



**Committee Members:**

George Halvorson, Shana Hazan, Jackie Majors, and Kris Perry

**Executive Director:** Camille Maben

August 4, 2020, Public Education and Outreach  
Advisory Committee Meeting Highlights

**Item 1 – Opening Remarks**

Call to order – Ms. Maben called the meeting to order at: 1:04 p.m.

Committee Members Present: Chair Halvorson, Commissioner Hazan, Commissioner Majors, and Member Perry

**Announcements – None.**

**Item 2 – Public Comment – None.**

**INFORMATION ITEMS**

**Item 3 – First 5 California Branding and Logo Design**

Oscar Ramirez, Information Officer I, provided an overview of the logo work to date.

- More than 30 ADA compliant logos, color palettes, designs, and potential tag lines have been submitted to the Commission for review and feedback
- First 5 California (F5CA) received input from the public, stakeholders, and legislators
- F5CA actions have been informed by testing, focus groups, and members of the public
- Based on feedback and input, the options have been narrowed down to two logos

*All logo color options*



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Ms. Maben asked the Committee members if they would like to take these two logos to the full Commission.

Chair Halvorson stated that he does not care for either choice as they are not an improvement over the existing logo.

Member Perry agreed with Chair Halvorson and stated she is concerned about the overall cost. She suggested the Commission wait until a new media/public relations (PR) contract is in place and consult with the new contractor.

Committee members agreed with Member Perry's suggestion to wait until a new media/PR contract is in place.

**Public Comment:** None.

#### **Item 4 – *Kit for New Parents* Focus Group Results and Redesign Recommendations**

Vernettia Syphax, Information Officer I, shared that F5CA conducted a focus group in February and March 2020 with parents and county partners to better understand what parents need and want from the *Kit*. Ms.

Ms. Syphax provided an overview of the focus group results:

- *The Kit* is considered an essential and informative parent education resource
- The most useful *Kit* items are *What to Do When Your Child Gets Sick* book, the *Parent Guide*, the Poison Control Magnet, and the bi-lingual touch-and-feel baby board book
- In addition to the physical *Kit*, parents need a mobile touchpoint such as an app
- Continued distribution of the physical *Kit* is critical during a crisis
- Receiving the *Kit* earlier in the pregnancy could be more beneficial to parents
- Suggested additions include more information for fathers; information about maternal and family mental health supports, and developmental screenings; and an additional baby board book
- County commissions and their partners like the reusable tote but find them difficult to stack and store
- County commission focus groups shared it was not administratively feasible to add diapers and wipes to the *Kit*

Redesign Recommendations:

- Keep the *Kit* in one basic format with current languages (English, Spanish, Chinese, Korean, and Vietnamese) to allow for county customization
- Update the *Parent Guide* and *What to Do When Your Child Gets Sick* book with information about health and safety best practices during a pandemic
- Convert the current *Parent Guide* website into an interactive app with videos
- Include a mental health booklet or brochure on pandemics
- Include information geared toward single fathers of children ages 0 to 5

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- Include an additional children’s book
- Conduct an evaluation on *Kit* effectiveness to enable F5CA to refresh the *Kit* on an ongoing basis with information relevant to the needs of parents of children ages 0 to 5
- Create and distribute training materials for *Kit* distributors
- Include robust promotion of *Kit* in a PR contract to increase public awareness of content and availability

Ms. Syphax concluded by sharing that a proposal for the *Kit* redesign will be presented to the Commission for approval at the October 22, 2020, Commission meeting.

**Discussion:**

Commissioner Hazan asked why the physical *Kit* is produced in five different languages, but the website is only in English and eventually Spanish, and how the decision was made.

Ms. Maben responded by stating information/data was gathered about who the *Kit* was sent to and who mostly was using the *Kit* contents.

Commissioner Hazan stated that if F5CA is going to provide the physical *Kit* in five languages, then the same should be available on the website.

Ms. Maben stated it would be something to build into the budget for the website and F5CA would want to get feedback from the Commission.

Commissioner Hazan asked if the *Kit* drives people to the website.

Ms. Syphax stated the website is promoted in the *Kit* through the *Parent Guide* but feels the integration between the *Kit* and the website could be strengthened.

Ms. Maben suggested having a team help with deciding on the languages and what families need, which would be included in the Request for Proposal (RFP).

**Public Comment:** None.

**Item 5 – Statewide Advertising and Public Education and Outreach Campaign Outlook for Fiscal Year 2020–21, and Request for Proposal Discussion**

Jamiann Collins-Lopez, Information Officer I, shared an update on the media campaign and what is in store for the coming year.

