

Item 7: Media Campaign



Request:

- In June 2024, the current public education and outreach media contract will expire.
- Staff recommends the Commission approve up to \$57 million from the Mass Media account for a 3-year mass media contract designed to:
 - Outreach California's diverse populations
 - Educate all California parents and caregivers about the healthy development of children prenatal to age 5, and
 - Continue the campaign on adverse childhood experiences and toxic stress.



History of Media Campaigns

One of First 5 California's statutory requirements is to develop media campaigns to effectively disseminate information to target audiences throughout the state.

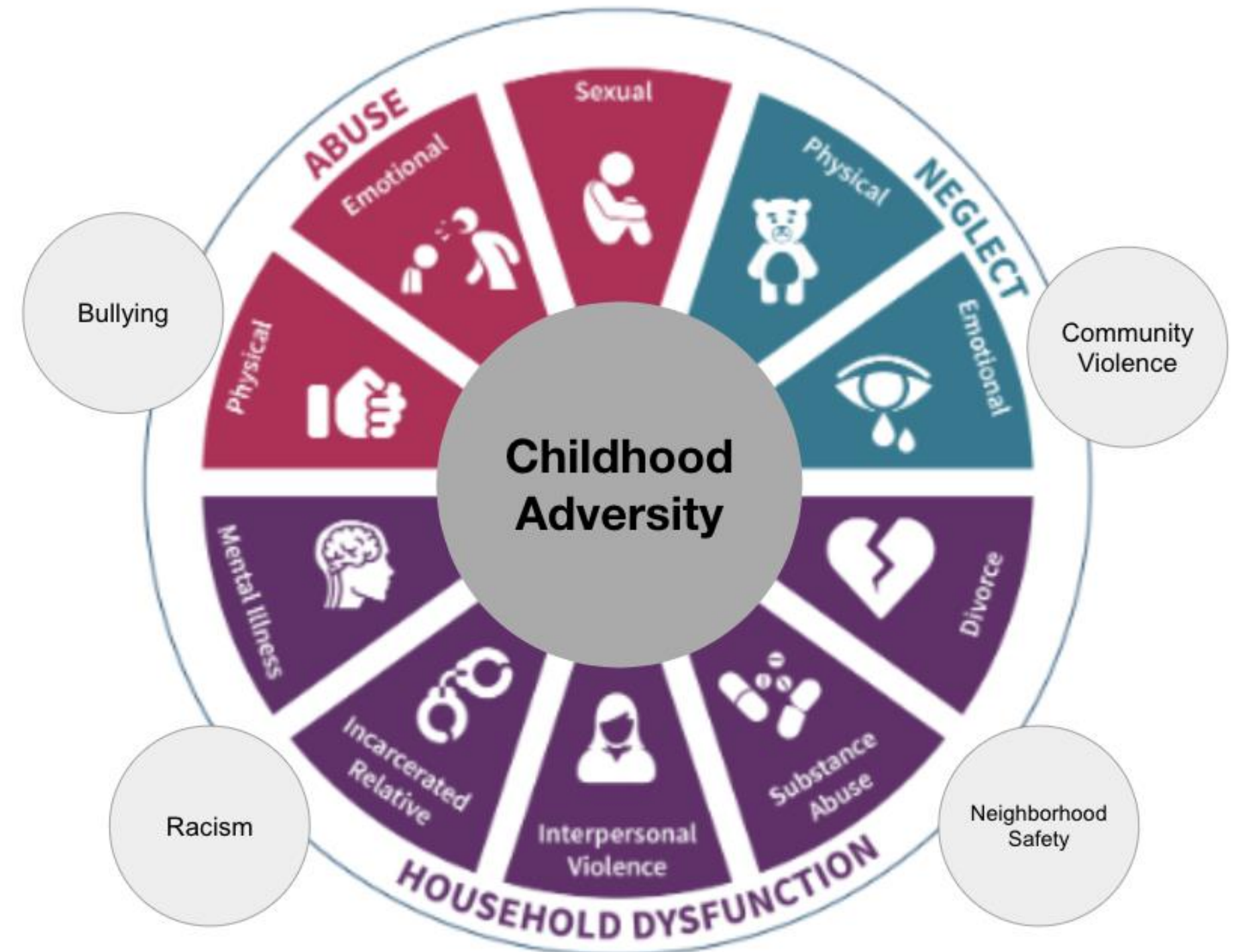
- Since 2000, First 5 California has been producing Public Education and Outreach Campaigns to highlight messaging around selected focus areas.
- In 2014, First 5 California invested \$68 million to produce the Talk. Read. Sing. Campaign.
- In 2018, the Commission extended this investment with another \$60 million.
- In 2019, a study and health policy brief from the UCLA Center for Health Policy Research (CHPR), affirmed the reach and impact of First 5 California's *Talk. Read. Sing.* social marketing campaign and branding First 5 California as a recognized and trusted source for future messaging campaigns.
 - The health policy brief reported 87 percent of parents of children prenatal through 5 years of age recognize the messages of the Talk. Read. Sing. campaign. (www.chis.ucla.edu)
- In 2020, the commission approved \$67 million to design and implement a new public education and outreach campaign focusing on adverse childhood experiences and toxic stress. The winning bid and final contract amount is \$55,841,190.00.



