

First 5 California

Advisory Committee Meeting
June 18, 2019

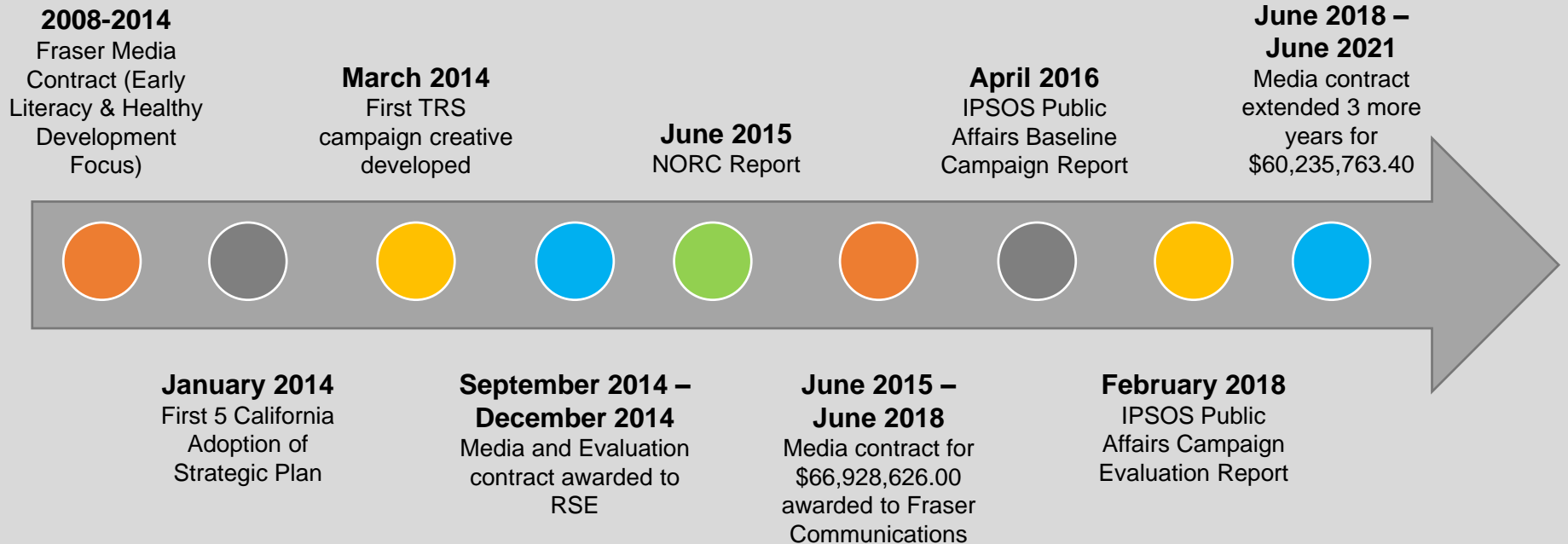


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- Talk. Read. Sing.[®] Campaign Approach
- The Talk. Read. Sing. Campaign
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Timeline



First 5 California's Strategic Plan Adopted January 2014



Vision:

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

Mission Statement:

Convene, partner in, support, and help lead the movement to create and implement a comprehensive, integrated, and coordinated system for California's children prenatal through 5 and their families. Promote, support, and optimize early childhood development.

First 5 California Media Campaign Objectives:



Each targeted campaign will be built around four key objectives:

1. Increase parent and caregiver awareness and education on the healthy and nurturing development of children ages 0 to 5.
2. Identify strategies to effectively target and reach California's diverse populations, as well as communities that traditionally have been hard to reach.
3. Identify and implement a broad range of new and emerging media strategies and technology as a means to reach and educate Californians about the healthy and nurturing development of children ages 0 to 5.
4. Brand First 5 California as a recognized and reliable source of information for children ages 0 to 5.

State Commission's Priorities



First 5 California's key priorities continue to focus on support for programs that will:

- Promote awareness about the importance of early brain development.
- Promote effective tobacco cessation strategies.
- Close the readiness gap to ensure more children enter school ready to succeed.
- Promote good nutrition and the benefits of physical activity.

