



January 25, 2018

<p>SUBJECT</p> <p>FIRST 5 PUBLIC RELATIONS CAPACITY BUILDING</p> <p>SPA 3. Public Will and Investment: Build public engagement in, investment in, and support of the optimal well-being and development of children prenatal through age 5, their families, and communities.</p> <p>Goal 3.1. Communications: Build public will in investing in early childhood by communicating the potential for positive outcomes for children and families, and the importance of prevention and early intervention.</p> <p>Goal 3.2. Legislative Engagement and Leadership: Advocate for and influence policy change, both directly and in partnership with First 5 county commissions and other allies, from the local to federal levels that increase investments to improve conditions for children prenatal through age 5 and their families.</p>	<p><input checked="" type="checkbox"/> Action</p> <p><input type="checkbox"/> Information</p>
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SUMMARY OF THE ISSUE

First 5 California and First 5 Partners Statewide Public Relations and Advocacy Capacity

Under purview of the First 5 California (F5CA) Strategic Plan, F5CA has undertaken a dramatic shift over the past three years to maximize the public policy and advocacy components of its mission to “convene, partner in, support, and help lead the movement to create and implement a comprehensive, integrated, and coordinated system for California’s children, prenatal through 5 and their families.”

In order to continue expanding the Commission and First 5 (F5) counties' capacity to achieve their public policy and advocacy goals, and the Commission's overarching mission, F5CA staff requests the Commission grant authority to bolster F5CA's public relations capacity in three distinct and supportive ways that will compound advocacy and public will-building effectiveness:

1. **Public Relations Contract:** An external contractor will create a statewide public relations strategy that builds upon the current and future F5CA media campaign, and existing state, First 5 Association (Association), and F5 county commission's strengths and infrastructure. Additionally, the contractor will introduce new and innovative capacities that will continue to move the public will-building campaign forward and increase public and policy maker awareness of early brain science, build the F5CA brand, influence policy makers and the public through media coverage of children's issues, develop communications tools for internal and external use, and support and assist F5CA staff, the Association, and F5 county commissions.

To achieve the scope of work outlined above, F5CA staff request authority for up to \$2 million over a two-year period, to secure a public relations contract.

2. **Advocacy Data Communication Tools:** In addition to large-scale public relations support, consensus data sets and data communications documents are effective advocacy tools on individual F5CA Children's Policy Agenda (Attachment A) goals. However, these tools do not currently exist. These data sets and advocacy documents would track the current state of children's outcomes and opportunities on a particular goal (i.e., access to early childhood education), as well as the difference between these outcomes and the F5CA Children's Policy Agenda goal, and communicate these differences to policy makers.

To produce these tools, F5CA staff is requesting authority for up to \$600,000 over a two-year period for a data communications contract(s) on up to five priority F5CA Children's Policy Agenda goals.

3. **First 5 County Commission Town Hall Events and Toolkit:** In 2016, the Commission was provided an overview of F5CA's pilot to support up to 10 local F5 county commissions by providing town hall event funding, training, and technical support through the development of a Town Hall Toolkit. The F5CA Town Hall Events pilot was a success with 10 participating F5 county commissions, including eight funded by this pilot program.

To support a continuation of the F5 County Town Hall Events program, F5CA staff requests authority for up to \$100,000 to sponsor the events and local advocacy tools. Refreshing the F5 Town Hall Toolkit will be a deliverable for the public relations contractor.

RECOMMENDATION

First 5 California staff recommends the Commission approve a three-prong public relations strategy that includes: 1) up to \$2 million over a two-year period to enter into a contract for public relations work; 2) up to \$600,000 over a two-year period to enter into a contract(s) for data communications tools; and 3) up to \$100,000 to sponsor F5 County Commission Town Hall Events and advocacy tools.

BACKGROUND OF KEY ISSUES

Public Relations as a Public Policy Influencer

Since the Commission implemented the F5CA Strategic Plan in 2014, it has undertaken a dramatic shift to maximize the public policy and advocacy components of the mission to, “Convene, partner in, support, and help lead the movement to create and implement a comprehensive, integrated, and coordinated system for California’s children, prenatal through age 5 and their families.”

As articulated in the Statement of Strategic Direction in the F5CA Strategic Plan, the Commission has two overarching mandates that require robust advocacy and public relations capacity:

Civic Engagement and Accountability: Advocacy for public policies and increased resources to improve outcomes and support systems for children prenatal through age 5. F5CA is responsible to the people of California for the wise and effective use of public funds.

Sustainability: We maintain and grow the impact and success of a F5 movement for all children prenatal through age 5 wherever they reside in California.

Under the guidance of the F5CA Legislative Advisory Committee (LAC), F5CA staff has developed an ambitious state advocacy campaign over the past three years, in partnership with the Association and First 5 Los Angeles (F5LA). To date, this advocacy strategy has been focused on traditional elected official and agency leadership education, and direct advocacy methods, including internal lobbying efforts, joint lobbying efforts with F5LA, traditional F5 lobby days in the Capitol, and co-funding of the Early Care and Education (ECE) Coalition, which has spearheaded successful budget efforts in the state legislature over the past three years. At the center of this advocacy strategy, the Commission adopted the F5CA Children’s Policy Agenda, which has guided and prioritized F5CA’s advocacy work in the Strategic Plan areas of Child Health, Early Learning, and Strong and Engaged Families.

Additionally, F5CA staff implemented the F5 Town Hall Event pilot program during 2016 to promote local F5 county commission engagement with their local policy makers. Town hall forums can be an incredibly effective stage for educating and influencing elected officials and other policy makers by combining issue expertise and constituent relevance — a huge resource for any policy maker. By utilizing the F5CA Town Hall Event structure and accompanying toolkit, as well as providing training and technical assistance from F5CA and the Association staff, the local Town Hall pilot events

promoted local engagement with policy makers consistent with the shared policy priorities between F5CA and F5 counties, which is a linchpin in furthering the goals of Proposition 10.

In parallel to F5CA's advocacy efforts, F5CA has employed an award-winning *Talk. Read. Sing.*® (TRS) campaign over the past four years. This public campaign has been extremely successful to date in educating parents through both traditional and social media about the importance of high-quality and nurturing interactions between parents and their babies. And germane to public policy, TRS has created a better general public understanding of the brain science behind the importance of the first five years of life, and in particular, the earliest months of life. This public education component has created a ripe opportunity for expansion into public will-building around public policies that support the first five years, and new families.

In February 2017, the Commission met to review and discuss the goals and objectives of the F5CA Strategic Plan, and unanimously voted to modify the Plan on two key activities impacted by this item:

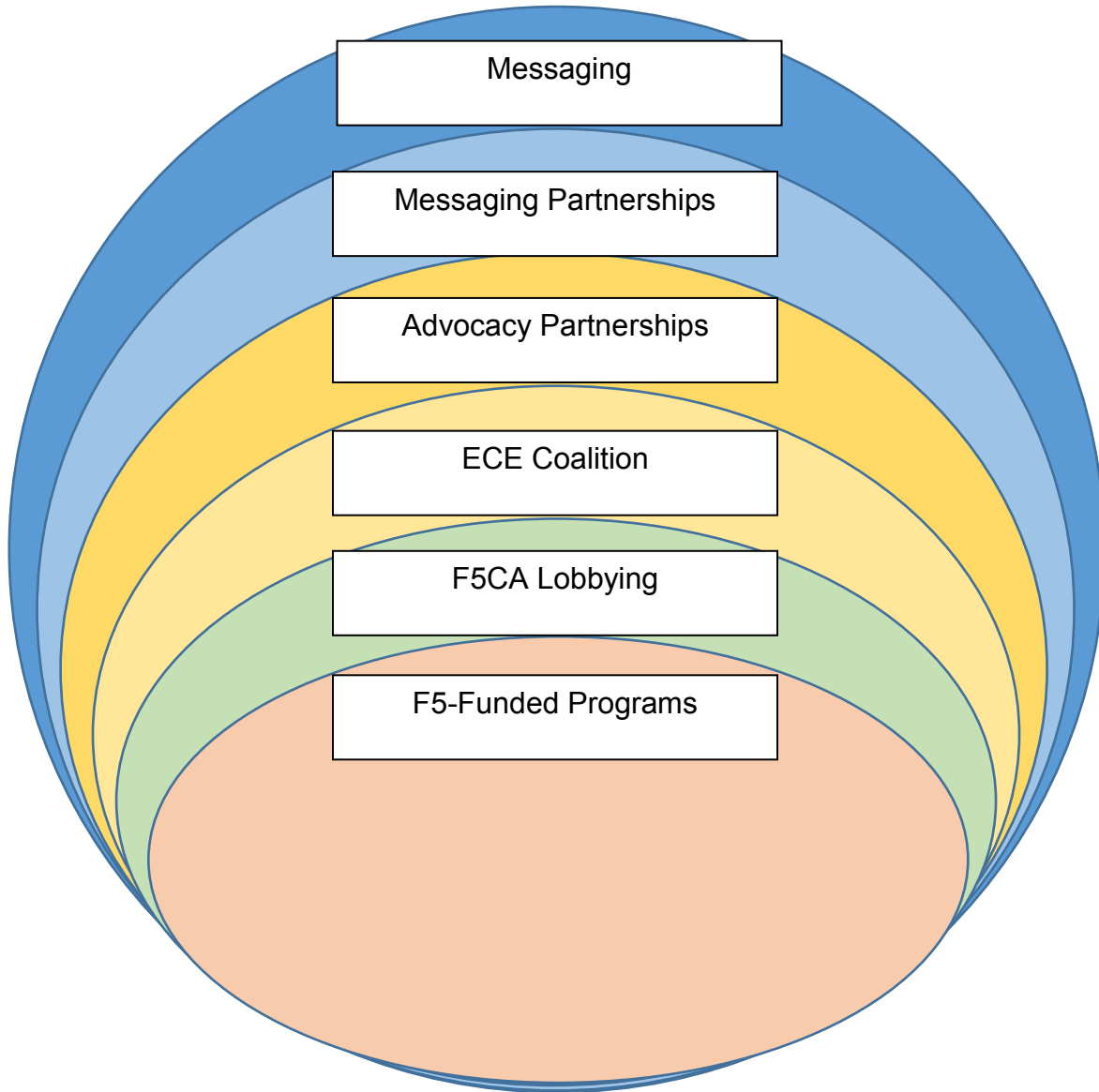
- The need for First 5 California to be a catalyst in compiling existing relevant data and synthesizing the information to provide a definitive and consistent perspective representing that data.
- Reflecting the latest early brain development research throughout F5CA's work, and recognizing that the earliest intervention with a child is optimal for that child's well-being.

In order to continue expanding F5CA's influence and impact in the public policy sphere beyond the traditional lobbying and coalition-based advocacy work currently employed, F5CA staff will consult with the LAC and develop a F5CA Public Will-Building Master Plan to match public policy goals and advocacy strategies with a strong public relations interface for F5CA, the Association, and F5 county commissions, improving traditional advocacy at the state and local levels, while providing new mediums for influencing policy makers and the public through traditional and social media regarding F5CA's Children's Policy Agenda.

Figure A is a graphic representative of the six components F5CA staff believe are crucial to a comprehensive F5CA public will-building strategy: Messaging, Messaging Partnerships, Advocacy Partnerships, ECE Coalition Lobbying, F5CA Lobbying, and the policy power of F5CA investments, such as First 5 IMPACT.

Figure A:

Draft First 5 California Will-Building Master Plan Components



F5CA has active investments and staff capacity in Advocacy Partnerships, the ECE Coalition, and F5CA Lobbying. However, necessary core support for Messaging, Messaging Partnerships, and harnessing the communications and policy potential of F5-funded programs remain significantly under-supported.

Public relations and “messaging” is a crucial element for public policy advocacy. Messaging is the influential verbal and print packaging of a policy proposal: how an advocate describes the problem, the solution, and the advocate’s own organization in relation to the advocacy solution.

Messaging partnerships create the opportunity for “surround sound” on an advocacy issue, and vertical alignment of advocacy messaging between advocacy partners at different levels of influence, such as the local and state levels.

