

# Item – Public Relations Campaign

- **Raise  
CA Strong**

Oct 30, 2024







**Raise CA Strong** Childcare  
Affordability Campaign:

**Additional County Supporters**





**Raise CA Strong** Childcare  
Affordability Campaign:

**Additional Organizations in  
Support (Press Conference)**





**Raise CA Strong** Childcare  
Affordability Campaign:

**Data Informed. Priority Focused.**





# Data Informed Priority Focus On Childcare Affordability for PR/Policy Campaign

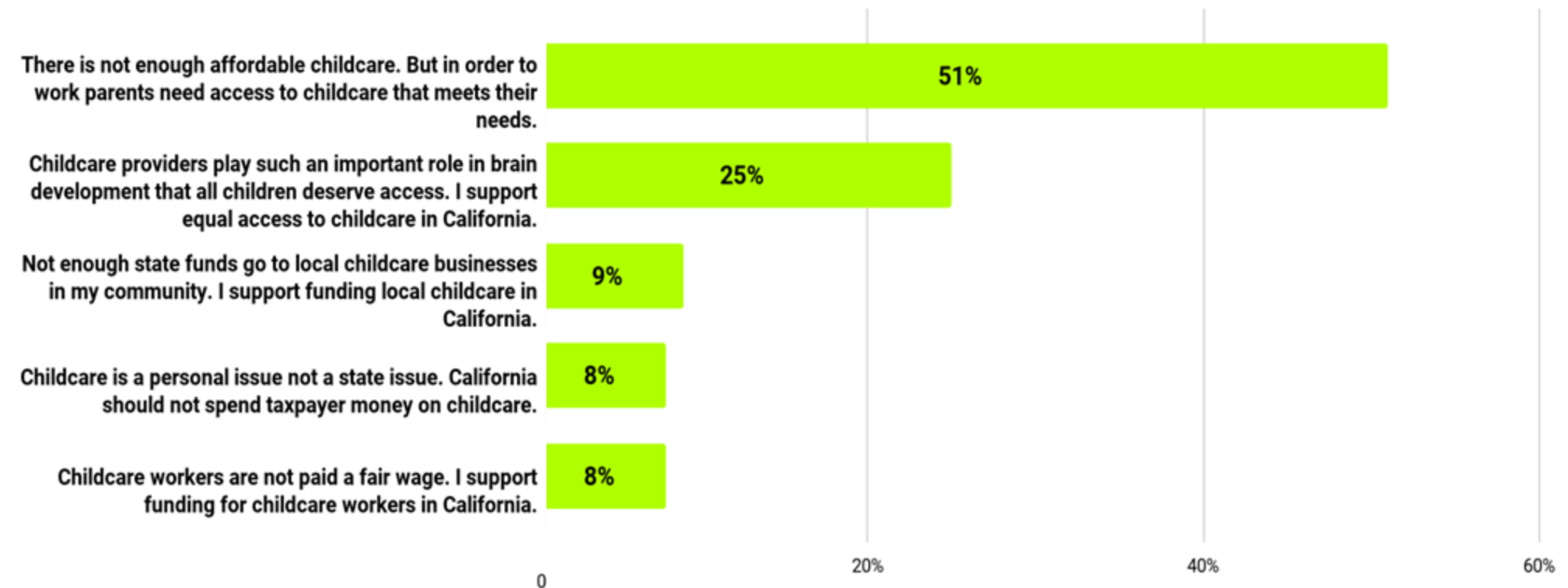
Strata Research, third party evaluator, conducted a survey (n=656) in Sept 2022 with CA caregivers of children 0-5 with at least 1+ ACEs and family income under \$75K to inform how F5CA PR campaign priorities can support parents/caregivers and advance the North Star and Audacious Goal.



strata  
research

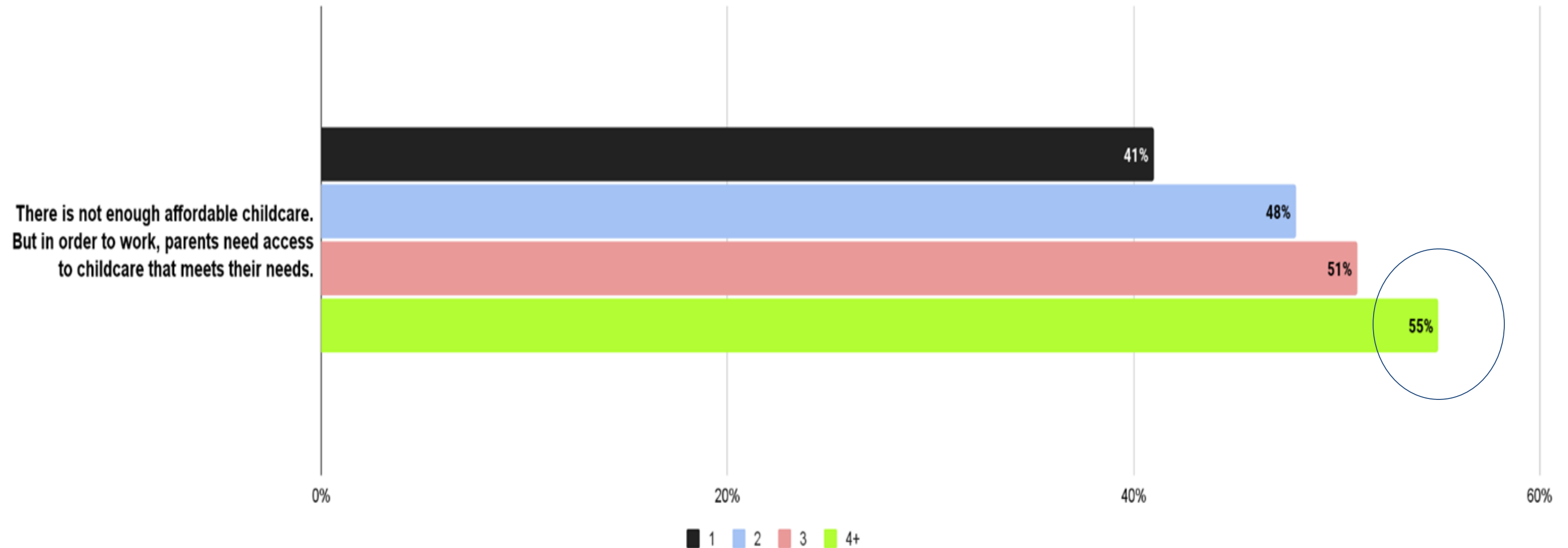
“Childcare is a key concern for many parents of young children. If First 5 California could support childcare for California families, which of the following issues is most important to you?”

