



OCTOBER 27, 2022

INFORMATION  ACTION

**SUBJECT: PUBLIC EDUCATION AND OUTREACH CAMPAIGN UPDATE**

**Strategic Plan Priority Area: Child Health**

**Goal:** All children thrive by achieving optimal health prenatal through age 5.

### **SUMMARY OF THE ISSUE**

First 5 California's (F5CA) media and public relations contractor, Rescue Agency (Rescue), will provide an overview of the new bridge campaign, *Dragon Song*, including the foundational research that was conducted to help inform the path forward for the new campaign that launched in October 2022, along with the campaign strategy, creative, and media activity.

### **SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION**

In January 2022, Rescue provided an overview of media efforts to support F5CA's new North Star goal and promote the safe, stable, nurturing relationships and environments children ages 0 to 5 need to achieve healthy development.

The presentation included their approach to applying intentional, equitable communications strategies to reach California's parents and caregivers, especially hard-to-reach populations.

The Public Education and Outreach (PEO) Committee provided input and direction on communication strategies, research plans, and communications in 2022, and long-term vision to support F5CA's North Star goal through 2024.

In September 2022, Rescue presented to the PEO Committee an overview of *Dragon Song*. The presentation included an overview of the strategic development process along with details of the media buy. Additionally, Rescue shared the creative assets developed for this campaign.

### **ATTACHMENTS**

None.