

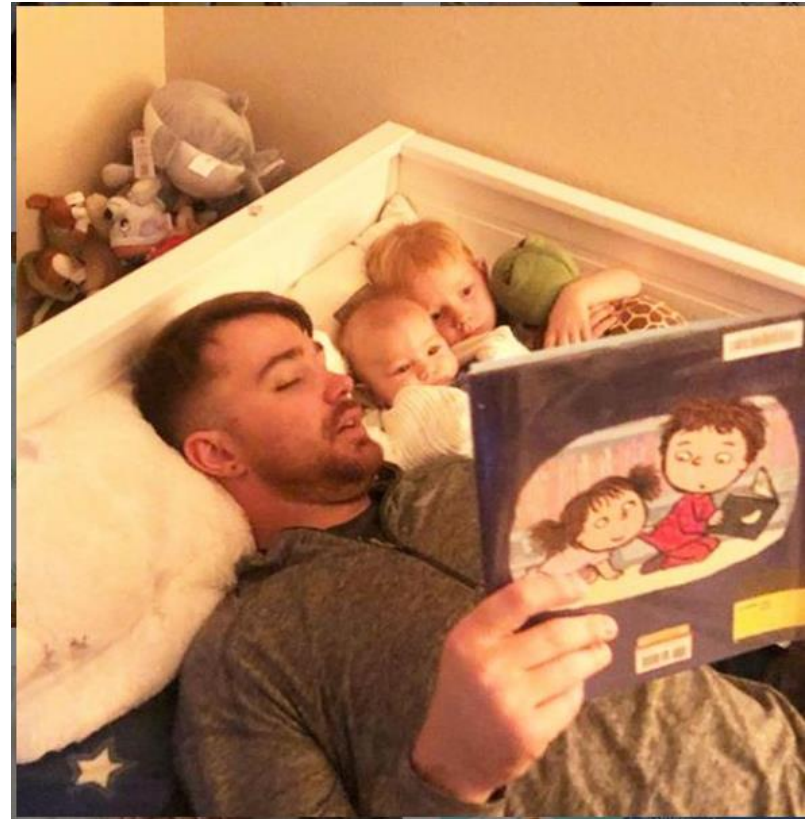
Public Education and Outreach Campaign

State Commission Meeting
April 23, 2020



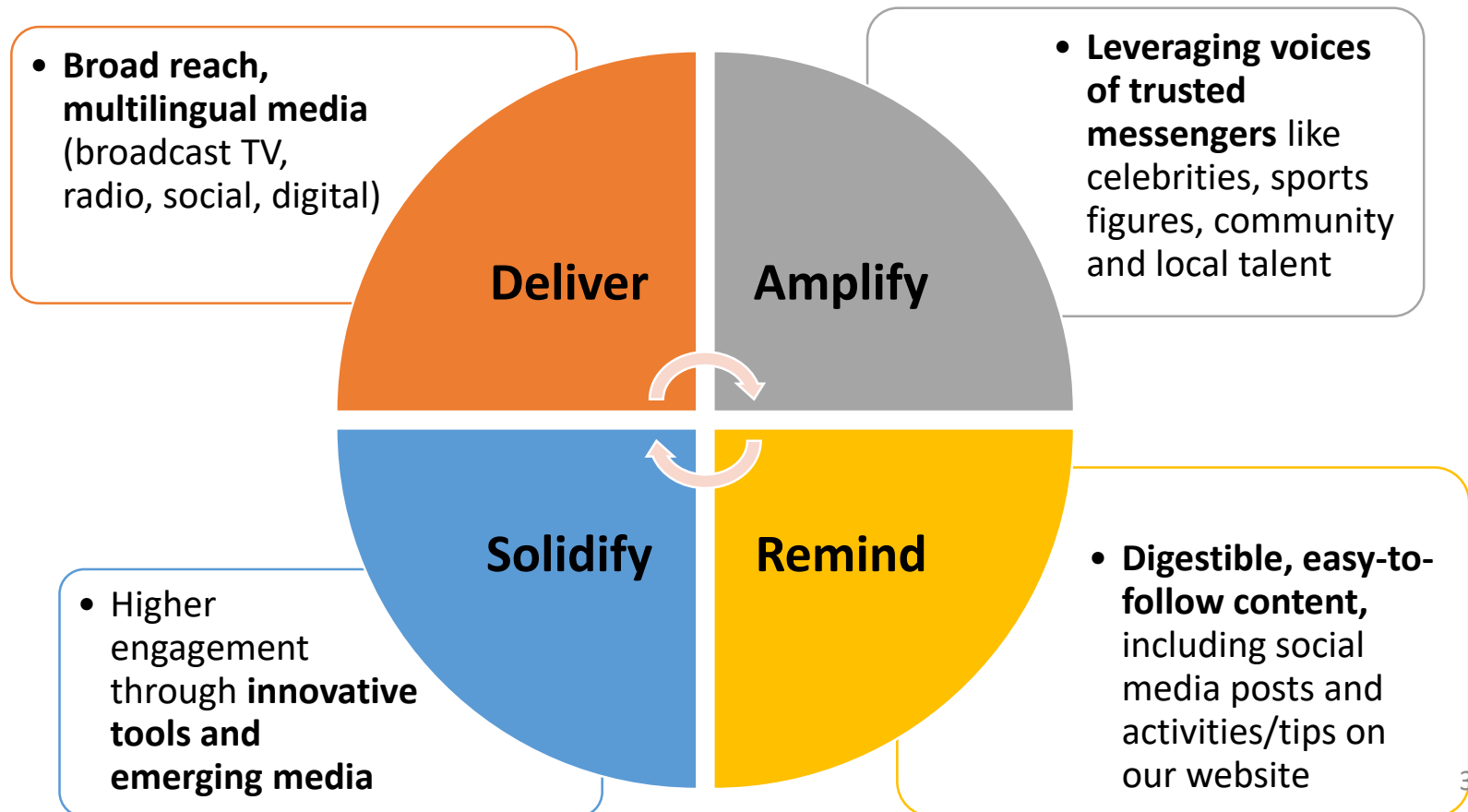
Contents

- Talk. Read. Sing.® campaign approach.
- Talk. Read. Sing. campaign updates.
 - Expansion of topic areas and expanded Trusted Messenger collaborations.
 - Campaign and media highlights from 2019.
- Talk. Read. Sing. campaign next steps and plans.



Talk. Read. Sing. Approach

- Continued First 5 California's **surround-sound strategy**, effectively delivering our message to various target audiences throughout all 58 counties (excl. San Diego for broadcast).
 - These audiences included low-income parents of children ages 0 to 5 with an emphasis on Latino, African American, and hard-to-reach groups.



Talk. Read. Sing. Campaign Updates

Expansion of Topic Areas and Messaging

- COVID-19
- Resilience and stress
- Census 2020

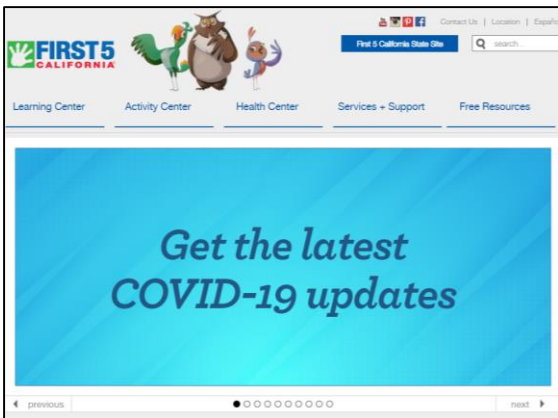


Two side-by-side public health posters for COVID-19. The left poster is in English and features the text: "#COVID19", "Wash", "Cover", "Clean", "Stay In", and "covid19.ca.gov". It includes icons for handwashing, face covering, cleaning, and staying home. The right poster is in Spanish and features the text: "#COVID19", "Lava", "Cubre", "Limpia", "Quédate", and "Visita covid19.ca.gov". It includes icons for handwashing, face covering, cleaning, and staying home. Both posters include the California Department of Public Health (CDPH) logo and the "CALIFORNIA ALL" logo.