**51% (vast majority) selected childcare affordability as the most important item for them.**



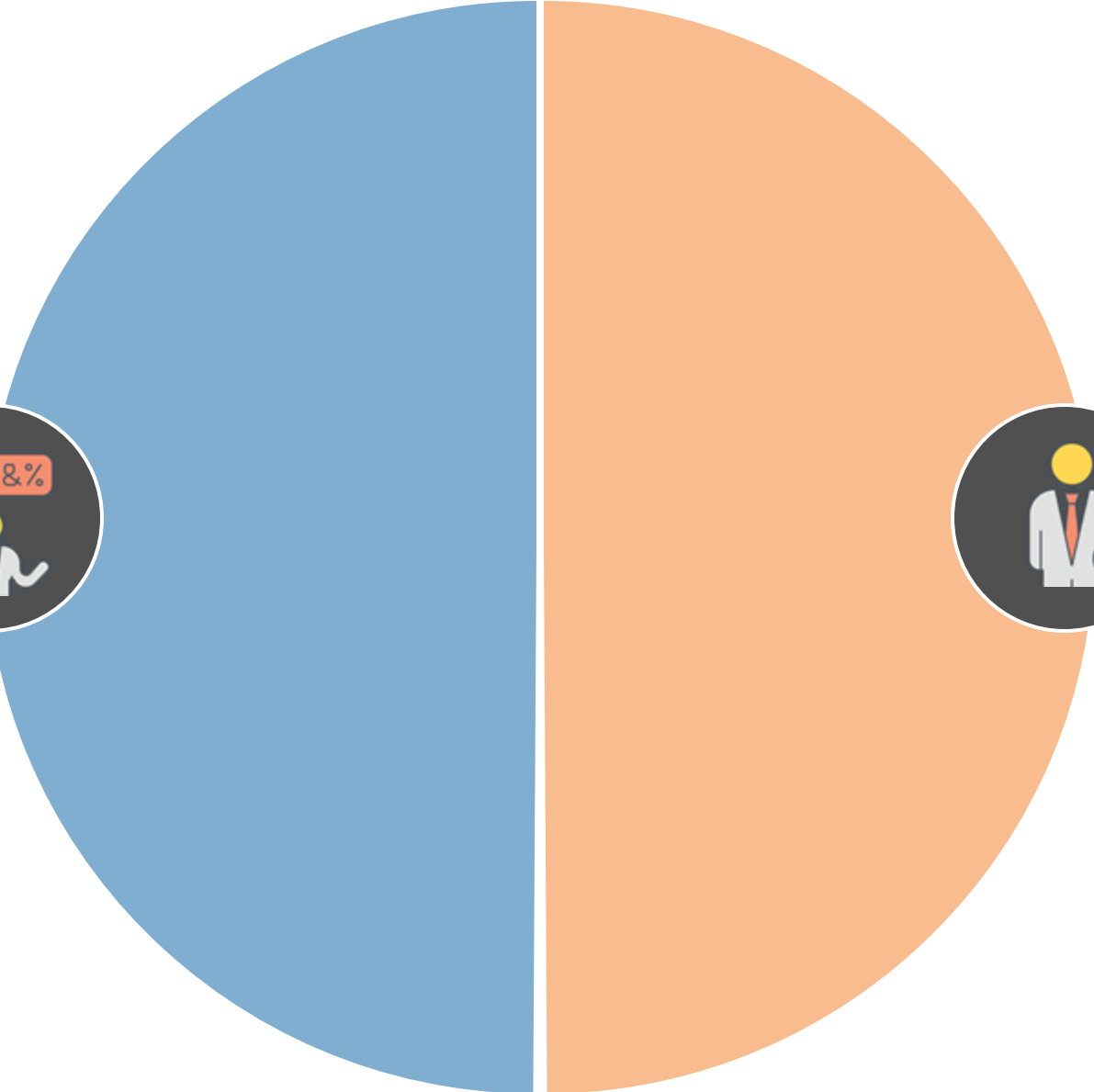
# Parents/Caregivers with Higher ACEs Confirmed Importance of Accessible Childcare

Those with higher levels of ACEs were more apt to select the statement “There is not enough affordable childcare. But in order to work, parents need access to childcare that meets their needs.” than those with lower levels of ACEs.



