

Commission Meeting 8/17/23

Rescue Agency
Media Mid-Campaign
Updates



Agenda

- I. Dragon Song Campaign Review
 - A. Creative
 - B. Media & PR
 - C. Awards

- I. Stronger Starts Mid-Campaign Review
 - A. Creative
 - B. Media & PR
 - C. Awards

- I. Public Relations Updates

- I. Ongoing Content

- I. What's Next

Dragon Song

September '22 - March '23



Dragon Song

Video Spot :30 English



Dragon Song

“Roar” the Dragon Coloring Book



Best match/La mejor pareja
 Draw a line matching the word to the face.
 Dibuja una línea entre la palabra y la cara que corresponda.

Angry/Enojo

Scared/Miedo

Sad/Triste

Calm/Calma

Happy/Feliz

No one likes feeling scared.
 A nadie le gusta sentir miedo.

“When you’re tired and you’re grumpy and you want to shout...”
 “Cuando estás enojado y no aguantas más...”

But there’s something you can do that can help you feel better.
 Pero hay algo que puedes hacer para ayudarte a sentirte mejor.

...pretend you’re a dragon and let it out!”
 ...finge ser dragón y exhala!”

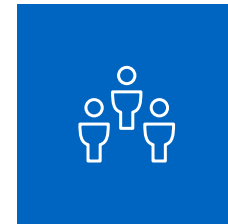
Sing the Dragon Song!
 ¡Canta La Canción del Dragón!



Dragon Song Red Flag Testing

01. An online survey was hosted September 16 – September 18, 2022
02. Among respondents who were California parents or caregivers of a 0 to 5-year-old child with a below-median income
03. During which, respondents watched a :30 TV ad and provided their reaction and feedback
04. The survey was hosted in English and Spanish, with different versions of the ad being presented in the language of the survey being taken

Overall, the ad was positively received and clearly conveyed the main message of teaching parents how to help their child manage their emotions.



Initial reaction to the ad was predominantly **positive because it was informative and educational** by showing an effective way to help teach their child how to express their emotions.



The main message gleaned from the ad was that it **taught parents how to remain calm while teaching their children a lesson in managing emotions** at an early age, which will help them as they grow.

Participants liked that the ad established a new method to help adults navigate their child's emotions.



What they liked most about the ad was that it was relatable and **gave them alternative ways to help their child through an outburst, particularly through a catchy song.**

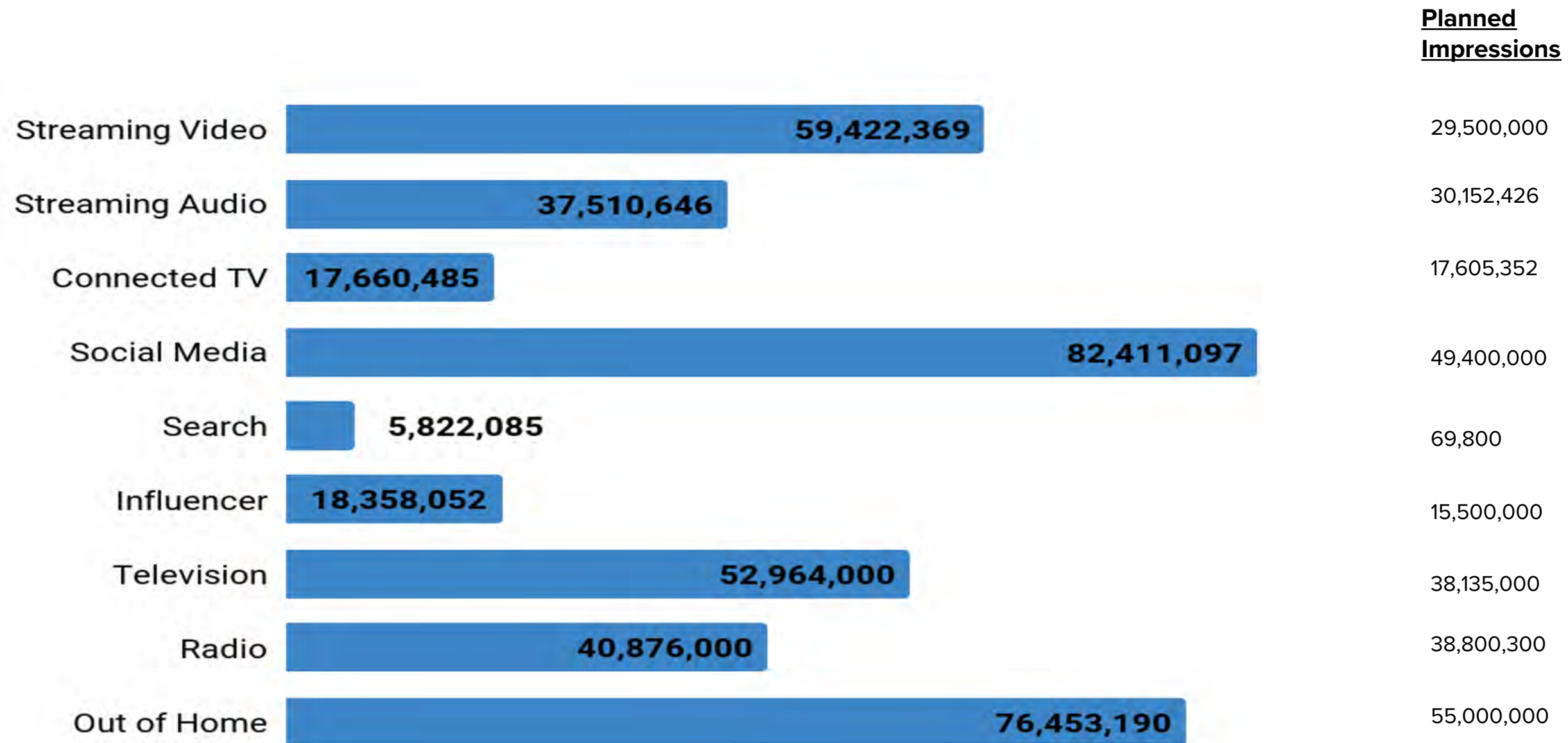


Most indicated there was nothing they disliked about the ad; a few mentioned that the ad was too short and left them wanting more information or that it was a bit too childish.

Almost no one found the ad confusing or unclear nor did it make them feel uncomfortable.

Dragon Song

Reporting - Message Delivery



391M Total Impressions
301M Planned Impressions

Dragon Song Event Activations



A total of 23 events (Dec 2022 - Mar 2023)

- **Sacramento Zoo:** 12/14, 12/15, 2/10, 2/11
- **Oakland Zoo:** 12/16, 12/17, 12/18
- **San Francisco Zoo:** 12/20, 12/21, 2/17, 2/18
- **Los Angeles Zoo:** 1/6, 1/7, 1/20, 1/21, 1/22
- **Sacramento Kings Games:** 3/4, 3/25
- **Supermarket Activations:** 2/19, 3/5, 3/12, 3/19, 3/26, 4/2





Stronger Starts

Signs of Growth/Creceer Bien/Doctor 1.0

April '23 - December '24



Stronger Starts

Signs of Growth: Creative Concept Focus Group Testing



Theme	Quote
<i>Motivating</i>	“[This video] would motivate me more to—I wanted to record it and just send it to my family member. Like ‘Hey, this is what it's doing to the baby. Pay attention.’ It kind of grabbed my attention. ”
<i>Hopeful Messages</i>	"I'm very interested in what this does to kids and how do you reverse it. What can you do? Because you can't always change that fact that the parents, they cannot live together. So, what can you do so the kids still thrive? So, I really liked that they made a video about toxic stress for kids and it's reminding everyone. And the fact that it says we have a solution , there's something we can do about it. So I really liked that.”
<i>Relatable Characters</i>	“I really like it. Just growing up in the Bay Area, being a minority and everything, it's a lot of things we go through... I feel like it is directed to people like me who grow up in rough parts of the neighborhood, and our parents had been through a lot... so yeah, it's to parents and maybe minorities and everyone, I guess.”
<i>Appreciate Father Figures</i>	“Showing the same thing they showed with the child, but also with the father, because... children also need the father's support. So, to make it better, to make it stronger, I would put the same thing that shows scenes of the mother... but show that the father is also involved.”



Stronger Starts

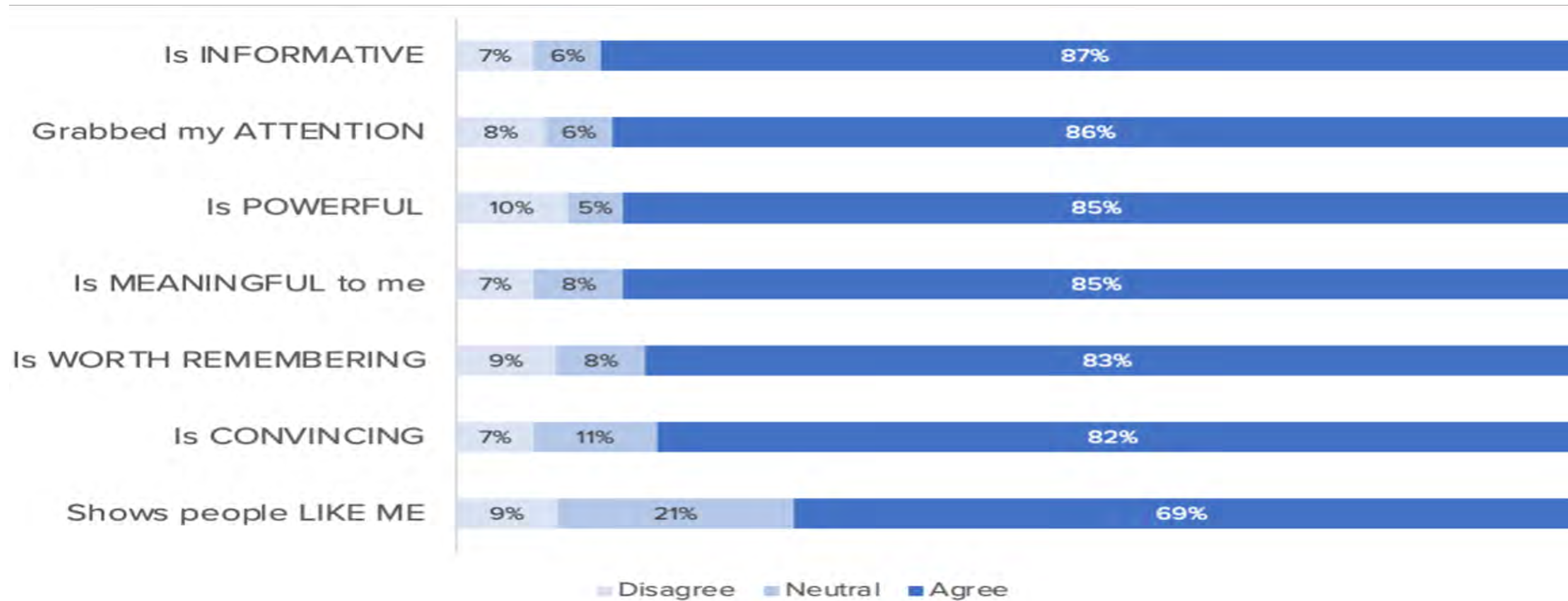
Signs of Growth: Red Flag Testing Scores & Learnings



4.24
PE SCORE

How Much They Agree the Ad ...

Signs of Growth (EN) :30 Ad



Theme	Quote
Context of the ad	“[This video] really got me because the first photos, with the memories of the family , that really takes me back. It is my reality . At home, I have a picture of my family, of my son's trophies or things like that on the fridge. That did capture my attention.”
Positive Tone	“What I liked about this ad was that it [was] positive ... Because then there was the image of the girl overcoming and graduating. I liked that because it was... because you don't always have to think about the negative... you have to see the future thinking that it's going to be better. ”
Parent-Child Emotional Connection	“I liked the parent-child aspect as well. I like the fact that it was more about what you can do to help your child and that it was geared more towards the parents and their relationship with the child. I think it sends a very positive message.”



Stronger Starts

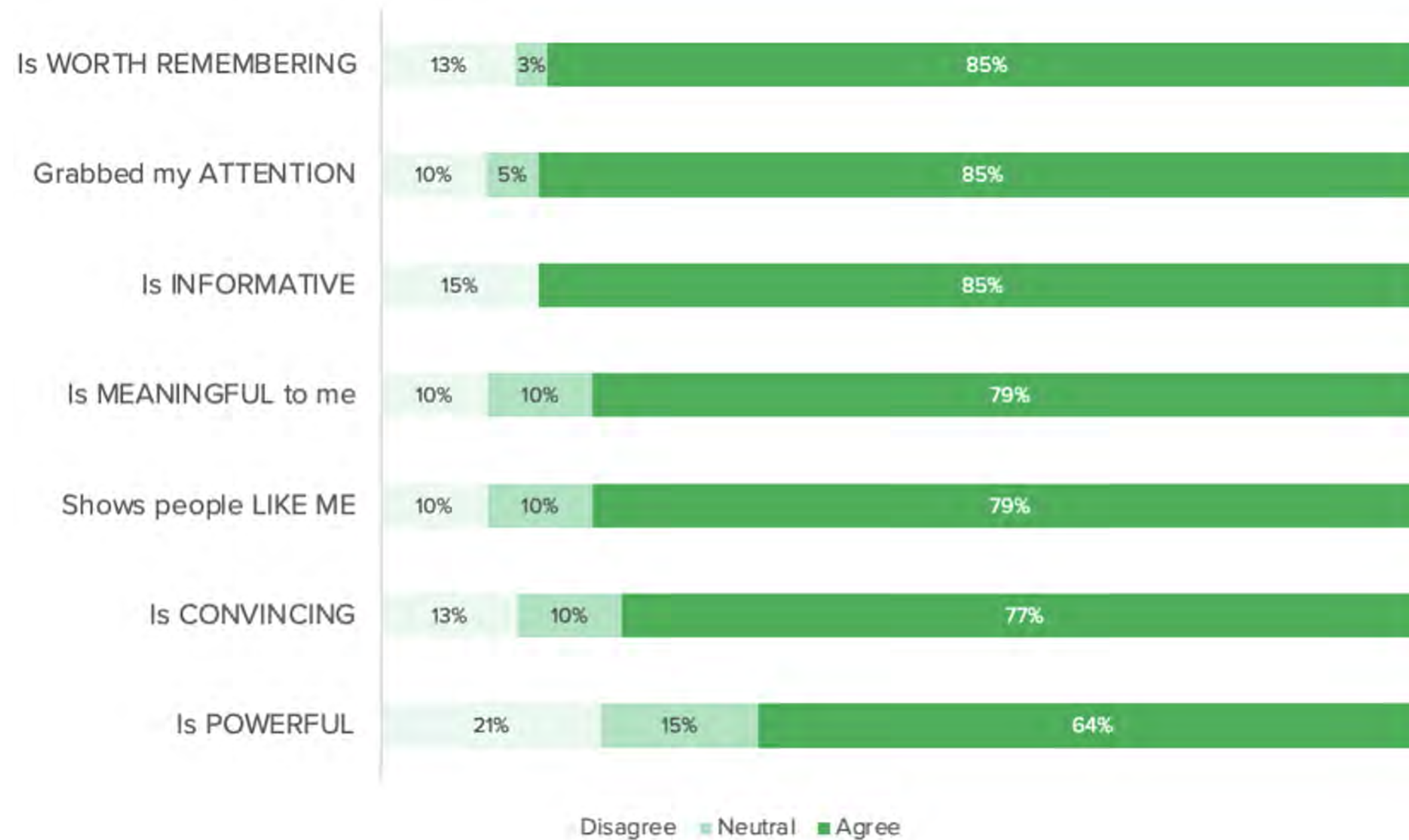
Crecer Bien: Red Flag Testing Scores and Learning



4.15
PE SCORE

How Much They Agree the Ad ...

Crecer Bien :30 Ad



Stronger Starts

Doctor: Creative Concept Focus Group Testing



Theme	Quote
<i>Doctor Increased Relevance For Some</i>	“I just like that it came from a medical person . It just seemed more relevant to me, more believable.”
<i>Visual Depictions</i>	“I think it's the combination of the doctor and that she applies it and you can see the silhouette of the child and how it affects him. It's a graphic with a more practical aspect. [Toxic stress] is no longer just an idea, it makes me want to look for a solution.”
<i>Normalized Help-Seeking</i>	“I appreciate that now we're at the doctor's office... because maybe we need an outside source to help out , to figure things out, and that's okay. It's better for you to say, ‘I need help. I don't know what's wrong. Let me get information.’”



Stronger Starts

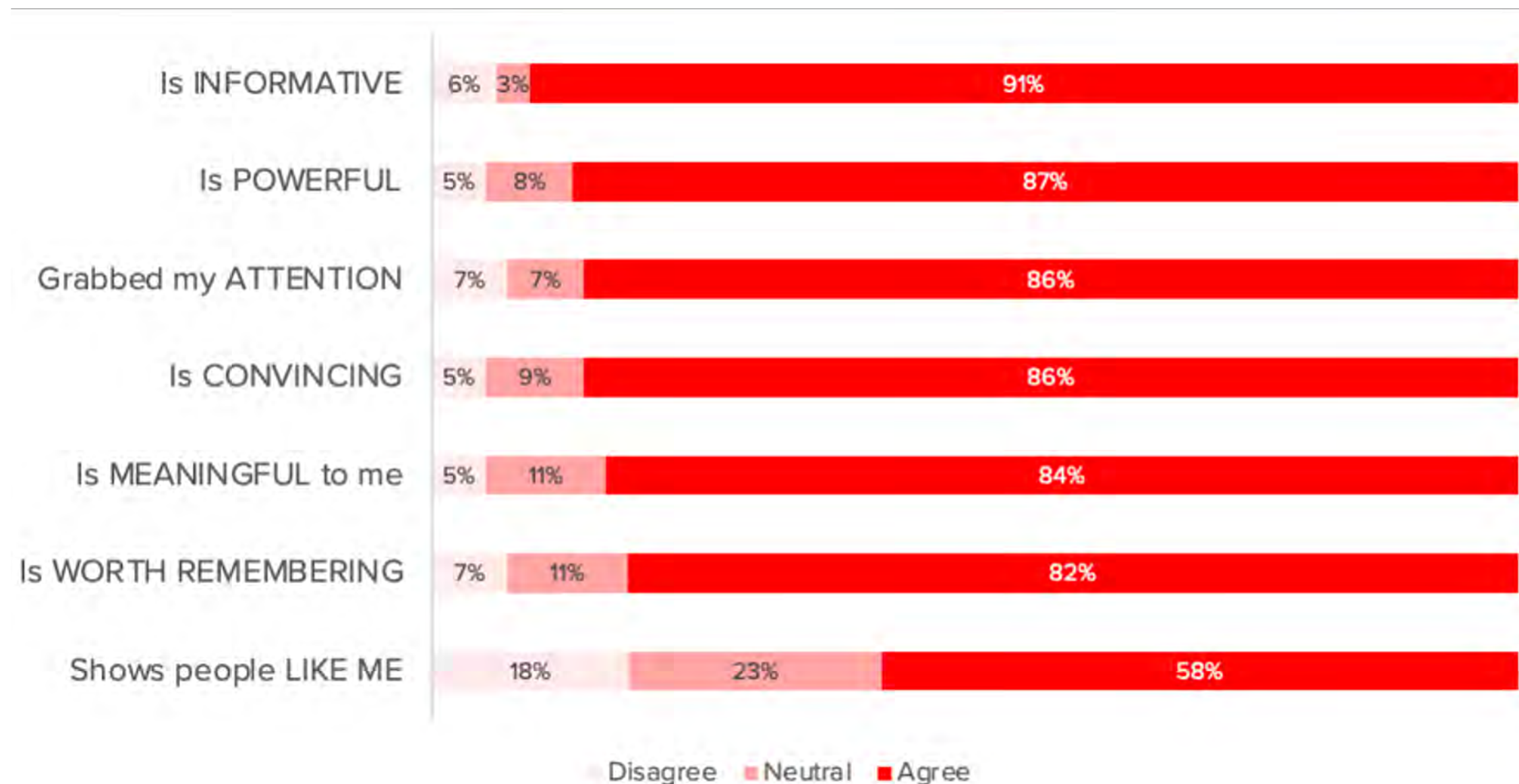
Doctor EN: Red Flag Testing Scores and Learning



How Much They Agree the Ad ...

4.29
PE SCORE

Doctor (EN) :30 Ad



Stronger Starts Outdoor: Billboards, Bus Shelters, Malls, Digital



Give your child a stronger start without toxic stress.

Learn more at [First5California.com](https://www.First5California.com)



Kids grow up healthier without toxic stress.



