

Public Education and Outreach Advisory Committee Meeting Highlights

**September 16, 2019
10:00 a.m. – 12:00 p.m.**

Agenda Item 1 – Opening Remarks

Camille Maben called the meeting to order at 10:06 a.m.

Committee members present: George Halvorson, Jackie Majors, Shana Hazan, and Kris Perry

Staff present: Camille Maben, Frank Furtek, Erin Gabel, Jaime Hastings, Kathy Ellis, Oscar Ramirez, Alexandra DeCaprio, Jamiann Collins-Lopez, and Vernettia Syphax

Agenda Item 2 – Public Comment

None.

Agenda Item 3 – First 5 California and First 5 Network Branding

Erin Gabel presented an overview of potentially creating First 5 Network branding, including a new First 5 California (F5CA) logo. The intent of the branding is to increase the public relations 'surround sound' to policy influencers. A revised/refreshed F5CA brand may influence the Network's and/or county commissions' branding/logos, which would help to create one voice for the First 5 movement.

Staff will conduct focus groups to determine the pros and cons of a new brand and logo, and continue refining ideas.

Committee members shared their comments and questions:

- Kris Perry asked about the pros and cons of a new brand.
- Erin Gabel explained the existing logo is 20 years old, and that given the current public relations work, changing the logo is a consideration. She mentioned having the Commission and staff consider a new F5CA logo before considering Network branding options, and potentially considering county commission branding options. She stated she would present options, and the pros and cons of each, at the next Committee meeting.
- Shana Hazan asked if there would be a change in name as well.
- Erin Gabel explained the logo is part of the brand, and that while F5CA has a logo, it does not have a tagline. She stated those involved in the branding discussion have the ability to decide if a tagline would be beneficial. Additionally, she asked Committee members and staff to consider being consistent in the messaging – *Are we First 5 California, are we the Children and Families Commission, or does it depend on the context?* She expressed needing to communicate this in a clear and consistent way.

- Shana Hazan suggested having a broader branding conversation with the Network and county commissions, and that having clarity about the brand is important before moving forward.
- Kris Perry expressed a need to understand the reason for the potential change and wanted to know the goal.
- Jackie Majors agreed, and asked what it would mean in terms of public awareness.
- Shana Hazan asked how branding relates to the Strategic Plan.
- Erin Gabel explained when looking at all of the Strategic Plan goals, it seemed to make sense to use one consistent logo. She mentioned staff is thinking about: *How do we leverage the success of the current media campaign? How do we leverage the work of the Network and the county commissions? How could we benefit from a unified brand?*
- Jackie Majors inquired if the Association had asked F5CA to revisit the brand, and prior to this, if changing the brand had been considered. She also mentioned the current public education and outreach plans, and was curious if the media buy was consistent with current branding discussions.
- Erin Gabel stated the Association asked that as staff develop a Network brand, to consider if F5CA branding would potentially change. Camille Maben commented the campaign will continue, and that the potential new branding will not conflict with current media efforts. Erin Gabel commented that one of the pros of revising the branding/logo is the potential of capturing the popularity of the Talk. Read. Sing.[®] campaign.
- Kris Perry stated the branding is different on many products, and that she would like to see consistency throughout, and a connection to external partners.

Public Comment: Jess Berthold, First 5 Association Communications Director, shared she is supportive and enthusiastic about the branding/logo process.

F5CA staff will continue this discussion with the Committee at its next meeting.

Agenda Item 4 – Online Parent Guide

Vernettia Syphax, and Anthony Eleftherion and Dr. Linda Neuhauser of UC Berkeley, provided an overview of the Online Parent Guide, which will be located on the F5CA Parent Website. The design reflects early childhood and parent education research. A demonstration of the Guide highlighted the ease of navigation and depth of information available to parents.

Committee members shared their comments and questions:

- Commissioners expressed their support for the Guide and stated they appreciate the resource being electronically available to parents and caregivers. They asked when the guide would be live on the Parent Website.
- Camille Maben responded that once accessibility (Americans with Disability Act) requirements are met, the Online Parent Guide would be launched immediately.

Agenda Item 5 – Efforts to Connect with Low-Income, Diverse, and Hard-to-Reach Populations

Jami Collins-Lopez, and Renee Fraser from Fraser Communications, provided a revised view of the FY 2019–20 media plan highlighting low-income, diverse, and hard-to-reach populations. Additionally, Renee shared highlights from focus groups with African American moms. (See PowerPoint posted on the Commission Webpage – Agenda Item 5, Attachment A.)

- Jackie Majors expressed the need to reach foster, African American, and Hispanic parents, and those on the low end of the educational band. She suggested using posters and handouts that would serve as a visual reminder to parents that they should talk, read, and sing with their children as much as possible. She requested Fraser share a copy of the focus group report with advisory committee members.
- Renee thanked Jackie for her feedback and suggestions, and said they would look to incorporate more ways for connecting with hard-to-reach populations.

Next Meeting

The next meeting is scheduled for Tuesday, October 22, 2019, from 9:30 a.m. to 11:30 a.m.

At this meeting, the Committee will continue the discussion of First 5 California and First 5 Network Branding

Agenda Item 6 – Adjournment

Camille Maben adjourned the meeting at 12:37 p.m.