Finally, at the core of the F5CA mission is the power of F5CA’s investments. This investment core also is the core of any effective advocacy campaign. The Commission has authorized significant investments in the areas authorized by Proposition 10: Education, Child Care, Research, and Media. Expanding a public relations interface to these investments will leverage the public policy influence of each investment, whether it is the *Kit for New Parents*, F5CA-funded research, or First 5 IMPACT.

In order to maintain and grow policy momentum for F5CA, the Association, and F5 county commissions statewide, F5CA staff recommends the Commission invest in more comprehensive messaging and messaging partnership work, by supporting three specific areas of expansion and/or continued support for the public relations component to public policy work: 1) increasing public relations capacity for promoting the F5 brand, impact, and public awareness of new and ongoing brain science, the F5CA Mission, and the F5CA Children’s Policy Agenda in strategic media markets; 2) developing advocacy data communications tools promoting awareness to policy makers of the gap between F5CA policy goals and reality; and 3) supporting ongoing funding for the F5 County Commission Town Hall Events and Toolkit.

I. FIRST 5 CALIFORNIA STATEWIDE PUBLIC RELATIONS CONTRACT

F5CA requests the Commission grant authority to expand its public relations capacity by retaining a qualified public relations agency to build and develop F5CA’s public relations program that will support, promote, and expand the awareness and effectiveness of the First 5 brand, programs, and F5CA’s Children’s Policy Agenda, in order to positively affect the lives of all of California’s children, ages 0 to 5, and their families.

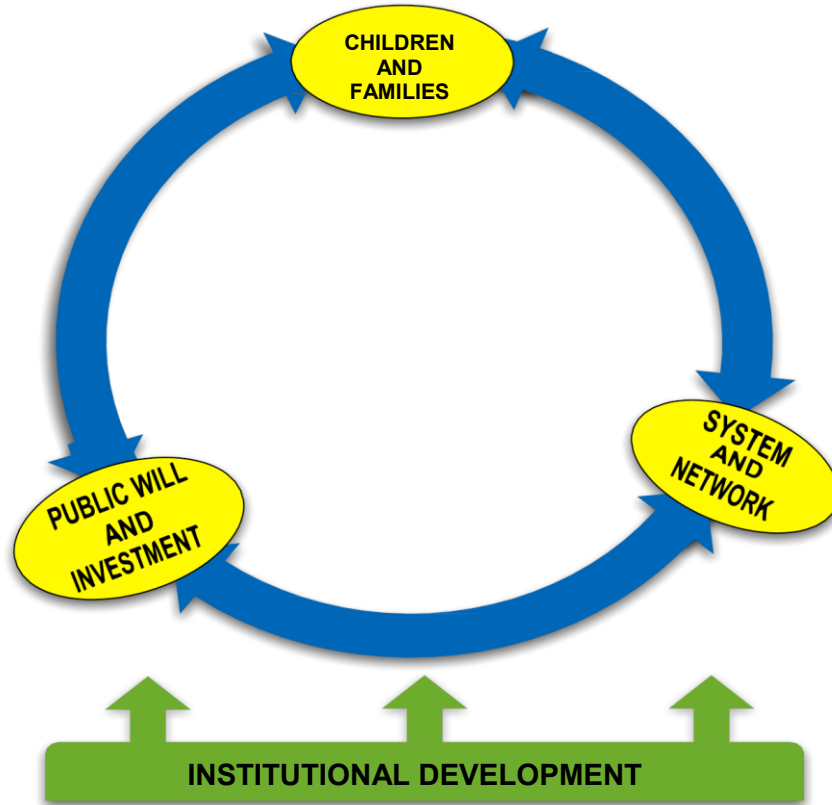
This capacity, in the form of a contract with a private firm, will allow F5CA to accomplish the goals and objectives of its updated First 5 California Strategic Plan, specifically to create effective messaging and communication tools for the F5CA Children’s Policy Agenda, the Association, F5CA-funded programs, including First 5 IMPACT and the *Kit for New Parents*.

F5CA has historically held greater public relations capacity than at the current time, including a previous stand-alone public relations contract from 2005 to 2008, for \$20 million, to support state and local public relations efforts. Additionally, the previous media campaign contracts, including TRS, contained public relations support components relevant to the mass media campaign. At this time, F5CA has no public relations capacity as described in this item.

As depicted in the F5CA Strategic Plan, **Figure B** is a graphic illustrating the four Strategic Priority Areas:

Figure B:

First 5 California Strategic Priority Areas



A public relations contractor who is focused on the public will-building tools necessary to promote F5CA’s Children’s Policy Agenda will provide F5CA staff with the institutional developmental capacity necessary to expand public will-building effectiveness.

Additionally, 2018 marks the 20th anniversary of Proposition 10’s approval by California’s voters, which has brought critical services to millions of parents, caregivers, and children ages 0 to 5. Enhanced public relations capacity will provide an opportunity to share F5s’ successes and milestones at both the state and local levels.

Proposed Scope of Public Relations Deliverables

This approach will create a statewide public relations strategy which builds upon the current and future F5CA media campaign and existing state, Association, and F5 county commissions’ strengths and infrastructure, while introducing new and innovative ideas that will continue to move the campaign forward. The contractor must be able to combine rigorous and insightful planning and strategic development that offers effective and creative solutions to successfully engage the public, target

audiences, statewide media, policy makers, and policy influencers to achieve F5CA's policy goals. Further, F5CA will be seeking a contractor that is highly knowledgeable and sensitive to the early childhood policy field and has a grasp of the dynamic early childhood media and education environment.

The contractor will establish and build the F5CA and F5 brand, influence policy makers and the public via media coverage of children's issues, develop communications tools for internal and external use, and support and assist F5CA staff, the Association, and F5 county commissions. Some expected tasks and deliverables include:

- **Stakeholder and Partnership Engagement**

The contractor will engage with F5CA partner organizations, including the Association and interested F5 county commissions through the Association, in the crafting of strategic and multipurpose branding and communications templates, as well as communications content development, including, but not limited to, a story bank of F5 impact stories statewide.

- **External Communications Outreach and Strategies**

The contractor will develop external communications and outreach strategies, including graphic design, fact sheets, traditional media, and social media content for F5CA to work in partnership with a variety of groups, organizations, and policy makers and policy influencers. This includes working with outside partnerships, agencies, and organizations to elevate awareness around systems and policy change, and community outreach efforts under the F5CA Strategic Plan. The contractor will develop strategic advancement of existing F5CA properties, such as *First 5 California FOCUS*, *First 5 California Annual Report*, and the *2014–2019 First 5 California Strategic Plan*, as well as support for F5CA-funded programs, including First 5 IMPACT and the *Kit for New Parents*.

- **F5 Brand Development and Awareness**

The contractor shall help F5CA build brand development and awareness for F5CA and the Association. The contractor also will maintain a consistent approach to evolving the F5 network and funded programs brand, tone, and voice ensuring positive impressions across California. This work shall be done through written (fact sheets, policy papers, opinion/editorial content), graphic (logo design, templates), messaging (taglines, etc.), and oral communication platforms, in a variety of literacy levels for diverse audiences, including, but not limited to, F5CA staff, F5CA grantees, partners, policy makers, and policy influencers, as well as the general public. The contractor will work with F5CA staff to elevate F5CA's profile and standing as a leading source for resources and information on issues related to children prenatal to age 5 for parents, caregivers, opinion leaders, influencers, decision makers, and elected officials.

- **Strategic Public Relations**

The contractor will establish statewide influence with strategic market targeting based on the F5CA policy agenda, policy influence potential, and funding of F5CA programs. Additionally, the contractor shall establish new and/or cultivate existing media relationships to develop and pitch stories about F5CA-funded

programs and policy priorities; earn media attention around initiatives, grantee projects, and other newsworthy topics that raise awareness; and generate good will towards F5CA and its efforts in the community.

- **Concept Testing and Market Research**

The contractor shall conduct research and collect data on the F5CA/F5 network brand and issue awareness to evaluate the positive and negative aspects of F5CA's public education efforts using a variety of techniques (focus group, street-level intercepts, surveys, etc.) in a manner that produces measurable information that analyzes and presents the results to advise F5CA on framing its brand and coverage of policy agenda issues.

- **Evaluation and Measurement of Impact**

The contractor shall employ metrics to assess efficacy and impact of communications and marketing approaches being used in this scope as well as inform course corrections to public education efforts. In collaboration with F5CA staff and media campaign contractor(s), the contractor shall develop a success measurement strategy for this public relations initiative, which shall include benchmarking, establishing measurement criteria across platforms and revising materials and strategy in light of changing public opinion and sentiments to achieve planned objectives and goals.

- **Internal Communications Strategies, Information Sharing, and Engagement**

The contractor will assist F5CA staff to develop core communications competencies for F5CA leadership and develop internal communications strategies to ensure F5CA staff and Commissioners are aware of key news and external and internal developments.

- **Public Relations Training and Capacity Building**

The contractor will assist with training and capacity building of F5CA staff, Commissioners, and F5 network partners to better communicate the goals, objectives, and successes of F5CA, the Association, and F5 county commissions. Deliverables will include semi-annual training held in partnership with the Association and an update of the F5CA's Town Hall Toolkit.

In concert with F5CA staff and the Association staff, the contractor will create press releases, talking points, media alerts, opinion and editorial submissions, fact sheet templates, social media posts, newsletter articles, F5 story banks, and other communication tools that will create, define and refine, and highlight F5CA, the Association, and other F5 county partners' policy goals and achievements. The contractor also will support other specific special projects and/or events, as identified by F5CA, in order to highlight the 20-year anniversary of the passage of Proposition 10.

To achieve the scope of work outlined above, F5CA requests authority for up to \$2 million over a two-year period.

II. CHILDREN'S POLICY AGENDA DATA TRACKING

At the Commission's February 2017 Strategic Plan Retreat, the following addition to the F5CA Strategic Plan was discussed at length:

- Develop a child policy advocacy/communications strategy, building upon existing efforts and in partnership with key early childhood advocates, to provide consensus information on the gap between current child outcomes and opportunities, and F5 Policy Agenda goals.

This new activity for public will-building goals was intended to catalyze communicating the data story of the policy agenda better, in partnership with other advocacy organizations. The concept is that F5CA should fund and support the compilation and communication of data relevant to the Children's Policy Agenda legislative goals, including the difference between the current data point and goal data point for each Children's Policy Agenda priority. For example, F5CA would support the compilation and communication of data relevant to the goal to "*expand access to quality early care and education programs for children ages 0 to 3,*" including the current access data for children, compared to expansion goals for the current budget year's advocacy.

F5CA staff, LAC members, and advocacy partners recognize a lack of clear and well-articulated data stories for each of the Children's Policy Agenda goals has been a challenge during each legislative session. Conflicting, confusing, or overly complex data sets exist for some policy goal areas (i.e., early learning), and some policy goal areas lack any comprehensive data sets or stories for advocacy purposes (i.e., paid family leave).

In addition to the comprehensive public relations support, F5CA staff has determined that the achievement of this new F5CA Strategic Plan activity requires a unique deliverable separate from a general public relations contract, due to the specialty involved in generating effective data tools for advocacy purposes. Additionally, effective advocacy on each of F5CA's Children's Policy Agenda goals is achieved through partnership, including, but not limited to, its partnership with the Association and F5LA. The creation of these advocacy data communication tools will require intensive work in partnership with advocacy organizations.

To this purpose, F5CA staff recommends F5CA support the development of strategic consensus data sets and communications documents that will be effective advocacy tools on individual F5CA Children's Policy Agenda goals. These data sets and documents would track the current state of children's outcomes and opportunities on a particular goal (i.e., access to early childhood education) and the difference between outcomes and the goal in each legislative year.

This data compilation will be solely for advocacy purposes, therefore the data communications tools would be honed for this specific purpose. In order to commission the most effective advocacy tools, the process by which these data sets are created, and the producer of the advocacy product, are of equal and utmost importance. F5CA staff propose to work in concert with F5LA and Association staff,

and other key advocacy partners for the selection of individual advocacy data communication tool contractors, including the parameters of each data set and document.

