



August 17, 2023

INFORMATION ACTION

SUBJECT: DISCUSSION OF FUTURE REQUEST FOR PROPOSALS REGARDING NEW CAMPAGIN

Strategic Plan Priority Area 3: Public Will and Investment: Build public engagement in, investment in, and support of the optimal well- being and development of children prenatal through age 5, their families, and communities.

Goal 3.1: Communications: 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.

SUMMARY OF THE ISSUE

F5CA was created in 1998 after California voters passed Proposition 10, a statewide initiative. The initiative provided tobacco tax funding to both the state and the counties and allocated twenty percent of those funds to F5CA. The initiative also mandated the manner in which F5CA shall expend its funds by creating specific accounts. The largest account is the Mass Media Communication Account. As stated in California Health and Safety Code section 130105(d)(1)(A):

Six percent [of F5CA's total 20 percent] shall be deposited in a Mass Media Communications Account for expenditures for communications to the general public utilizing television, radio, newspapers, and other mass media on subjects relating to and furthering the goals and purposes of this act, including, but not limited to, methods of nurturing and parenting that encourage proper childhood development, the informed selection of child care, information regarding health and social services, the prevention and cessation of tobacco, alcohol, and drug use by pregnant women, the detrimental effects of secondhand smoke on early childhood development, and to ensure that children are ready to enter school.

This translates to approximately 30 percent of First 5 California's (F5CA) total budget. F5CA staff will provide the Commission with an update on the development of the next scope of work for the next media campaign Request for Proposal (RFP) , tentatively planned to be released in Spring 2024, upon Commission approval. Staff will provide the Commission with recommendations to have the media and public relations (PR)/advocacy contracts returned to separate contracts to better align with staffing capacity and the state and federal legislative schedules. The current media/PR contract expires on June 8, 2024. Staff plan to make a formal request to the Commission during the October 2023 Commission Meeting to request funding for the next media contract RFPs. A separate PR/advocacy scope of work and RFP will be developed for consideration at a future Commission meeting. Staff will provide the Commission with an overview of the proposed RFP process and timeline for the media contract.

SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

At the July 18, 2023, Public Education and Outreach (PEO) Advisory Committee Meeting, staff briefed the committee members that a new RFP process is required to continue to promote F5CA media content and public outreach messages, per statute. Staff will continue to consult with the PEO Advisory Committee to define the goals of the scope of work for the media contract and PR/Advocacy RFP.

At the October 2020 Commission Meeting, the Commission approved \$67 million for a new media/PR contract with \$1 million being allocated to PR/advocacy efforts. The contract took effect in October 2021 and will expire on June 8, 2024. Funding for this program comes from the First 5 California media account.

ATTACHMENTS

None.