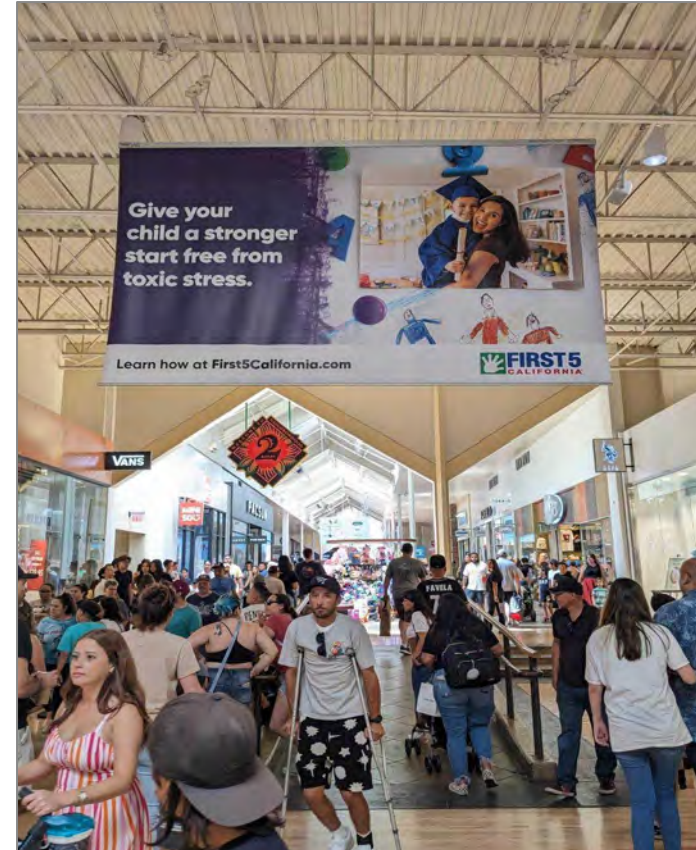
Learn more at [First5California.com](https://www.First5California.com)



As kids grow, something called toxic stress could be growing too.



Learn more at [First5California.com](https://www.First5California.com)



Stronger Starts Microsite



What is toxic stress?

When kids go through difficult or traumatic experiences, like losing a parent, getting bullied, or being exposed to violence, it can be very stressful on their minds and bodies. If this stress doesn't get addressed, it can build up and become toxic, which can lead to lasting challenges and serious health issues.

How does stress turn toxic?

Not all stress is bad. Our stress response is actually designed to protect us. When we feel danger or discomfort, our brain sets off an alarm to prepare us to handle challenging or scary situations. When our stress response is active for a long time or set off over and over again without enough support to help us process, that's toxic stress.

[Learn more](#)

How does toxic stress harm your child?

Toxic stress can affect anyone, but it's especially harmful to young children. And without the right support, toxic stress can have many effects throughout their life.

[See more effects](#)

Near-Term Impacts

- Lowered immunity
- Learning challenges
- Behavioral problems
- More emotional outbursts
- Trouble sleeping
- Anxiety
- Depression

Long-Term Impacts

- Lower academic achievement
- Serious health conditions
- Chronic mental illnesses
- Substance use
- Violent behavior
- Unemployment and poverty
- Shortened lifespan

What causes toxic stress?

Going through difficult situations, some of which are called adverse childhood experiences (ACEs), can lead to toxic stress without the right support from parents and caregivers. Some difficult situations that can cause toxic stress include:

[See more causes](#)

Challenges at home

Loved one or caregiver separation or loss

Discrimination or racism

Your child not being treated fairly because of racism or other reasons

Violence

Witnessing violence or hearing harsh language, being a refugee, or experiencing war

Large environmental influences

Global pandemic, a natural disaster

Experiencing abuse

Experiencing and/or witnessing verbal, physical, or sexual abuse

Neglect

Not having physical or emotional needs met

Stop toxic stress before it starts

The best way to protect your child from toxic stress is to build them up before tough things happen. With the right support, they can be prepared if that time comes.

There are four key ways to build resilient kids:

Be calm

Calmness creates a peaceful environment that helps kids manage their emotions.

Be steady

Consistency helps make the world a little more predictable for kids.

Be there

Moments of connection show kids just how important they are.

Be nurturing

Music, reading, and playing with kids helps their brains grow.

[See how this helps](#)

Parent Tip Finder

Parenting tips to keep your home free of toxic stress

How old is your child?

How much time do you have?

0-1 yr

2-5 yrs

1 min

5 min

15 min

Be calm

Dragon Breathing

Little kids can get angry, fast. To show them what to do and help them manage their big emotions, try doing this fun, and simple...

[2-5 yrs](#) [5 min](#)

Be steady

Calm Calendar

When kids don't know what to expect each day they can feel anxious and uneasy. Planning out and sharing the schedule for the...

[2-5 yrs](#) [15 min](#)

Be there

Baby Massage

After your baby's bath, treat them to a soothing massage. Massage is not only a great way to relax and reduce stress, but it also...

[0-1 yr](#) [5 min](#)

Be nurturing

The Brain Dance

Create a moment of connection and a steady ritual by having a nightly storytime routine before bed. Place them on your lap while...

[2-5 yrs](#) [5 min](#)

[See more tips](#)

Extra support options

When to see a pediatrician

If you are concerned about your child facing hard experiences, or their behavior has changed significantly, it's always good to connect with your pediatrician. If you don't have one, you can find someone local here.

[Find extra support](#)

What to expect

Your pediatrician can help you figure out if your child is struggling with toxic stress and connect you to resources. They will ask you about any adverse childhood experiences (ACEs) your child has faced. ACEs are hard experiences that your child may have gone through and found stressful. Know that this is not a judgment on your parenting. It happens to most people and is something you can help your child with. Once your pediatrician understands the situation, they can guide you to the right resources.

Understanding how everyday stress is different from toxic stress can help you know when your child might need extra support.

Causes

Manageable Stress

New experiences or events, like meeting new people, learning a new skill, starting daycare, getting shots, visiting the doctor, or being injured

[See more toxic stress causes](#)

Toxic Stress

Serious, long-lasting, or repeated stress that builds up due to challenging or traumatic experiences like divorce, loss of a loved one, violence, abuse, neglect, or being around substance use

Behavioral Effects

Manageable Stress

Can help with development, confidence, coping skills, and learning how to respond and adapt to challenging situations

vs.

Toxic Stress

Can build up, make it harder to regulate emotions, lead to more frequent outbursts, and present other behavioral challenges

Physical Effects

Manageable Stress

Short-term increases heartbeat, breathing rate, blood pressure, blood sugar levels, and stress hormones

vs.

Toxic Stress

Stuck on high alert and unable to regulate their emotions, long-term—impacting their ability to grow and thrive

Recovery

Manageable Stress

Can be resolved by the child—plus, when they understand what turns on their stress alarm and how their body reacts, they learn how to process new events and know when they're in trouble

vs.

Toxic Stress

Requires extra support from a parent or caregiver to unload the emotional weight and, in some cases, additional support from a teacher, school administrator, doctor, other medical provider, or community resources

Be calm

Calmness doesn't always come easy. But your calmness creates a more peaceful environment that can help kids manage their emotions in stressful situations.

How it helps

Things like pausing before reacting can help you identify and manage strong emotions to handle situations more effectively. This not only creates a safe space for children, but it also demonstrates emotional regulation that they can mirror.

[Get tips for being calm](#)

Be steady

Sticking to consistent routines and habits helps make a child's world a little more predictable. So when unexpected things happen, they can feel less uneasy.

How it helps

During times of stress and uncertainty, predictability and structure help kids self-regulate, like with these routines: showering or bathing, brushing their teeth, getting dressed, having consistent wake-up and bedtimes, and having regular mealtimes and snacktimes.

[Get tips for being steady](#)

Be there

Those moments you spend connecting with your child add up to more safety and security. How? By letting them know just how important they are to you.

How it helps

Connecting with others and the world around them is vital to your kid's development and reducing stress's negative impacts. Some examples are dedicated time for interaction, expressing affection daily, spending time together as a family, laughing, and doing fun things.

[Get tips for being there](#)

Be nurturing

Music, reading, and play help your child's brain grow and develop—and give them the brain power they need to process challenging situations.

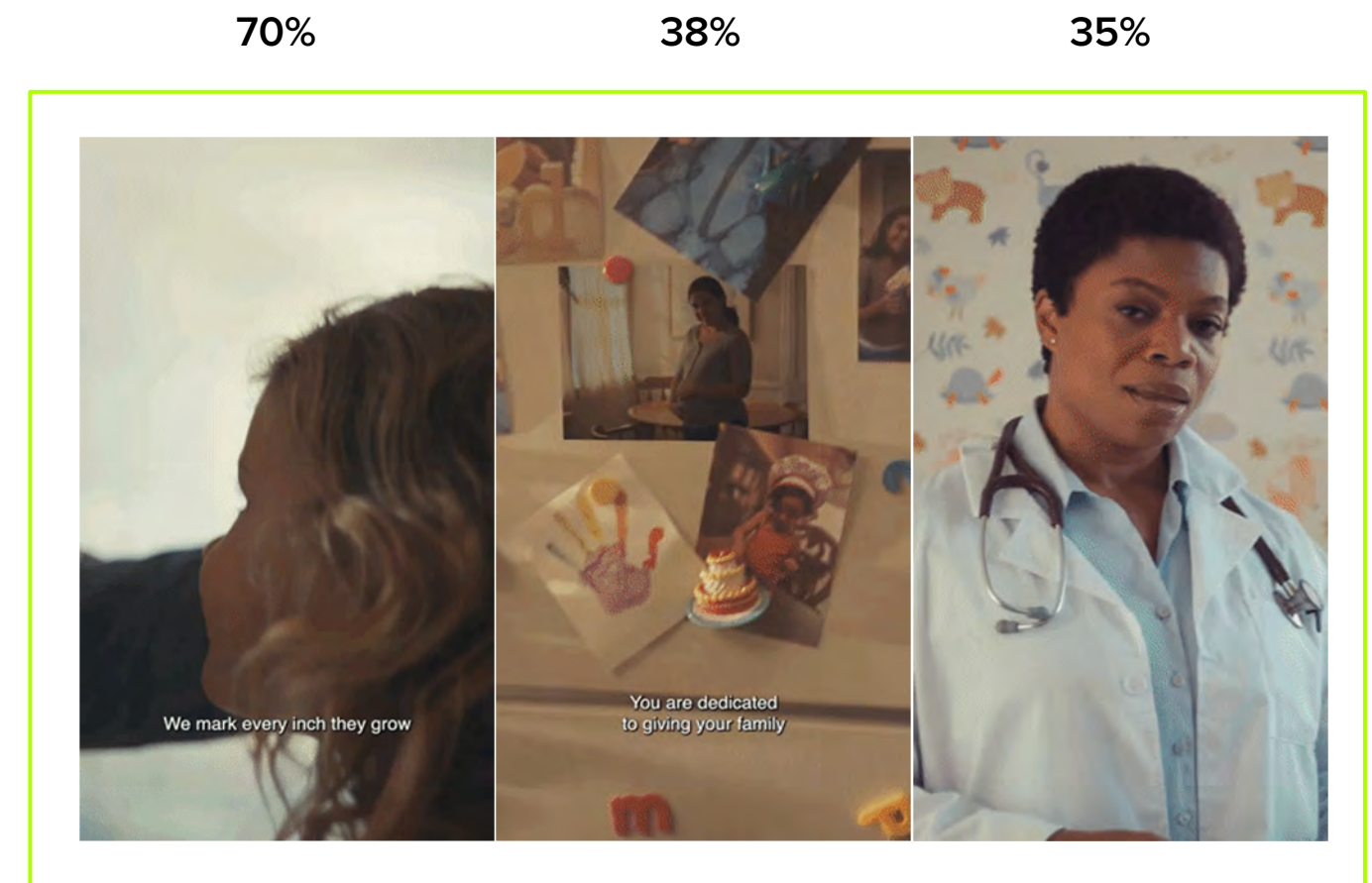
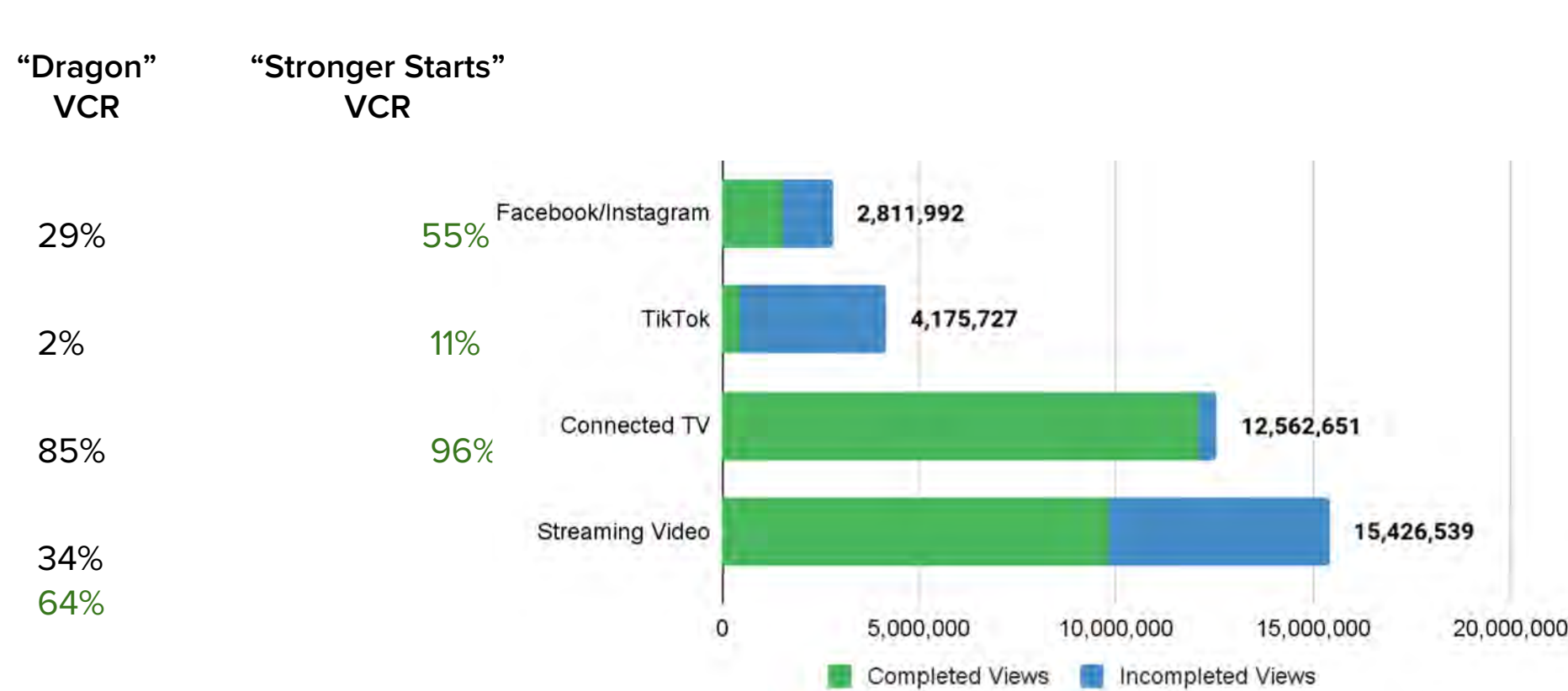
How it helps

Children's brains develop the most during the first five years of their lives. Music, reading, and play are ways parents, and supportive adults, can help their kids' brains build the strength and flexibility they need to work through hard situations. Start today, while they're young, and encourage it as they grow.

[Get tips for being nurturing](#)

Stronger Starts Online Video Performance

The online :15s and :30s English “Stronger Starts” videos achieved **37MM video views** and **25MM video completions** across digital and social platforms, with an overall **video completion rate (VCR) of 67%**.



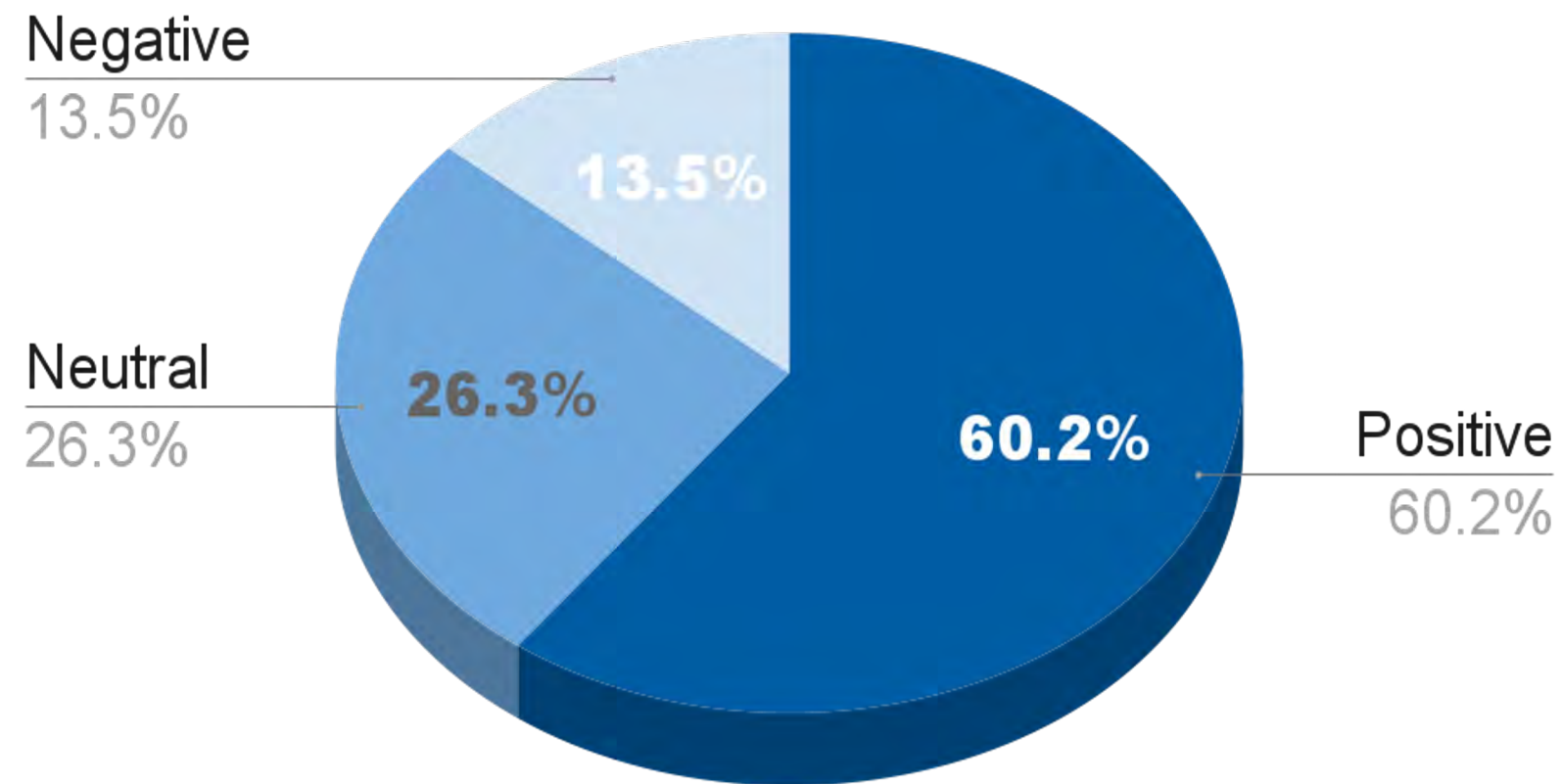
Met or exceeded benchmark

- FB/IG optimizes for ads that are played for at least 15 seconds.
- TikTok optimizes for ads that are played for at least 6 seconds.
- YouTube optimizes for ads that are played for at least 30 seconds.