Talk. Read. Sing. Campaign Approach

Message:

- Created messaging to encourage and inspire; taking care to not speak down to or insult.
- Used relevant, relatable words and actionable ideas.

Desired outcome:

- *“That sounds like something I can, should and will do.”*

“Talk. Read. Sing.” was born.



Talk.
Read.
Sing.
Messaging
Points

- We want California's parents and caregivers to better understand:
 - A baby's **brain** is **wired for learning at birth**.
 - The first three years – particularly the **first 100 days** – are the most critical period of brain development.
 - Billions of neurons connect in the first 100 days.
 - How a child learns to interact with the world depends heavily on **early interactions with parents and caregivers**.
 - Babies who have **positive, loving interactions** will start on a healthier path to future success in school and life.



The Talk. Read. Sing. Campaign

2014 Highlights

Previous media contract



FOCUS GROUPS

- Developed 8 unique concepts and 12 taglines for consideration
- Creative was transcreated to Spanish
- Client review and refinement resulted in 5 concepts to test in multiple focus groups across California
- “Anthem” & “Drop Out” (later to be re-named “Successful Futures”) emerged as concepts to proceed to development



CAMPAIGN LAUNCH

- On March 12th, First 5 California hosted a press conference at the State Capitol to announce the launch of First 5 California's statewide media campaign
- Participants included: Senate President Pro Tem Darrell Steinberg, Senator Carol Liu, Assemblymember Roger Dickinson, Assemblymember Dr. Richard Pan, Assemblymember Sharon Quirk-Silva, Assemblymember Shirley Weber



MEDIA

- **TV**
 - “Anthem”
 - “Successful Futures”
- **Radio**
 - “Conversations”
 - “Baby Talk”
 - “Carson Daly” (Added Value)
- **Digital & Social Media**
 - Animated banners in both English and Spanish
 - English and Spanish TV spots ran as pre-roll video
 - SEO & Search
 - Daily organic posts
 - Blogger and influencer collaborations
 - Paid posts
- **Print**
 - Newspaper ads in English and Spanish



OUTREACH

- **Experiential/ Events**
 - Hands-On Health Express
- **Partnerships**
 - Scholastic
 - Local TV & radio stations

FY 2015-2016 Highlights

BUDGET
Research: \$109,549
Fees: \$621,161
Production: \$539,600

PAID MEDIA BUDGET
TV: \$17,361,399
Radio: \$6,301,829
Digital: \$991,184
Outreach: \$2,107,000



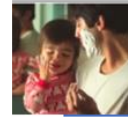
FOCUS GROUPS

- 7 groups in three key markets
- Tested 3 unique concepts
- Creative was transcated to Spanish
- “How I Really Got Here” & “Smarter Birds” (later to be re-named “Brainy Birds”) emerged as concepts to proceed to development



CREATIVE REFINEMENT AND PRODUCTION

- Rated the most effective concept in all three markets, Fraser produced the first of the “How I Really Got Here” TV spots with former astronaut Jose Hernandez and began outreach to Sgt. Emada Tingirides for the second spot.
- Started animation research for the second most effective concept “Smarter Birds”



MEDIA

- **TV**
 - “Anthem”
 - “Successful Futures”
 - Custom station produced in-language spots with Univision
- **Radio**
 - “Ready to Learn”
 - Custom Spanish and harder-to-reach station recorded in-language spots
- **Digital & Social Media**
 - Rich media mobile ad units
 - Animated ads both English and Spanish
 - English and Spanish TV spots ran as pre-roll video
 - SEO & Search
 - Daily organic social media posts
 - Blogger and influencer collaborations
 - Paid posts



OUTREACH

- **Experiential/Events**
 - First 5 Express
- **Asian-American Community**
 - Trusted sources roundtables
 - Library events
- **African American**
 - Reading tour
- **Partnerships**
 - Scholastic
 - Local TV & radio stations
 - Sports (Angels, Giants, Galaxy)

FY 2016-2017 Highlights

BUDGET
Research: \$0.00
Fees: \$568,231
Production: \$426,820

PAID MEDIA BUDGET
TV: \$15,356,270
Radio: \$4,983,694
Digital: \$870,209
Outreach: \$2,103,718



CAMPAIGN LAUNCH

- First 5 California hosted a press conference at the Sacramento Public Library to announce the launch of First 5 California's statewide media campaign: "How I Really Got Here"
- The conference was the first airing of the first commercial in this phase featuring former NASA Astronaut Jose Hernandez.