**CHILDCARE PAIN POINTS FELL INTO TWO CATEGORIES FOR BUSINESS OWNERS**

**LACK OF AWARENESS**



**UNRELATABLE**

## **Broad Public Awareness and Support from Business Communities Improves Understanding, Adds Urgency, and Helps Elevate the Issue to a State Priority**

### **ALREADY AWARE**

Potential Champions & Supporters of  
Raise CA Stronger Campaign

- Childcare Providers
- Parents of Children 0-5
- Childcare Advocates
- F5CA and County First 5s

### **NOT AWARE, LESS AWARE,**

### **OR DO NOT SEE IT AS A PRIORITY**

Focus Audiences for Raise CA Strong Campaign

- Business Leaders
- General Public
- The Media
- State Leaders
- County and Local Governments



# Formative Research Informed the Strategy

After aligning on the childcare affordability focus, we conducted formative research in January 2023 to identify:

1. Messages that motivate caregivers and business owners to engage in childcare advocacy activities.
2. Audience subgroups most likely to engage in advocacy activities in support of childcare.
3. Themes to inform brand messaging.



## STATEWIDE POLLING

### ONLINE SURVEYS // STRATA

- Online surveys with 900 English- and Spanish-speaking CA parents who have children under 18 living at home
- Online surveys with 250 English-speaking CA business owners, minimum of 2 employees



## IN-DEPTH INTERVIEWS

### VIRTUAL INTERVIEWS // RESCUE

- 9 follow-up virtual interviews with those who completed the polling survey (6 parents and 3 business owners)
- Parents were asked about their experiences finding childcare, and business owners were asked about how their employees' experiences with childcare may affect their business
- Both audiences discussed advocacy, positioning statements



## MEDIA SCAN

### QUID // RALLY

*Natural Language Processing Software*

- Analysis of 1,648 pieces of content published online from 1/1/2022 to 12/13/2022 focused on early child development.

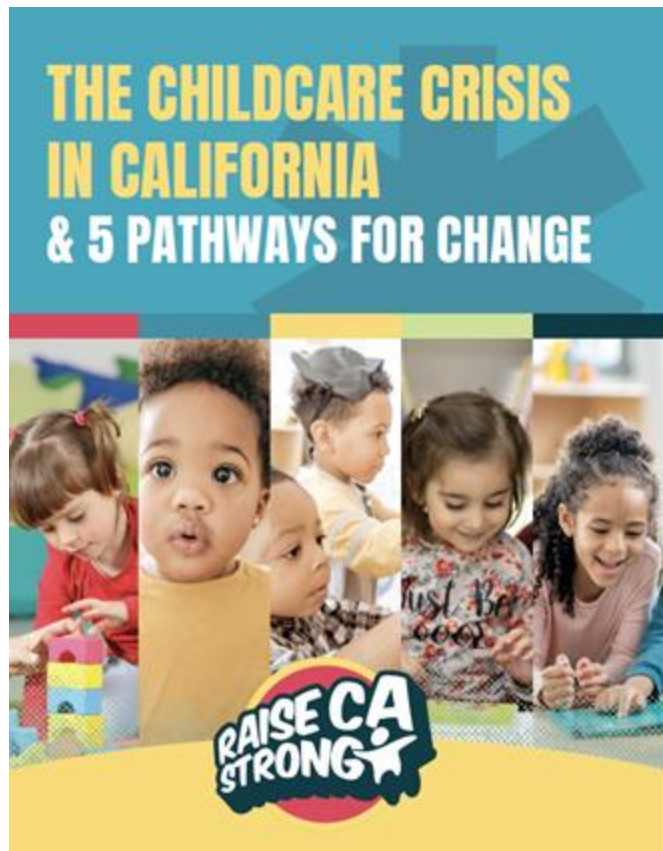
### SPROUT // RALLY

*Social Media Listening*

- Analysis of 2 million+ posts across YouTube, Twitter, Facebook, Reddit, Instagram, and Tumblr



# Key Findings from Report



## AFFORDABILITY

**48%** of California parents say it is difficult or very difficult to find childcare they can afford. This is **most pronounced among women** and those who have experienced **3 or more adverse childhood experiences (ACEs)**.

## STABILITY

**72%** of parents use more than one solution such as grandparents, siblings, or neighbors, causing parents to **feel stressed or guilty**. The struggles and stressors of working parents are more understood by business owners who are parents than by those without children.

## ACCESS

**Over 1/3** of California parents say it is **difficult to find childcare** located near their work/home or within the hours they need.

**45%** of business owners **struggle to fill job openings** but most often do not recognize how lack of childcare contributes to this challenge.

## ECONOMIC IMPACT

**50%** of parents say childcare issues have a negative impact on their career or job. Nationally, lack of affordable childcare leads to **\$28.9 billion in lost wages annually**.



# Big Takeaways

Business owners aren't naturally making the connection between workforce challenges and childcare, but once they realize it, they are motivated to support change.

Messages about economic impact, cost, and the potential economic opportunity presented the greatest potential to motivate the public and spark urgency.

Parents/Caregivers need change urgently and want to see F5CA stand up to take on this issue.

## PARENTS AND BUSINESS OWNERS ARE MOTIVATED FOR CHANGE

*After seeing the average wage of childcare workers, **66% of parents support** increasing state investment to improve wages.*

*After seeing how childcare could boost the U.S. economy by **\$1 trillion** over 10 years, **58% of business owners support** increased investment.*



# PR Campaign: Purpose and Strategy

**Strategy:** F5CA's PR campaign(s) will advance the North Star and Audacious goal by building influence, expanding support, increasing visibility and changing public opinion.