Stronger Starts Social Sentiment and Theme Analysis

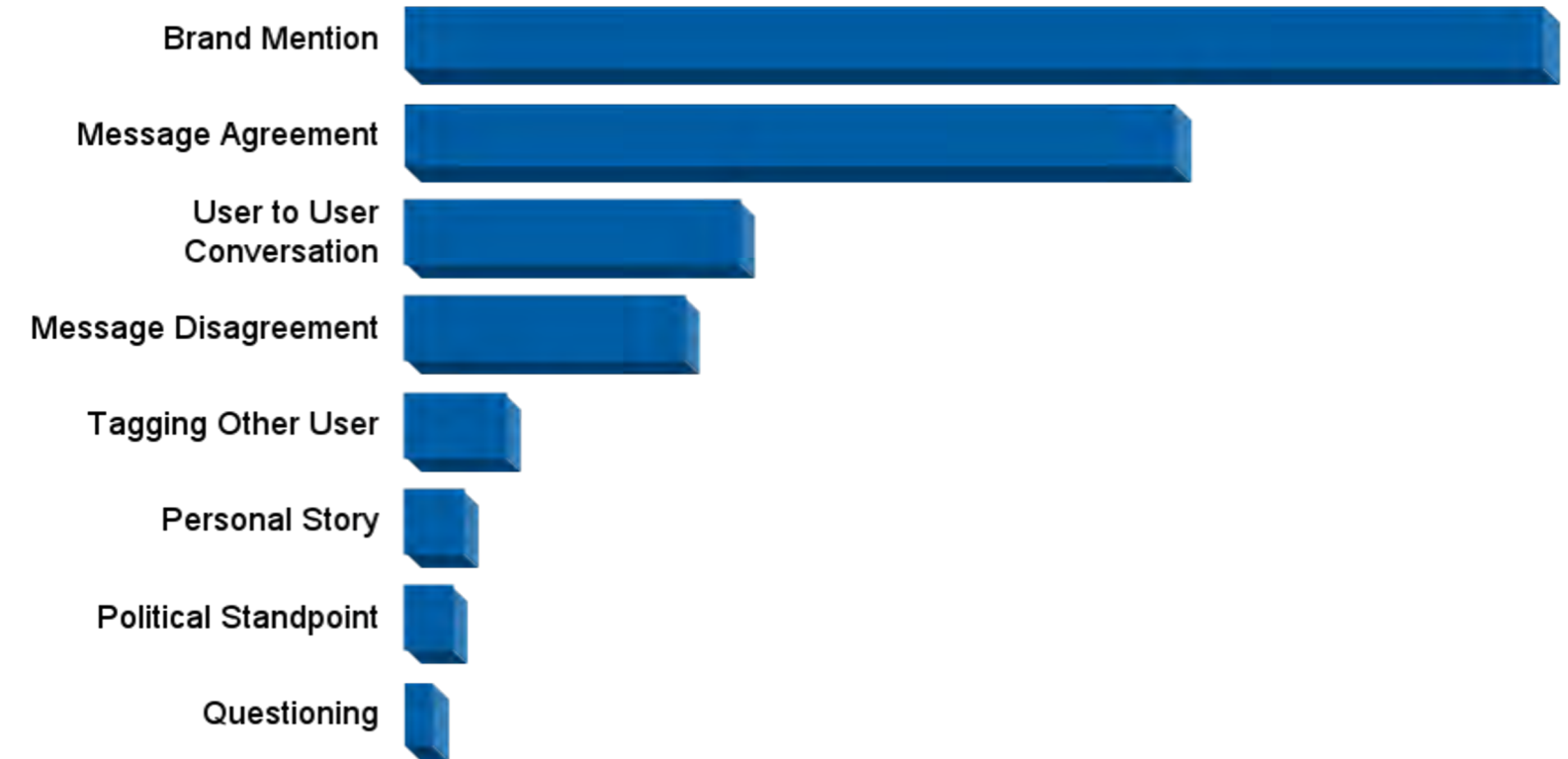
Social Sentiment:

The general feeling or attitude people express on social media regarding our Stronger Starts messaging



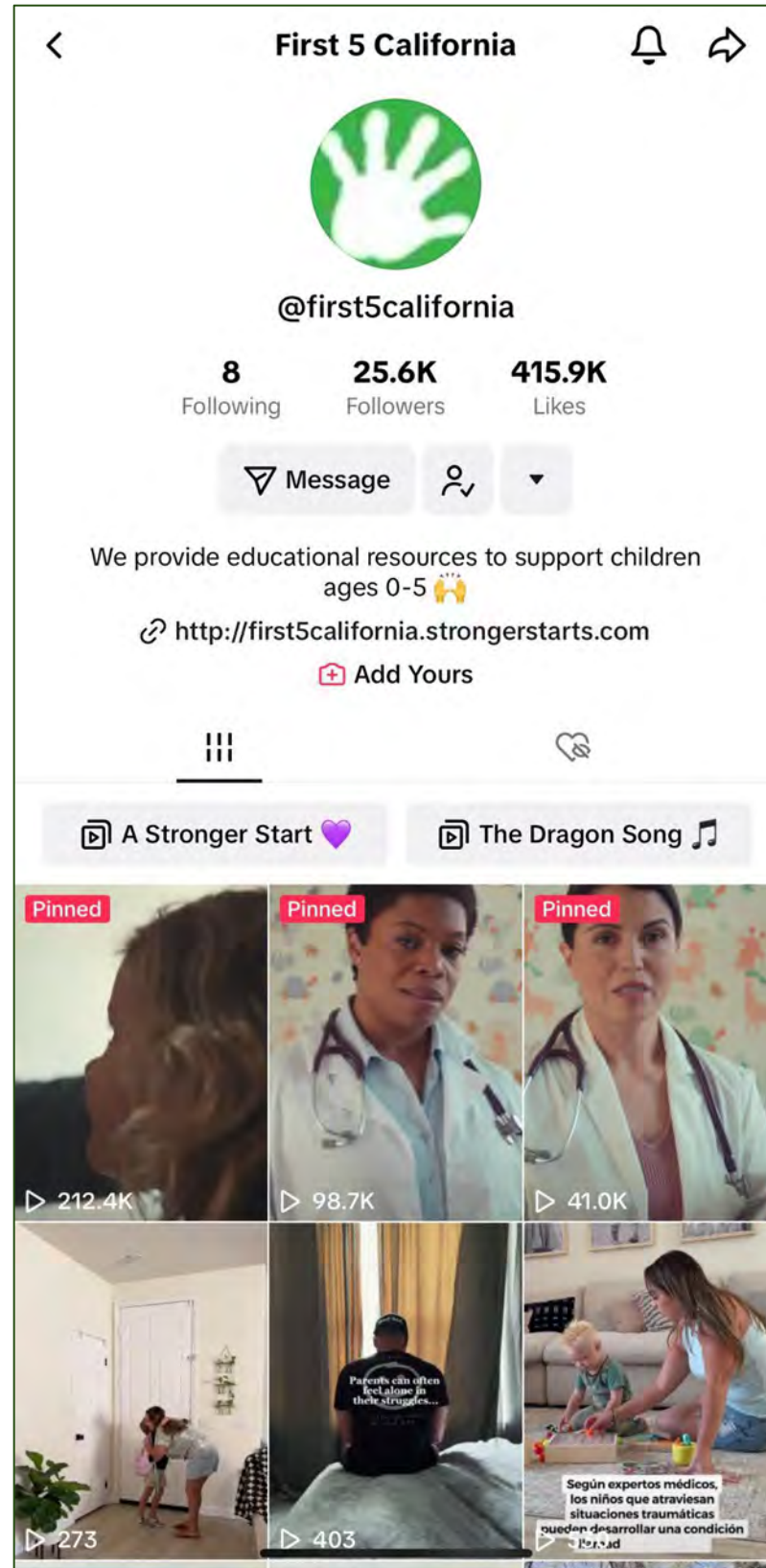
Conversation Themes

The resounding themes amongst social conversations on First 5 CA's channels

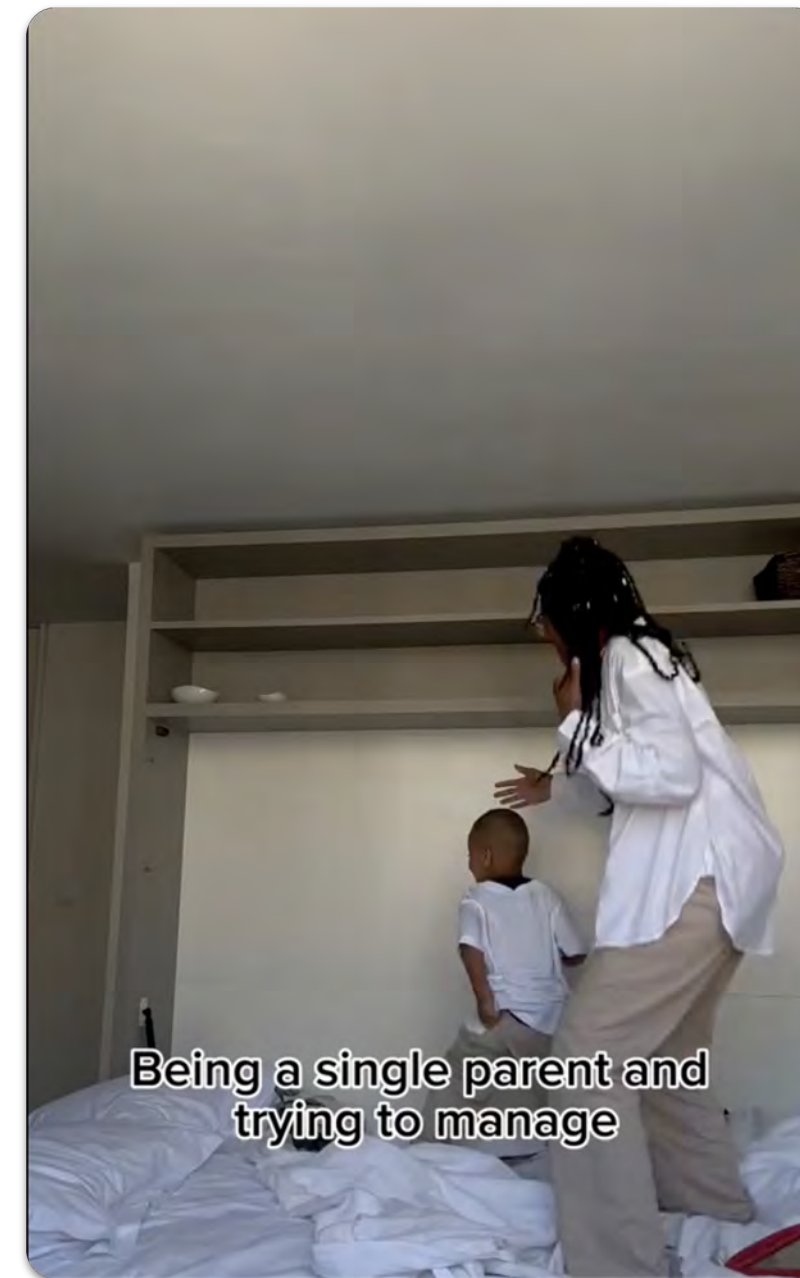




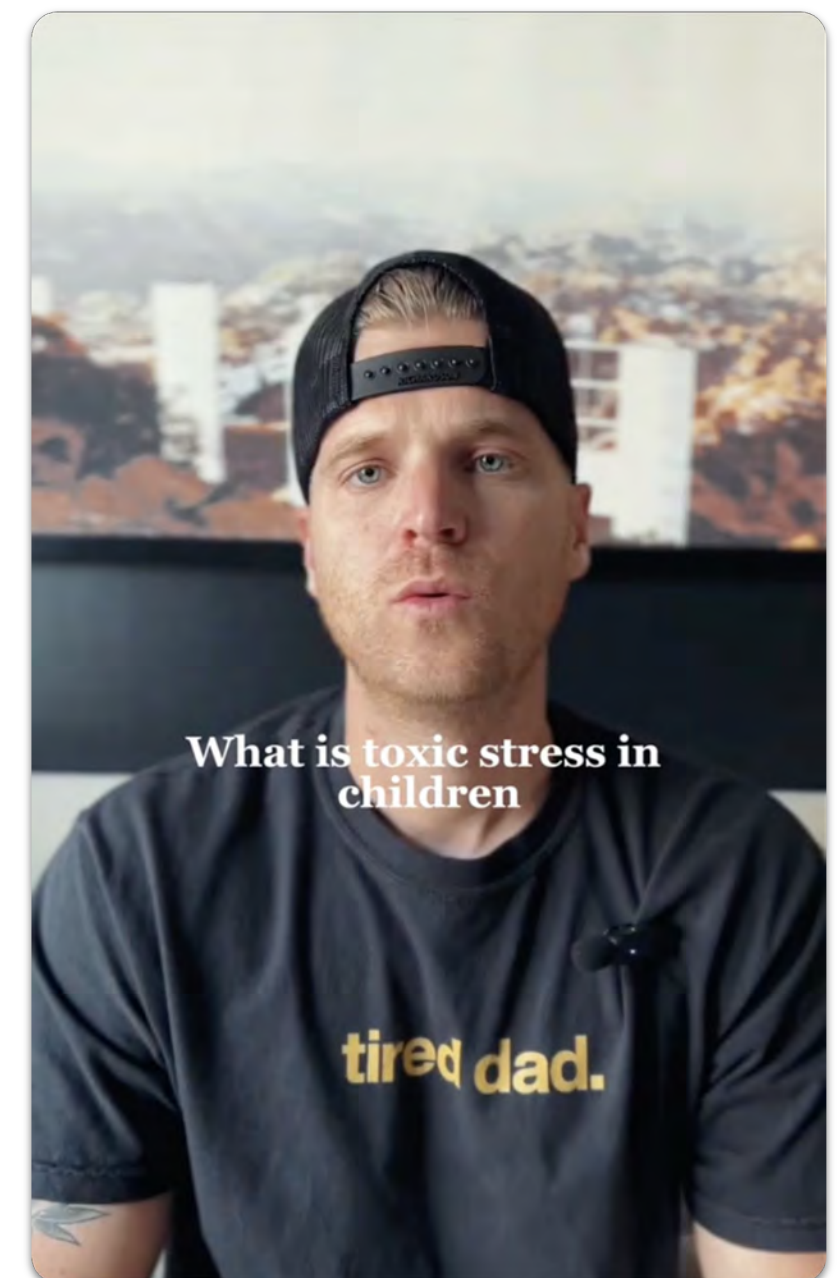
Top 3 Performing Influencer TikToks



94.8K Views



127.6K Views



31.4K Views

Stronger Starts Partnerships and Events




- The Sacramento Zoo
- The Oakland Zoo
- The San Francisco Zoo
- Los Angeles Zoo
- Sequoia Zoo*
- PBS Kids*
- Univision LA*
- Sacramento Kings
- Los Angeles Dodgers



PBS Summer Learning Day
3K Attendance
Family Engagements: 700



*New partnerships for the 2023 plan.



What Are the Symptoms of Toxic Stress?

As caregivers, we strive to create a safe and nurturing environment where our children can grow and thrive. However, there are times when life throws unexpected challenges their way. While stress is a natural part of life, being exposed to ongoing, harmful stress—called toxic stress—can negatively affect...

brain development safety motor development baby toddler preschooler

[What are the Symptoms of Toxic Stress](#)




How Toxic Stress Can Affect Children's Development

Each of us has experienced stress at some point in our lives. Some stress can even be helpful, as it can motivate us to accomplish a goal. But a type of stress called toxic stress can negatively affect our children's development. The good news is, there are many different ways you can help protect your child from the...

baby toddler preschooler brain development motor development fine motor skills social & emotional development safety illness

[How Toxic Stress Can Affect Children's Development](#)



What Are Adverse Childhood Experiences?

We all want to see our little ones realize their potential and live fulfilling lives. By providing safe, stable, and nurturing relationships and environments for your child, you can support their development and help them thrive.

childhood trauma preschool newborn toddler baby preschooler stress

[What are Adverse Childhood Experiences?](#)



Good vs. Bad Stress: What's the Difference?

Experiencing some types of stress is a natural part of life. By knowing the different types of stress and how they can affect us, we can help our children work through their stress in a healthy way.

social & emotional development toddler preschooler safety

[Good vs. Bad Stress: What's the Difference?](#)



Support for Parents Who Have Experienced Childhood Trauma

Becoming a caregiver to a little one is full of so many happy moments. But parenting is also challenging, and for those of us who experienced trauma during childhood, stressful moments can quickly become overwhelming. There are many ways to cope with stress that can improve your ability to handle difficult...

childhood trauma parent health and support support stress parenting

[Support for Parents Who Have Experienced Childhood Trauma](#)

Stronger Starts Campaign Launch Event



The Stronger Starts Launch event took place on June 1, 2023 at the Sacramento Zoo. Participants included First 5 California staff, community partners, state leaders, children and members of the media.

Goals

- Announce the beginning of the Stronger Starts campaign in a family-friendly setting
- Showcase creative works developed for the campaign
- Allow for a deeper look at toxic stress, ACE's, and Stronger Starts with a moderated panel discussion
- Provide opportunities for members of the media to interview our SMEs

Attendance

- 163 Attendees
- Including 121 adults and 42 children



Stronger Starts Stronger Starts Earned Media



THE SACRAMENTO BEE



Objectives

- Build awareness about Stronger Starts campaign and launch event by securing media coverage
- Elevate F5CA commissioners and execute team as Stronger Starts SMEs/spokespeople on ACEs and toxic stress
- Reinforce F5CA brand and Stronger Starts campaign as a research for California families

Strategies

- Launch Event 6/1 at the Sacramento Zoo
- Media Outreach and Pitching
- Press Release

Coverage

- **39 placements** (print, online, TV, radio)
- **2,678,523 impressions**
- **Total Ad Value: \$475,878**

Doggyland

Custom episode to run on YouTube Channel

First 5 California is partnering with Doggyland, a popular children's YouTube animated show with over 400K subscribers and over 86M views. The show promotes positive learning opportunities for preschoolers, toddlers and children of all ages, by way of music and songs which help promote social emotional development.

With this partnership First 5 California will receive:

- Doggyland Episode Tailored for First 5 California
- Episode set up will speak as to what to do when one feels upset
- Episode will feature a Hip Hop Remix of Dragon Song
- Integration of Roar the Dragon into the First 5 California episode



Stronger Starts Partnerships and Events



Domantas Sabonis and Shashana Rosen Custom video and promotional partnership

First 5 California is partnering with respected and highly relevant NBA All-Star and Sacramento Kings player, Domantas Sabonis, to encourage young parents like himself to learn more about Toxic Stress and share tips. The partnership aims to help bring awareness to the Stronger Starts campaign and influence young parents like himself to learn more about Toxic Stress through the First 5 California website.

First 5 California will have content featuring Domantas, Shashana, and their young son, Tiger. The messages will be in English and Spanish and posted to the First 5 California website and social media channels.

Domantas also attended and presented at the Stronger Starts campaign launch event at the Sacramento Zoo on June 1, 2023.



Stronger Starts Stronger Starts Awards



FIRST 5 CALIFORNIA STRONGER STARTS CAMPAIGN

First 5 California

2023
Gold Telly Winner

Online Commercials Campaign-
Campaign - Not-for-Profit



FIRST 5 CALIFORNIA STRONGER STARTS CAMPAIGN

First 5 California

2023
Silver Telly Winner

Regional TV Campaign-Campaign -
Not-for-Profit



Public Relations Updates



Stronger Starts Paid Family Leave PR Efforts



Campaign Goal

Generate awareness around paid family leave to leverage support from the Legislature and Governor.

Target Audience

2,000 legislative staff, 120 state legislators, and Governor Newsom

Methods

Geotargeting, digital ad buys, print posters, social media, website

Results

- Digital Ad Clicks: **7,594**
- Impressions: **584,051**

Bill Passage

SB 951 (Durazo) was signed on September 30, 2022—the final day for the Governor to act.



Purpose

First 5 California and Rescue Agency (Rescue) have partnered to develop a ground-up public education campaign to increase awareness and mobilize community support around a key topic affecting parents and children 0–5 in California—childcare. Childcare is a current focus of First 5 California as it increases accessibility to SSNREs for children and provides critical supports for families. Access to affordable, reliable childcare is a pressing issue facing California families, impacting not just children but parents and caregivers, small businesses, and the local economy where they live.

Goals

Immediate Goal: Change public perception of childcare by elevating providers and the mixed delivery system as critical infrastructure that benefits children, parents, businesses, and the economy. For children, childcare workers provide skill building, brain development, physical growth, and social emotional learning. For parents, they provide parenting partnership, mentorship, and a trusted environment where parents feel confident their children are loved and safe while they work.

Long-Term Goal: See an increase in equitable and affordable access to early learning environments for all California parents, while sustaining its critical workforce. This goal may require policy changes and increased public investment that are outside the scope of this public education campaign; however, the work of the public education campaign can soften the ground and create visible public support for the kinds of changes parents and childcare providers want to see in their communities.

Childcare Aligns with the Mission of First 5 California

Children

Children learn and develop physically, socially, and emotionally in a caring environment with impacts that last into adulthood.

Parents

Parents have a safe, developmentally appropriate environment to leave their children while they work and provide. In addition, parents have mentors and partners in their children's growth within the early learning provider community that supports them throughout the growth and development of their child.

Community

Families are connected to communities. When families are thriving, the whole community benefits.

