



REACHING CALIFORNIA'S DIVERSE POPULATION

Presentation to First 5 California Public Education and Outreach
Advisory Committee | September 16, 2019

FRASER 
COMMUNICATIONS



TODAY'S AGENDA

1. Campaign Objectives
2. Outreach Methods to Diverse Audiences
 - a) African American
 - b) Asian American and Pacific Islander (AAPI)
 - c) Latino
 - d) Low-Income
 - e) Hard-to-Reach

CAMPAIGN OBJECTIVES

- Educate parents and caregivers of children ages 0 to 5 about the value of talking, reading, and singing for early brain development.
- Motivate parents and caregivers of children ages 0 to 5 to regularly (daily) talk, read, and sing to their children.
 - Fraser uses multiple data sources such as MRI, Arbitron, Nielsen, Scarborough, ComScore, Statista, eMarketer, etc. as well as in-person focus groups to understand population behaviors, locations, and habits.
- Employ Fraser's 360° approach, reaching our audience throughout the day as they go about their daily routine, including through:
 - Media (TV, Radio, Digital, Social Media, Outdoor [i.e., billboards, bus shelters, etc.])
 - Community engagement
 - Partnerships
 - Outreach events

AFRICAN AMERICAN

Highlight from recent focus groups with African American moms at SHIELDS for Families and Crystal Stairs:

- They know First 5 California and have all seen the Talk. Read. Sing. TV commercials.
- They understand the importance of the early years and its impact on brain development. They understand their role.
- There is always music playing in the households. Singing is a natural outcome and the campaign is a reminder of how important it is for children.

“Singing is a part of our culture. It’s very important. I know that it even builds their confidence and the affection between me and my child.”

- When asked where they’d like to see more Talk. Read. Sing. materials and messages, they suggested churches, community colleges, and parks.

MEDIA – TV & RADIO

- Television reaches all low-income caregivers, but over-delivers to the older caregivers and African American viewers.
- Radio stations reach younger African American parents; stations are selected that reach caregivers.
- On-air personalities are trusted messengers.



ONLINE

The screenshot shows the Madamenoire website interface. At the top, the site name "MADAMENOIRE" is displayed in a serif font. To its right are two pink buttons: "Ask a Black Woman" and "She's the Boss". Below this is a dark navigation bar with categories: ENTERTAINMENT, LOVE, VIDEOS, HAIR, FASHION, HEALTH, BUSINESS, PARENTING. A search bar with a magnifying glass icon is on the right. A large banner for "FIRST5 CALIFORNIA" features a baby's face and the text "GIVE ME WHAT I NEED TO SUCCEED TALK READ SING" with a "LEARN HOW" button. Below the banner are three article teasers: 1. "How To Make The Bed And Bath Routine With Your Little One Less Frantic" by ToyaSharee, dated August 26, 2019, with "No Comments". 2. "Tameka Foster Creates Animated Series About Her Late Son" under the category "ENTERTAINMENT NEWS, FAMILY, LITTLE KIDS". 3. "POPULAR STORIES" section with teasers for "Jeezy Speaks On Relationship With 'Amazing' Jeannie Mai: 'Life Is Great'" and "Malik Yoba Reveals He Is". A yellow advertisement for McCafé is also visible, offering "BUY 5 CUPS, GET 1 ON US" with an "Order Now" button.

COMPLEX

ESSENCE.com

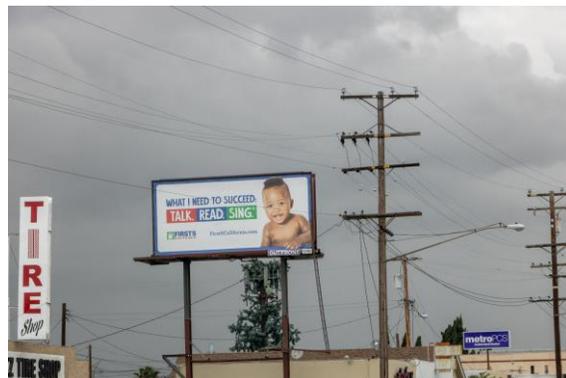
★BOSSIP

HELLO BEAUTIFUL



OUT OF HOME

Select “out of home” based on location and neighborhoods.



IN THE COMMUNITY

- Churches
- Sports integrations
- School visits
- Storytimes at libraries



NEWSPAPER



Reading and spending time with children plays a vital role in uplifting our community



Dewey J. Beckwith, Jr., Executive Editor of The Los Angeles Sentinel speaks time with the students at Morris Garvey School reading to the students and engaging in conversation with them about the importance of reading, doing their best in school and giving back to the community.