MEDIA

- **TV**
 - "How I Really Got Here"
 - Jose Hernandez
 - Sgt. Emada Tingirides
 - Custom TV executions with TV station trusted sources: ABC Sacramento, CBS, Crossings TV (AAP), Comcast Sports, Dr. Oz, PBS, Telemundo, Univision
- **Radio**
 - Radio Bilingue
 - "Reuben Martinez"
 - "Camencristina"
 - Mario Lopez
 - Valentine in the Morning (iHeart)
 - ESPN – Mychal Thompson
 - Traffic Radio
- **Digital & Social Media**
 - Pre-roll video, Streaming Radio (Pandora), desktop and mobile banner units, custom mobile
 - BabyCenter
 - SEO & Search
 - Daily organic posts
 - Influencers
 - Mario Lopez Book Giveaway
 - Dulce Candy
 - Paid posts



OUTREACH

- **Public Affairs**
 - TV & Radio Public Service Announcement placements
 - Public Affairs radio interviews
- **Experiential/Events**
 - First 5 Express
- **Asian-American Community**
 - Trusted sources roundtables
 - Library events
- **African American**
 - Reading tour
- **Partnerships**
 - Scholastic
 - Local TV & radio stations
 - Dr. Office (exam room posters, exam table paper & crayons)
 - Sports teams (Angels, Giants, Galaxy)

FY 2017-2018 Highlights

BUDGET
Research: \$0.00
Fees: \$293,990
Production: \$80,616

PAID MEDIA BUDGET
TV: \$9,823,964
Radio: \$2,069,669
Digital: \$865,376
Outreach: \$1,008,636



CAMPAIGN LAUNCH

- 2017 kicked off with the exciting launch of the “Smarter Birds” campaign in late February.
- Building off the momentum from the “Talk. Read. Sing.” campaign, the three “Brainy Birds” characters went a step further and personified these important actions and brought them to life with a lovable, catchy tune.

MEDIA



- **TV**
 - “Smarter Birds”
 - “Talk” “Read” “Sing” (:15s)
 - “Betty Yee”
 - “Parenting With Purpose” Fox-LA 6-week series
 - Custom TV executions with TV station trusted sources: ABC Sacramento, FOX, Crossings TV (AAPI), Comcast Sports, PBS, Univision
- **Radio**
 - Radio Bilingue
 - La Campesina
 - Mario Lopez
 - ESPN – Marcelus Wiley
 - Traffic Radio
- **Digital & Social Media**
 - Pre-roll video, Streaming Radio (Pandora), desktop and mobile banner units, custom mobile
 - BabyCenter
 - SEO & Search
 - Daily organic posts
 - Influencers
 - Mario Lopez Book Giveaway
 - Dulce Candy
 - Paid posts



OUTREACH

- **Public Affairs**
 - TV & Radio Public Service Announcement placements
 - Public Affairs radio interviews
- **Experiential/Events**
 - First 5 Express
 - School event in Sacramento in partnership with the Sacramento Kings
- **Asian-American Community**
 - Advertorials
 - Roundtables
 - Library Readings
- **African American**
 - Reading tour
 - Black Book Fair
- **Partnerships**
 - Scholastic
 - Local TV & radio stations
 - Sports teams (Dodgers, Clippers, Giants, A’s)

FY 2018-2019

Highlights

Current Contract Extension

BUDGET
Research: \$65,000
Fees: \$385,030
Production: \$491,355

PAID MEDIA BUDGET
TV: \$13,134,676
Radio: \$4,475,231
Digital: \$1,024,435
OOH: \$2,560,505



CAMPAIGN LAUNCH

- A new campaign “Brainy Birds & Counting” launched which served as a creative extension to the “Brainy Birds” campaign.
- The new messaging shared that babies are wired to learn math at a very early age, emphasizing counting and other early math skills for brain development. We layered in this additional element to the foundational “Talk. Read. Sing.” campaign messaging.