To achieve the scope of work outlined above, F5CA requests authority for up to \$600,000 over a two-year period for Children's Policy Agenda data communications contracts, on up to five Children's Policy Agenda goals. F5CA staff will solicit potential funding partners, with the intent of offsetting a portion of authorized F5CA costs before the end of the two-year period.

III. FIRST 5 COUNTY COMMISSION TOWN HALL EVENTS AND TOOLKIT

The Commission launched the Town Hall 2016 Toolkit and Pilot under the theory that policy education for individual elected officials and policy makers in each county is a linchpin in furthering the goals of Proposition 10. Town hall forums provide a traditional and effective stage for local public engagement on policy issues and drive home to elected officials and the general public the importance of F5 and its policy goals.

However, an issue-based town hall event with elected officials and stakeholder attendees can be a complex event to execute successfully. The online Toolkit serves as a resource for interested F5 county commissions to engage with their local, state, and federal elected officials, and build public will for the F5 movement at the local level. The combination of the Toolkit, enhanced technical assistance by F5CA and the Association, and F5CA funding, provided pilot F5 county commissions with crucial tools and support to effectively design a town hall-style meeting.

The F5 County Commission Town Hall Events pilot was a qualified success, with 10 commissions volunteering to hold local Town Hall events, 8 with funding support directly from F5CA. The Toolkit is available on the F5CA [website](#) and was utilized by more counties than the 8 who received direct funding. A survey of the funded town hall participants (Attachment B) provided a great opportunity to receive anonymous feedback on F5CA fiscal support, F5CA's and the Association's training and technical assistance, and physical support necessary to execute a successful town hall event.

Survey results were almost uniformly positive with 100 percent agreeing the town hall was an effective manner to engage policy makers on F5-related issues and positively impacted their engagement methods with policy makers. Prior to hosting their Town Hall events, 62.5 percent of the funded F5 county commissions seldom engaged with local policy makers. One respondent added, "For those of us who have NO media expertise and NO communications staff, it was a godsend."

Beyond the value of the services and seed funding provided, the only criticism was the level of paperwork and oversight was not commensurate for the level of funding provided (up to \$8,000 per event). This feedback will be incorporated into the next round of Town Hall sponsorship contracts.

F5CA looks forward to continuing its work with all its F5 partners to engage policy makers, build influential local constituencies, and ultimately further the broader F5 movement across communities to compel policy makers' commitment and accountability to children's issues. The most important outcome of any event is to make F5 a trusted resource for local elected officials who will influence the future of children's policy and funding.

To support a continuation of the F5 County Commission Town Hall Event program, F5CA staff requests authority for up to \$100,000 to sponsor the events and deliverables.

SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

The Commission had previously approved a public relations contract (\$20 million) from 2005 to 2008.

On January 25, 2016, the Commission was briefed on the First 5 Town Hall events pilot.

At the April 27, 2017, Commission Meeting, the Commission adopted changes to the First 5 California Strategic Plan, as cited in this item.

ATTACHMENTS

- A. 2018 Children's Policy Agenda
- B. F5CA Town Hall Participants Survey
- C. First 5 Public Relations Capacity Building PowerPoint



Vision: California's children receive the best possible start in life and thrive.

2018–19 CHILDREN'S POLICY AGENDA

First 5 California will advocate for the strong start all children deserve, with an emphasis on children prenatal through age 5 and their families, to optimize early childhood development and reduce childhood poverty.

STRONG AND ENGAGED FAMILIES AND COMMUNITIES
Support evidence-based parent education and engagement, including parent engagement on child brain development and Talk. Read. Sing.
Support sustainability of Family Resource Centers and other comprehensive community hubs for integrated services for children and families.
Increase supports for breastfeeding, family leave, and baby-friendly policies in all settings.
Expand voluntary home visit programs.
CHILD HEALTH
Protect children and families' access to health care, and support coordination across the health care system to ensure every pregnant mother and child ages 0 to 5 has affordable and comprehensive health insurance coverage.
Support and promote universal developmental screenings, assessment, referral, and treatment.
EARLY LEARNING
Expand access to quality early care and education programs for children ages 0 to 3.
Support implementation of high-quality universal preschool access for all low-income four-year-old children, and high-quality transitional kindergarten and kindergarten state-wide.
Support a high-quality early learning workforce through strengthened qualifications, compensation, stability, diversity, and robust professional development systems.
Promote statewide access to and participation in successful Quality Rating and Improvement Systems.
REVENUE
Promote inclusion of funding for children ages 0 to 5 and their families in existing and new revenue policy discussions.
Promote regulation of tobacco-related products, including electronic cigarettes, and sustainability of licensing and enforcement programs.

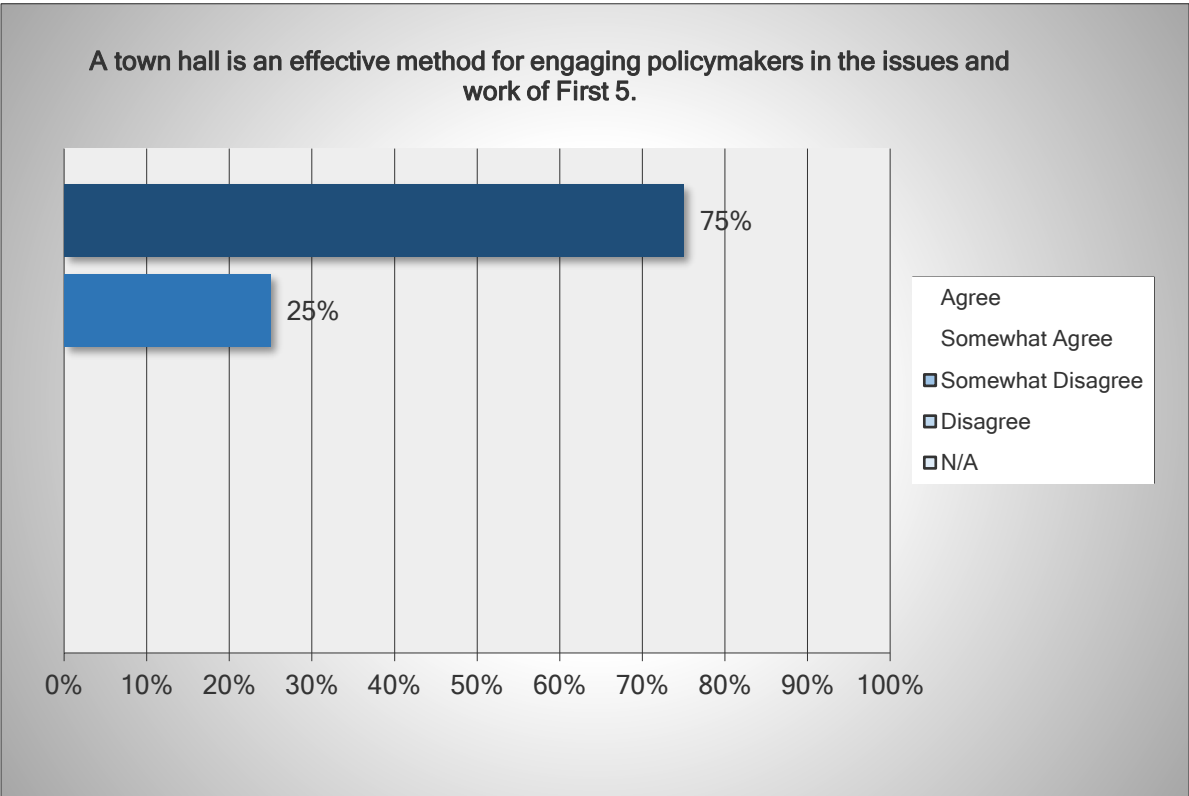


First 5 Town Hall Events Funded Participant Responses

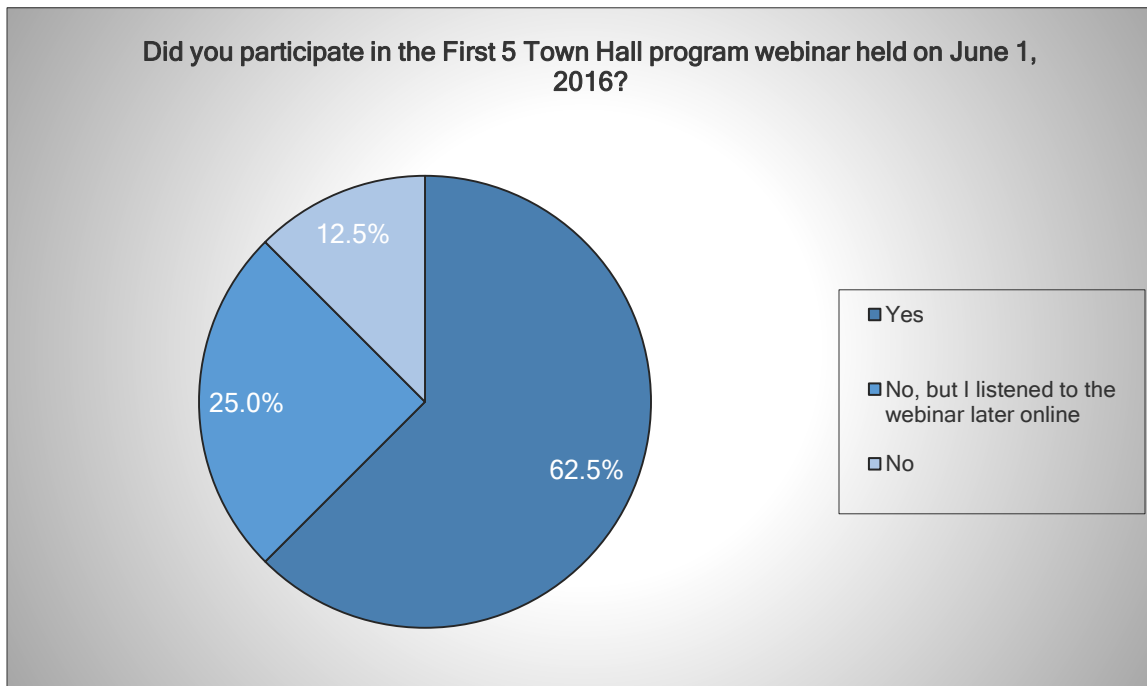
Town Hall Participant Responses

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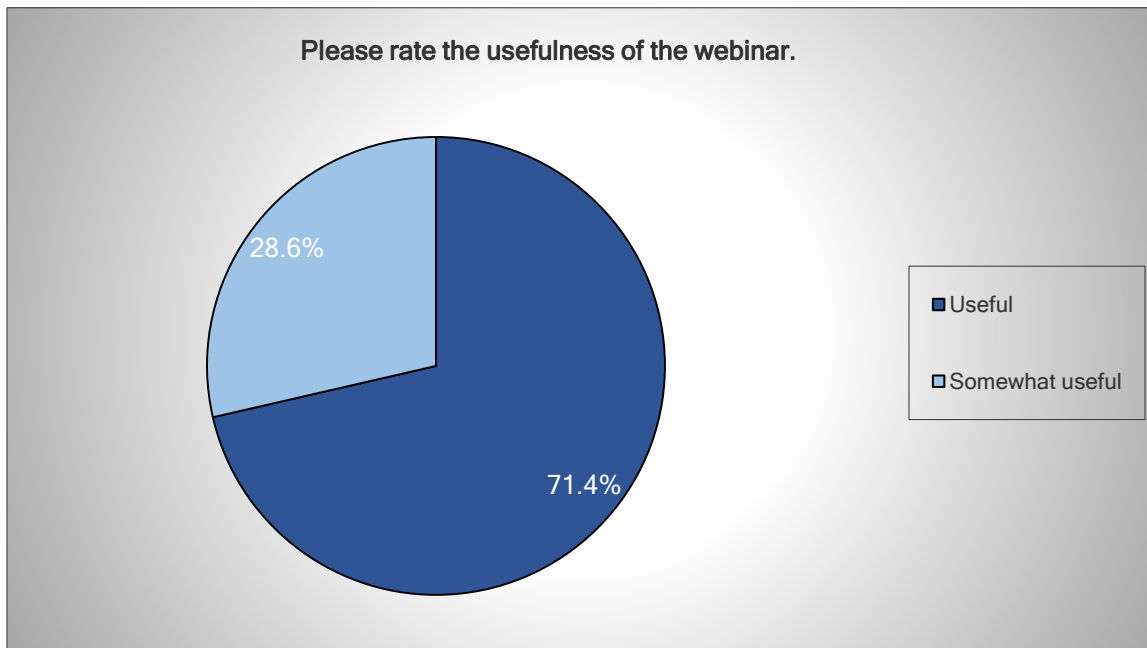
Perceptions of Town Halls