This past (Fathers Day) I was blessed with the honor of receiving an award from the Malcolm X African Foundation for being a good father. Some even said I was a Great Father. While it is great to receive such an honor my children Taylor (23), Dewey III (20) and Deyve and Bryce (twins 18) have enriched my life as much as I have enriched their lives.

It starts with spending time with each other. All

ing quality time is what has laid the foundation for them not only as students but as people. Taylor just recently graduated from USC. Dewey studied at the University of Arizona. Deyve will be leaving on this summer to attend Howard University and Bryce is going to begin her freshman year at USC in August as well.

I look back to when they were young and we used to just sit around someone would look out

did I realize that it would be the foundation for their education in the years to come. Deyve loves to read, in fact she is off to Howard to major in English and her dream is to become a writer. Taylor graduated from USC with a degree in communication and her reading and writing ability all started with those little moments we shared when they were kids. Their mom was a teacher so she really understood the impor-

tant and they enjoyed every minute of it. Now that my kids are grown, I still realize the importance of trying that foundation to young people and get out as often as I can to share my time and talents with children. It is important for both young men and young women particularly young people of African descent to see men taking time out to spend with them. Children have always gravitated to me,

and you can say it is a family affair. Morris Garvey is an amazing school in the heart of South Los Angeles. It has created an educational environment that enriches these children's lives and is a breeding ground for young, beautiful and talented minds. While their story does not get told often enough, it is the kind of heroes that every and any parent would love for their child to experience. I

only will you be sharing the joys of education and reading with each other but you will be creating memories and moments that will last a lifetime. Please join the Los Angeles Sentinel in partnership with First 5 California to be part of the TALK, READ, SING. It changes everything! To participate in this campaign please submit photos of your talking, reading or singing to your child under the age



COMMUNITY

Talk. Read. Sing. African American Press, Leadership and Community Pass on Traditions to Next Generation

Talk. Read. Sing to your child for a smarter and happier baby.

I am Willie Brown, publisher of Inglewood Today Weekly. I take the time to talk, read and sing to my Goddaughter Isis to make sure the first five years of her life are enriched by boosting her brain development and ability to learn.

I know how important these first five years are. They are the time when imprinting occurs. It's the time of the fastest brain development.

Science has shown that there are trillions of brain-cell connections, called neural synapses that form in the brain during the first few years of a baby's life. Synapses that do not "connect" a baby's brain through early experiences, interactions and stimulation are unfortunately lost, and they don't come back.

Research tells us that a child's most intensive period for absorbing speech and language skills is during the first three years of life. These skills develop best in a world that is rich with sounds, sights, and consistent exposure to speech.



Willie Brown with his Goddaughter Isis

When children are read to, their brains build the neural connections that enable them to learn vocabulary. When adults and children read a favorite book again and again, connections in the child's brain become stronger and more complex. Every time you read to your child, his or her brain makes connections and grows stronger, just like a muscle would through physical activity. Further, singing and music can have a positive effect on a child's

mood and strengthen certain thinking skills.

In the first years of a child's life, from birth to five years old, 90% of the brain develops. Simply by talking, reading and singing, you're helping to build connections in the brain that will be a positive impact in your child's life forever.

Statistics from a Harvard University study has shown that the roots of children's academic achievement gaps start long before children enter kindergarten. A major indicator for a child's success in school is language and early

Join us at Inglewood Today in partnership with First 5 California to be a part of The TALK, READ, SING. It changes everything! African American first in a series of multi-generational campaigns. They kicked off this aspect of the effort with our media, because of the critical role we play in educating, informing and championing our community and the importance of passing this legacy on to the next generation.

If you are a parent, grandparent or caregiver to a young child, you are your child's first teacher and you play an active role in your child's brain development. Take this valuable time in your child's life to talk, read and sing. Here's a thought, take our newspaper and read your favorite section to your child. Or read cookbooks out loud, share your favorite bible verse, sing the alphabet, name colors, read stories that pass on our history to preserve our traditions. All of this helps. And, we know how important it is to give our children every advantage possible while building stronger neighborhoods.