Will Building

Branding

Influence

Comms Tools

Strategy

Expand &  
Sustain

**The purpose of F5CA's PR campaign(s) is to fulfill the following six areas of work:**

- 1. Will-Building:** Advance public will-building campaigns and increase public and policy-maker support for F5CA priorities that benefit caregivers as well as other early childhood partner organizations.
- 2. Branding:** Build the F5CA brand including content support across all brand assets and informational resources.
- 3. Influence:** Influence policy-makers and the public through media coverage, public appearances, recognition, publications, and special PR initiatives.
- 4. Communications Tools:** Develop internal and external communication tools and equip stakeholders to advance the mission together.
- 5. Strategy:** Provide strategic communications support and consultation to F5CA staff and Commissioners for message development, advocacy, priority setting, spokesperson training, and other ongoing public relations activities.
- 6. Expand and Sustain:** Support organizational sustainability and mission continuity through expanded realms of influence, strengthening strategic partnerships, increasing visibility, deepening commitment to other early childhood partners, and identifying new funding sources including public-private partnerships over common purpose for California's children and families.





**RAISE CA  
STRONG**





# Campaign Goal

Increase public interest in solving California's childcare crisis.

# Strategy

A solution-agnostic public education campaign to build both broad public urgency as well as support from typical (e.g. early learning stakeholders) and non-typical, influential players (e.g. business leaders and public officials who are not primary caregivers and may not understand the relevance this topic has to them).



# Tactics

**F5CA will establish Raise CA Strong as a platform for discussing and advancing affordable childcare for California families using the following tactics:**

## **Current:**

1. Compelling fact-based content to advance the public conversation and build urgency.
2. Collaborate with partners to get the message out while promoting existing partner work.
3. Publish research reports to inform and support partners.
4. Provide high-quality creative assets to be used by partners.
5. Generate PR and earned media for this movement and include partners.

## **Future (after additional funding):**

1. Host live events, roundtable discussions, webinars, and outreach events to expand reach and advance the campaign in key circles of influence.
2. Develop and produce video content.
3. Leverage a combination of owned, earned, and paid media tactics to expand reach.



# www.RaiseCAStrong.com

**RAISE CA STRONG** For Families For Businesses For Policymakers About Us Resources [SIGN UP FOR UPDATES](#)  

**\* FOR FAMILIES**

## 93% OF CALIFORNIANS CAN'T AFFORD CHILDCARE.

Nearly every family is feeling the pain of this crisis—especially families of color and those with lower incomes. It doesn't have to be this way.

[TAKE ACTION](#)



**RAISE CA STRONG** For Families For Businesses For Policymakers About Us Resources [SIGN UP FOR UPDATES](#)  

**\* FOR BUSINESSES**

## THE SECRET TO BUSINESS SUCCESS? CHILDCARE.

Making a bold investment in childcare now could inject \$60 billion more into California's economy and add hundreds of thousands of people to the workforce.

[TAKE ACTION](#)



**RAISE CA STRONG** For Families For Businesses For Policymakers About Us Resources [SIGN UP FOR UPDATES](#)  

**\* FOR POLICYMAKERS**

## CHILDCARE IS A SMART INVESTMENT FOR CALIFORNIA.

A bold investment in childcare now will grow California's economy, bolster its businesses, and empower families in one shot. This is the moment to take action.

[TAKE ACTION](#)



**RAISE CA STRONG** For Families For Businesses For Policymakers About Us Resources  

## ABOUT RAISE CA STRONG

Raise CA Strong, an initiative of First 5 California, was created to build public support for greater access to affordable childcare for all California families. Through affordable childcare, our mission is to champion the health, well-being, and education of children, empower families, and strengthen the state's economy.

First 5 California works to help California's children receive the best possible start in life through better policies, resources, and public education.





# In the Media



NEWS

**California Parents Struggle With High Child Care Costs Ahead of Presidential Election**



KQED NPR PBS

**Business owners, employees divided over how much of a struggle child care is, report finds**

LA ist

**California leaders working to make major investments in child care**

KCRA 3



# Partnership

## Early Childhood Education Coalition



- The ECE Coalition is comprised of over 30 organizations advocating for state budget investments and policies that aim to promote equity by serving the highest-need children first.
- F5CA has been engaged with the coalition and its members through meetings and presentations starting in 2023.

## California State Association of Counties



- F5CA has been engaged with the staff team at CSAC, as well as its executive board since 2023 on the progress of the campaign and after the launch on August 27, 2024.
- F5CA invited to present on Raise CA Strong at CSAC Annual Conference on Nov. 19





# Raise CA Strong

*Build a movement to increase urgency to solve California's childcare crisis and improve how childcare works for families and businesses throughout CA through long-game investment in public education, PR, advocacy, and will-building.*

## Insights Report & Advocacy Tool

**THE CHILDCARE CRISIS IN CALIFORNIA & 5 PATHWAYS FOR CHANGE**

**Highlights**  
Over 2.4 million California parents cannot afford childcare. To examine the inextricable link between the economy and accessible childcare and to inform a public education campaign aimed at state solutions for childcare, we spoke to BUSINESS OWNERS and PARENTS in California. Below are key takeaways from our research.

- AFFORDABILITY**  
48% of California parents say it is difficult or very difficult to find childcare they can afford. This is most pronounced among women and those who have experienced 3 or more adverse childhood experiences (ACEs).
- ACCESS**  
Over 1/3 of California parents say it is difficult to find childcare located near their work/home or within the hours they need.  
45% of business owners struggle to fill job openings but most often do not recognize how lack of childcare contributes to this challenge.
- STABILITY**  
72% of parents use more than one solution such as grandparents, siblings, or neighbors, causing parents to feel stressed or guilty. The struggles and stressors of working parents are more understood by business owners who are parents than by those without children.
- QUALITY PROGRAMS**  
Parents are concerned that the childcare crisis can impact their children's development. They perceive low-wage positions across the childcare sector to directly impact program quality, leading to parents seeking alternative options.
- PARENTS AND BUSINESS OWNERS ARE MOTIVATED FOR CHANGE**  
After seeing the average wage of childcare workers, 66% of parents support increasing state investment to improve wages.  
After seeing how childcare could boost the U.S. economy by \$1 trillion over 10 years, 58% of business owners support increased investment.
- ECONOMIC IMPACT**  
50% of parents say childcare issues have a negative impact on their career or job. Nationally, lack of affordable childcare leads to \$28.9 billion in lost wages annually.