Town Hall Webinar

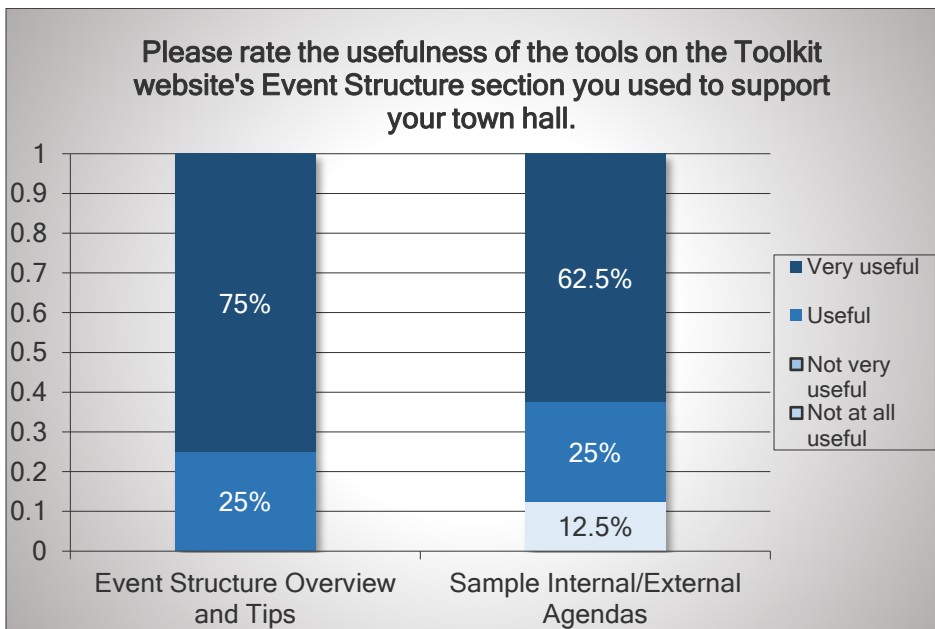
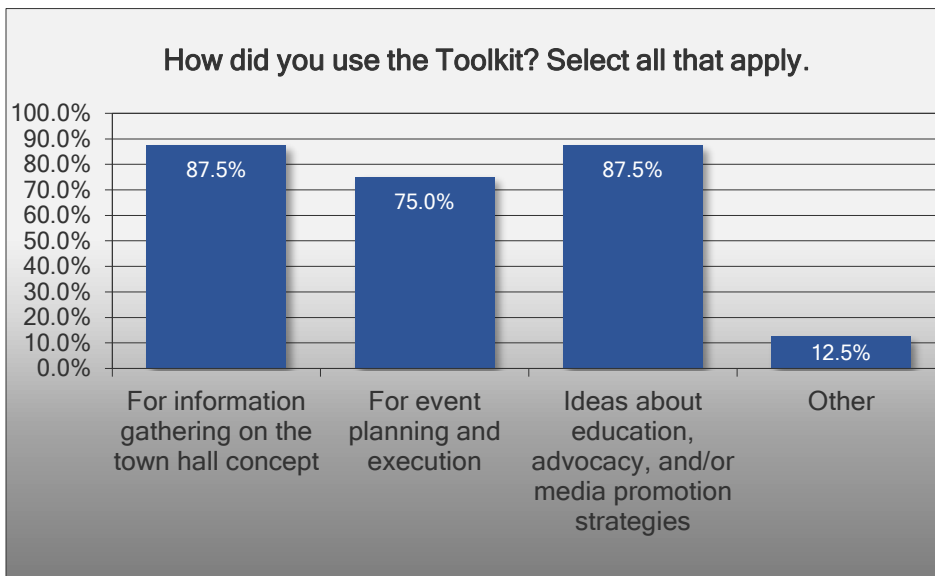


Of those who participated in the webinar or listened later:



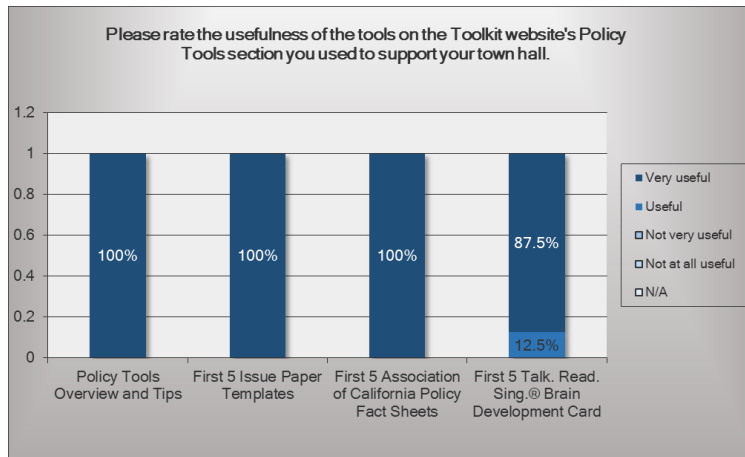
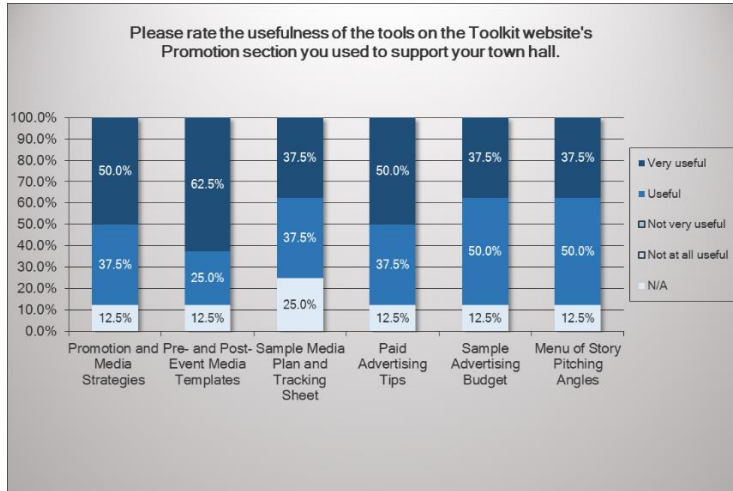
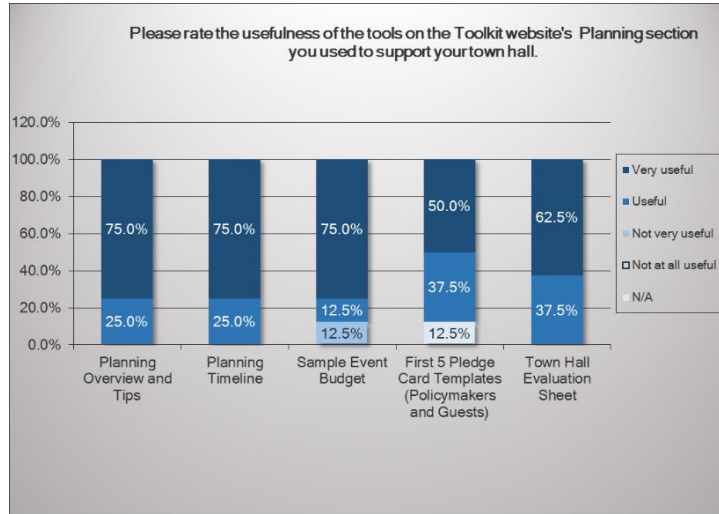
Town Hall Toolkit

100% of participants reported using the Town Hall Toolkit.

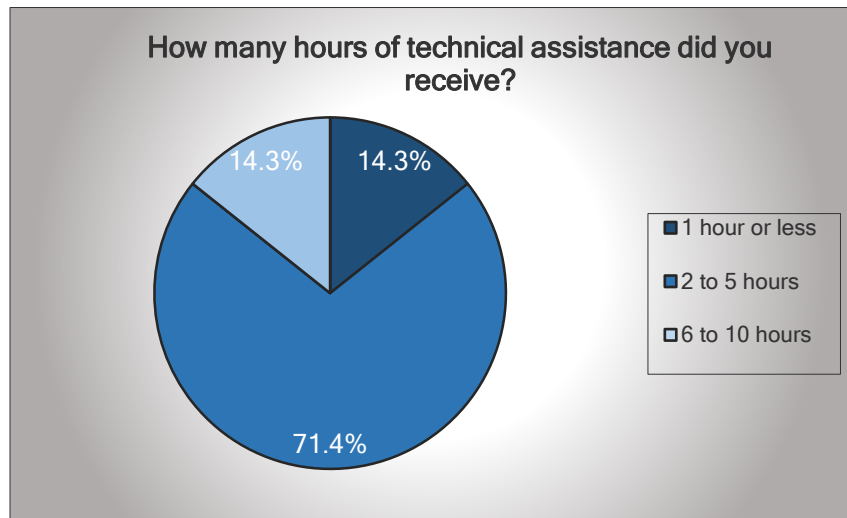
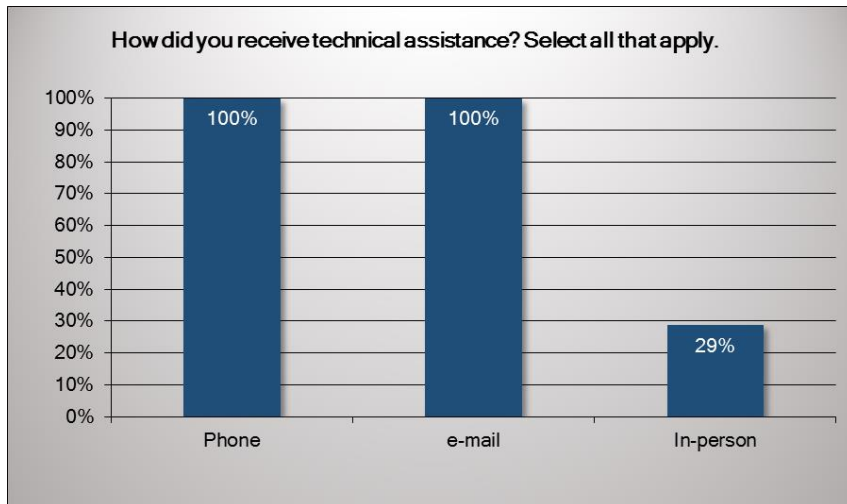
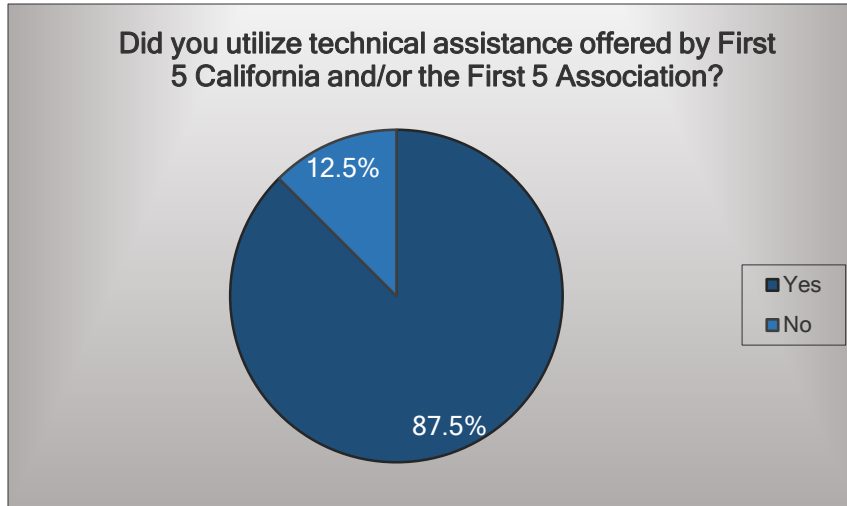


- “I think it's the best PR stuff First 5 CA has ever given us...ever. It's so well done: every aspect of the event was covered in detail. Materials are beautiful, easy-to-read. For those of us who have NO media expertise and NO communications staff, it was a godsend. As I mentioned earlier, I also think that the materials and advice can be useful beyond the town hall meetings.”
- “The Tool Kit was quite useful, particularly the issues section.”
- “None-very comprehensive and helpful in planning.”
- “The toolkit was an excellent resource!”