Early Adversity Has A Lasting Impact

"Adverse childhood experiences are the single greatest unaddressed public health threat facing our nation today."

*-Dr. Robert Block, Former President,
American Academy of Pediatrics*



Stronger Starts Campaign

First 5 CA's Audacious Goal:

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



Stronger Starts Campaign Behavior Change Role:

Help parents and caregivers develop **SSNREs** to buffer against adverse childhood experiences, enabling their children to thrive.

Simple, Actionable, And Memorable

By learning about SSNREs in a simple, actionable, and memorable way, parents can help children through adversities and buffer against Toxic Stress Response.

There are four key ways to build resilient kids:



Be calm

Calmness creates a peaceful environment that helps kids manage their emotions.



Be steady

Consistency helps make the world a little more predictable for kids.



Be there

Singing, reading, and playing with kids helps their brain grow.



Be nurturing

Showing love and affection builds a safe and secure connection.

Goals and Focus

Using the contractor's expertise in reaching culturally diverse populations, thorough market analysis reports, and community partner engagement and partnerships, the campaigns will find new ways of connecting with target populations throughout the state.

These audiences may include:

- **Black Communities**
- **Native American Communities**
- **Hispanic Communities**
- **Asian American Pacific Islander Communities**
- **Additional Needs (children with physical disabilities, developmentally delayed, or neurodiverse) Communities**
- **Persistently Poor Communities**
- **Homeless Communities**
- **Rural Communities**
- **Farm Worker Communities**
- **Immigrant Communities**
- **Foster Family Communities**
- **And others who may not have daily or reliable access to mail, internet, or television**



Goals and Focus

<p style="text-align: center;">Experience</p> <ul style="list-style-type: none">• Public awareness on equity• Single-topic focused media campaigns to ensure effective messaging for the investment.• Extensive experience creating campaigns to reach underserved populations	<p style="text-align: center;">Alignment</p> <ul style="list-style-type: none">• Align goals of the campaign to First 5 California's Strategic Plan, North Star Statement, and Audacious Goals• Uplifting other partners who serve as experts and resources
<p style="text-align: center;">Research</p> <ul style="list-style-type: none">• Market research – identify current, reputable, existing sources of information• Make use of in-depth research to ensure we are reaching target audiences• Experience and outcome-based outreach – providing a method of evaluating outcomes of campaigns	<p style="text-align: center;">Branding</p> <ul style="list-style-type: none">• Overall tone, brand consistency, elevating reputation, and expertise of First 5 California• Build on the First 5 California brand• Develop and enhance communications tools for internal and external use and support First 5 California staff

Questions?



Thank you!



Appendix

Audience Research Approach to Stronger Starts Campaign Development

*Stronger Starts Campaign Launch June 2023



Marketing Campaign Builds Over Time

We're At The Beginning

Transtheoretical Stages of Change Model

