, special populations (e.g., parents of special needs, LGBTQ+, unhoused, refugee/recent immigrant, etc.)

Recruitment

- Eligibility assessed via screener survey
- Mixed methods recruitment
- Leveraging connections with this team to ensure broad access to study
- Rescue monitors progress and will provide frequent updates to First 5

Data Collection

- Anticipated February - March 2022
- Focus Groups
- In-Depth Interviews

Activities

- Quantitative Components
- General Discussion
- ACEs Discussion
- Behavioral Continuum Exploration
- Strategic White Board Activity
- Behavioral Activity & Reflection



DISCUSSION: THOUGHTS?



Upcoming Next Steps

Formative Research and Message Development

Continue to Engage Subject Matter Experts throughout the Development Process

Brand and Creative Concepts Research

Brand Development for the New Campaign

Baseline Evaluation Survey

Produce and Launch First Message Package

Measure and Monitor Impact