



January 26, 2017

<p><b>SUBJECT</b></p> <p><b>TALK. READ. SING.® UPDATE, INCLUDING TARGETED OUTREACH IN LATINO COMMUNITY</b></p> <p><b>Strategic Priority Area 1. Public Will and Investment:</b> Build public engagement in, investment in, and support of the optimal wellbeing and development of children prenatal through age 5, their families, and communities.</p> <p><b>Goal 3.1. Communications:</b> Build public will in investing in early childhood by communicating the potential for positive outcomes for children and families, and the importance of prevention and early intervention.</p>	<p><input type="checkbox"/> Action</p> <p><input checked="" type="checkbox"/> Information</p>
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**SUMMARY OF THE ISSUE**

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Fraser Communications is the current contractor for First 5 California’s media efforts. Renee Fraser, President and CEO of Fraser Communications, will provide an update on the multi-media efforts underway to specifically target messaging to California’s Latino community as part of First 5 California’s public education and outreach campaign, *Talk. Read. Sing.®*

**RECOMMENDATION**

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This is an information-only item. First 5 California staff is not requesting action at this time.

**BACKGROUND OF KEY ISSUES**

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Currently completing its third year as a First 5 California statewide campaign, the purpose of *Talk. Read. Sing.®* is to educate parents, caregivers of young children, and the public at large about the 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 (i.e., talking, reading, and singing). Ilene Prince, Vice President of Fraser Communications, provided a general overview of the current campaign for the Commission at its October 2016 meeting.

Also during the October meeting, Chair Halvorson informally summarized a recent report titled “The Early Growth of Latino Toddlers: Causes, Consequences, and Policy Options.” The report focuses on the development of oral language and cognitive skills among Latino children relative to their non-Latino peers. In order to better understand the implications of this report for our work, Chair Halvorson asked that the report be presented to the Commission as an information item during the January 2017 meeting (for more information on the content of the report, please see Item 13). Professors Bruce Fuller from UC Berkeley and Alma Guerrero from UCLA will present the report to the Commission.

Relative to the topic of the report, Chair Halvorson also asked the Fraser Communications team to return to the January 2017 Commission meeting to provide an overview of outreach and information distribution efforts of the *Talk. Read. Sing.*<sup>®</sup> campaign and its targeted messaging to California’s Latino community, which have been part of the campaign since its inception in 2014.

## **ATTACHMENTS**

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None.