COVID-19 Messaging on Social Media

- Regular social media posts offering:
 - Latest State of California and CDC updates and regulations.
 - Tips for parents and caregivers about ways to stay engaged with their families during social distancing.
 - Activities to do in the home and safely outdoors that included talking, reading, singing, and more.
 - Resources for families during times of financial, social, and emotional hardships.





COVID-19 Response on First5California.com

- Upfront links to State of California website.
- More at-home and safe outdoor activities.
- Links to resources for parents and caregivers.

Resources During COVID-19



As we navigate these challenging times, California reminds parents and caregivers that many resources are available to help them and their families stay safe and healthy together.

Family

- [Talking to kids about the coronavirus](#)
- [PBS: 10 tips for talking about COVID-19 with your kids](#)

Employment

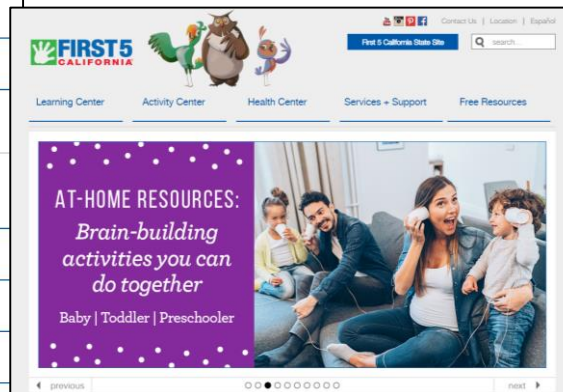
- [Disability or Paid Family Leave](#)
- [Resources for employees and workers](#)

Health

- [How to protect yourself and your family from COVID-19](#)
- [COVID-19 symptoms to look for](#)
- [Caring for someone with COVID-19](#)

Supply Counties with Resources

- Sending collateral to counties and other programs creating emergency resources for families.



Extending Talk. Read. Sing.