Whole Child, Whole Family, Whole Community

Other Ongoing Work Evergreen Organic Social Media

First 5 California
48m · 🌐

Anyone who's spent time with a baby knows just how often they need to eat. 🍴👶 But finding the right way to feed your individual child can be a challenge or even change over time. Check out our latest blog to see five different feeding approaches that may work for you.
<https://bit.ly/3OV4iZq>

#First5California #Parenting #ParentSupport #ToddlerLife #Parenthood #Newborns #MomItForward #Family



First 5 California
July 11 · 🌐

Warm weather doesn't just make kids hot and sticky. It can make them dehydrated too. If they don't drink enough water, or other fluids, it can be bad for their brains and bodies. So make sure they're drinking lots throughout the day. 💧

#First5California #Parenting #ParentSupport #ToddlerLife #Parenthood #Newborns #MomItForward #Family #Summer #Kids



First 5 California
April 17 · 🌐

Getting a picky eater to eat a healthy snack can be easier than you think. With some celery, raisins, peanut butter (or a nut-free butter), and pretzels, you can make Pretzel Butterflies. They look pretty, taste yummy, and most of all, they're nutritious. Your child will ask for more! See the recipe—and the pretzel butterfly—at <https://bit.ly/3JGJ87>

#First5California #Parenting #ToddlerRecipes #ParentSupport #ToddlerLife #Parenthood #Newborns #MomItForward #Family



First 5 California
June 9 · 🌐

Sometimes, our children just need a break to be their silly, goofy selves. 😄 Doing a fun physical activity can be a great way to reduce stress, burn off some energy, and bond with your child. For a few fun ideas, visit <https://bit.ly/3OZkjH6>.

#First5California #Parenting #ParentSupport #ToddlerLife #Parenthood #Newborns #MomItForward #Family



First 5 California
August 1 at 8:02 AM · 🌐

Feeding our little ones is one of the most natural and necessary things for parents and caregivers to do. But whether you breastfeed or bottle feed, the nutrition and bond you share with your baby during mealtime are what matters most. ❤️ Drop an emoji in the comments to show some love and support for those who breastfeed.

#WorldBreastfeedingWeek #Breastfeeding #BreastfeedingJourney #BreastfeedingMoms #NursingMom #MomLife #ParentingJourney #First5California #Parenting #ParentSupport #Parenthood #Newborns #MomItForward #Family



First 5 California
June 26 · 🌐

It's handy having resources and info all in one place, especially when you're a new parent. That's why we put together a Kit for New Parents. It's FREE, and it comes with colorful books, learning materials, and useful guides. You can even get it in multiple languages! To order yours, visit <https://bit.ly/3VzN1pg>.

#First5California #Parenting #ParentSupport #ToddlerLife #Parenthood #Newborns #MomItForward #Family #ParentResources #NewParents #Babies



First 5 California
July 7 · 🌐

Your child's first day of preschool is a big deal for them—and you! 🎒 You can help them get ready for this exciting new adventure by doing a few simple things together. Take a look and check out some other ideas at <https://bit.ly/3JNSc1c>.

#First5California #Parenting #ParentSupport #ToddlerLife #Parenthood #Newborns #MomItForward #Family #Daycare #Preschool



What's Next

Key Highlights for What's Upcoming



Expanding Reach

Experiential



Engaging Educational Content
with Parent Coaching Component



cell-ed

Evaluation Effectiveness

Mid-Campaign Data Collection (Oct 2023)

Aiming to see these changes:

- Significant increases in knowledge about toxic stress compared to that baseline survey
- Increased attitudes that toxic stress is relevant to California parents
- Increased beliefs that, as parents, we can do something about this
- Shifts in resource seeking and behaviors.

Questions?



Thank you!



APPENDIX



Dragon Song

September '22 - March '23



CAMPAIGN OBJECTIVE

- To reduce the impact of adverse childhood experiences (ACEs) among Californians, 0-5. As a step towards this goal, this campaign will help promote common emotion regulation skills to buffer against toxic stress.
- Specifically, we will develop communications that encourage parents/caregivers to use a breathing technique that can help their children manage unpleasant emotions, specifically fear and anger.

CREATIVE STRATEGY

- Show caregivers how to teach an “inhale/hold/exhale” breathing technique to their children.

TARGET AUDIENCE

- Age: 18-54, presence of children 0-5, Income: HHI <\$75K
- Gender: Skew female (but do not exclude males)
- Segment 1: Hispanic-English; Geo: Urban zip codes
- Segment 2: Hispanic-Spanish; Geo: Urban zip codes
- Segment 3: African-American/Black (Urban); Geo: Urban zip codes
- Segment 4: Non-Hispanic/Latino nor Non-African-American/Black (White Non-Hispanic, Asian, 2+ races, etc.)
- Segment 5: Rural; Geo: Rural zip codes

Dragon Song

Video Spot :30 Spanish



Dragon Song

OOH Creative Examples - Billboard, Bus Shelter



**Tired and grumpy?
Pretend you're a dragon
and let it out!**



Learn how at First5California.com



**Little kids have
big emotions.
The Dragon Song
can help.**



Learn how at
First5California.com



Dragon Song


Web/Social Creative Examples

Tired and grumpy?




FIRST5 CALIFORNIA

Sing the Dragon Song



Learn More



FIRST5 CALIFORNIA

FIRST5 CALIFORNIA



Tips to teach your baby to self-soothe



FIRST5 CALIFORNIA



Keep calm and sing the Dragon Song



Dragon Song TikTok Creative Examples



31,403, Clicks
\$0.59 Cost per Click



14,039 Clicks
\$0.56 Cost per Click



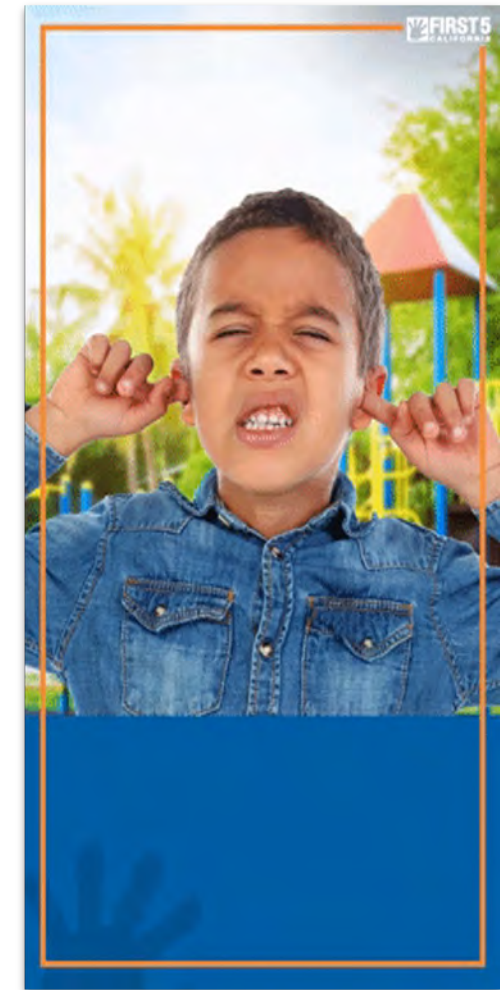
8,474 Clicks
\$0.76 Cost per Click



7,797 Clicks
\$1.20 Cost per Click

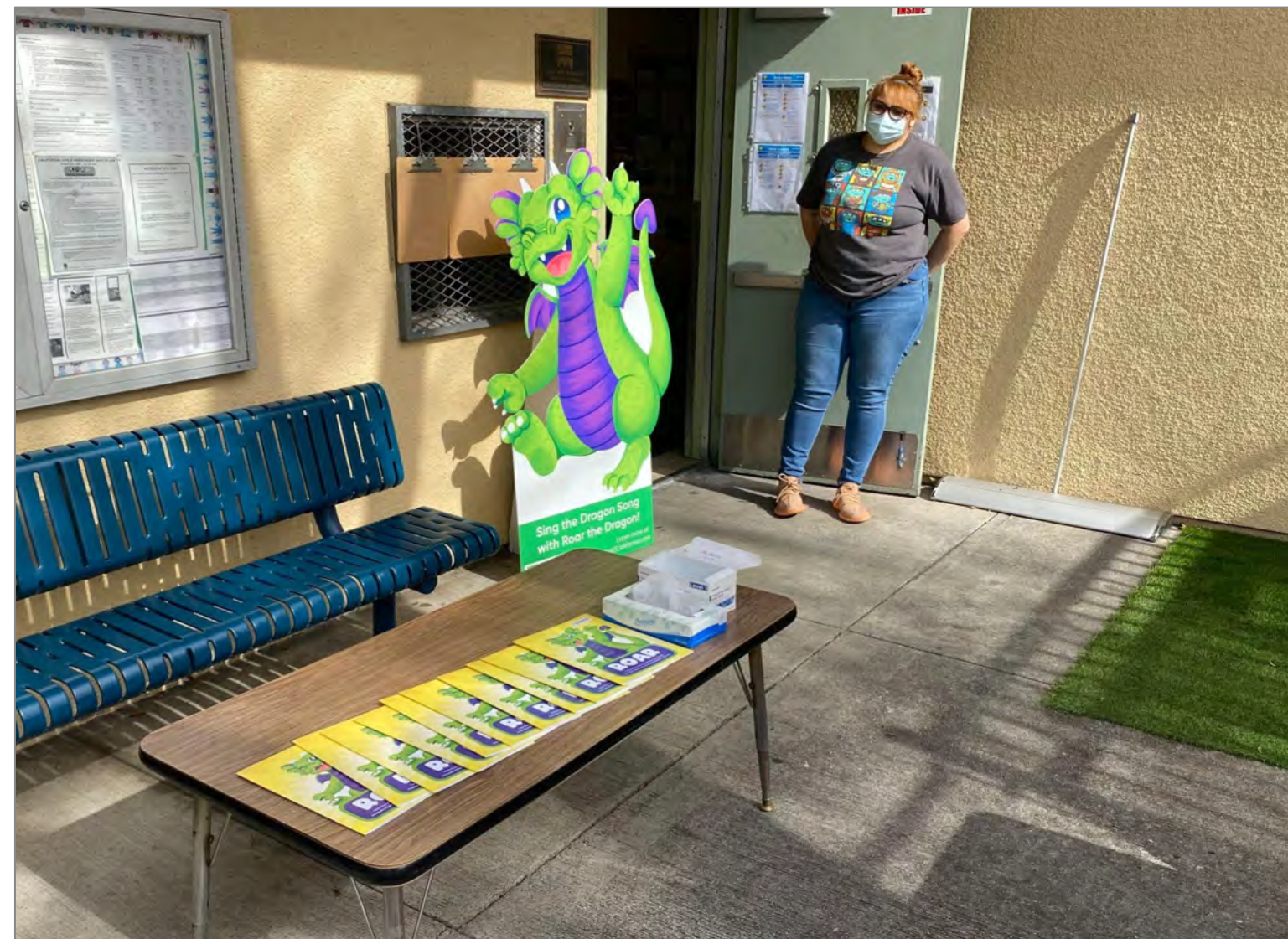


3,970 Clicks
\$1.21 Cost per Click



3,599 Clicks
\$1.02 Cost per Click

Dragon Song Roar Standees and Coloring Books in CA Communities



Dragon Song Website Landing Page

The screenshot shows the website's header with the FIRST5 CALIFORNIA logo, a search bar, and navigation links. The main content area features a large image of a child crying with hands on their head, and a smaller image of a child with dragon wings. A video player is embedded with the text 'Watch the video to see how the Dragon Song helps kids stay calm' and a 'Watch Here' button. Below this is a blue banner with the heading 'Lead the Way' and a paragraph about teaching calmness. A list of three tips is provided next to an image of a man holding a baby.

Log in / Sign up

Search this site Search

COVID-19 Vaccine Early Interactions Pregnancy Special Needs

About Find help Browse by ages Explore topics Videos Activities and more California Parent Guide eng esp

Little Kids Have Big Emotions

Teaching your child to stay calm sets them up for success.

There's a lot going on in a little kid's world. New experiences can bring up all kinds of emotions, and even tantrums. But that's okay. By giving your child the skills they need to manage their feelings, you'll help them now and down the road.

Watch the video to see how the Dragon Song helps kids stay calm [Watch Here](#)

Lead the Way

Kids pay attention to everything we do. One of the best ways to teach them about calmness is to practice dragon breathing in front of them and with them. In fact, you can begin doing this from the moment they're born. It's never too early, and it's also never too late. Start practicing calmness in front of your child today.

- ✓ Practice dragon breathing when you're already calm.
- ✓ Try dragon breathing when you're angry or upset.
- ✓ Remember, you can always put your child in a safe space and then leave the room for a moment until you calm down.

The button features a photo of a young girl in an orange dress. Below the photo is the text 'Respira profundo' in white on a blue background. At the bottom is a pink button with the text 'Click & Hold' and a mouse cursor icon.

Respira profundo

Click & Hold

Inhale, Exhale: Why Practicing Dragon Breathing Can Help Your Child Manage Their Emotions

TAGS: [toddler](#) [baby](#) [preschooler](#) [social & emotional development](#)

SHARE THIS POST: [SHARE](#)

When children experience big emotions like anger, frustration, fear, or sadness, they may not know what these feelings mean or how to let them out. Teaching your child to take some deep dragon breaths during emotional moments can help their mind and body calm down.



Dragon breathing is a type of breathing exercise you and your child can practice that focuses on taking deep, slow breaths. While there are many types of breathing exercises, they all focus on taking a deep breath in, filling the lungs up with air, and exhaling all the air from the body.

How can breathing exercises help my child calm down?

When the body feels stress, we start to take in quick, shallow breaths, our heart rate and blood pressure increase, and our muscles get tense. When we breathe deeply in these moments, we can slow down our breathing, heart rate, and blood pressure. This sends signals to the brain that we're no longer in a stressful situation, and our body can calm down.

Are there other benefits of breathing exercises?

Research has shown that doing breathing exercises can boost the immune system, which is responsible for fighting off viruses and infections. It also increases feelings of calm and helps clear the mind so you can refocus on the task at hand.

Learning how to use breathing to manage big emotions can help prepare your child for the challenges life may throw at them. They learn to become resilient or bounce back quickly from difficult situations. Children who learn to manage their emotions and their reactions to those emotions tend to have better relationships as adults, be more satisfied with life, and experience fewer health problems.

When can I start teaching my child breathing exercises?

It's never too early or too late to teach your child about dragon breathing! You can start modeling this type of breathing when they're a baby. Hug your baby and make eye contact with them, which can increase their feelings of attachment and security with you. Then, you can show them how to breathe in deeply and breathe out slowly. It'll help them calm down and learn how to soothe themselves. Children as young as 2 years old can start learning how to do dragon breathing on their own.

How can I teach my child dragon breathing?

The best time to start teaching breathing exercises is when your child is already calm. Some caregivers practice breathing exercises as part of their child's bedtime routine because it can help them drift off to sleep.

When your child is calm and ready, guide them through some simple instructions. Here's an idea of how you can talk them through dragon breathing:

- Place one hand on your belly. Can you feel it move when you breathe in and out?
- Take a deep breath with me, breathing in all the air you can. Try to fill your belly with so much air you make your hand move!
- Let out all the air like a dragon breathing fire. Great job! You breathed just like a dragon. Let's try it again.

As you go about your day, show your child that you're also practicing dragon breathing. If you start feeling stressed or upset, practice breathing exercises in front of your child. The more they see you do it, the more they'll want to do it too.

[Learn more about dragon breathing.](#)

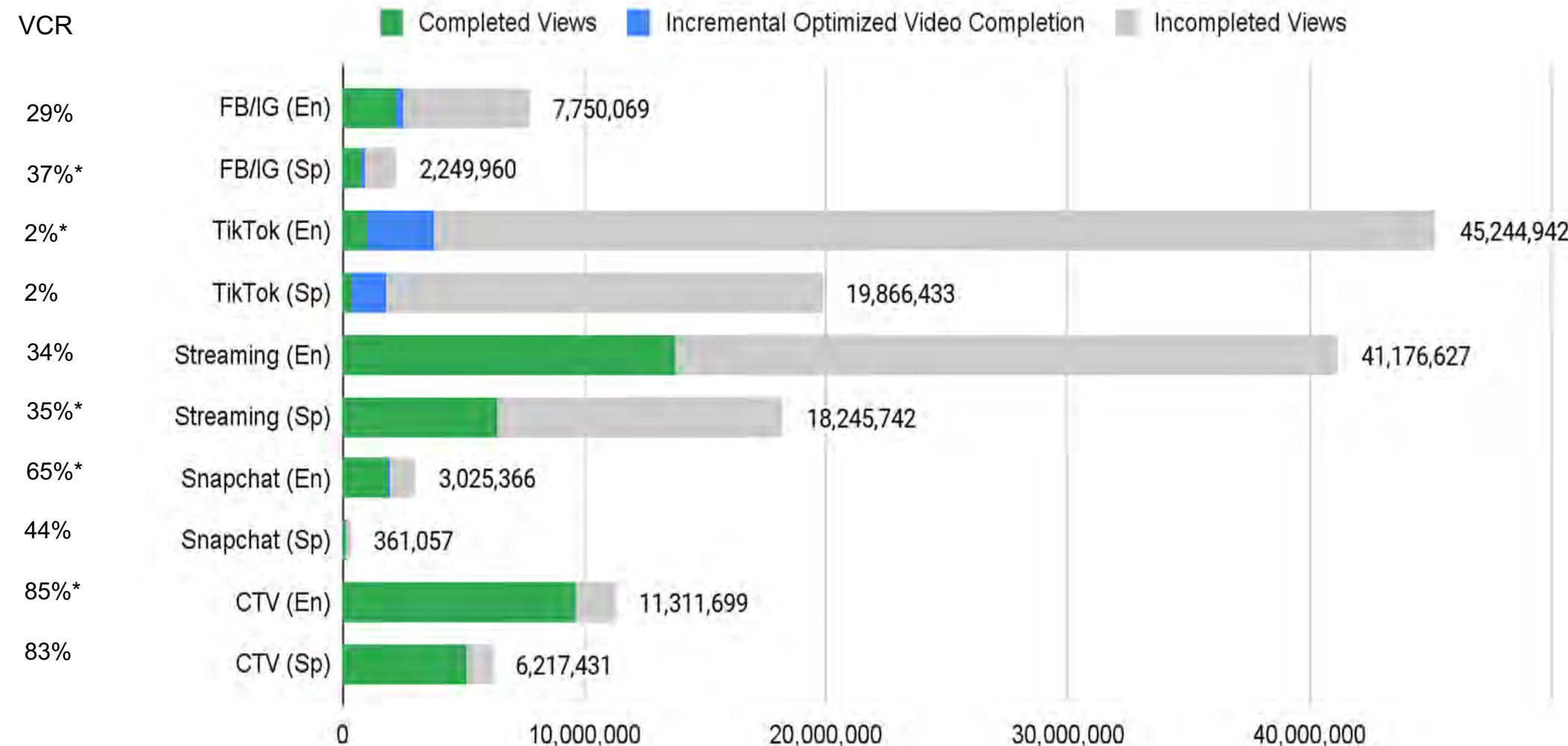
Dragon Song

Reporting - Flagship Video Performance



The online :15s and :30s videos achieved **155MM** video views and **41MM video completions** across digital and social platforms, with an overall video completion rate (**VCR**) of **26.6%**.

Video	Video Views	Video Completions	VCR
English	108,508,703	28,531,148	26.3%
Spanish	46,940,623	12,874,153	27.4%
Grand Total	155,449,326	41,405,301	26.6%



* better performing language for video completions on platform

Dragon Song

Reporting - Paid Search and Web Performance

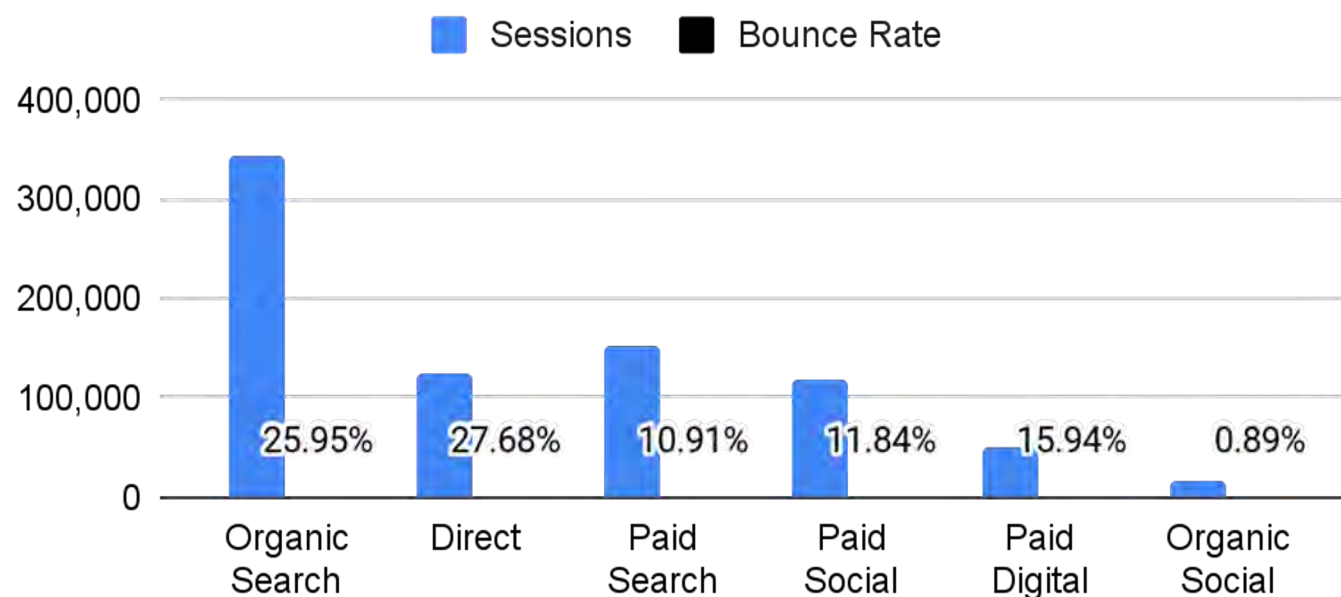
First5california.com is a great resource for parents to learn more information about positive parenting techniques as well as interactive tips and tricks in both English and Spanish. Paid search ads are text-only ads that appear at the top of users' search engine results and send traffic to a website. Search ads, in English and Spanish, achieved **134K link clicks** with an overall **click-through rate (CTR) of 2.3%**. The top search keywords that led to the most clicks were "first5california," "first five," and "california parenting." Additionally, Spanish speakers were more likely to visit the website more than once, and paid media led to the most active website visits.

