



August 17, 2023

INFORMATION ACTION

SUBJECT: PUBLIC EDUCATION AND OUTREACH MID-CAMPAIGN UPDATE

Strategic Plan Priority Area 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.

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.

SUMMARY OF THE ISSUE

Rescue Agency will provide a final report on the bridge campaign known as The Dragon Song and a mid-campaign update on the Stronger Starts campaign.

Dragon Song

The Dragon Song creative that ran from September 2022 to March 2023, featured English and Spanish 30-second and 15-second video and radio spots, and will be showcased along with other assets that supported the campaign, like outdoor and paid social ads. Rescue Agency will explain the audience test results of the video spots conducted before the launch.

Rescue will also share high-level performance analytics for the media campaign, including streaming video and audio, connected television, social media, search, influencer, television, radio, and out-of-home advertising. The presentation will briefly describe the objective of the bridge campaign, the target audience, and the overall reach.

The presentation will include:

- First 5 California's (F5CA) partnerships and sponsorship events to promote the bridge campaign at four California zoos and with sports teams.
- Review paid media schedules and added value placements at no additional cost, which include integration activities, radio DJ mentions, and extra advertisement spots.
- Review earned media that was obtained through public relations efforts. Earned media is coverage garnered outside of paid media and includes newspaper articles and news coverage with F5CA spokespersons.

Awards

The bridge campaign was awarded two 2022 Muse Creative awards. The Muse Creative awards honor excellence in advertising, design, and web creativity.

Stronger Starts

Rescue Agency will provide a mid-campaign update and summary of the research conducted thus far, including the literature review and environmental scan through parent focus groups, and highlight learnings of the formative research and creative concept testing. The Stronger Starts campaign raises awareness among California parents and caregivers about Toxic Stress Response in children ages 0–5 years old caused by Adverse Childhood Experiences, also known as ACEs. The campaign helps parents and caregivers learn about what toxic stress is; the physiological, psychological, and socio-emotional effects on children; and how ACEs can lead to its development.

On June 1, 2023, F5CA held a press event to launch the Stronger Starts campaign at the Sacramento Zoo. Rescue Agency will report on the first quarter activities for this campaign, which includes earned media and promotional activities, and partnership events with the Sacramento Kings, Stockton Kings, and the Los Angeles Dodgers.

Awards

The Stronger Starts campaign has won two media creative awards: The 2023 Gold Telly Award and 2023 Platinum Hermes Award.

Public Relations

Rescue Agency will report on public relations activities for Paid Family Leave efforts, Adverse Childhood Experiences Video, Día de los Libros social media campaign in collaboration with the State Library's Office and local First 5 commissions, and research for developing a Fatherhood Initiative and Whole Child campaign.

What's Next

F5CA will be partnering with YouTube children's program Doggyland, and Sacramento Kings player Domantas Sabonis to develop new content and reach new audiences.

Rescue Agency will present the findings from the Creative Concept Research that was conducted to inform the development of a second wave of media messaging that explains to parents and caregivers specific actions that can be taken to prevent the effects of ACEs and toxic stress.

SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

On October 22, 2020, the Commission approved \$67 million from the mass media account for a new media/public relations contract. The contract was executed in October 2021 and will expire June 8, 2024.

ATTACHMENTS

None.