**UNAFFORDABLE CHILDCARE IS UNACCEPTABLE**  
GET INVOLVED AT [RAISECASTRONG.COM](http://RAISECASTRONG.COM)

**RAISE CA STRONG**

INVEST IN CALIFORNIA'S FUTURE.  
[WWW.RAISECASTRONG.COM](http://WWW.RAISECASTRONG.COM)

## Partner Messaging Toolkit

**ONLY 7 IN 100 CALIFORNIA FAMILIES CAN AFFORD CHILDCARE**

**THIS IS NOT WORKING**

**UNAFFORDABLE CHILDCARE IS UNACCEPTABLE**  
GET INVOLVED AT [RAISECASTRONG.COM](http://RAISECASTRONG.COM)

**CHILD CARE IS UNAFFORDABLE FOR 93% OF CALIFORNIA FAMILIES**  
GET INVOLVED AT [RAISECASTRONG.COM](http://RAISECASTRONG.COM)

## Educational Website

**FOR BUSINESSES**  
**THE SECRET TO BUSINESS SUCCESS? CHILDCARE.**  
Making a bold investment in childcare now could inject \$60 billion more into California's economy and add hundreds of thousands of people to the workforce.  
TAKE ACTION

**FOR FAMILIES**  
**93% OF CALIFORNIANS CAN'T AFFORD CHILDCARE.**  
Nearly every family is feeling the pain of this crisis—especially families of color and those with lower incomes. It doesn't have to be this way.  
TAKE ACTION

**FOR POLICYMAKERS**  
**CHILDCARE IS A SMART INVESTMENT FOR CALIFORNIA.**  
A bold investment in childcare now will grow California's economy, bolster its businesses, and empower families in one shot. This is the moment to take action.  
TAKE ACTION



# Next Steps

- ✓ ● **Launch RaiseCAStrong.com website**
  - ✓ ● **Publish research report online**
  - ✓ ● **Launch and engage on Raise CA Strong social media accounts**
  - ✓ ● **Continue to engage key partners in the ECE community**
  - ✓ ● **Provide partners with digital toolkits to be able to promote this campaign with their audiences**
- ● **F5CA Commission to fund continued investment to advance and scale this PR campaign to continue momentum.**



# Commission Action

Overview of the proposed funding request for an upcoming PR contract to enhance strategic communications and support early childhood development initiatives statewide. This initiative is critical to advance our strategic communications and public relations efforts, distinct from our media campaigns, to bolster our statewide influence and support for early childhood development.

- **Proposed Budget for Commission Approval:** Up to \$4,000,000.00
- **Contract Term Length:** 36 Months

# Total Scope of Work Overview

## 1. Strategic Communications

- a. Messaging Development
- b. Thought Leadership
- c. Annual Strategic Communications Plan
- d. Quarterly Strategic Alignment Workshops
- e. Weekly Strategic Counsel & Consultation

## 2. Branding

- a. Brand & Logo Guidelines
- b. Branded Collateral
- c. State Website Content

## 3. PR Activations

- a. Statewide Days of Action
- b. Book Reading Days - Dia de Los Libros

## 4. Media Relations

- a. Media Monitoring
- b. Press Materials
- c. Press Events
- d. Spokesperson Training
- e. Pitching and Outreach
- f. Storytelling
- g. Crisis Management (ex. COVID pandemic)

## 5. Partner Communications

- a. Email System and List Management
- b. Executive Director Newsletter
- c. Annual Report
- d. Collaboration with the First 5 Association
- e. Technical Assistance to First 5 County Commissions
- f. Awards
- g. Summit Content Support

## 6. Internal Communications

- a. PEO Committee and Commission Communications Support
- b. Team Trainings
- c. Monthly Internal Email Updates
- d. Leadership Consultations for Internal Communications

## 7. Program Focus of PR Projects

- a. Whole Child Campaigns - Raising CA Strong





# Scope of Work 1- 6

# Strategic Importance and Value-Add of PR

PR operations add tremendous value to F5CA in the following ways:

Strategic  
Relationship  
Building

Professionalism

Crisis  
Management

Feedback  
Loop

Enhanced  
Visibility

Cost  
Effectiveness

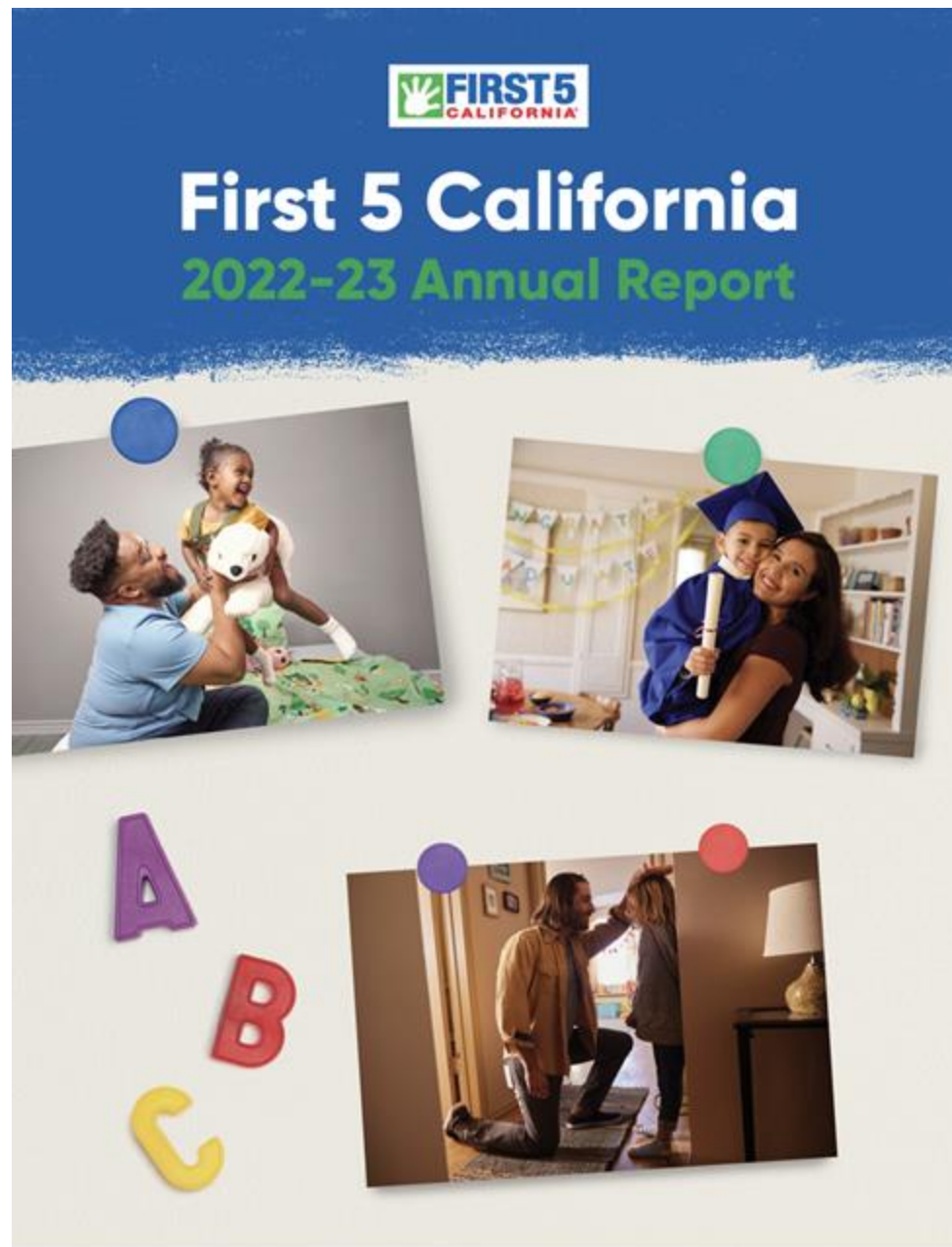
- 1. Strategic Relationship Building:** PR helps to cultivate and maintain key relationships with influential stakeholders, including policymakers, educational leaders, and community organizations. These relationships are essential for advocacy and can aid in securing support, funding, and new opportunities for First 5 California's programs.
- 2. Professionalism:** Expert PR support elevates the work of F5CA through enhanced branding, team training, improved internal and external communications tools, and experienced organization-level messaging consultation.
- 3. Crisis Management:** In times of crisis or when facing public scrutiny, a dedicated PR team can manage the narrative, mitigate negative impacts, and communicate effectively with the public and stakeholders.
- 4. Feedback Loop:** PR provides a crucial channel for feedback from stakeholders and the public. This feedback is vital for shaping current and future programs and for demonstrating accountability and responsiveness.
- 5. Enhanced Visibility:** Through PR, First 5 California can gain placements in news articles, interviews, and public speaking opportunities that are not possible through traditional media campaigns alone. These opportunities are crucial for thought leadership and for influencing public and professional discourse on early childhood topics.
- 6. Cost-Effectiveness:** While media campaigns require significant funding for media buys, PR relies more on the expertise of skilled professionals to engage with media outlets and stakeholders, often resulting in lower overall costs for similar or enhanced reputation and relationship outcomes. However, it's important to note, that many PR initiatives and special projects related to the proposed PR campaign(s) do often benefit from paid media investments; albeit, these are smaller media budgets than the larger statewide caregiver-focused media campaign.



# Brand Level Asset Creation

Establishing consistent branding and messaging in how we communicate to partners and stakeholders.

## Annual Reports



## Organization Fact Sheets

**Our History**

In 1998, California voters passed Proposition 10, the California Children and Families Act, establishing the California Children and Families Commission, also known as First 5 California. 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 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.

**Our Values**

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

**Programs**

- Kit for New Parents**: \$18 million from 2021 to 2024. The award-winning Kit for New Parents targets families with young children, providing key information and resources for first-time parents, grandparents, and caregivers. The kit is a foundational resource to support parents with the most important job anyone can have: parenting.
- Small Population County Funding**: \$20 million from 2021 to 2025. Provide grant funding to 21 counties with the lowest proportion of statewide annual births to fulfill our mission to promote, support, and improve the early development of children ages 0-5. This grant focuses on activities related to systems change efforts, as well as exploring the potential for pooled services to improve effective reach of programs to children and their families.
- Media Campaign**: \$55.8 million from 2021 to 2024. Implement a new media campaign, building on the success of Talk, Read, Sing!, focused on Adverse Childhood Experiences and methods to mitigate its negative effects on early childhood growth and development.
- Home Visiting Workforce Study**: \$24 million from 2022 to 2025. Promote effective home visiting expansion, technical assistance, and support to 50 counties to improve interagency coordination at the state level to support local county implementation, reduce duplication of effort, and remove barriers to families across programs and systems.
- Newcomer Family Support**: \$3 million from 2021 to 2023. Provide emergency family support and resettlement services to refugee families with children prenatal through age five resettling in California.
- Dual Language Learner Lot Program**: \$1.5 million from 2017 to 2022. Support children ages 0-5 years who are dual language learners. The program examines early and linguistically ages in early learning settings, and the conditions are effective, sustainable.