827K WEB SESSIONS
32% SPANISH SPEAKERS

AVERAGE SESSION DURATION
52s

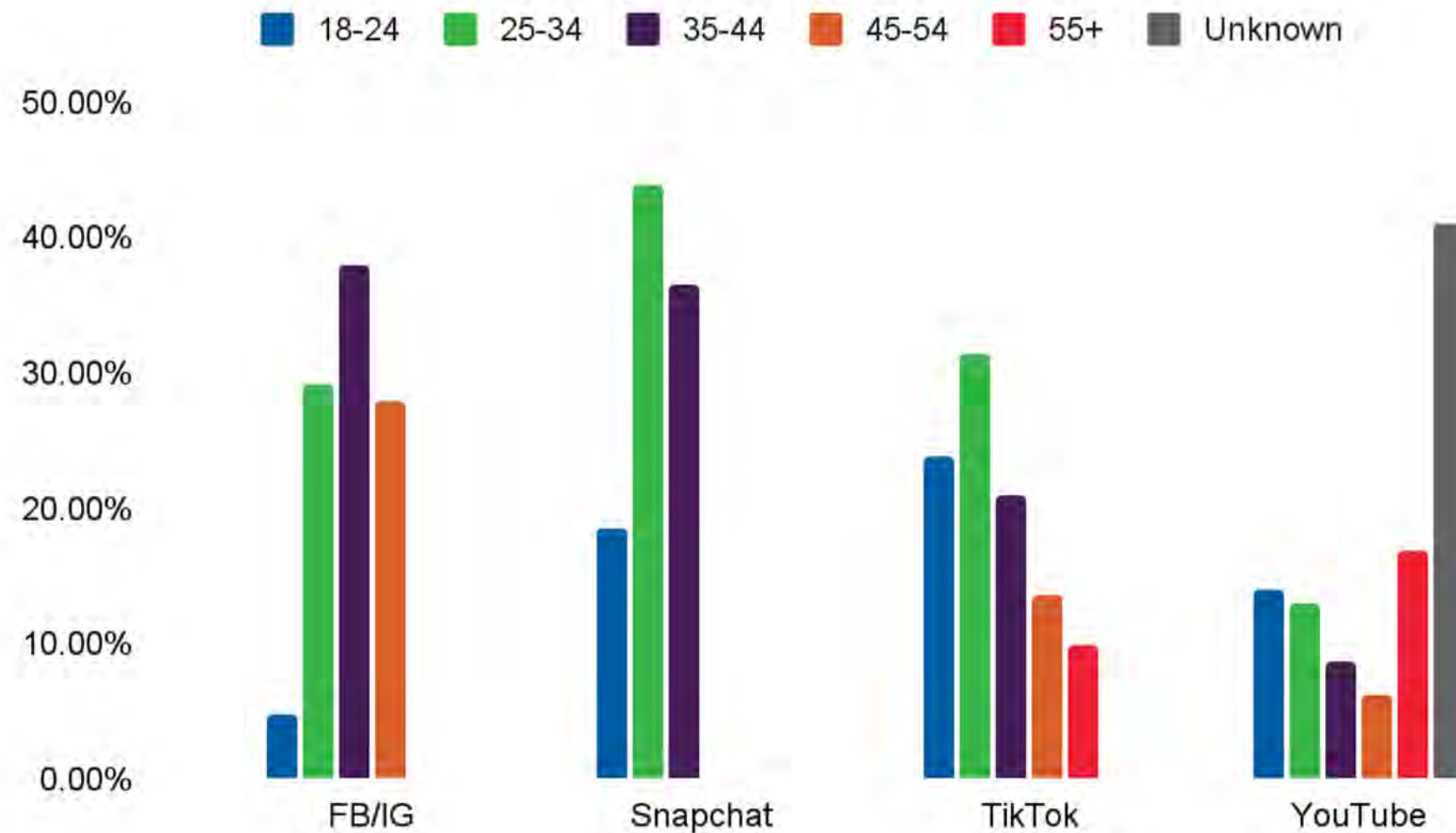
225K WEB PAGE VISITORS
14% SPANISH SPEAKERS

3.6K Breathing Exercise Interactions
6% FROM SPANISH PAGE

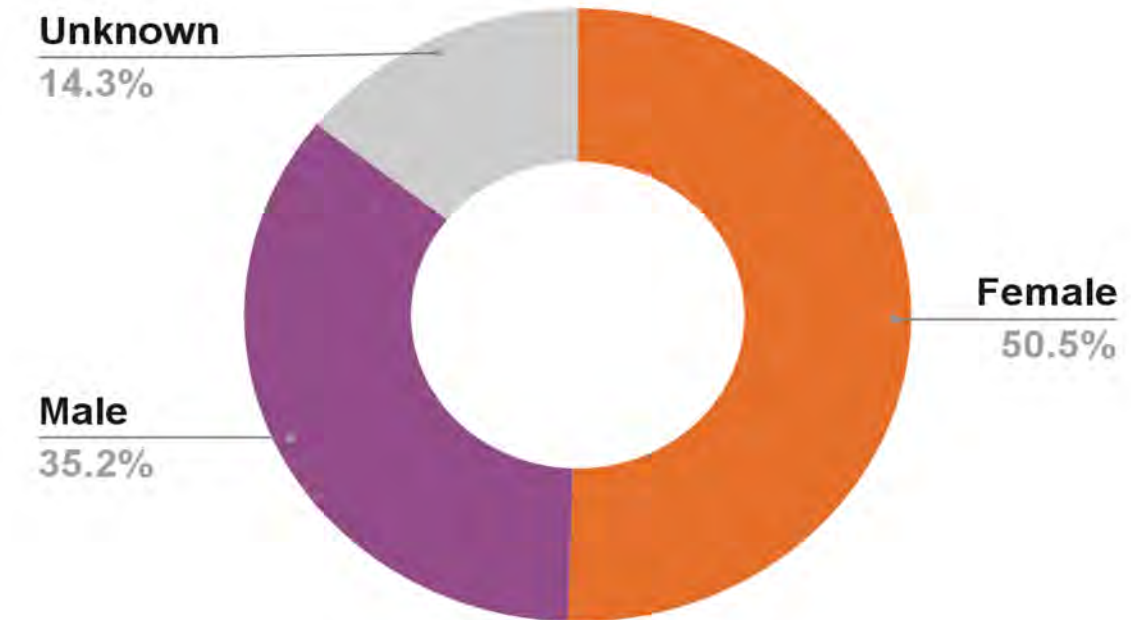


For media delivery, our target expectations in terms of age and gender aligned with our media plans across channels where we were able to pull this information. Ages 25-44 and female were our most reached and engaged populations.

Age



Gender



	Female	Male	Unknown
FB/IG	59.7%	39.9%	0.5%
Snapchat	57.9%	42.1%	0%
TikTok	56.0%	44.0%	0%
YouTube	40.5%	22.3%	37.2%

Dragon Song Partnerships - Los Angeles Dodgers



First 5 California partnered with the LA Dodgers to produce two video and two radio ads in both English and Spanish featuring MLB All-Star, Adrián González, to promote the importance of being there and present with your kids and how it can set them up for success in the future.

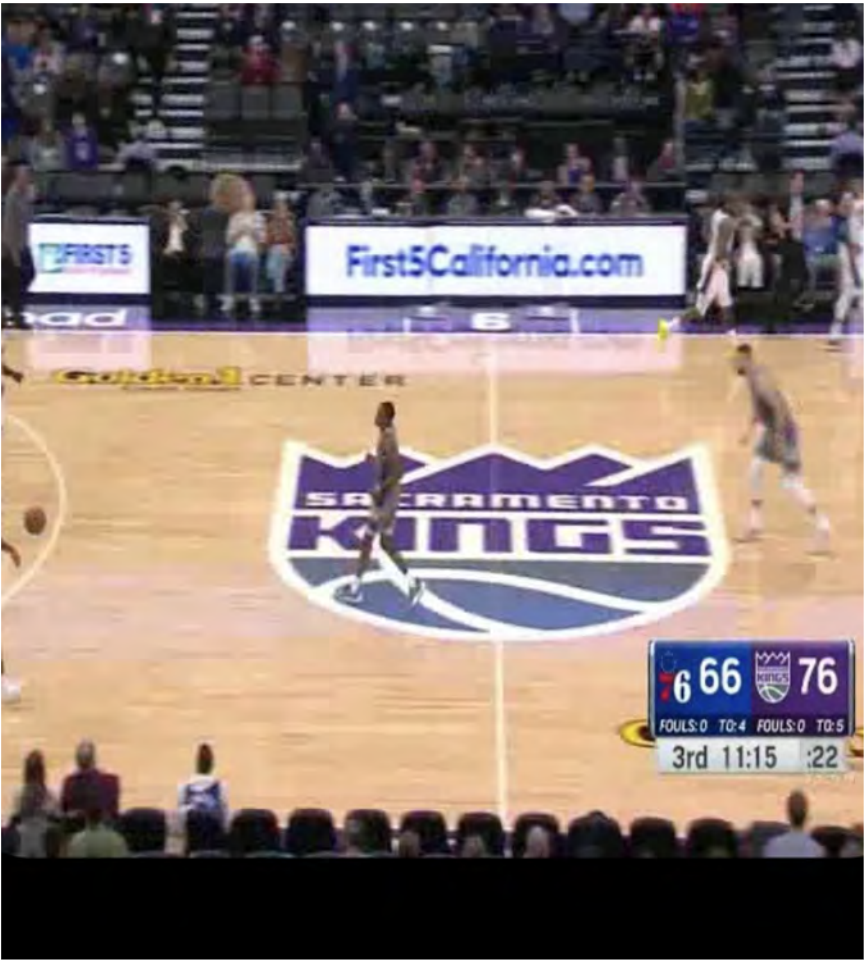


Dragon Song Partnerships - Sacramento Kings

2 Activations including at Slamson's Birthday ● **350** Family Engagements



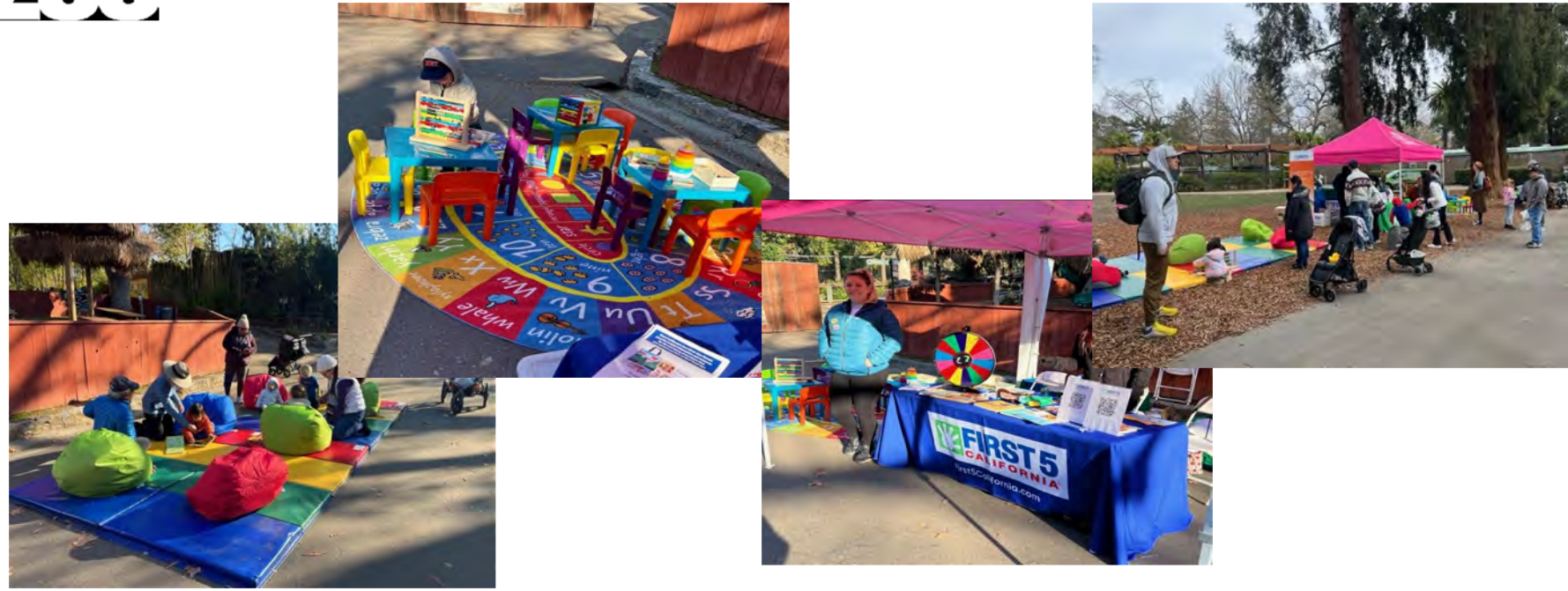
Dragon Song Partnerships - Sacramento Kings



Dragon Song Partnerships - Zoos



4 Activations at SacZoo dinosaur exhibit events
220 Family Engagements



4 Activations at SF Zoo dragon exhibit events
337 Family Engagements



OAKLAND ZOO

3 Activations at night time Glowfari events
386 Family Engagements



Los Angeles Zoo

5 Activations at LA Zoo Lights
466 Family Engagements



Dragon Song Partnerships - Supermarket Activations



6 Supermarket Activations ● 1045 Family Engagements



Objectives

- Build awareness by securing media coverage for the Dragon Song campaign (Sept '22-Jan '23)
- Amplify activations through PR efforts
- Reinforce F5CA brand before full campaign launch in 2023

Strategies

- Press releases
- Media Kits
- Targeted media pitches

Coverage

- 15 placements across print, online, TV, radio
- 876,975 impressions
- Total AD Value: \$46,125



Stronger Starts

Signs of Growth/Creceer Bien/Doctor 1.0

April '23 - December '24



Literature Review

Review of peer-reviewed publications and other relevant sources on the topic of toxic stress, ACEs, and SSNREs to assess relevant contextual factors, known barriers and motivators to SSNREs, and known strategies to mitigate toxic stress.

Environmental Scan

Review of websites of leading national health agencies and nonprofits for existing educational materials on ACEs and SSNREs in the context of parenting. Organizations included CDC, WHO, American Academy of Pediatrics, CASA Yolo County, Burke Foundation, Number Story, Berkeley Public Health, HealthyChildren.org, and Planned Parenthood.

Formative Research

- February - March 2022
- N=49 total
- 9 Focus Groups (FG) - 2 in Spanish, 7 in English (1 FG with low ACE participants)
- 12 In-Depth Interviews (IDI) - 1 on 1
- FG were stratified primarily by language spoken at home, oversampling of those with 4+ ACEs

BCC Research

- July - August 2022
- N=42 total
- 9 Focus Groups (FG) - 4 in Spanish, 5 in English
- FG were stratified primarily by language spoken at home and low or high ACEs (low=1-2; high=3+)

Baseline

- September 2022
- N=656 total
- 527 in English, 118 in Spanish*
- *7 Identified as primarily speaking another language, but completed the survey in English

CAMPAIGN OBJECTIVE

Reduce the impact of adverse childhood experiences (ACEs) among Californians, 0-5. As a step towards this goal, this campaign's goal is to first educate parents about ACEs and the negative impact of toxic stress. As there is a lack of awareness of toxic stress, year one of the campaign will be focused on awareness-driving tactics. In subsequent years, greater emphasis will be placed on specific parenting skills to help buffer against toxic stress.

MEDIA OBJECTIVE

Drive awareness of toxic stress caused by ACEs and share more information about toxic stress by getting people to engage with our message while directing parents to the First 5 California's website to learn more (additional information about ACEs, assessment for children, parenting tips, etc.).

TARGET AUDIENCE

- Age: 18-54, presence of children 0-5, Income: HHI <\$75K
- Gender: Skew female (but do not exclude males)
- Segment 1: Hispanic-English; Geo: Urban zip codes
- Segment 2: Hispanic-Spanish; Geo: Urban zip codes
- Segment 3: African-American/Black (Urban); Geo: Urban zip codes
- Segment 4: Non-Hispanic/Latino nor Non-African-American/Black (White Non-Hispanic, Asian, 2+ races, etc.)
- Segment 5: Rural; Geo: Rural zip codes

Stronger Starts Formative Research Findings Recap



OPENNESS

Parents/caregivers are open to self-improvement and naturally reflective upon their own upbringings.

PROVIDE

Parents want to provide a different and, to them, better environment than they had growing up.

DIFFICULTY

Parents/caregivers have a hard time connecting their own actions to potential causes of toxic stress in their children.

MOTIVATION

Educating about the impact of toxic stress is powerful and motivating.

BENEFITS

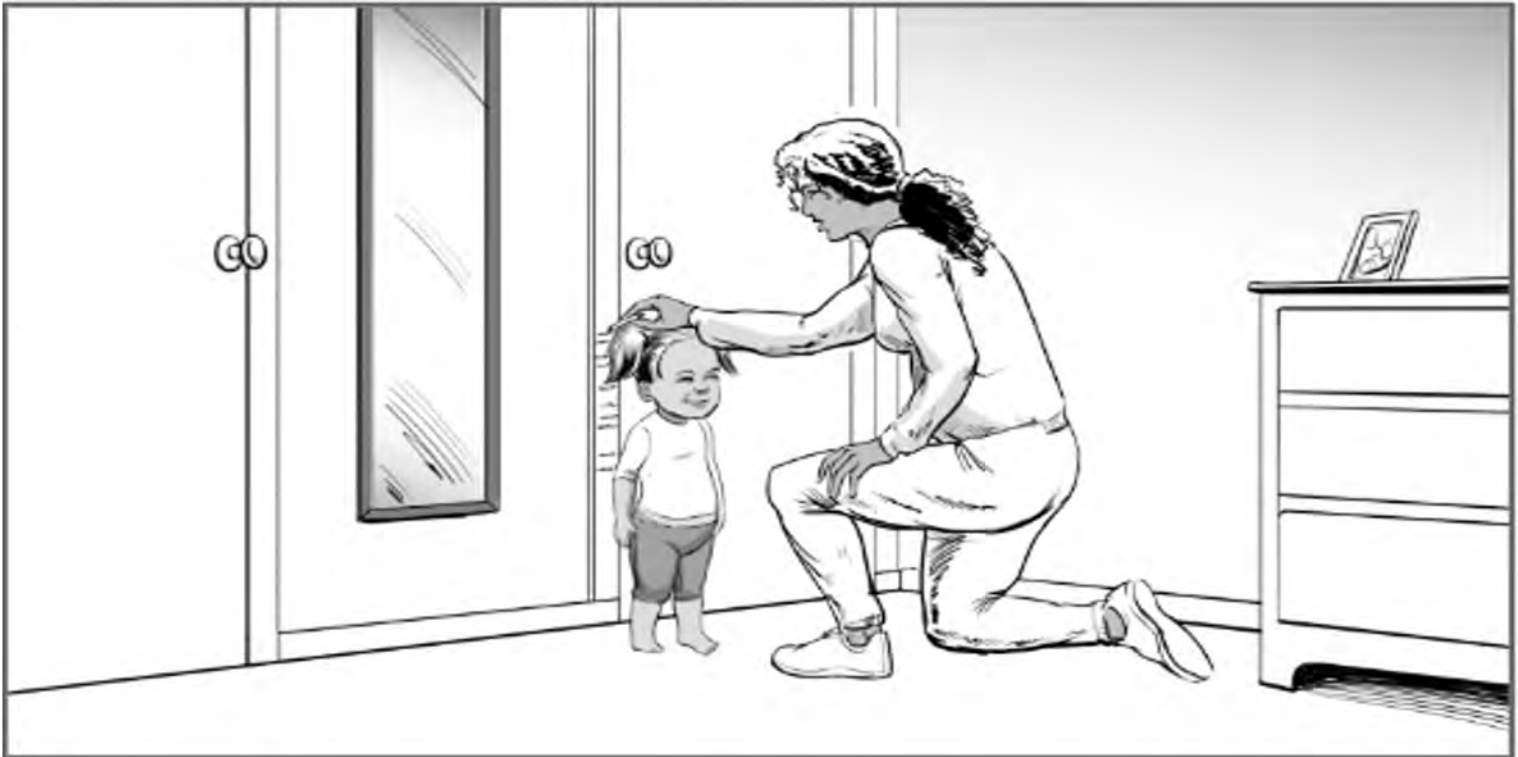
The physical health benefits of mitigating against toxic stress are novel and motivating. Those benefits related to social and emotional growth are salient and consistent with parents/caregivers' current beliefs.