Ms. Collins-Lopez stated the goal is to change and sustain the behavior of parents and caregivers of children ages 0 to 5 across California to talk, read, and sing with their children from the day they are born. Campaign objectives and measurement include:

- Increase website visits and engagements (measured by visits)
- Increase social media engagement (measured by visits and clicks)

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The website will be released in 2 phases:

- Phase 1 to include English content with resources for parents and caregivers
- Phase 2 to include Spanish and age-specific personalization to customize individual needs, set to launch in September

Ilene Prince, Director of Client Services, Fraser Communications provided an overview of the new website:

- Designed to load quickly with easy and intuitive navigation and search functions
- 100% ADA compliant which helped to inform color and font sizes for images
- Easy to use content management system to ensure the site stays current for years to come
- Website is heavily tagged to provide for a personalized and dynamic experience

Mollie Bauer, Director of Consumer Engagement, Fraser Communications shared that the four pinned boxes on the home page are the key feature:

1. The First 100 Days
2. Boost Baby's Brain
3. Parenting During COVID-19
4. Play Time

Ms. Bauer continued by stating another pinned item is "Featured This Week" which allows for control of what F5CA wants to highlight in real time. She stated there is the "New and Trending" feature which can trigger parents to delve in deeper and the "Stay In Touch" feature where social media feeds are updated daily on a regular basis.

### **Discussion:**

Commissioner Majors asked if the site is welcoming to parents and caregivers in non-traditional settings.

Ms. Prince responded by stating Fraser Communications spent a lot of time looking at the language and making sure the term caregivers is used. She stated the website also includes images that go beyond what a "typical parent" looks like and depicts more of an extended family.

Commissioner Hazan asked if there are links for resources focused on raising anti-racist children and resources on poverty and basic needs, including food assistance, housing, and other basic needs.

Ms. Bauer shared that information and resources on raising anti-racism children is on the current website. She stated Fraser Communications is currently working on "how to" books which will receive a prominent spot within the website.

Commissioner Hazan asked if there were plans to translate the website into languages other than English and Spanish.

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Ms. Prince stated that English and Spanish are dominant in California and the focus of their outreach, and that translating any additional languages would be a separate phase.

Ms. Collins-Lopez shared the media plan for fiscal year (FY) 2020–21 will use a combination of existing and new creative assets, promotion of the new website, and strategic outreach through multiple channels including social media, radio, television, and press releases.

Member Perry asked what the budget was for FY 2019–20 and what percentage is targeted toward the non-white population, and if driving traffic to the website is the only thing that is being done.

Ms. Collins-Lopez responded by stating the budget for the current 3-year contract was a little over \$60 million. The money was divided evenly over 3 years equating to a little over \$20 million dollars for this year. Ms. Lopez added that she does not have percentages based on outreach to non-white caregivers but could look at getting those numbers. She stated F5CA feels that the website is a good place for people to get a lot of information and spend more time rather than a 30 second television ad or a digital banner and is meant to continue the messaging people see online, hear on the radio, and see on television.

Member Perry asked if F5CA has thought about partnering with Vroom, Sparkler, Noggin, or Sesame Street where they have invested millions of dollars in content versus starting from scratch.

Ms. Collins-Lopez responded by stating F5CA has been in talks and has partnered with Vroom in the past. She stated F5CA is always looking for new partners and new ways to share information, and that can be part of the strategy in the next 3 years.

Ms. Maben added that F5CA has worked with Noggin during COVID-19.

Commissioner Majors shared that there are approximately two million children in California eligible for subsidized childcare and that a family of four tops out at \$60,000/year with an average making \$24,000/year. She stated she hopes the Commission is challenging itself to get in that “pocket” and get the message out to reach those target populations.

Ms. Maben responded by stating F5CA is in the process of reaching out to people and organizations that are doing the work on the ground to find out what works and what doesn't with regard to the hard- to-reach populations.

Ms. Maben asked the Commission to review the goals listed in the item and identify anything they think is missing.

Commissioner Majors recollected discussing the vendor/contractor should have a diverse staff.

Member Perry suggested that when writing the RFP, the bidder should describe in depth, the expertise gained over many years and a track record that can be substantiated. She said she would like to select a diverse, creative team that can pivot quickly to unknown challenges, build new creative, and reach out to new partners.

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Commissioner Hazan asked if there is a way to gauge alignment with F5CA's and the contractor's values relating to equity. She stated she wants to see this incorporated into their mission and vision and not "just a box they check."

Ms. Collins-Lopez stated that could be incorporated into the shared values and shared missions of the RFP.

Commissioner Alvarez asked if priority language could be put around minority owned businesses.

Ms. Maben shared that F5CA could take the question to legal counsel and provide the Commission with an answer at the August Commission meeting.

**Public Comment:** None.

### **Item 6 – Adjournment**

Ms. Maben adjourned the meeting at 3:59 p.m.