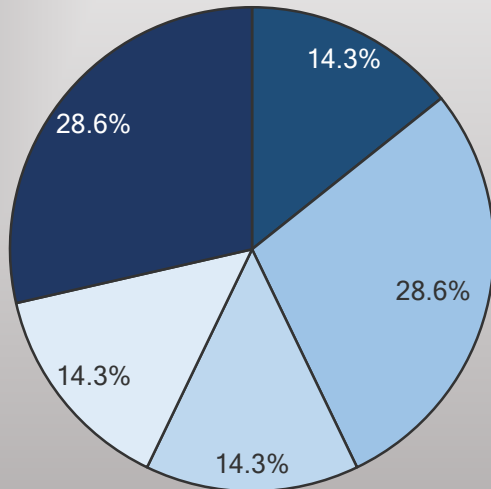
Town Hall Tools



First 5 California Technical Assistance



What was the primary reason you decided to use technical assistance?

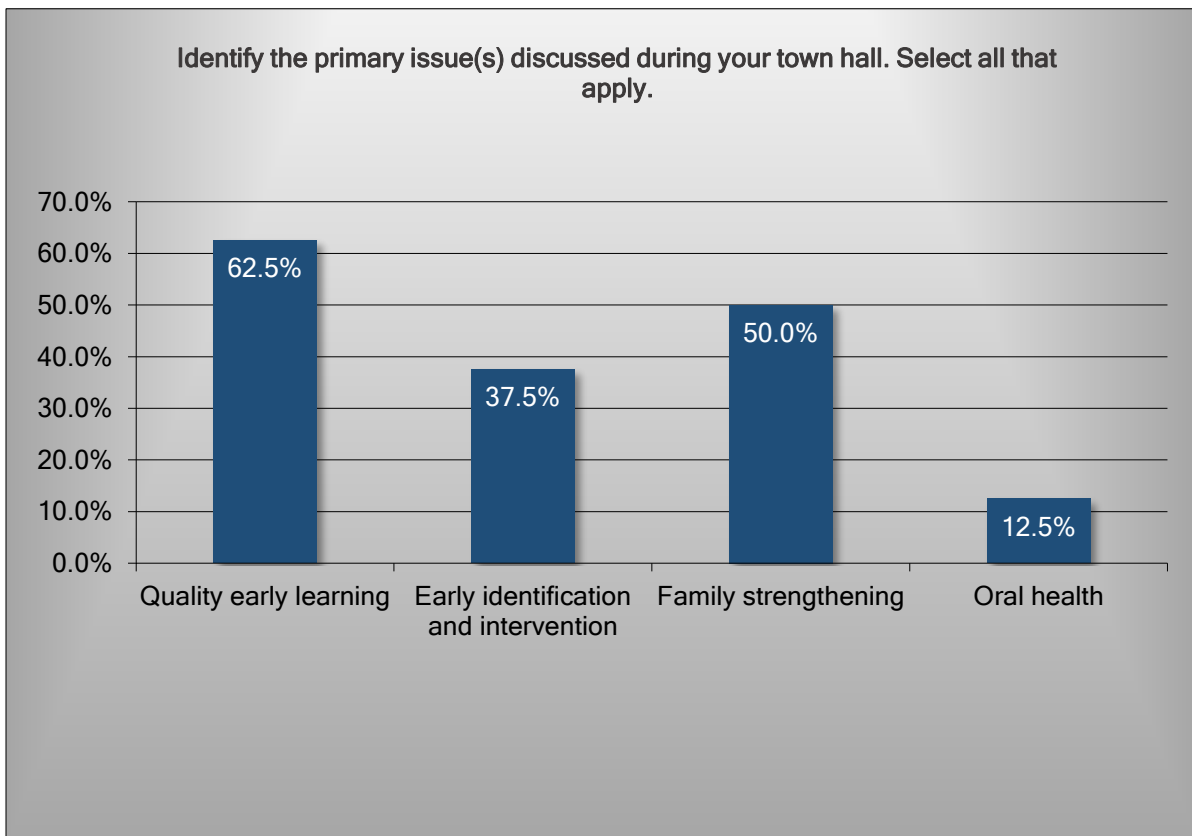
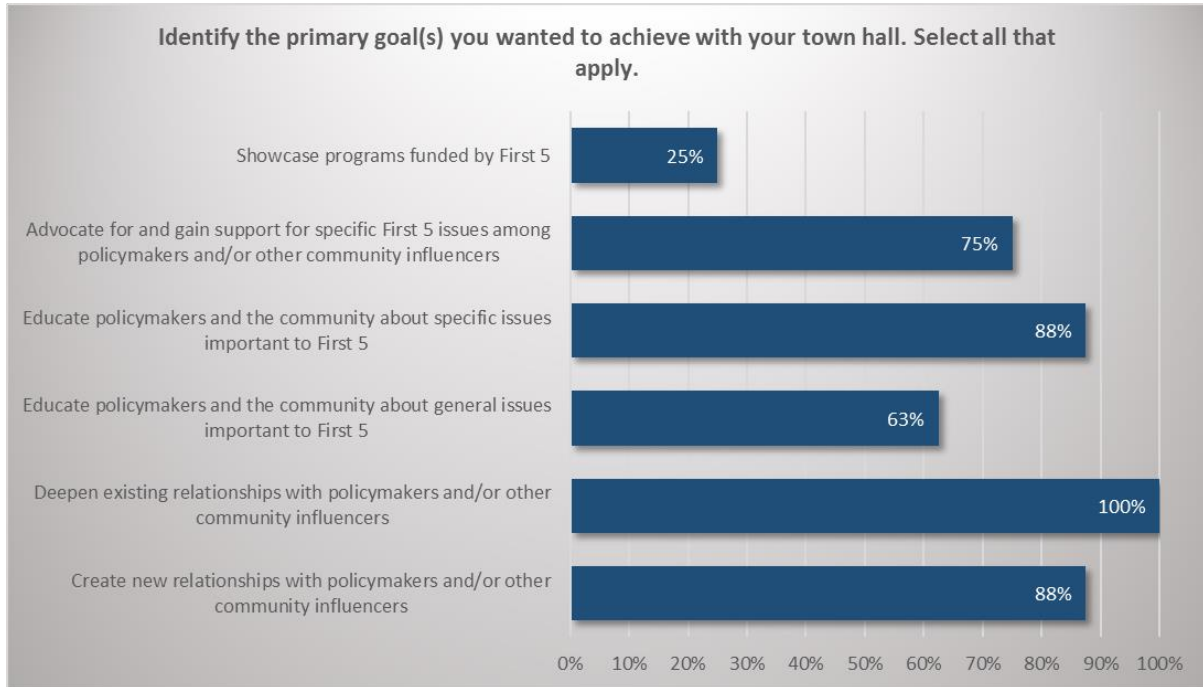


- Limited experience or no prior experience with hosting town hall-style events
- Limited internal capacity to plan and execute a town hall event
- Wanted assistance brainstorming ideas, such as topics, speakers, event format, etc.
- Wanted more information on the Program and the town hall concept
- Needed assistance with the tools and resources on the Toolkit website
- Other (please specify)

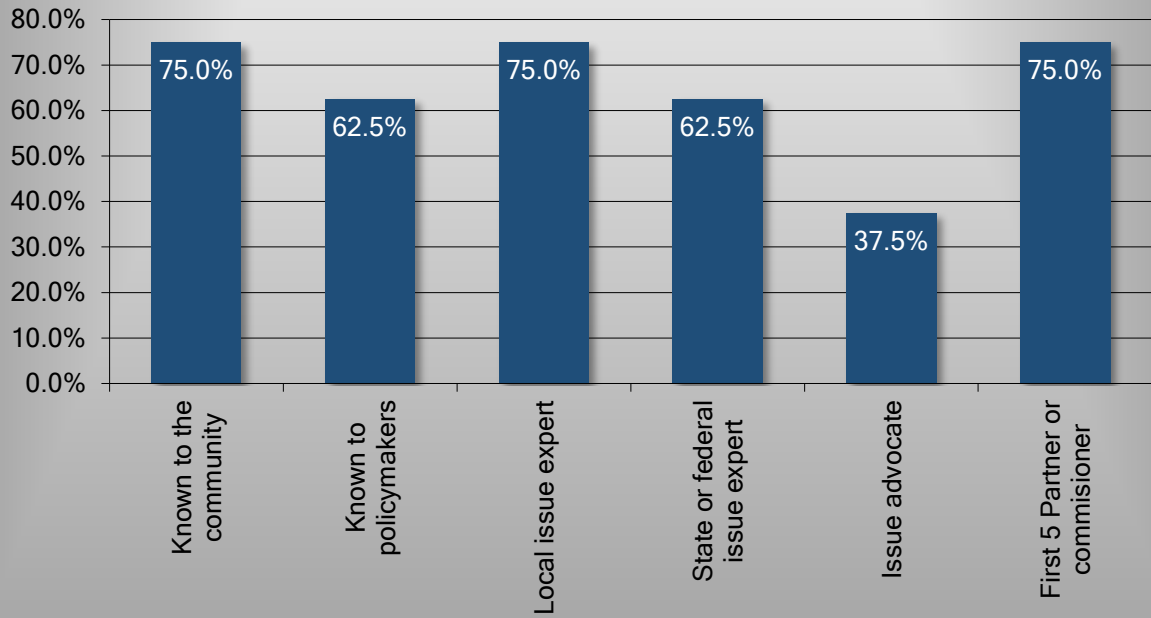
“Again, given our limited time, this was invaluable. Whitney helped us so much... contacting leg staff, helping us plan and think through. She was on the phone with me, always available by email. Fabulous! I really don’t know how many hours she put in behind the scenes.”

“Technical assistance was excellent and helped me to look at our issues, panelists, and Town Hall from a different perspective!”