Creative Concept Testing

Stronger Starts Creative Concept Testing



Signs of Growth (E)



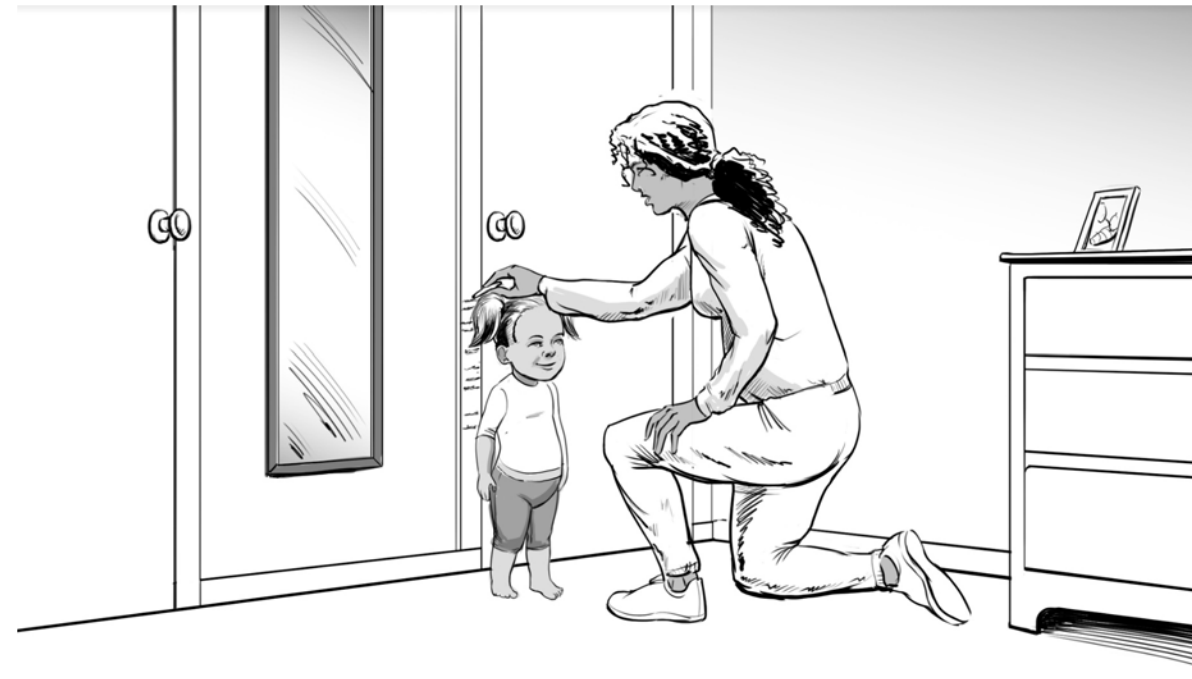
Crecer Bien (S)



Doctor (E/S)



Signs of Growth



4.08
PE SCORE

Signs of Growth

This video shows a mother measuring the height of her daughter against the wall. The VO talks about how children outgrow ... well everything. As we see a rising level of toxic stress growing with the child, the VO explains that traumatic experiences like divorce or substance use can cause toxic stress. We then see the child and the mom cuddling while reading a book, and the VO tells us that kids can overcome toxic stress with the right support.

KEY QUALITATIVE INSIGHTS

Parents/caregivers resonated with the visual of marking the child's height against the wall. This was seen as a universal parent/child experience.

Parents/caregivers were motivated by the connection between toxic stress and the "ability to learn and develop into a healthy adult."

The tone of the message was hopeful and made toxic stress seem like something they could address.

The visual depiction of toxic stress growing as the child grows was memorable.

CONSIDERATIONS FOR PRODUCTION

Add in specific actions parents/caregivers can take, for example "Learn four things." Instead of focusing on a list of ACEs, it is preferable to use language that centers the way children experience trauma. Opportunity to show diverse family situations.

Stronger Starts

Signs of Growth: Creative Concept Focus Group Testing



Motivating

"[This video] would **motivate me** more to—I wanted to record it and just send it to my family member. Like 'Hey, this is what it's doing to the baby. Pay attention.' It kind of **grabbed my attention.**"

Hopeful Messages

"I'm very interested in what this does to kids and how do you reverse it. What can you do? Because you can't always change that fact that the parents, they cannot live together. **So, what can you do so the kids still thrive?** So, I really liked that they made a video about toxic stress for kids and it's reminding everyone. And the fact that it says **we have a solution**, there's **something we can do about it.** So I really liked that."

Relatable Characters

"I really like it. Just **growing up in the Bay Area, being a minority and everything, it's a lot of things we go through...** I feel like it is directed to people like me who grow up in rough parts of the neighborhood, and our parents had been through a lot... so yeah, it's to parents and maybe minorities and everyone, I guess."

Appreciate Father Figures

"Showing the same thing they showed with the child, but also with the father, because... children also need the **father's support.** So, to make it better, to make it stronger, I would put the same thing that shows scenes of the mother... but show that the father is also involved."

Stronger Starts

Signs of Growth :30 English



Stronger Starts

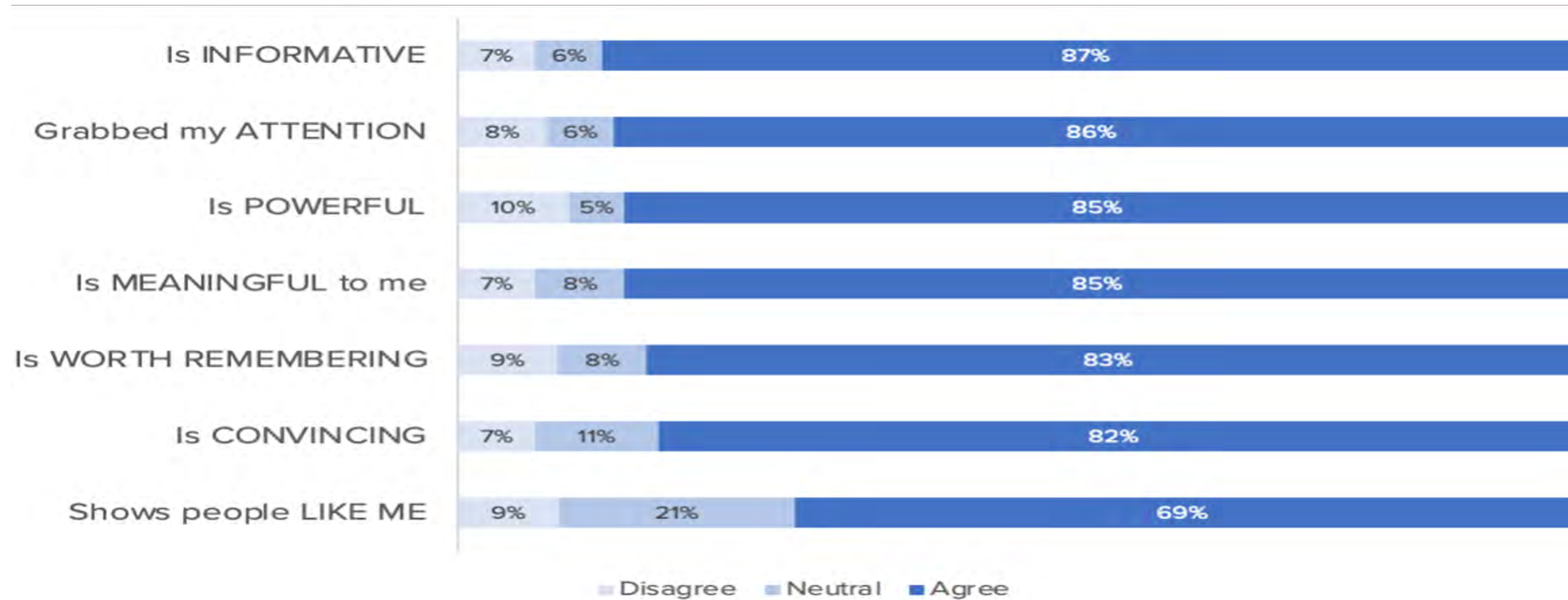
Signs of Growth: Red Flag Testing Scores & Learnings



4.24
PE SCORE

How Much They Agree the Ad ...

Signs of Growth (EN) :30 Ad



Stronger Starts

Signs of Growth: Red Flag Testing Scores & Learnings



Overall, the Signs of Growth ad was positively received. Survey participants were able to identify the main message of raising awareness about toxic stress and how it can negatively affect a child. Survey participants felt the provided education about a previously unknown issue that many parents face (82%), learning there are trustworthy resources to turn to for help, and the overall approach of the message. After watching Signs of Growth the audience wanted to learn more about both toxic stress and how to address it (87%). Further, almost all survey participants were more likely to help their child stay calm in a stressful situation after having watched “Signs of Growth” (92%).

Audience’s understanding of the main message

- *As parents we want to protect our children as they grow, but we may unaware of negative impacts on them. There are things parents can do to help, though.*
- *To help people become aware of toxic stress and learn tools on how to help their children overcome it!*

Previously unknown information

- *I had no idea toxic stress was even a condition a child could experience.*
- *I liked that I was able to learn about a new kind of illness I wasn't aware of*

Trustworthy resources

- *I like that the advertisement references a reliable and trustworthy association (First 5 California) so that viewers can reach out and seek more information.*

Overall approach

- *I like how nurturing it was, usually it would be a mom in the commercial. I love the fact that it was a dad*

Creceer Bien



3.93
PE SCORE

Crecer Bien

The first scene depicts a refrigerator with one photo as the VO validates that caregivers are doing everything possible to help their kids succeed. As family members add photos and drawings, time progresses and the VO says something the parents can't see could be affecting their children—toxic stress caused by traumatic experiences like divorce. Meanwhile a photo falls off the fridge indicating family separation. We end on a scene with the whole family at the dinner table, and the VO tells us that we can overcome toxic stress with the right support.

KEY QUALITATIVE INSIGHTS

Parents/caregivers felt the progression of the photos on the refrigerator depicting the achievement of milestones over time was relatable. This was seen as a universal parent/child experience.

Participants appreciated that this message included a multi-parent family and multiple children. The last scene with the family around the table resonated with these participants.

The tone of the message was hopeful and made toxic stress seem like something they could address.

CONSIDERATIONS FOR PRODUCTION

Add in specific actions parents/caregivers can take, for example “Learn four things.” Instead of focusing on a list of ACEs, it is preferable to use language that centers the way children experience trauma.

Theme	Quote
Context of the ad	"[This video] really got me because the first photos, with the memories of the family , that really takes me back. It is my reality. At home, I have a picture of my family, of my son's trophies or things like that on the fridge. That did capture my attention."
Positive Tone	"What I liked about this ad was that it [was] positive ... Because then there was the image of the girl overcoming and graduating. I liked that because it was... because you don't always have to think about the negative... you have to see the future thinking that it's going to be better. "
Parent-Child Emotional Connection	"I liked the parent-child aspect as well. I like the fact that it was more about what you can do to help your child and that it was geared more towards the parents and their relationship with the child. I think it sends a very positive message."

Stronger Starts Crecer Bien :30 English



Stronger Starts Crecer Bien :30 Spanish



Stronger Starts

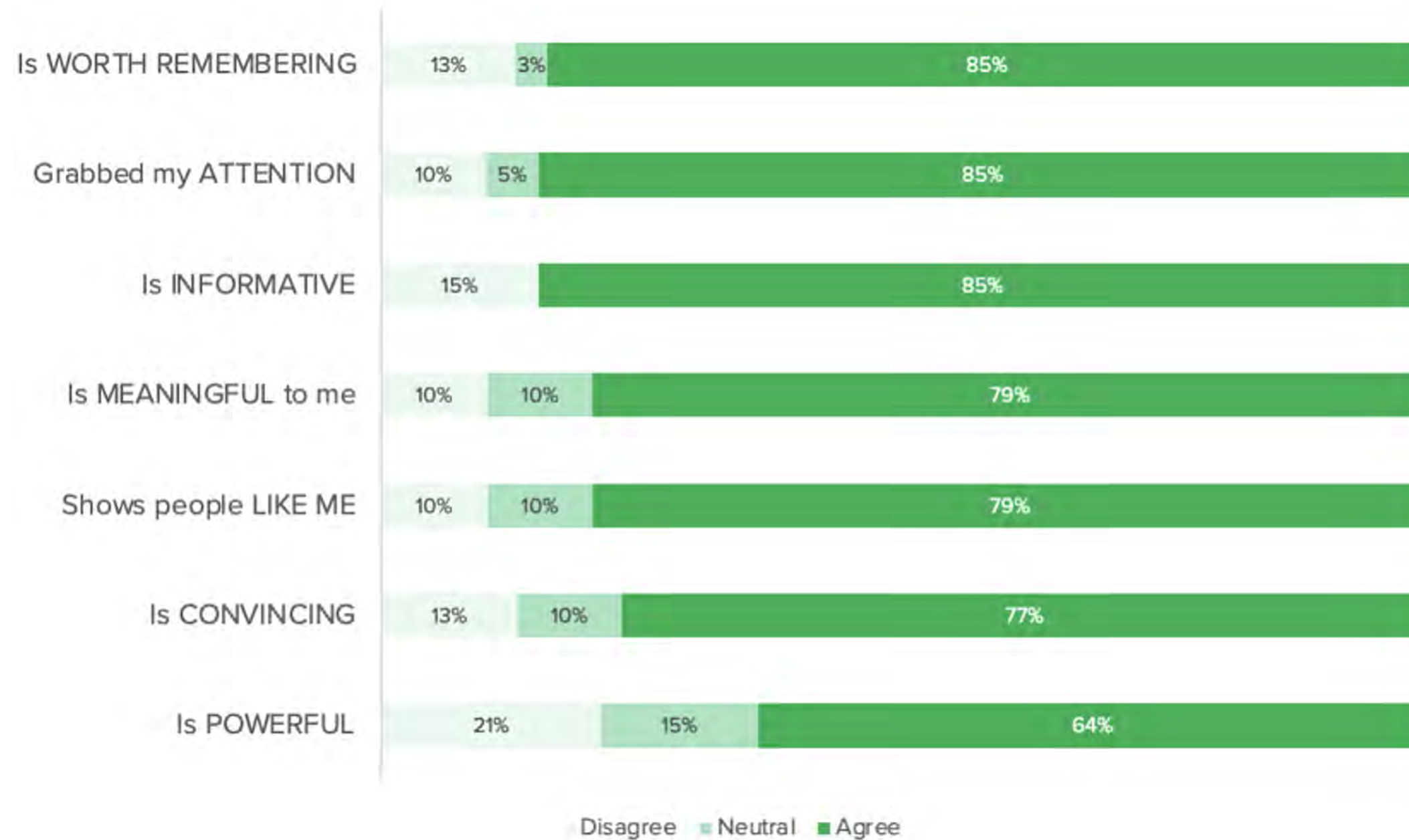
Crecer Bien: Red Flag Testing Scores and Learning



4.15
PE SCORE

How Much They Agree the Ad ...

Crecer Bien :30 Ad

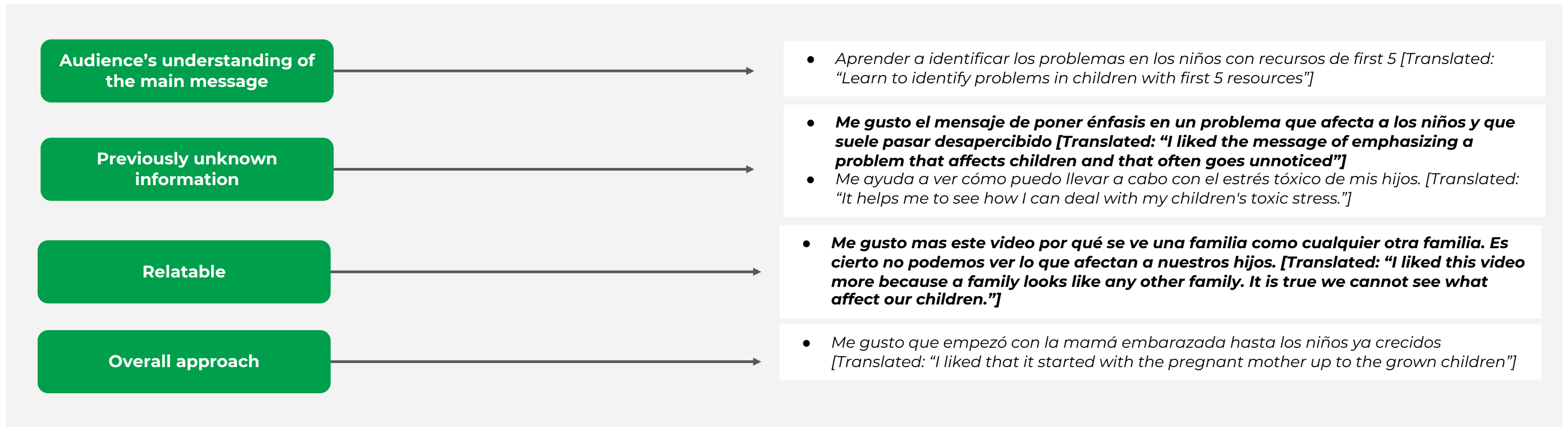


Stronger Starts

Crecer Bien: Red Flag Testing Scores and Learning



Crecer Bien was well received by survey participants. Survey participants were able to identify the main message and the majority found it to be clear (90%). Survey participants felt this information was new (77%), the characters were relatable, and they appreciated the emphasis on family. The information in Crecer Bien motivated the audience to learn more about how to address toxic stress (87%). Further, almost all survey participants were more likely to help their child stay calm in a stressful situation after having watched Crecer Bien (87%).



Doctor 1.0



4.07
PE SCORE

Doctor

A pediatrician is shown in her office. She explains the phenomenon of “toxic stress” in children, where toxins build up in their body from traumatic events such as divorce and family substance use. As the VO describes how toxic stress can increase the risk of lasting health issues, we see a diagram of a child with animations showing how hormones are distributed through the body. The doctor then goes on to say that, with the parents’ help, we can break down toxic stress.

KEY QUALITATIVE INSIGHTS

Doctor performed well for both Spanish and English speaking audiences. Spanish speaking participants agreed that the doctor was the first person they would go to about toxic stress.

Participants felt that the doctor would be the most credible source of information about toxic stress and the impact on child health and well-being.

Most agreed that a message from a doctor created a sense of urgency to address toxic stress.

The visual depiction of toxic stress using the diagram made the connection between toxic stress and child health more believable and tangible.

CONSIDERATIONS FOR PRODUCTION

Many trust and look up to doctors. But some groups have had negative experiences with health care. These audiences may need additional messages alongside one from a doctor to increase trust in the message.

Theme	Quote
<i>Doctor Increased Relevance For Some</i>	“I just like that it came from a medical person . It just seemed more relevant to me, more believable.”
<i>Visual Depictions</i>	“I think it's the combination of the doctor and that she applies it and you can see the silhouette of the child and how it affects him. It's a graphic with a more practical aspect. [Toxic stress] is no longer just an idea, it makes me want to look for a solution.”
<i>Normalized Help-Seeking</i>	“I appreciate that now we're at the doctor's office... because maybe we need an outside source to help out , to figure things out, and that's okay. It's better for you to say, ‘I need help. I don't know what's wrong. Let me get information.’”

