

Public Education and Outreach Advisory Committee Meeting Highlights

June 18, 2019
8:30 a.m. – 10:00 a.m.

Agenda Item 1 – Opening Remarks

Camille Maben called the meeting to order at 8:35 a.m.

Commissioners present: George Halvorson, Jackie Majors, Shana Hazan

Ex Officio Designee present: Kris Perry

Staff present: Camille Maben, Frank Furtek, David Dodds, Jaime Hastings, and Kathy Ellis

Agenda Item 2 – Public Comment

None.

Agenda Item 3 – Fraser Communications Update

Camille Maben provided an overview of the past, current, and future public education and outreach work from 2008 through 2021. She provided campaign highlights, including, but not limited to, the process by which a media contractor is selected, the use of focus groups to help determine what best resonates with families, and the types of media (e.g., Facebook, outdoor/billboards, TV, and radio) used to educate and engage parents and caregivers.

George Halvorson provided additional information and background of why some of the campaign goals were implemented: to promote reading, and to lessen the achievement gap and the chances of negative behavior in children later in their lives.

Ms. Maben provided evaluation results to show the overall effectiveness of the campaign. She mentioned parents are talking, reading, and singing to their children at high levels; however, more work can be done with Spanish-speaking families to reinforce the value of talking, reading, and singing to their children.

What is the work to come?

- Continuation of outreach and media plan
- Parent website
- Development of a digital video series
- Enhancement of getting to hard-to-reach communities
- Strengthening our brand ambassadors – trusted messengers
- Listening to our audience – finding out what is working and what doesn't work

Committee members shared their comments and questions:

The Committee shared an interest in obtaining data to support what has been learned through the campaign

- Jackie Majors mentioned she is seeking to understand deeper detail, more information; and is interested in sharing knowledge with other commission members.
- Kris Perry expressed interest in viewing and offering feedback on the new website.

Committee Agreements

Members will meet again on July 24, 2019 from 10:00 a.m. to 12:00 p.m.

At this meeting, the committee will be briefed on the following:

- Staff will provide an update on the Media Buy for Fiscal year 2019–20
- Staff will provide and update on the First 5 California Parent Website

First 5 California staff will update the Committee on the Kit for New Parents at a future Public Education and Advisory Committee meeting.

Agenda Item 4 – Adjournment

The meeting was adjourned at 10:15 a.m.