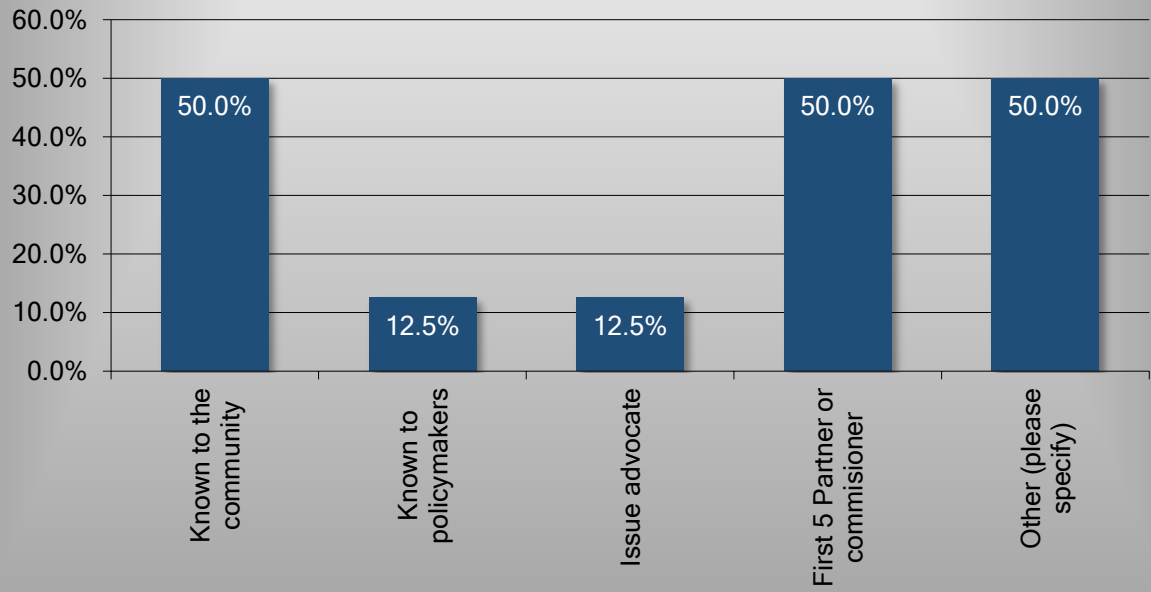
Town Hall Event



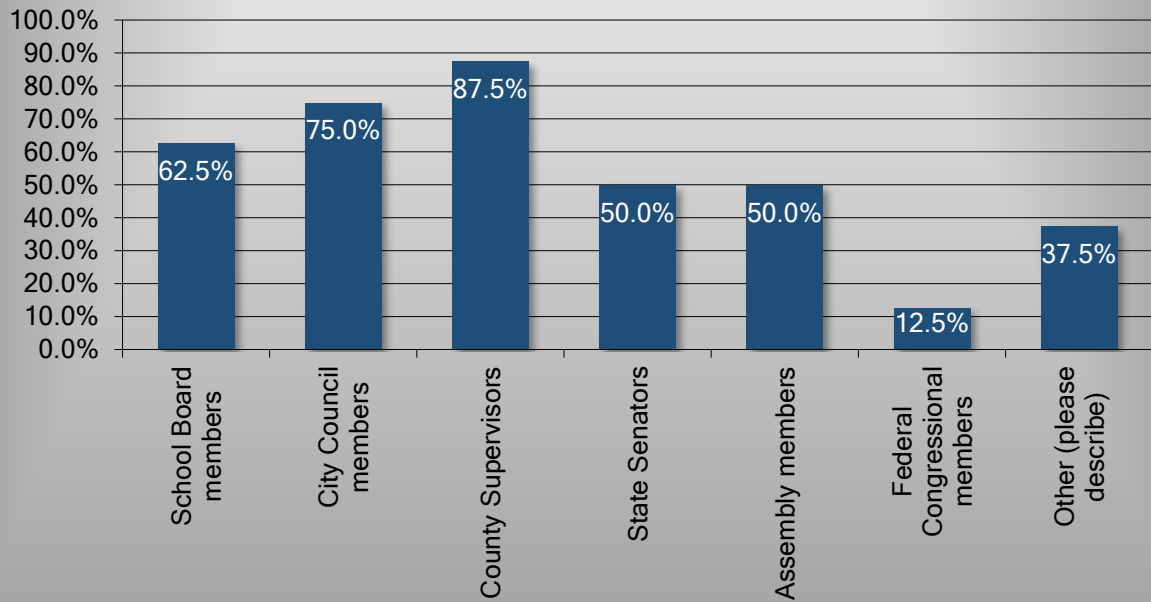
On what basis did you select your presenter(s)? Select all that apply.



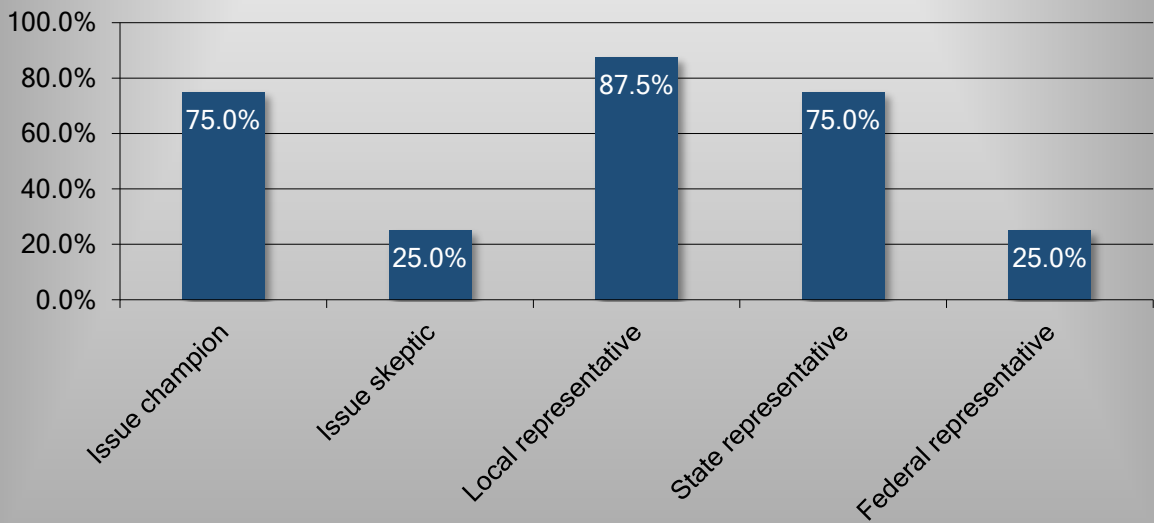
On what basis did you select your moderator? Select all that apply.



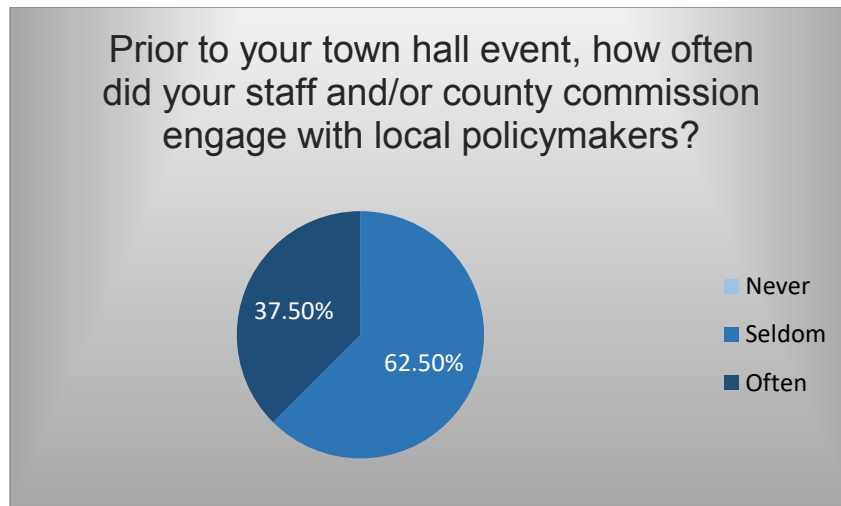
From which levels of government were your participating policymakers? Select all that apply.



Why did you select the policymakers who participated? Select all that apply.



100% of participants reported that the Town Hall changed the way they engaged policymakers.



“Policymakers are a key part of the conversation and the town hall showcased the importance of connecting with them early to include them in meetings and events.”

“When you meet with a policymaker, it is usually in their space, for our event/tour we took them to see the programs that are working to serve children 0-5 and families. They got to see and hear things from the local experts.”

“We have a common starting point for discussion. The issues opened a lot of eyes, and we realized we can agree on one thing...we need our kids to succeed. From there, we can establish relationships, working better together, to accomplish our goals. It’s already helped; we’ve formed a group on affordable workforce housing with stakeholders who’ve never worked together.”

“It provided us with a new tool to connect with policymakers.”

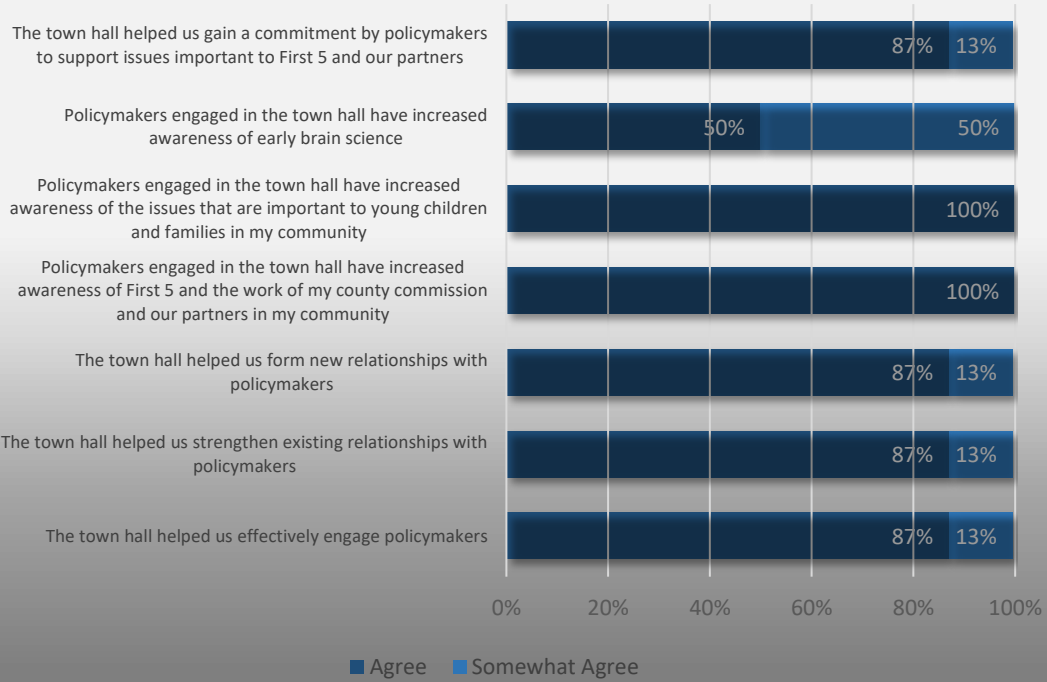
“Made them more accessible.”

“It provided a wonderful avenue through which I could develop a working relationship with the Senator’s district office and his staff. This has been tremendously valuable!”

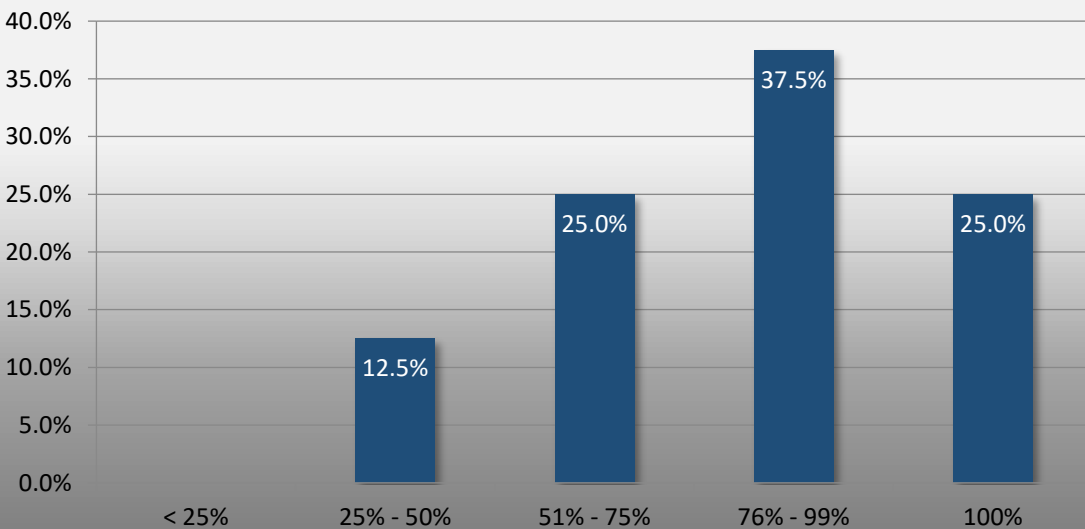
“It established First 5 on their radar. It will enable us to follow up with school board members to talk about LCFF. Our County Supervisors heard more about our fiscal cliff and understand that County programs will be reduced or eliminated – it helps to ease us into conversations about how to “hand off” or share responsibility of those programs. It allows us to deepen our relationship with state legislators and to offer them guidance and/or support on the bills they are carrying.”