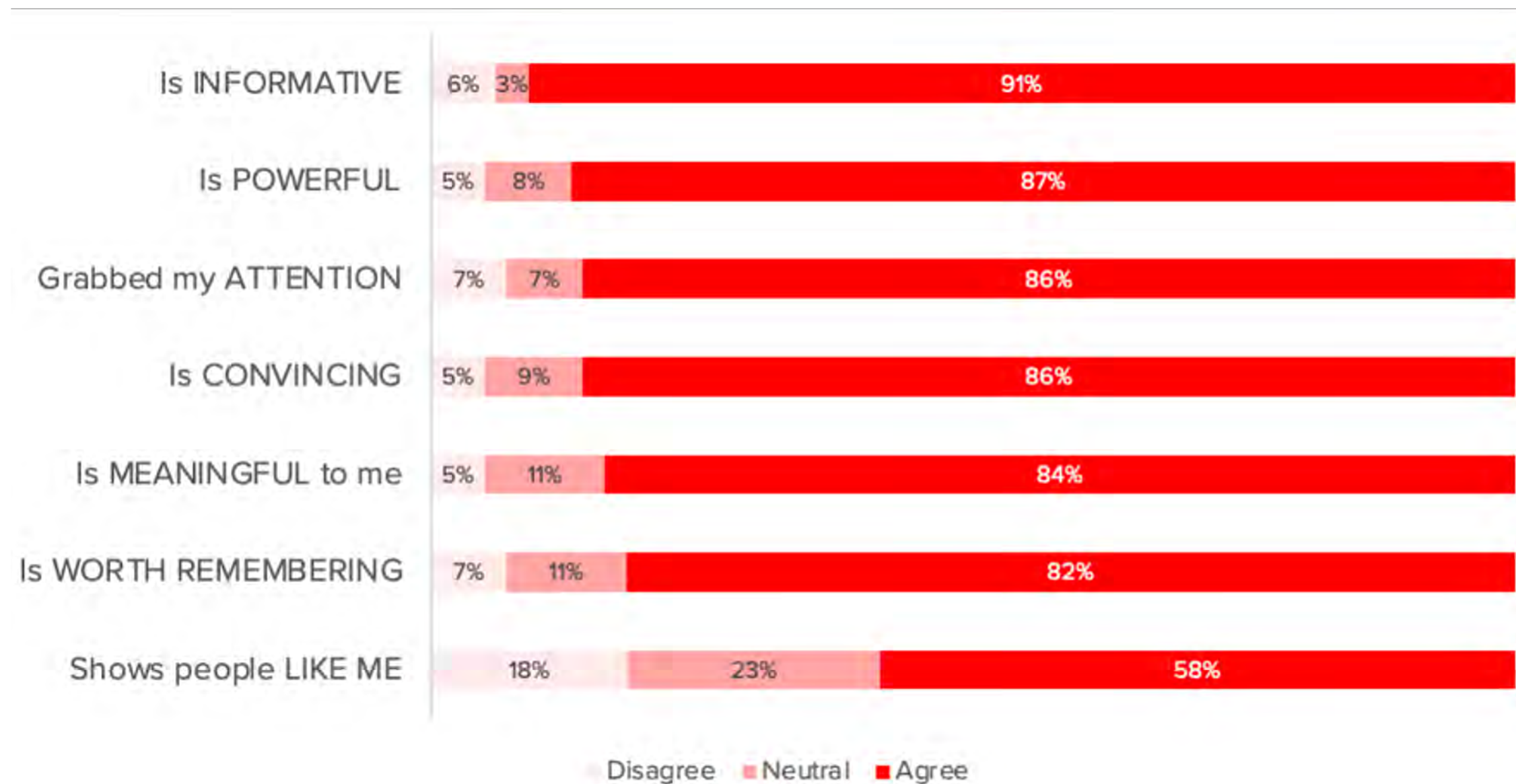
Stronger Starts Doctor :30 English



How Much They Agree the Ad ...

4.29
PE SCORE

Doctor (EN) :30 Ad



The English version of Doctor was positively received and participants found the main message informative and clear (88%). The information about toxic stress was new (82%) and relatable to survey participants and made them think about their own childhood and household. They liked that the message presented ways to address toxic stress in a calm and factual manner. After watching Doctor the audience wanted to learn more about how to address toxic stress (89%). Further, almost all survey participants were more likely to help their child stay calm in a stressful situation after having watched Doctor (92%).

Audience's understanding of the main message

- *Excess stress can be harmful, even toxic, to a developing child's body, and First 5 is coming up with solutions for care.*
- *That toxic stress affects children in many ways, physically and emotionally, but there are ways to reduce their stress.*

Relatable

- *Made me think about my life at home with my kids and if I felt like they were in this type of a situation.*
- *i [SIC] feel this is very true because things that affect us when we are younger do affect us when we get older.*

Ways to address toxic stress

- *How it is recognizing and alerting parents of what can happen to children who experience certain trauma and how to help avoid it now*
- *About that there's still ways as a parent we can help.*

Overall approach

- *Again, it was a gentle way to raise awareness about a harsh topic.*
- *I like how they are addressing a serious issue about toxic stress in a way that is calm and informative.*

Stronger Starts Doctor :30 Spanish



Stronger Starts

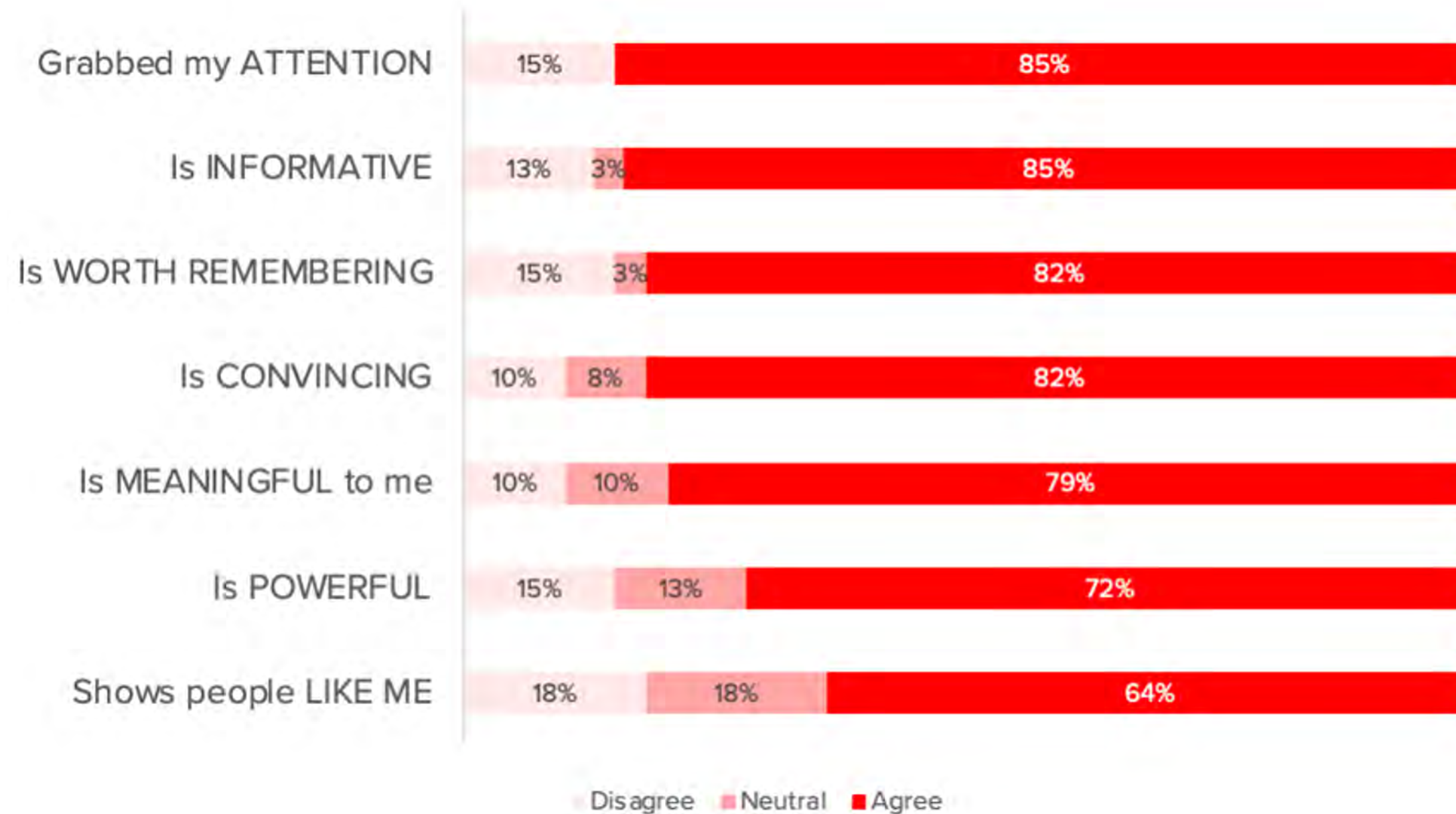
Doctor ESP: Red Flag Testing Scores and Learning



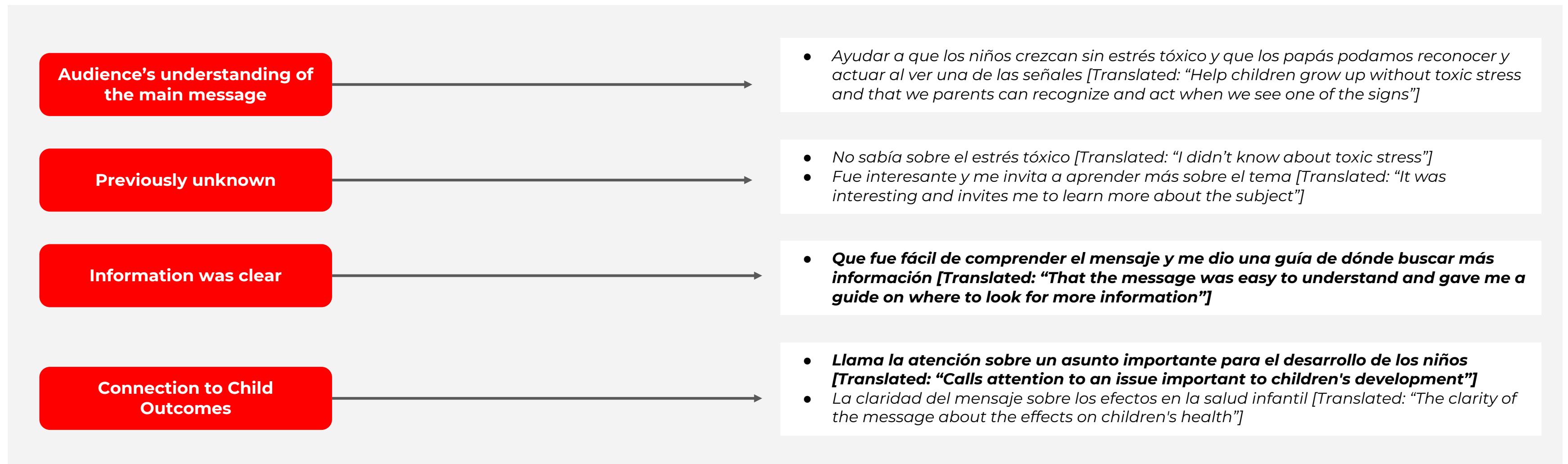
How Much They Agree the Ad ...

4.11
PE SCORE

Doctor (ESP) :30 Ad



Doctor in Spanish was well received by survey participants. Survey participants were able to identify the main message and they felt the ad provided new information (79%). Survey participants appreciated the clarity of the message and they felt that this was an important topic to learn about. They were particularly motivated by the connection to child outcomes. After watching Doctor the audience wanted to learn more about how to address toxic stress (85%). Further, almost all survey participants were more likely to help their child stay calm in a stressful situation after having watched “Doctor” (87%).



The word “toxins” was confusing and distracting

For some participants, **“toxins” was confusing and seemed like jargon**. These participants felt that it interfered with the educational approach of the messages. Specifically, participants felt the rest of the message was easy to understand, and then the word “toxins” was introduced, and they were left wondering what toxins were. It **distracted them from the overall focus** on learning more about toxic stress.

“Maybe **what's hard for me to understand is from the toxin**, because ... I assume as a psychological thing, that it's not something that you can, it's not tangible. There's not like a medicine.”

- Male, High ACEs, Spanish Focus Group

“**I don't think it's really clear to say just toxins**. I think that's too broad. I think just say, ‘The body produces stress and contains that stress, and we bring that to work and school.’ I think stress is a much better word.”

- Female, Low ACEs, English Focus Group

“I'm like **what are these toxins exactly?** And also, they're not saying what they do. They're saying that they break it down. What does that even mean? It's still very vague. I still have no idea what these toxins are that are going into their body apparently and what the solution is.”

-Male, High ACEs, English Focus Group

Naming specific traumatic experiences was limiting

Participants felt that if only one or two examples of traumatic experiences (ex. substance abuse and divorce) were provided, then people would disengage and think, “Oh, that doesn't relate to me.”

Participants also felt that there were so many other examples of traumatic experiences beyond what was shared in the concepts. Additional examples included “to constantly have to go from one home to another” and “to be without food” as well as the many forms of abuse and neglect.

Participants wanted the messaging around traumatic experiences to convey that these are not one-off events but that traumatic experiences can happen consistently and be ongoing.

“It could be living in an abusive household, or your dad is just verbally abusive to your mother or the other way around or physically abusive ... **There are so many things that toxic stress could relate to in the household.**”

-Male, High ACEs, English Focus Group

“... **bad things, traumatic things, really sad things that are not healthy can happen in life** ... I think it should be more generalized like when things don't go well in life ... Like I have experienced domestic violence, and I've watched my kids have experiences when they were younger, and how it affected them.”

- Female, Low ACEs, English Focus Group

“It is **something really poisonous that can change your life completely.** So it's something really, it's not a simple thing, it's a big thing that can lead you to change your life completely.”

- Female, Grandparent/Non-Parent, Spanish Focus Group

Supporting Assets

Stronger Starts Outdoor: Billboards, Bus Shelters, Digital



Together, you and your pediatrician can stop toxic stress.

Learn more at [First5California.com](https://www.First5California.com)



1 in 3 kids in California are at risk for toxic stress.

Learn more at [First5California.com](https://www.First5California.com)




Los niños crecen más fuertes sin estrés tóxico.

Aprende más en [First5California.com](https://www.First5California.com)



Is something called toxic stress affecting your child?



Learn more at [First5California.com](https://www.First5California.com)



Stronger Starts Microsite




Home What is Toxic Stress? Address Toxic Stress

FIRST 5 CALIFORNIA

Get Help Now English Español

In California,
1 in 3 kids are at risk
of toxic stress



Home What is Toxic Stress? Address Toxic Stress

FIRST 5 CALIFORNIA


Get Help Now English Español

Resources

If someone is in immediate danger, call 911.

Support for parents and caregivers

- California Parent and Youth Helpline**
Call or text 855-427-2736
- National Domestic Violence Hotline**
Call 1-800-799-7233
- National Sexual Assault Hotline**
Call 1-800-656-4673
- Find Substance Abuse or Mental Health Treatment**
Call 1-800-662-4357





Get mental health support


- 988 Suicide & Crisis Lifeline**
Call 988
- Non-Emergency Peer Emotional Support**
Call or text 855-845-7415
- AIAN Crisis Resources**
Call 1-888-368-6090 or text 916-252-5002
- Crisis Text Line**
Text "HOME" to 741741
- California Youth Crisis Line**
Call or text 800-843-5200
- Youth Mental Health Resources**
Visit the website


Find specialist support


- LGBTQ+ Youth**
Call 1-866-488-7386 or text "START" to 678678
- CalHOPE Culturally Sensitive Resources**
Call (833) 317-HOPE
- CA Department of Education Resources**
Visit the website
- Medi-Cal Mental Health Plan Information**
Visit the website
- Substance Use Disorder Support**
Visit the website



 **Baby won't stop crying?**
Call 1-866-243-2229

 **Pregnant or new mom?**
Get text support

 **Find a local pediatrician**
Connect with California pediatricians who understand toxic stress.
Find care now

 **Report abuse or neglect**
California support
National support



Stronger Starts Organic & Paid Social



Top 3 Organic Posts

Toxic stress is how a child's body responds to hard things. Find out how you can prevent it from standing in their way and help them through it at <https://bit.ly/F5CAStrongerStarts>.



Instagram:
80.2K Views
162 Likes

Facebook:
15 Likes
1 Share

Parents can't shield kids from every difficult experience they may face in life. But with the right support, they can protect them from toxic stress. Learn ways you can help at <https://bit.ly/F5CAStrongerStarts>.

#StrongerStarts #HealingHugs #StopToxicStress #First5California #Parenting #ParentSupport #ToddlerLife #Parenthood #Newborns #MomItForward #Family #PositiveParenting



Instagram:
89.2K Views
126 Likes

Facebook:
26 Likes
5 Shares

Kids who go through difficult experiences may be at risk of something called toxic stress. If it builds up in their bodies, they could have trouble learning and fighting off infections. Learn how to prevent it at <https://bit.ly/F5CAStrongerStarts>.



Instagram:
1278 Likes
50 Shares

Facebook:
795 Likes
33 Shares

Stronger Starts Organic & Paid Social



Top 3 Paid Posts

Prevenir que el estrés tóxico afecte a tus niños hace que tu familia sea más fuerte ante cualquier dificultad.

Preventing toxic stress from affecting your children makes your family stronger in the face of any difficulty.


⚙ Hide original · Rate this translation



Tu familia es más fuerte al prevenir el estrés tóxico.

Facebook:
71 Likes
5 Shares


As a parent, you hope for the best and try to protect them from the worst. Learn how you can protect them from toxic stress.



It's never too early to prevent toxic stress.

Facebook:
23 Likes
4 Shares

Going through hard things can leave a lasting imprint on your child's growing brain and body. See how to prevent toxic stress.



Your child needs your help to heal toxic stress.

Facebook:
35 Likes
7 Shares



PBS Kids Partnership - Alma's Way On-Air Sponsorship

The F5CA and PBS Kids *Alma's Way* partnership kicked off in Q2 extending across the state M-F every week of flight. Coverage extended across most of California to ensure we covered the majority of F5CA key DMA's.

PBS Summer Learning Day

3K Attendance

Family Engagements: 700



Univision Stronger Starts Integration

Custom vignettes featuring station personality Hyacinth Gómez

Univision aligned First 5 California with the community platform called “Contigo” by creating 15 second informational vignettes to increase awareness on the general topic of what toxic stress is and how it can impact children.

5 vignettes to run every day, twice a day, 5 days of the week during specific, active weeks.



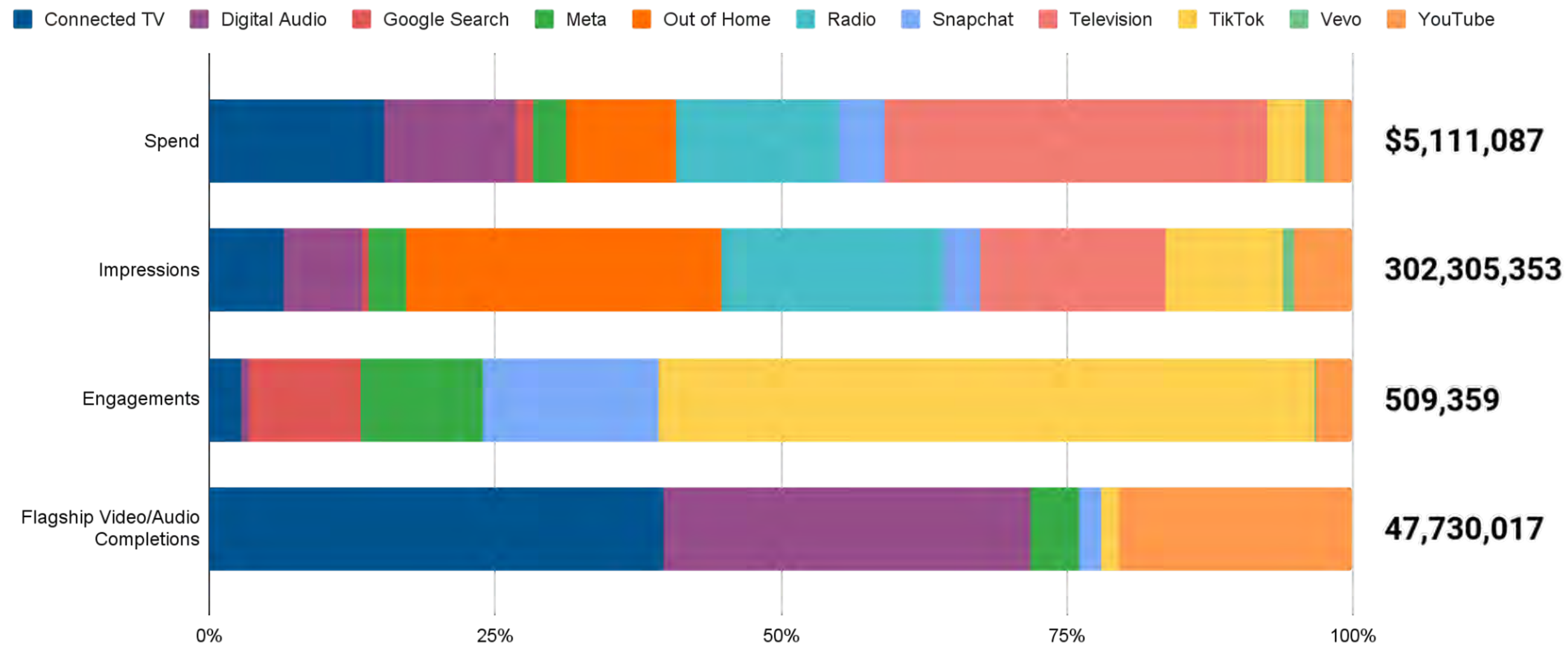
Media Performance

Stronger Starts Highlight Q2 Media Performance



Q2 Performance Overview

Each of the Key Performance Indicators (KPIs) are the total of various metrics that measure the success of each media campaign against the goals of achieving Message Delivery, Engagement, and Video Completions.



