



**California Children and Families Public Education and Outreach**

**Advisory Committee Meeting**

**September 26, 2022**

**MEETING HIGHLIGHTS**

**Agenda Item 1 – Opening Remarks**

The committee meeting was called to order at 10:06 a.m.

Commissioners Present: Mayra Alvarez  
Jackie Majors  
Lori Risso

Announcements

Dr. Williams, Chief Deputy Director, opened the meeting by giving a brief overview of the structure for the meeting.

**Agenda Item 2 – Public Comment**

No public comment.

**Information Item 3 – Public Education and Outreach Media Campaign Update**

Sara Bachez, Deputy Director, External and Governmental Affairs Office, and Rescue Agency (Rescue), First 5 California’s media contractor, shared creative for the new bridge campaign launching in September 2022.

Discussion

Commissioners asked how the new campaign relates to the *Talk. Read. Sing.*® (TRS) campaign. Ms. Bachez explained that the bridge campaign builds on TRS, but also moves the conversation towards topics like adverse childhood experiences and toxic stress, which is a focus for the Commission.

Commissioners also noted the importance of keeping educators in the early childhood field informed with the messages behind the *Dragon Song* in order to increase the effectiveness of the campaign.

Commissioners mentioned that the families featured in the videos followed the traditional two-parent structure and asked how this would be perceived by diverse audiences. Brandon Tate from Rescue explained the research process and provided detail about the focus group process as a method of gathering opinions from potential audiences. He also noted that the family that was featured in the Spanish-speaking video was a multi-generational family, and the woman in the video was a grandmother, not the child's mother. He stated there is a lot more content they plan to roll out with more diverse families being featured.

Public comment

No public comment.

**Action Item 4 – Adjournment**

The committee meeting was adjourned at 12:04 p.m.