“The town hall helped us to be seen as more of a ‘go to’ agency.”

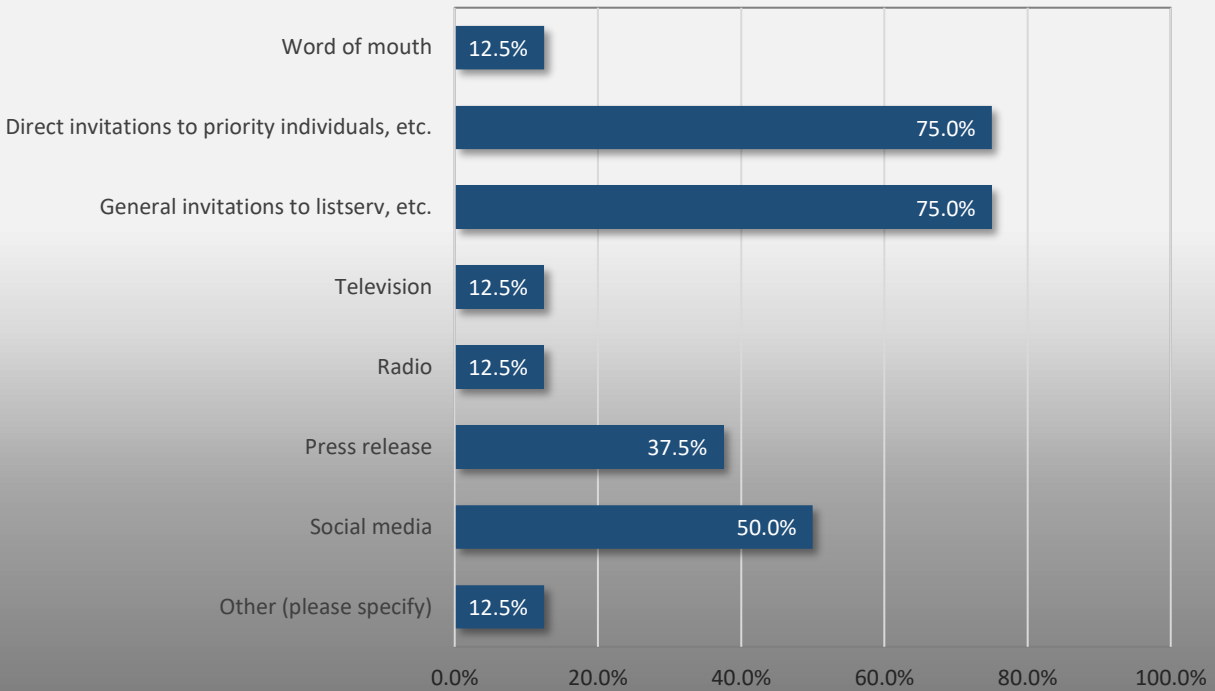
Please rate the following statements:



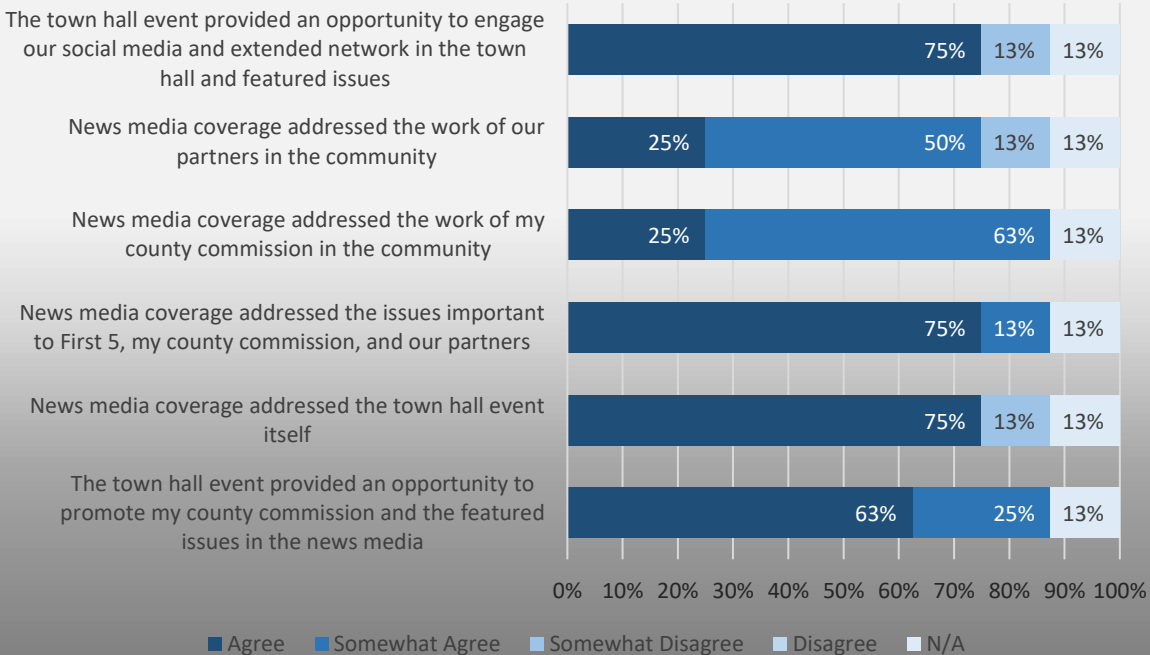
What percentage of your attendees did you consider to be key audiences ?



Tell us the three primary ways you promoted your town hall.



Please rate the following statements:



Tell us about the most successful aspect of your Town Hall.

“Our town hall had large attendance numbers (260+) with representatives from a variety of county departments, city councils, providers, community members and offices of elected officials. The fact that so many different agencies and individuals came together to listen and discuss was exciting and encouraging to see.”

“That we pulled it off :) On a serious note, the most successful aspect of our event was the number of people who attended and participated in our full day tour and exploration. We had 97 people on the tour visiting two locations to learn about Quality Child Care and Family Support.”

“It’s been a great launching spot for advocacy (such as the affordable housing issue). When we went to advocacy day, leg staff had recalled it (or remembered hearing about it).”

“One of our panelists, a state senator, contacted us in the weeks following the event with questions about how to infuse children's issues into his policy agenda.”

“Feedback through event evaluation was overwhelmingly positive.”

“We had four state legislators participate, 20+ school board members, 5 school superintendents, 4 County Supervisors, 3 city councilmembers/representatives and numerous partner agencies. It was the first time ever that all of these “elected’s” were in the room specifically to learn about early child development generally and First 5 Sacramento specifically.”

“It raised community awareness and helped launch a community conversation about how children's needs are met in our county.”

“Bringing together various partners that were able to engage together over the same issue, while learning together about the same issue.”

Tell us about the primary challenge you experienced in planning and/or implementing your town hall.

“Trying to pull this event together in a small timeframe with limited staff was the primary challenge for our town hall.”

“Last minute cancellation of a key panelist due to congressional responsibilities.”

“For us it was the quick turnaround on time.”

“It was challenging getting a diverse sampling of policymakers together on the same day.”

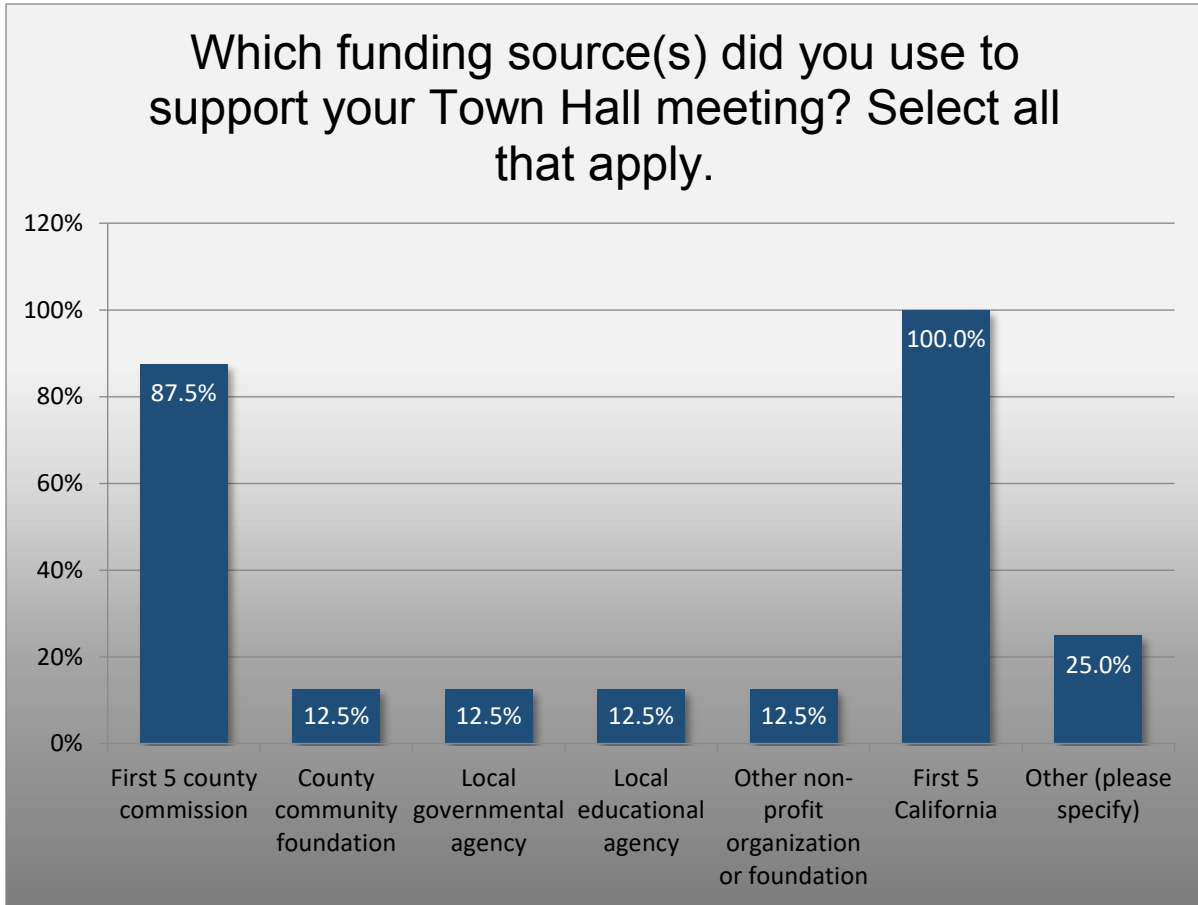
“Coordination of elected officials and their representatives attendance and recognition.”

“Having never conducted a Town Hall event, we were definitely on a learning curve. The Tool Kit was super helpful and now we have customized versions of the pieces that we will use in the future. We worked with a public awareness firm and that was a mixed bag. Some aspects were helpful (their connections/personal relationships with the legislators), but some aspects were clunky (lack of follow up after the event).”