MEDIA

- **TV**
 - “Bassinet”
 - “Grandma”
 - “Give the Phone a Rest”
 - “Smarter Birds & Counting ”
 - “If We Don’t”
 - “From the Moment They’re Born”
 - Custom TV executions
- **Radio**
 - Radio Bilingue
 - La Campesina
 - ESPN – Johnny Hekker
 - Traffic Radio
- **Digital & Social Media**
 - Pre-roll video, Streaming Radio (Pandora), desktop and mobile banner units, custom mobile
 - BabyCenter, SheMedia
 - SEO & Search
 - Daily organic posts
 - Influencers
 - Paid posts



OUTREACH & OUT OF HOME

- **Billboards**
 - Fraser conducted three flights of outdoor bulletins in high profile and targeted areas across California.
- **Public Affairs**
 - TV & Radio Public Service Announcement placements
 - Public Affairs radio interviews
- **Experiential/Events**
 - First 5 Express
 - School and community events in Sacramento in partnership with the Sacramento Kings
- **Asian-American Community**
 - Library Readings
- **Partnerships**
 - Local TV & radio stations
 - Sports teams (Sac Kings, Dodgers, Clippers, Giants, A’s)

Third Party Evaluation Findings:

NORC at the University of Chicago (2015):	
OBJECTIVES	KEY FINDINGS
<ul style="list-style-type: none"> • To determine campaign exposure and assess campaign-related knowledge, attitudes and behaviors among the campaign's target audience. • What proportion of the respondents in the sample recall the campaign? • Do respondents who have higher campaign recall also have more knowledge about the topic being addressed by the campaign? • Did the campaign inspire and empower caregivers to engage with their child(ren) as soon as they are born? • Did the campaign make caregivers feel they have to the power to make a difference in their child(ren)'s lives and to positively impact their future? • Are there certain risk or protective factors that are associated with TRS behaviors regardless of campaign exposure? • Do caregivers of children ages 0-5 who have higher campaign recall also have higher frequency of TRS behaviors despite differences in socio-demographic characteristics, protective factors, or risk factors? 	<ul style="list-style-type: none"> • Sixty percent of target audience members could recall a First 5 California Talk. Read. Sing campaign TV ad on an unaided basis or by recognition. • A third could recall or recognized a radio ad. • Almost two-thirds (64.9 percent) reported either unaided recall or recognition of a TV or radio ad. These scores are quite high compared to most social marketing campaigns. The unaided recall of television ads by 35.9 percent of the target audience is impressive since it is a very demanding measure of recall. • Large numbers of respondents reporting ad recognition also reported that the campaign influenced their talking, reading and singing behaviors. When we assessed the relationship between exposure and behavior on a bivariate basis (through the cross-tabular analysis), we found significant evidence that those with ad recognition did indeed report higher frequency of reading, and singing than those who did not recognize the ads. When we used the more robust regression method, the evidence was confirmed that recall and recognition were associated with an increased propensity to engage in all the behaviors. This suggests campaign effectiveness in the behavioral domain, something that is often not the case with social marketing campaigns mounted on a short term basis. • In addition to promoting talking, reading and singing behaviors the study suggests that the campaign influenced both interpersonal conversations about the issues as well as help-seeking through the First 5 website. It is impressive that 38 percent reported use of the website. • In addition, nearly 6-in-10 reported talking with a family member about the issue; 4-in-10 reported talking with friends and more than a quarter reported talking with a health care provider.

Third Party Evaluation Findings:

IPSOS (2016):	
OBJECTIVES	KEY FINDINGS
<ul style="list-style-type: none">• Capture baseline attitudes and behaviors related to TRS with children five years old or younger among CA caregivers.• Understand the level of knowledge about intellectual development of children five years old or younger among this population.	<ul style="list-style-type: none">• Majority of respondents report talking, reading, or singing with their child(ren) at least once a day.• About one-third of the survey population report recognizing “Talk. Read. Sing.”• Respondents report high levels of media consumption via mobile devices.