To participate in this campaign, send in a photo of you talking, reading or

AT FIRST 5 EXPRESS EVENTS

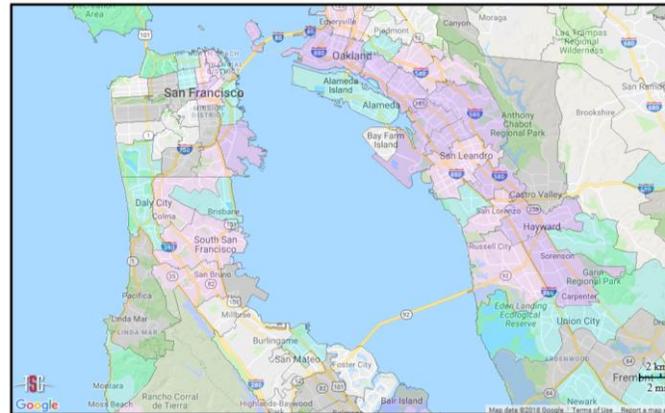


- During the last complete tour (FY 2018–2019)
 - 57% of the events the First 5 Express visited statewide occurred in communities with **diverse populations** (populations that according to census data are less than 50% Caucasian).
 - The First 5 Express **reached 4,564 African Americans**.

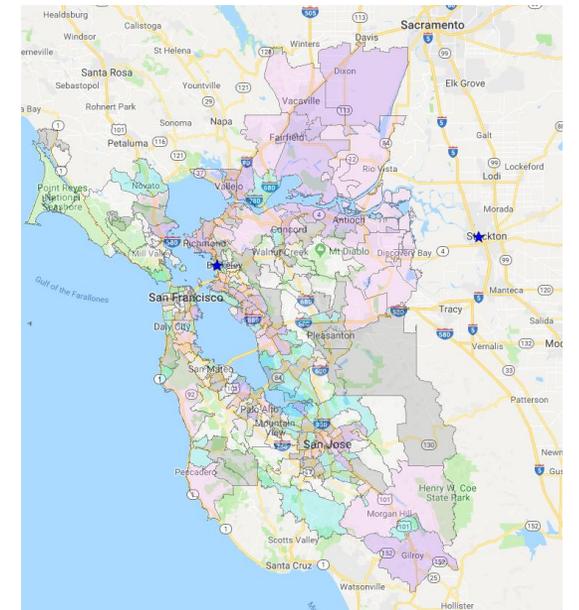
ASIAN AMERICANS AND PACIFIC ISLANDERS (AAPI) AUDIENCES

- Alameda and Santa Clara Counties, Asian population surpasses Caucasian.
- Focused on areas of low-income populations throughout the state.

Alameda County



Includes Santa Clara



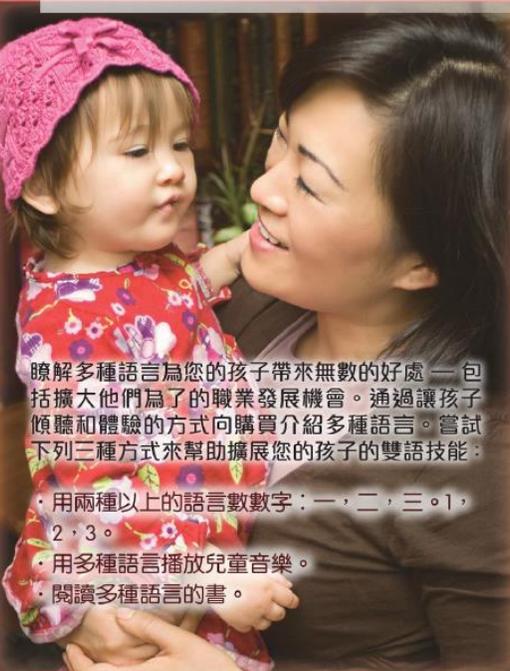
MEDIA – TV

- Cantonese
- Hmong
- Korean
- Mandarin
- Tagalog
- Vietnamese



NEWSPAPER

學習多種語言使兒童的大腦受益



瞭解多種語言為您的孩子帶來無數的好處 — 包括擴大他們為了的職業發展機會。通過讓孩子傾聽和體驗的方式向購買介紹多種語言。嘗試下列三種方式來幫助擴展您的孩子的雙語技能：

- 用兩種以上的語言數數字：一，二，三。1，2，3。
- 用多種語言播放兒童音樂。
- 閱讀多種語言的書。

FIRST5 CALIFORNIA

在下列網站探索與您的孩子互動的更多提示和活動：
www.First5California.com

**學習多種語言
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FIRST5 CALIFORNIA

**Có Nhiều Lợi Ích
cho Trí Não của Trẻ Em
khi Học Nhiều Ngôn Ngữ**

Biết hơn một ngôn ngữ có vô số lợi ích cho con quý vị – bao gồm mở rộng cơ hội việc làm trong tương lai. Giới thiệu cho em bé nhiều thứ tiếng bằng cách để bé nghe và trải nghiệm. Hãy thử làm theo ba cách sau đây để giúp mở rộng các kỹ năng nói hai ngôn ngữ của bé:

- Một, hai, ba. 1, 2, 3. Đếm bằng một hoặc nhiều ngôn ngữ.
- Bật nhạc thiếu nhi hát bằng nhiều ngôn ngữ.
- Đọc sách bằng nhiều ngôn ngữ.