*Traditional impressions are estimates until actuals are available

Stronger Starts Highlight Q2 Media Performance

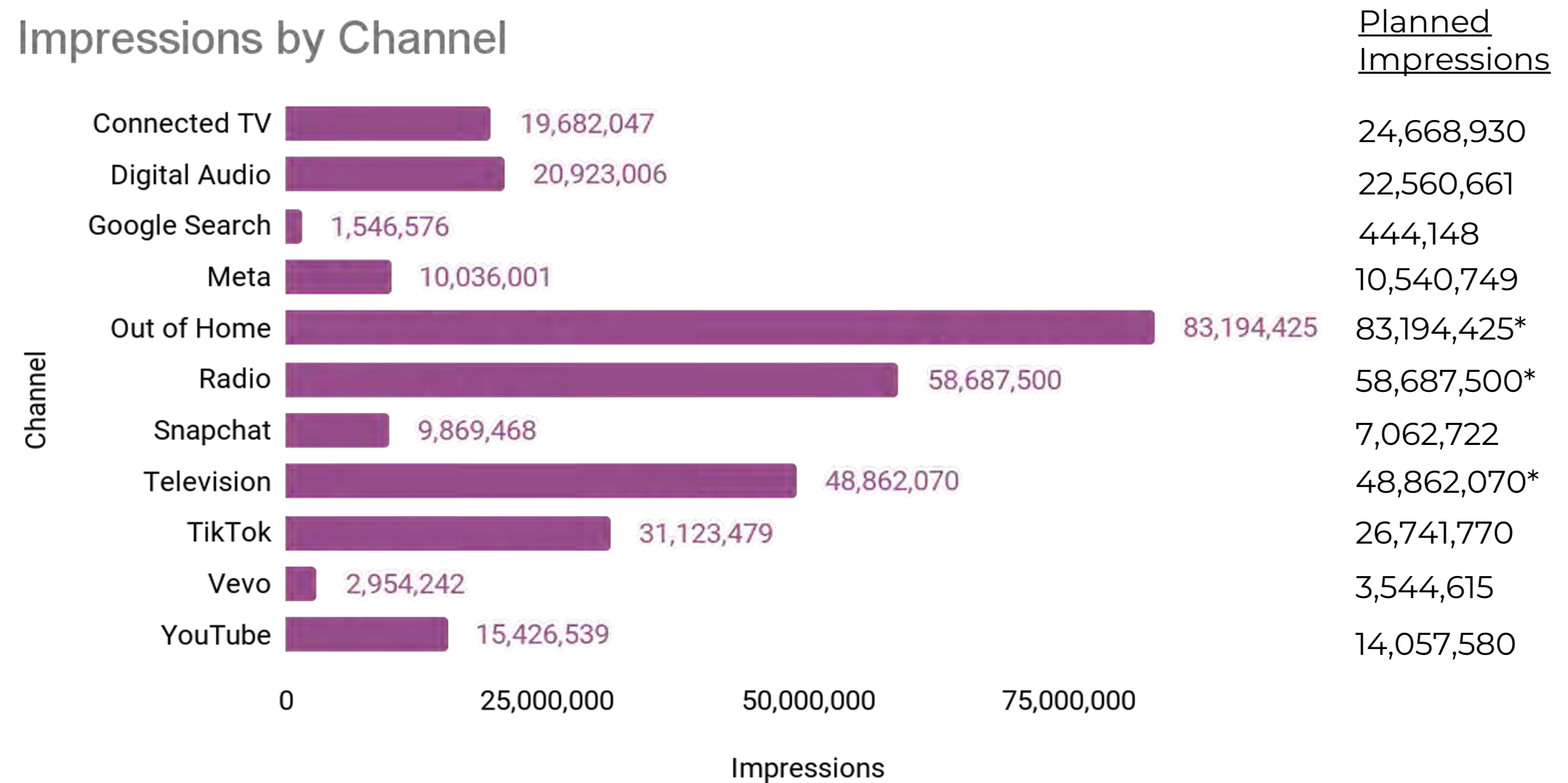


Message Delivery

Message Delivery indicates targeted audience exposure to the brand and message and is primarily measured by the number of impressions served.

Traditional media are the biggest drivers, and TikTok was the highest source of digital impressions. This highlights the effectiveness of these channels at bringing eyes and ears to the campaign.

Impressions by Channel



302MM Total Impressions
300MM Planned Impressions

*Impressions are estimates until actuals are available

Stronger Starts Highlight Q2 Media Performance



Online Flagship Video Performance

The online :15s and :30s videos achieved **48MM** video views and **32MM video completions** across digital and social platforms, with an overall video completion rate (**VCR**) of **67.3%**.

Video	Video Views	Video Completions	VCR
English	37,140,632	24,705,689	66.5%
Spanish	10,970,380	7,672,744	70%
Grand Total	48,111,012	32,378,433	67.3%

Stronger Starts Highlight Q2 Media Performance



First 5 California Website Performance

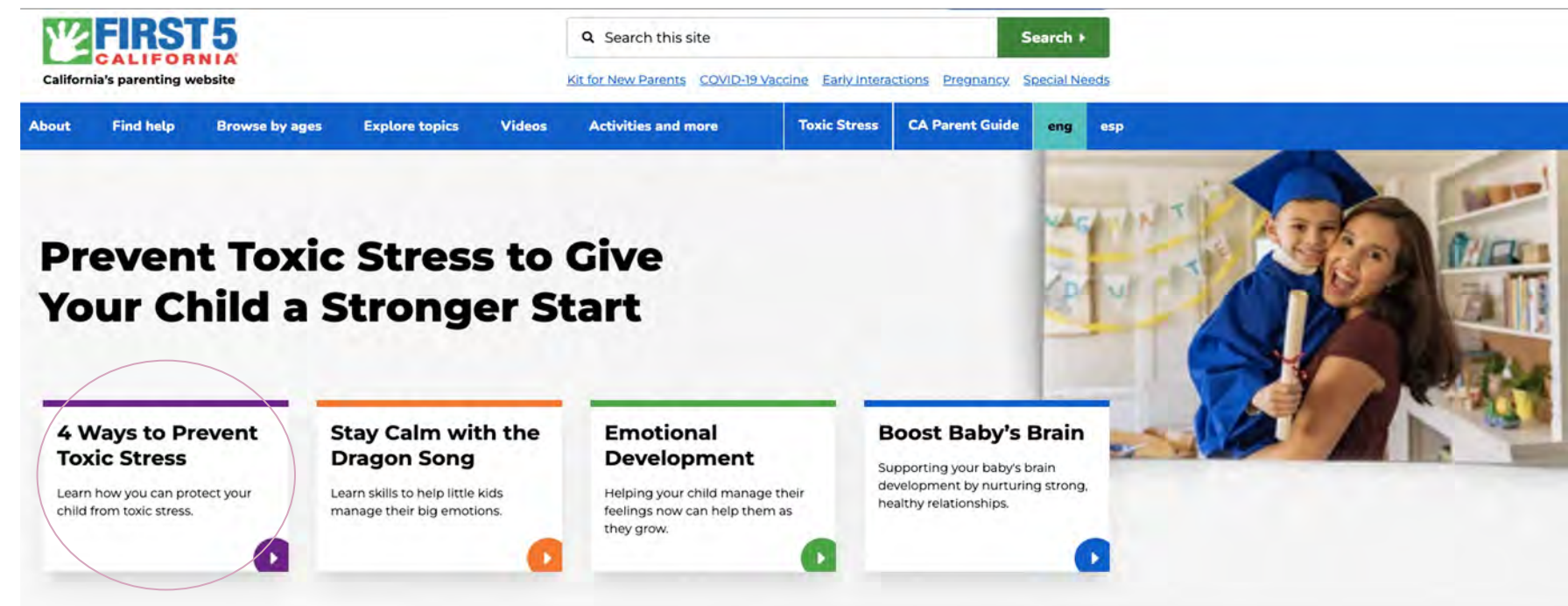
While paid media didn't drive to the First5California.com website, the website linked to the Stronger Starts website, and we added content related to Toxic Stress that was consumed by users in both English and Spanish.

Web Sessions | Visitors
240K | 203K
19% | 21% From Spanish Speakers

Avg Session Duration
1:12 minutes
During Dragon Flighting: 52s
Spanish Sessions: 1:46 minutes

Clicks to Toxic Stress content
20K
3% From Spanish Page

Clicks to Stronger Starts website
6K
4% From Spanish Page



Featured this month



How to Protect Your Child From the Effects of Toxic Stress

When children experience hard moments over time, like harsh language, a painful loss, or natural disaster, they can have a tough time bouncing back. Toxic stress can build up in their bodies and make it hard for them to learn new things or even fight off illnesses. The good news is that parents can protect their children from toxic stress.

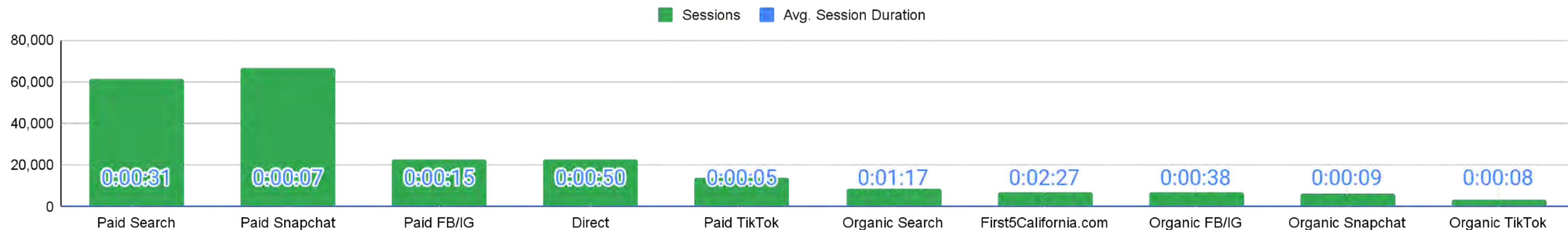
[Read more >](#)

Stronger Starts Highlight Q2 Media Performance



Stronger Starts Website Performance

We developed the Stronger Starts website for this campaign in both English and Spanish. This site served as a hub to educate parents deeper on Toxic Stress and provide them with additional resources. We had 220k web visits and 160k unique web visitors who spent an average of 27 seconds per web session. Paid Social and Paid Search were the primary drivers of the traffic and the First 5 California website gave the most engaged sessions.



Public Relations Updates



Purpose

- Promote early literacy and using reading as a way to bond with kids.

Strategies

- Livestream of books readings in 2022.
- Conducted pre-recorded book reading production in 2023.
- Posted and promoted all videos on social media and YouTube.
- Promote the significance of Día de los Libros, early literacy and bonding with children on social channels.
- Partnered with the California State Library and the First 5 Association.



Purpose

Prior to development of the Stronger Starts campaign, First 5 California developed an educational 1-minute animated video in English and Spanish for the website and social channels. The video aimed to introduce and educate the audience about what ACEs are and how they impact physical, mental, and behavioral health, and how if left unaddressed, it can develop into toxic stress. It offered a message of hope for parents to seek treatment to prevent the cycle of toxic stress.



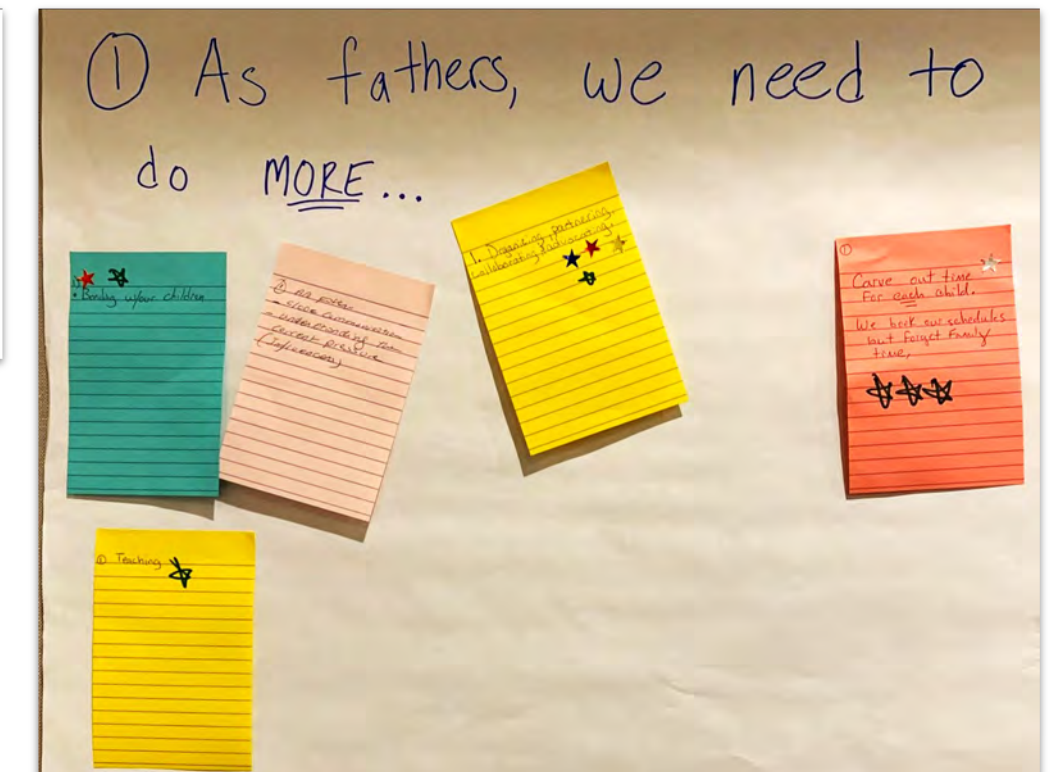
Stronger Starts Father Focused Initiative

Objective

- Understand the current ethos around fatherhood, particularly for father of color.
- Determine a messaging path forward to encourage early childhood involvement.

Strategies

- Comprehensive literature review.
- Participated in the Fathers & Families Coalition of America annual conference to hear different perspectives.
- Conducted an interactive listening session at the FFCA annual conference.




Stronger Starts Organizational Fact Sheet




Purpose

Develop a fact sheet for use in advocacy efforts, as well as for internal alignment and understanding.




Our History

In 1998, California voters passed Proposition 10, the California Children and Families Act, establishing First 5 California, also known as the California Children and Families Commission. The Act also established the First 5 county commissions in each of the 58 counties. First 5 California is dedicated to improving the lives of young children from prenatal through age five, and their families and caregivers, by investing in critical statewide early childhood development programs and health services.




Our Commitment


First 5 California serves as the leader and partner in creating meaningful impact in the lives of our state's youngest children and their families. Our commitment to strong collaboration with the Governor, Legislature, state agencies, First 5 county commissions, and partners helps us implement a vision centered around the construct of safe, stable, nurturing relationships and environments needed for a child's healthy development.




Since 2001, over **5 million Kits for New Parents** have been distributed to families statewide.



We connect with parents and families daily with almost **250,000 followers** across all social media platforms.



During the 2020–2021 fiscal year, we served almost **1.3 million children, parents, and providers** across program areas.




Between 2015 and 2019, First 5 distributed over **187,000 multilingual books** through *Talk. Read. Sing.* and IMPACT.

Our Values

First 5 California's six values form the foundation to serve a whole child, whole family, whole community framework, which inspires us to pursue and leverage new and sustainable funding resources through strategic partnerships and collaborations to serve most effectively all of the state's youngest children.

Recognizing the realities that declining revenues is a key challenge to First 5 California's future and its contributions to serve as the voice for young children and their families, it is critical to seek and partner on sustainability efforts that ensure the entire First 5 Network can persist, to achieve the greatest impact for a strong start for every child in California.



- Equity for Children and Families
- Impact
- Continuous Quality Improvement
- Collaboration
- Civic Engagement and Accountability
- Sustainability

Ongoing Work



Stronger Starts Ongoing Weekly Blogs/Web Articles



[The Most Surprising and Unexpected Aspects of Becoming a Parent](#)



The Most Surprising and Unexpected Aspects of Becoming a Parent

Becoming a parent is a life-changing experience. The journey of parenthood is challenging, requiring growth and the development of new skills. It can also offer joy, fulfillment, and so much love. To help you prepare for this time, we've put together some of the most surprising and unexpected aspects of becoming a...

[newborn](#) [baby](#) [beyond the parents](#)

[Feeding Your Baby: All the Options Available to Caregivers](#)



Feeding Your Baby: All the Options Available to Caregivers

From breastfeeding to formula feeding, pumping, and bottle feeding, each option for feeding your newborn comes with benefits, allowing you to find the approach that best suits your baby's needs and the needs of your family.

[nutrition](#) [baby](#)

[When Should My Baby Sleep Through the Night? And Other FAQs About Sleep Training](#)



When Should My Baby Sleep Through the Night? And Other FAQs About Sleep Training

After countless sleepless nights as a new caregiver, it might feel like you'll never be able to get a full night's sleep again. But there's good news: With a consistent sleep training practice, you and your baby can sleep through the night.

[baby](#) [newborn](#) [discipline](#) [milestones](#) [physical health](#)

[5 Ways to Get Your Child Excited for Preschool Adventures](#)



5 Ways to Get Your Child Excited for Preschool Adventures

Preparing your child for preschool is a big milestone that can feel both exciting and stressful. From discussing the exciting adventures they'll have at preschool to addressing any worries or concerns they may have, you can help your child feel prepared and excited for this next chapter in their life.

[child care](#) [milestones](#) [toddler](#) [preschooler](#) [playing is learning](#)

[Quick Baby Food Recipes for a Happy, Healthy Child](#)



Quick Baby Food Recipes for a Happy, Healthy Child

We all want our babies to be happy and healthy! Making your own baby food can be a great way to ensure your infant is getting the important vitamins and minerals they need to grow big and strong. All you need are some simple ingredients, a sharp knife, and a potato masher or fork.

[baby](#) [nutrition](#)

[Making Math Fun: 5 Activities for You and Your Child](#)



Making Math Fun: 5 Activities for You and Your Child

Children's brains absorb new information every day, especially when they're playing. Combining fun and play with learning opportunities is a great way to support your child's brain development and growth. These math games give you a chance to have fun together while helping your child learn age-appropriate...

[toddler](#) [preschooler](#) [playing is learning](#) [early math](#)



A Little About Us

We put children and families first.

Since 1998, we've worked to establish a tight-knit network of educational resources and services for young children and their families. Through our mix of partnerships and expertise, we provide parents and caregivers with access to the services they need to support their children's social, emotional, and physical well-being.

First 5 California invests in the development of initiatives that support:

- Fostering safe, stable, and nurturing relationships and environments
- The prevention and buffering of Adverse Childhood Experiences
- Early education
- Childcare
- Whole child health and development
- Research
- Community awareness

Core Values

Below are the core reasons why First 5 California exists. This list guides our efforts to support, keeps us grounded in a shared mission, and informs our vision for the future.

Every child is deserving of the tools to build a good life.

We believe the opportunity to thrive—including access to nutritious food, secure housing, health care, early education, and other needs essential to their growth—is a responsibility owed to the youngest Californians, regardless of race, gender, religious affiliation, where in our state they call home, or what socioeconomic factors they may be facing.

Every family needs help sometimes.

First 5 California exists to help families from all walks of life close any gaps in their parenting knowledge and access the resources needed to better foster their children's future success, health, and happiness.

Supporting Californians early enriches our communities later.

The future of California depends on the children of today. By making a thoughtful effort to provide the best possible start for the state's youngest children, regardless of whatever unique challenges they're facing, we're nurturing them into healthy and happy members of our communities.

Equity, not just equality, makes our families stronger and our state better.

From family to family, we see wide disparities that exist as a result of institutional and structural barriers rooted in discrimination. To give all Californian children their best possible start in life, different families require different levels of support. Therefore, First 5 California uses its multiple roles to champion equity as a standard of practice and offer all families the level of support they uniquely need and deserve.

Brand Voice

Attribute A:

Informative

Example:

Playing with your baby builds curiosity and increases the parent-child bond.

Attribute B:

Inspiring

Example:

Each time you play with your baby, you're fostering a deeper bond and soothing them with the familiar sound and rhythm of your voice.

Attribute C:

Actionable

Example:

Playing with your baby for even just 15 minutes each day can positively impact their brain development.

Brand Colors

The First 5 California color palette has five main colors: blue, purple, green, red, and orange. Using tints of these colors is OK as long as they're used sparingly.

Orange and red are primarily used as attention-grabbing colors or calls to action.



Secondary Colors

The First 5 California secondary color palette is comprised of neutrals to help balance our bolder primary color palette.



Neutral

The supporting neutral color is used for text and background areas.