Third Party Evaluation Findings:

IPSOS (2018):	
OBJECTIVES	KEY FINDINGS
<ul style="list-style-type: none"> • Measure awareness of the First 5 CA TRS campaign. • Assess attitudes and behaviors related to TRS and playing with children five years old or younger among CA caregivers • Understand the level of knowledge among this population about the intellectual development of children five years old or younger. • Measure parents' self-efficacy to contribute to their child(ren)'s intellectual development • Compare post-campaign attitudes, knowledge, and behaviors to those measured pre-campaign. • Assess whether demographic differences or recognition of the campaign ads had any effect on knowledge of the campaign messages or frequencies of the target behaviors. 	<ul style="list-style-type: none"> • Nearly half of respondents surveyed after the launch of the campaign recognized each TRS TV ad, and one-third reported visiting the First 5 CA website. • Campaign appears affective at improving reading more so than talking and singing: <ul style="list-style-type: none"> • Compared to respondents surveyed after the campaign launch, respondents surveyed after the launch reported a higher frequency of other people reading to their child(ren). • Surprisingly, regarding talking and singing, frequencies were lower post-campaign-launch than pre-campaign-launch. • Respondents reported talking with their child(ren) on average 20 times per day (on a typical day) and talking/conversing with their child(ren) 12 times per day. <ul style="list-style-type: none"> • Respondents reported reading with their child(ren) on average 3 times per day, singing with their child(ren) 5 times per day, and playing with their children 7 times per day (on a typical day). • Most respondents place high importance on talking, reading, and singing with their child(ren), but less than half of the respondents engage in these behaviors as much as they would like. • Most parents reported feeling sure about their ability to talk with their child(ren) and to contribute to their child(ren)'s learning. • Those who recognized the Smarter Birds (English) ad reported a higher frequency of reading. <ul style="list-style-type: none"> • Recognition of Smarter Birds in Spanish was associated with correct knowledge for "Speaking two languages to children ages 3 and under helps their brains to develop better" and "Singing songs to babies helps them learn language."

Third Party Evaluation Findings:

CHIS (2019):

Key Findings

- Most parents are reading and singing to their young children
 - 88% reading three times or more per week
 - 91% singing three times or more per week
- Recognition of the message of the Talk. Read. Sing.® campaign is high (87%)
- Parents who have seen the message are:
 - Nearly 3 times more likely to read to their child three days or more per week
 - Twice as likely to sing to their child three days or more per week
- There is still room for improvement
- Parents who are foreign-born or who speak Spanish at home are less likely to read or sing to their young children than both their U.S.-born counterparts and those who do not speak Spanish at home. Specifically:
 - Parents who speak Spanish at home or speak both English and Spanish at home are less likely to read to their children compared to parents who speak only English, even when adjusting for education
 - Foreign-born parents are less likely to sing to their children, even when adjusting for education and race-ethnicity