- Collaborating with California Surgeon General Dr. Nadine Burke-Harris as an ambassador for the Talk. Read. Sing. campaign.
- Produced English and Spanish-language TV and English radio :30 second commercials.
 - TV is planned to air a total of 12,462 times through June 2020 across General Market, Cable, PBS, and Spanish-language stations.
 - Radio is planned to air a total of 14,970 times through June 2020 across General Market, Non-rated markets, traffic radio, and Spanish-language stations.
- Video shared on social media has generated over 44,000 views and counting.



Play Video ^



Census 2020

- First 5 California worked with the First 5 Association to create and share content to raise awareness about the purpose for the census, its importance, and directing people to fill out the form.
- Created social media graphics.
- Aligned with iHeart Media and Mario Lopez to record :30 second and :15 second videos to share on social media and audio versions for radio airings.
 - Mario's Instagram post of the :30 second video received over 63,000 views and over 100 comments.
- Retrofitted the First 5 Express with activities and board book resource to align with Census messaging about "counting."
 - *First 5 Express had planned to attend at least 20 Census collaborative events; all have been cancelled due to "Safer at Home" state regulations.



Play Video ^

Campaign Highlights from 2019

- Developed custom integrations and vignettes for TV, radio, and digital with Spanish-language networks, including Estrella Media, Univision, Radio Bilingüe, and La Campesina.
- Created and aired custom Asian-language TV spots across California in seven languages, including Cantonese, Hmong, Korean, Mandarin, Tagalog, Vietnamese, as well as Russian.
- Ran outdoor messaging on billboards across the state.
- Expanded outreach on streaming networks like Hulu, Sling TV, YouTube, and Pandora.
- Collaborated with sports teams and networks, including LA Dodgers, Sacramento and Stockton Kings, and ESPN-LA, to include player appearances at community events, radio interviews, custom spots, and digital and social media sharing of messaging.



Campaign Highlights from 2019, cont.

- Visited libraries and community resource centers with prominent Chinese, South Asian, Korean, Hmong, and Filipino populations with in-language one-on-one Talk. Read. Sing. activities and distribution of in-language resource materials.
 - Events took place in Santa Clara, Fullerton, Fresno, San Leandro, Irvine, Los Angeles, and Oroville.
- Participated in events with high attendance rates by African Americans for increased engagement with Talk. Read. Sing. activities and messages.
 - Events included, MLK Day Parade in Inglewood, Sacramento Black Book Fair in Oak Park, Stockton Black Family Day, and Pride & Joy Community Baby Shower in Sacramento.



대화하세요.
 건강한 신체, 건강한 정신.
읽어 주세요.
노래 불러주세요.

대화하는 것은 건강한 신체와 정신을 만드는 데 도움이 됩니다. 건강한 신체와 정신은 아이들이 성공적으로 배우고 성장할 수 있도록 돕습니다. 건강한 신체와 정신은 아이들이 성공적으로 배우고 성장할 수 있도록 돕습니다. 건강한 신체와 정신은 아이들이 성공적으로 배우고 성장할 수 있도록 돕습니다.

읽어 주세요. 건강한 신체와 정신을 만드는 데 도움이 됩니다. 건강한 신체와 정신은 아이들이 성공적으로 배우고 성장할 수 있도록 돕습니다. 건강한 신체와 정신은 아이들이 성공적으로 배우고 성장할 수 있도록 돕습니다.

노래 불러주세요. 건강한 신체와 정신을 만드는 데 도움이 됩니다. 건강한 신체와 정신은 아이들이 성공적으로 배우고 성장할 수 있도록 돕습니다. 건강한 신체와 정신은 아이들이 성공적으로 배우고 성장할 수 있도록 돕습니다.

FIRST 5 CALIFORNIA



Play Video ^

Media Highlights from 2019 – By The Numbers

- Traditional/offline media generated more than 1 billion impressions.*
- Paid digital video and display served 76.2 million impressions.
- PSAs and public affairs outreach generated an estimated 56.9 million impressions.
- Paid search served approximately 651,482 impressions.
- There were a total of 479,292 visits and 381,917 unique visitors to the First 5 California website.
- Social media content (organic, boosted, and paid ads) resulted in 25.7 million impressions.**
- The *First 5 Express* visited 206 events across all 58 counties and received 43,477 one-on-one engagements with parents, caregivers, and children, and distributed 173,948 resources.
- *First 5 California* received over **\$3,344,147** in added value during 2019 from **over-delivery, savings, bonus spots and digital extensions**.

Over 182.7 million impressions were delivered as added media value.



*Includes impressions from added value.

**Factors all social activity including organic, boosted and paid ad impressions from Facebook and Instagram.

Talk. Read. Sing. Campaign Next Steps and Plans

Coming Soon

- Ongoing collaborations with Dr. Nadine Burke-Harris.
 - Video, radio, digital and social media.
- Q3 launch of new First 5 California website.
- Development of three “How To” videos in English and Spanish.
- Development of two Expert “How To” videos in English and Spanish in collaboration with WestEd and Harvard University early childhood specialists on early brain development and developmental milestones.
- Expanded in-language messaging development with media partners.
- Statewide First 5 Express tour and distribution of free resources.



FACT:

*You are your child's
first and most
important teacher.*



THANK YOU