Khám phá thêm lời khuyên và những việc có thể cùng làm với con quý vị tại
www.First5California.com

FIRST5 CALIFORNIA

IN THE COMMUNITY IN MAJOR MARKETS

Community events targeted to major market areas with large, dense AAPI populations

- Los Angeles County
- Santa Clara County
- Orange County
- Alameda County
- San Francisco County
- Sacramento County
- Fresno County



AT FIRST 5 EXPRESS EVENTS



- During the last complete tour (FY 2018–2019)
 - 57% of the events the First 5 Express visited statewide occurred in communities with **diverse populations** (populations that according to census data are less than 50% Caucasian).
 - The First 5 Express reached **3,195 Asian American and Pacific Islanders**.

LATINO

Highlight from recent focus groups with Latina moms at SHIELDS for Families and Crystal Stairs:

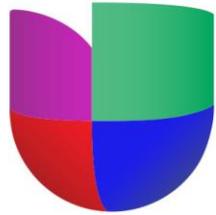
- They know First 5 California and have all seen the Talk. Read. Sing. TV commercials.
- They understand the importance of the early years and its impact on brain development. They understand their role.
- They are motivated by the commercials:
“When my husband sees the TV ad, he stops what he’s doing and goes to read with our daughter right then and there. It’s a good reminder for us.”
- They are most trusting of doctors and medical professionals for advice on their child’s growth.
- When asked where they’d like to see more Talk. Read. Sing. materials and messages, they suggested grocery stores (i.e., Superior, Food 4 Less).

MEDIA – TV & RADIO

- Television and radio purchased in-language based on viewership and listenership.
- English radio over-delivers to younger Latino parents and caregivers.



ONLINE



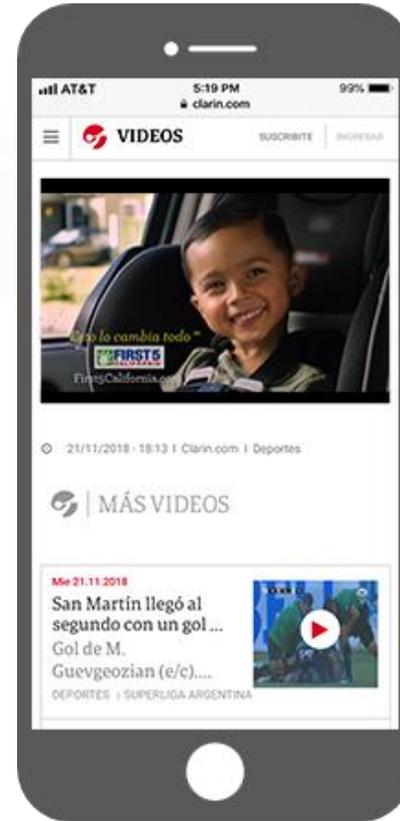
UNIVISION
.com

YAHOO!
EN ESPAÑOL

as

La Opinión

LatinaMoms



OUT OF HOME

- Select “out of home” based on location and neighborhoods.
- Community outreach/events selected based on cultural relevance and popularity.



AT FIRST 5 EXPRESS EVENTS



- During the last complete tour (FY 2018–2019)
 - 57% of the events the First 5 Express visited statewide occurred in communities with **diverse populations** (populations that according to census data are less than 50% Caucasian).
 - The First 5 Express reached **17,346 Latinos**.

LOW-INCOME

- Targeting based on census data.
- Under \$25K/\$50K household income.

AT FIRST 5 EXPRESS EVENTS



- During the last complete tour (FY 2018–2019), **37% of the events** the First 5 Express visited statewide occurred in **cities that are considered low income.**

PUBLIC, EDUCATIONAL, AND GOVERNMENT ACCESS TELEVISION

- Roughly 50 channels across California are currently running Talk. Read. Sing. video PSAs and many are using the billboard images on their broadcast channels.