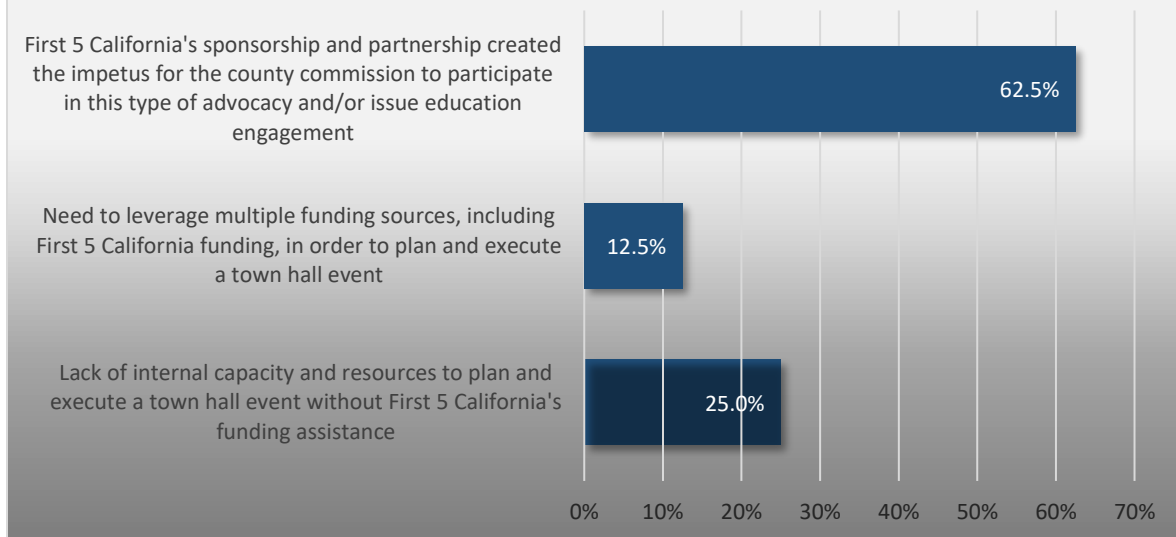
“The crowd was bigger than we anticipated.”

“Getting news media coverage.”

Funding



Primary reason your commission decided to utilize the funding assistance offered by First 5 California



Recommendations for how funding assistance could be modified or enhanced?

“First 5 CA sponsorship was very much appreciated because it helped us to do a different type of advocacy and education. We now have the opportunity to do a follow up group to continue the conversation since we had so many people interested in the next steps.”

“It was very useful. With that, we were able to get greater buy-in from our Commissioners and other partners to combine efforts to launch this successful event. I don't know whether we would need it in the future, but the money helped us start off this on the right footing and make it an awesome kickoff.”



**FIRST 5 PUBLIC RELATIONS
CAPACITY BUILDING**

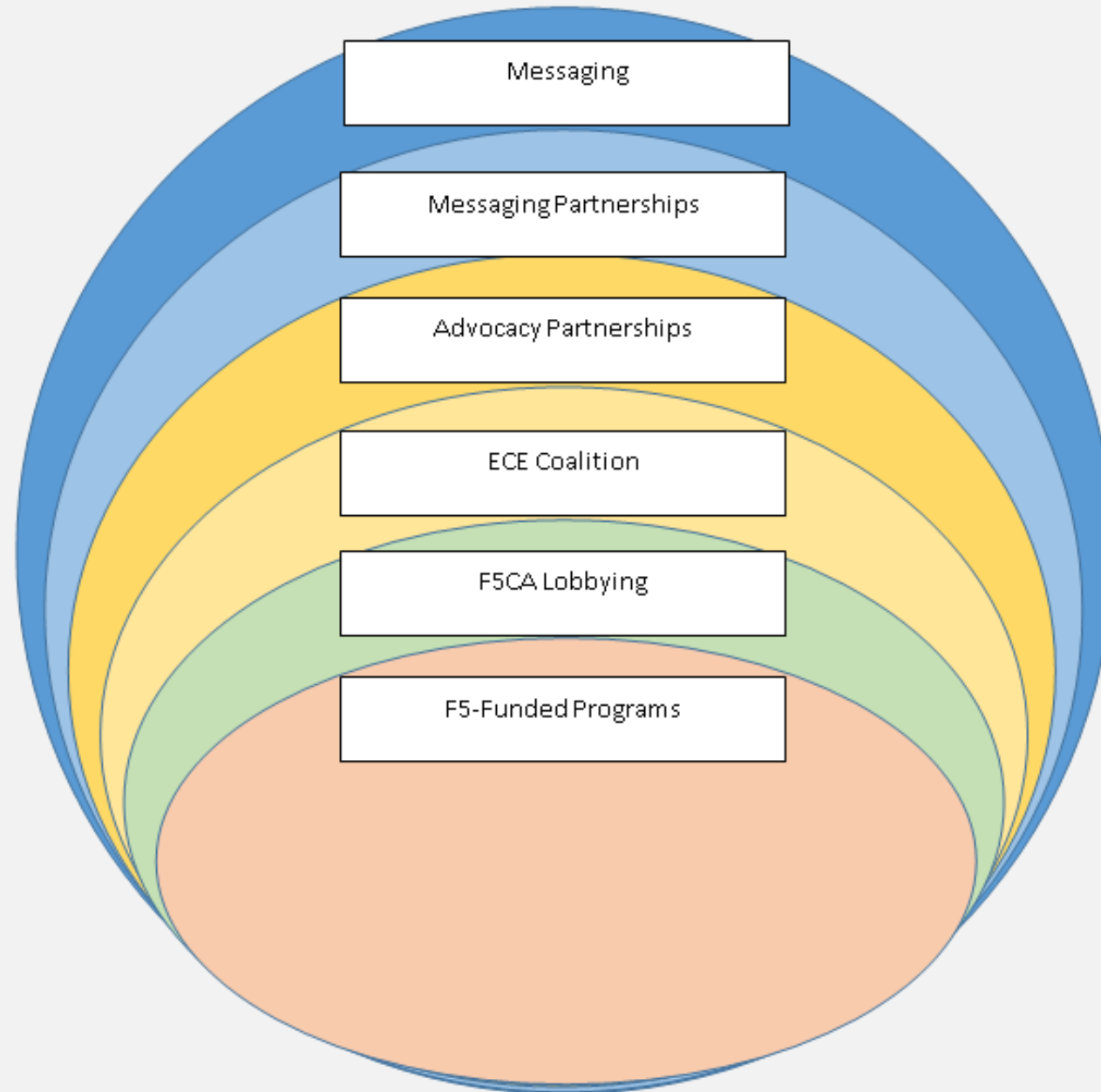
SPA 3. PUBLIC WILL AND INVESTMENT

- **Goal 3.1. Communications:** Build public will in investing in early childhood by communicating the potential for positive outcomes for children and families, and the importance of prevention and early intervention.
- **Goal 3.2. Legislative Engagement and Leadership:** Advocate for and influence policy change, both directly and in partnership with First 5 county commissions and other allies, from the local to federal levels that increase investments to improve conditions for children prenatal through age 5 and their families.

THREE-PRONGED APPROACH:

- Hire External Public Relations Firm
- Fund Children's Policy Advocacy Data Communications Tools
- Continue Sponsorship of First 5 Town Hall Events

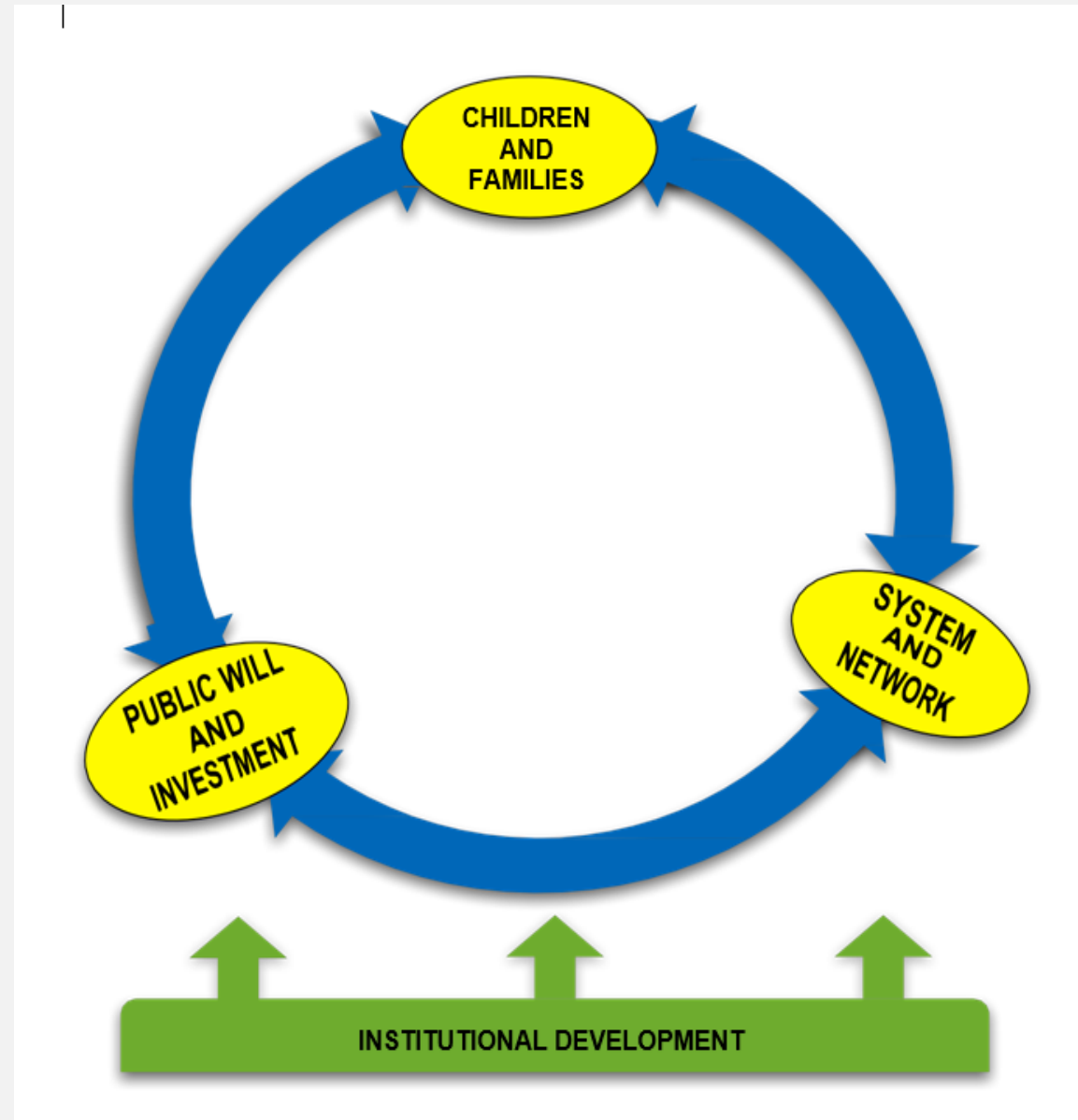
First 5 California Will-Building Master Plan



PUBLIC RELATIONS CONTRACTOR

- **Stakeholder and Partnership Engagement, including the First 5 Association and First 5 county commissions**
- **External Communications Outreach and Strategies**
- **First 5 Brand Development and Awareness**
- **Strategic Public Relations**
- **Concept Testing and Market Research**
- **Evaluation and Measurement of Impact**
- **Internal Communications Strategies, Information Sharing, and Engagement**
- **Public Relations Training and Capacity Building**

First 5 California Strategic Priority Areas



CHILDREN'S POLICY AGENDA DATA TRACKING TOOLS

Commission's 2017 Strategic Plan Retreat Additions:

- The need for First 5 California to be a catalyst in compiling existing relevant data and synthesizing the information to provide a definitive and consistent perspective representing that data
- Reflecting the latest early brain development research throughout First 5 California's work, and recognizing that the earliest intervention with a child is optimal for that child's well-being
- Creatively approaching First 5 California's work in light of its diminishing resources

2016–2017 FIRST 5 TOWN HALL EVENTS

- **10** First 5 county commissions held Town Halls
- **9** First 5s received training & technical assistance from First 5 California and the First 5 Association
- **8** First 5s were funded under First 5 California's Pilot Town Hall Events Program
- **100** percent agree Town Halls are an effective tool for engaging policy makers
- All were unique and designed to fit their local needs



PUBLIC RELATIONS CAPACITY TO:

“CONVENE, PARTNER IN, SUPPORT, AND HELP LEAD THE MOVEMENT TO CREATE AND IMPLEMENT A COMPREHENSIVE, INTEGRATED, AND COORDINATED SYSTEM FOR CALIFORNIA'S CHILDREN, PRENATAL THROUGH 5 AND THEIR FAMILIES.”