FY 2019-2021 Strategy & Planning Current Contract Extension

REMAINING BUDGET TO BE ALLOCATED DURING NEXT TWO FISCAL YEARS: \$37,586,499

BUDGET

Research: \$73,745

Fees: \$770,325

Production: \$27,841

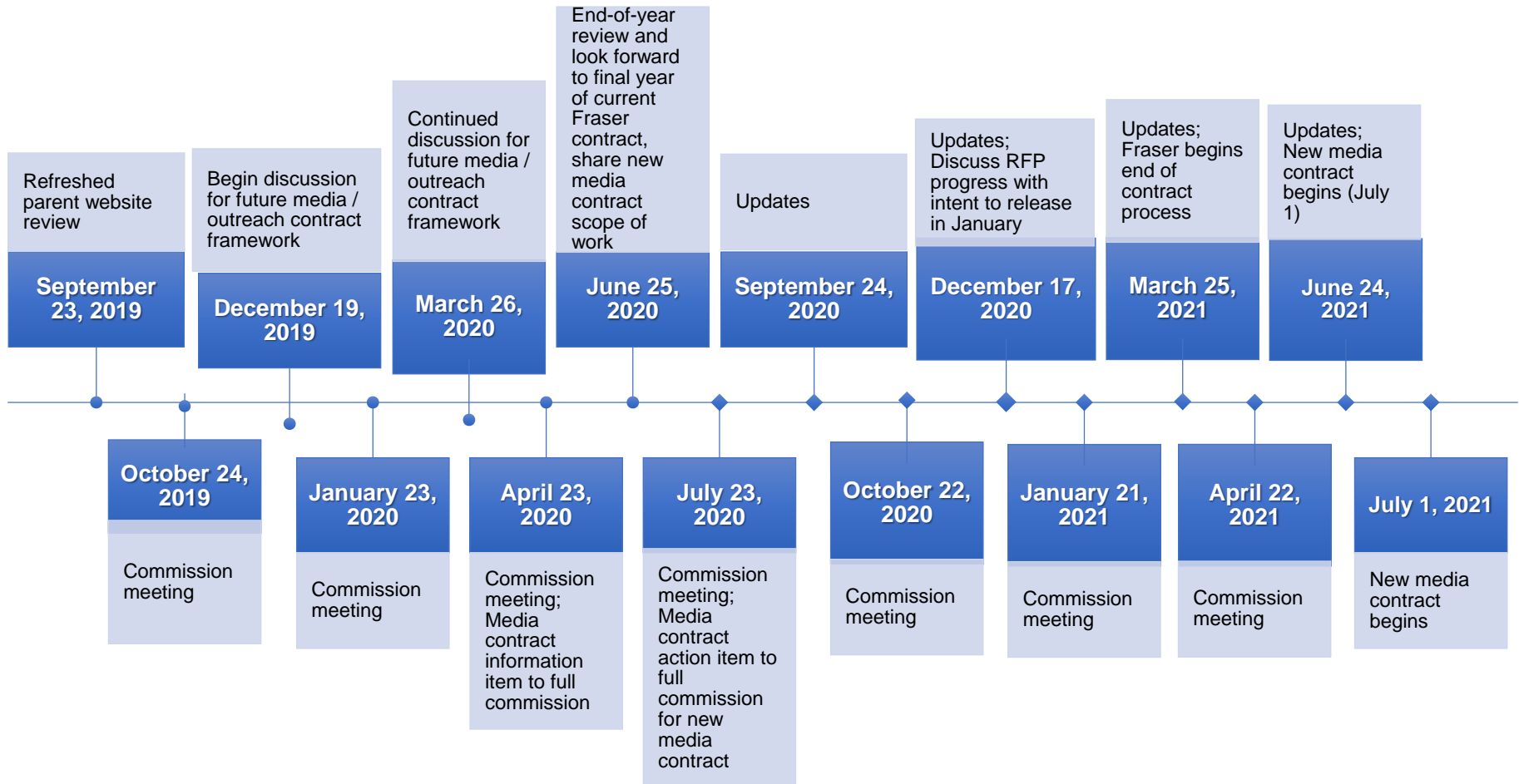
MEDIA BUDGET ESTIMATED ALLOCATION

Media: \$35,419,353

Outreach: \$1,295,235

- Continuation of consistent outreach and media plan to maintain high levels of awareness across the state.
- Continuation of development of a new California Parent's Website and launch.
- Development of digital video series to include, How-to, expert, and parenting videos.
- Enhancement of in-language and hard-to-reach communities and addressing opportunity areas.
- Further strengthen brand ambassadors and relationships with trusted sources to continue message delivery on all levels.
- Follow our audience to where they consume their media and place heavier emphasis on streaming TV, radio, and digital outreach.

Proposed Public Education and Outreach Advisory Committee Meeting Timeline



Proposed Public Education and Outreach Advisory Committee Meeting Timeline

- September 23, 2019
- December 19, 2019
- March 26, 2020
- June 25, 2020
- September 24, 2020
- December 17, 2020
- March 25, 2021
- June 24, 2021



THANK YOU