Outlet	Location				
KALB	Albany	Hawthorne Community TV	Hawthorne	Riverside TV	Riverside
Azusa Government Channel	Azusa	Chabot Community TV	Hayward	Access Sacramento	Sacramento
Auburn Community TV	Auburn	ICTV	Irvine	Sacramento Educational Cable Consortium	Sacramento
KGOV	Bakersfield	LVTV	La Verne	Calaveras County Public Access	San Andreas
Banning Govt. Access Channel	Banning	City TV 31	Lakewood	IEMG	San Bernardino
Berkeley Community Media	Berkeley	Lawndale CityTV3	Lawndale	PenTV 26	San Carlos
Buena Park TV	Buena Park	TAP TV	Lompoc	Educational Access TV	San Francisco
CTV - The Calabasas Channel	Calabasas	Long Beach TV	Long Beach	SFG TV	San Francisco
Camarillo Govt. Access Channel	Camarillo	LA 36	Los Angeles	AGP	San Luis Obispo
Carpinteria City TV	Carpinteria	MCTV	Millbrae	San Luis Obispo Educational Channel	San Luis Obispo
Cerritos TV 3	Cerritos	MVTV	Mission Viejo	Community Media Center of Marin	San Rafael
BCAC.tv	Chico	MYTV26	Modesto	City TV 18	Santa Barbara
Lake County PEG	Clearlake	KGEM-TV	Monrovia	TV SB	Santa Barbara
Contra Costa TV	Contra Costa	AMP Media	Monterey	Santa Clara City TV	Santa Clara
edTV	Contra Costa	City of Monterey	Monterey	CommunityTV.org	Santa Cruz County
CMTV3	Costa Mesa	Monterey County Office of Education	Monterey	Santa Maria Community TV	Santa Maria
City of Cypress Channel 36	Cypress	MPTV	Moorpark	City TV	Santa Monica
Dana Point TV	Dana Point	KMVT	Mountain View	KSAR-TV	Saratoga
Davis Community TV	Davis	Nevada County TV	Nevada County	SBTV	Seal Beach
DBTV	Diamond Bar	NCTV	Novato	Access Tuolumne	Sonora
El Segundo TV	El Segundo	KTOP	Oakland	TOTV	Thousand Oaks
ETV	Emeryville	PCT	Pacifica	TCTV	Torrance
Fillmore Access TV	Fillmore	MidPen Media Center	Palo Alto	Channel 26	Tracy
		Pasadena Media	Pasadena	TTCTV	Truckee
	Fountain Valley, Huntington Beach, Westminster and Stanton	Petaluma Community Access	Petaluma	Vacville Community TV	Vacaville
Public Cable Television Authority		Pinole Community TV	Pinole	CAPS TV	Ventura
CMAC - Community Media Center	Fresno	Sierra Community Access TV	Placerville	WCTV	Walnut Creek
Garden Grove Community TV	Garden Grove	TriValley TV	Pleasanton	West Sacramento Community TV	West Sacramento
Community Media Access Partnership	Gilroy	RPVTV	Rancho Palos Verdes	City of Whittier Municipal Access Channel	Whittier
GTV6	Glendale	SCACTv	Redding	Woodland TV	Woodland
KGLN	Glendora	City of Rialto	Rialto		
KCAT	Hacienda Heights	KCRT	Richmond		

AGENCY PARTNERSHIPS

- Development of new Talk. Read. Sing. Toolkit
 - Include items for distribution, including posters, brochures, collateral, worksheets, social media posts, etc.
 - **Utilize state and local agencies and organizations** that touch our target communities and populations at the local level. These local service providers can act as deliverers of First 5 messaging.
 - Primary partners:
 - First 5 County Commissions
 - Additional partners:
 - California Department of Health (Home Visiting, WIC)
 - Department of Social Services (CalFresh, Foster Parenting Services, Adoption Services, Trustline)
 - Department of Health Care Services (Medical, Office of Rural Health)
 - County Health Departments
 - Head Start Programs
 - Public Libraries
 - County/Local Aging Services

HARD-TO- REACH AUDIENCES

Reach migrant communities and geographically isolated communities.

MEDIA – RADIO

Reaches Fresno, Salinas, Visalia, and Bakersfield.

Migrant farmworker communities.



IN THE NEIGHBORHOOD



IN THE AAPI COMMUNITY

County community events targeted to hard-to-reach areas with AAPI populations

- Contra Costa County
- San Joaquin County
- Solano County
- Yolo County
- Placer County
- Sonoma County
- Marin County
- Sutter
- Butte County
- Glenn County



AT FIRST 5 EXPRESS EVENTS



Modoc County



Alpine County



Del Norte County

- During the last complete tour (FY 2018–2019), 42% of the events the First 5 Express visited statewide occurred in **rural communities** (cities that have a population of less than 25,000).

QUESTIONS?

THANK YOU