**Leadership Staff**

- Jackie Thu-Huong Wong, Executive Director
- Dr. Angelo Williams, Chief Deputy Director
- Sara Bachez, Deputy Director, External and Governmental Affairs
- Dr. Martha Eugenia Dominguez-Brinkley, Deputy Director, Program Innovation and Evaluation Division

## Brand Guidelines

**Manifesto**

Our teams began developing and forming long-lasting connections from the moment we're born. Approximately 90 percent of brain development occurs in the first five years of life—more so than in any other period of our lives. That's why it's crucial that the influences we learn, think, grow, and relate to others, feel, economic and social inequalities can create opportunity gaps at an early age, widening throughout early childhood. Adverse childhood experiences (ACEs) change the way bodies respond to stress and are often perpetuated through cycles of intergenerational trauma.

First 5 California understands that raising a healthy, happy child is hard. That's why we're here to help. We believe that parents and caregivers are their children's first and most important teachers, and we want to provide support. While there's no one-size-fits-all approach to parenting, fostering safe, stable, nurturing relationships and environments (SSEs) has been proven to help prevent ACEs and to help kids thrive socially, emotionally, and cognitively. These changes can create long impacts.

We believe that providing children ages 0 to 5 and their families with more high-quality opportunities to learn, develop, and bond will help them thrive, creating a healthier and happier future.

**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 composed of neutrals to help balance our bold primary color palette.

**Neutral**

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

First 5 California | 2022





# Uplifting F5CA's Profile

Through the use of a monthly e-newsletter, public radio airtime and article placements, First 5 California is securing its place as a key influencer in the early learning space as a resource for families.

## Monthly Newsletter

### Big Things Happening

We're passionately collaborating with leaders statewide to empower our partners, parents, and caregivers with the support they need to create a better future for all our children.



#### First 5 California Summit

I can hardly wait to meet many of you at First 5 California's biennial Child Health, Education, and Care Summit at the Oakland Marriott City Center on March 25-27, 2024. The Summit, celebrating its 25th anniversary, provides the ideal

#### Welcome Commissioner Bernardino-Fabi

### Stronger Starts Campaign Updates

We're proud to share highlights from our ongoing Stronger Starts campaign, including our most recent collaboration with Doggyland for a remix of our Dragon Song.

#### Stronger Starts News Coverage

In collaboration with First 5 Kern County, we received coverage of our Stronger Starts campaign by ABC 23 News Bakersfield. We were pleased with the in-depth report by reporter Ruby Rivera and thank First 5 Kern for their partnership on Stronger Starts.

[See Full News Coverage](#)

Check out some of our recent event activations focused on creating a brighter future for all Californians.

- 3/10: Sacramento Kings Slamson's Birthday, Sacramento County
- 3/16-3/17: Central Valley Sportsman's Boat and RV Show, Kern County
- 3/17: Stockton Kings Dunkson's Birthday, San Joaquin County
- 3/30: Bunny Hop, Los Angeles County
- 3/30: Charles M. Schulz Museum, Sonoma County

## Reports to Date:

- March 2024
- April 2024
- May 2024
- June 2024

## Public Radio



### First 5 California

[LISTEN](#) 14:58

[download audio](#)

A little over two decades ago, California voters approved a proposition to benefit the state's children. In 1998, Prop 10 added a 50-cent tax to each pack of cigarettes, and that money went to the creation of a California Children and Families Commission - more commonly known as First 5 California, which helps children from the womb through age 5 - including parents and caregivers. The person leading this state commission is also charting a new path. Executive Director [Jackie Thu-Huong Wong](#) is the first woman of color to lead the commission. Jackie explains how her childhood as a refugee following the fall of Saigon shapes her work today.

Jackie Wong discusses First 5 California during AAPI Heritage Month (May 30, 2024).

## Article Placements



### 25 Years Later, It's More Important Than Ever to Invest in Our Children's Health

By Sponsor  
Published May 29, 2024 8:01 AM



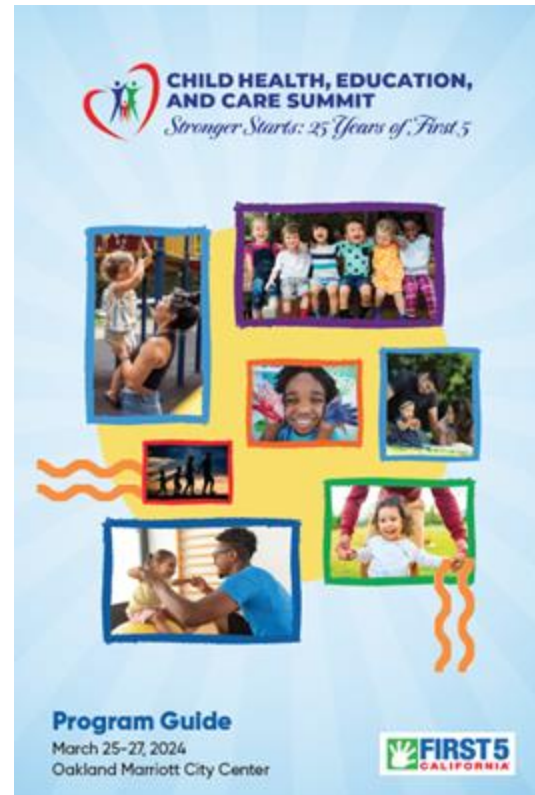
- Los Angeles Sentinel
- LAist
- Bold Journey
- Authority Magazine



# Advancing the ACEs Conversation

*Through hosting and participating in convenings, meetings and summits, First 5 California continues to advance the national conversation about adverse childhood experiences and how we can work to ensure all children and families have the resources to prevent and buffer against toxic stress.*

## Summit Support



- 25th Anniversary Video Production
- Summit Program Layout
- Summit Signage
- Summit Social Media Coverage
- Summit Staff Support
- Awards Reception Planning
- Awards Reception Production & ROS
- Awards Reception Sponsorships
- Manage Event Photographer
- Manage Event Subcontractor

## Meeting with VP Harris Staff at White House

June 2024



## Federal Reserve Bank Early Childhood Design Group

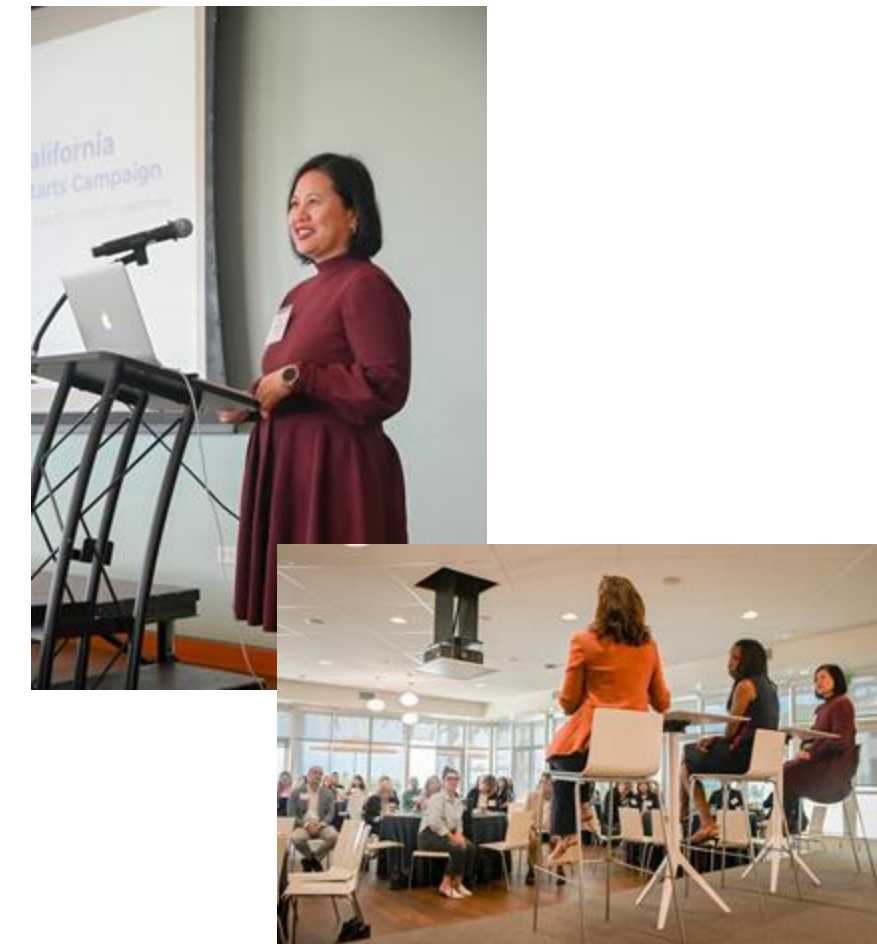
May 2024



The day included workshops, conversations, panels, and brainstorming, after which we collectively aligned on some big ideas to improve the future of health for our kids nationwide.

## ECE Funders Convening

April 2024



Before a room of philanthropic leaders and community-based organizations, our panel unpacked ways the state can reduce ACEs and toxic stress in children through local programs and healthcare.



# Building Team & Organizational

## **Staff and Commissioner Media Trainings**

**Goal:** Achieve PR coverage for campaigns and the organization by ensuring Commissioners and appropriate staff are strategically trained to speak with media on First 5 California topics and media campaigns.

### **Commissioner Trainings:**

Former Chair Giannina Perez

Vice Chair Shana Hazan

Commissioner Vivian Paz

Commissioner Elsa Jimenez

Collaborator Dr. Nadine Burke Harris

Chair, Katie Albright

### **Staff Trainings:**

Jackie Wong

All Departments Media Training (included all F5CA staff)

# Program Description, Goals & Focus

**Program Description** - Statewide public relations and strategic communications strategy that build upon the current and future work of F5CA including F5CA programs and evaluations, public relations media campaigns, scientific findings, government relationships, stakeholder partnerships, and other accomplishments.

**Program Goal** - The goal of F5CA's PR campaign(s) is to elevate awareness of F5CA brand, positions, and achievements as a source of influence to advance the North Star through **systems change, policy change, will-building campaigns, and public opinion change.**

**Program Focus** - Enhance access to early childhood environments for children from birth to five years old, supporting their development and enabling parents to participate in the workforce.



# Communications Overview - PR and Media

## PR Campaigns For Stakeholders

Will-Building, Influence & Public Opinion

Organization-Level Communications  
F5CA Brand

Elevate awareness, visibility,  
and expand support



## Media Campaigns For Caregivers

Public Education & Parenting Resources

Topic-Based Campaigns (i.e. toxic stress)  
Stronger Starts Brand

Engage caregivers to change knowledge,  
attitude, beliefs, and behaviors



# Thank you!

