



Committee Members: Nadine Burke Harris, Mayra Alvarez, Shana Hazan, Jackie Majors, and Kris Perry

Executive Director: Camille Maben

April 15, 2021, Public Education and Outreach

Advisory Committee Meeting Highlights

Item 1 – Opening Remarks

Ms. Maben called the meeting to order at 3:35 p.m.

Commissioners Present: Nadine Burke Harris
Mayra Alvarez
Shana Hazan
Jackie Majors
Kris Perry

Announcements

None.

Item 2 – Public Comment

No public comment.

INFORMATION ITEMS

Information Item 3 – *Kit for New Parents*

Vernettia Syphax, Information Officer I, provided an update on the *Kit for New Parents (Kit)*. The updates included:

- In February 2021, First 5 California (F5CA) released a request for proposal (RFP) for fulfillment services for the *Kit* and completed the first phase of evaluation for the submission received. The maximum amount for the agreement is \$11.5 million for a term of three years, with an anticipated start date of May 2021. The current *Kit* contract with the Office of State Publishing sunsets June 30, 2021.

- Recent data from the California Health Interview Survey describes who uses the *Kit* and its perceived usefulness. Usage of *Kit* information was high (83%) among parents who received it in the past 12 months. Findings among those parents are as follows:
 - A High Percentage of low-income parents were using the *Kit*. More than 90 percent of parents who received the *Kit* are below 200% of the federal poverty level.
 - By racial/ethnic group, use of *Kit* information was highest among Asian (91%) and Hispanic (85%) parents.
 - By educational attainment, use of the *Kit* was highest among parents with 12 years of education or a high school diploma (96%), though use was quite high for parents with less than 12 years of education (77%) and more than 12 years of education (81%).
 - Households with dual language learner children reported high use (91%).
 - Parents rated *Kit* usefulness as 8.7 on a scale of 1 to 10 (1 being least useful and 10 most useful).

DISCUSSION:

- Commissioner Alvarez asked which components of the *Kit* were the most-used, or the most-liked. Ms. Syphax responded that the upcoming evaluation through the F5CA Evaluation Office will ask questions regarding the most-liked components of the *Kit*.
- Commissioner Majors asked staff to ensure *Kits* are being provided to the intended audiences, especially lower income families. She suggested F5CA include more sustainable items in the *Kit*, such as record-keeping books, post-partum check lists for mothers, a 0 to 5 baby book, etc.
- Commissioner Burke Harris reiterated the need for an Adverse Childhood Experiences component of the *Kit*. Deputy Director Max Vargas confirmed F5CA is in contact with the Office of the Surgeon General to work on this component.
- Ex-Officio Member Perry asked about the expenditure breakdown of the \$18 million. Ms. Syphax explained that \$11 million is allocated for the creation of the *Kit*, and \$7 million will be used for other associated costs. Ex-Officio Member Perry also asked if there has been consideration of an online kit versus a physical kit.
- Commissioners noted F5CA needs to be considerate of the digital divide, since lower-income and rural families may not have easy access to the Internet.

PUBLIC COMMENT: None.

Information Item 4 – Conclusion of Statewide Public Relations and Advocacy Capacity Contract

F5CA staff and representatives from Golin/Harris, Inc. (Golin), including multiple subcontractors, presented highlights of several notable achievements from the public relations and advocacy capacity contract, which began May 7, 2019, and concludes April 16, 2021. Oscar Ramirez, Information Officer I, opened the presentation, and turned it over to Catie Stoneberg and other staff from Golin to present the following highlights of the contract:

- Community recognition and perception analyses
- Research reports and surveys on relevant topics and existing platforms
- Leveraging community expertise for strategic support of activities
- Communications strategy and branding support for legislative advocacy
- Development of media messaging and collateral for F5CA initiatives
- Content creation, social media strategy, and document support

DISCUSSION:

- Commissioner Alvarez asked about the timing of the contract, and how it would align with the Strategic Plan (Plan), and if there was flexibility to adapt to changes in the Plan. Mr. Ramirez noted that there was already some flexibility built into this contract, including a section specifically designed for tailored rapid response, as was needed at the start of the COVID-19 pandemic.

PUBLIC COMMENT: None.

Information Item 5 – Statewide Advertising and Public Education and Outreach Campaign Update and Status of Multimedia Communications and Public Relations Request for Proposal

Jamiann Collins-Lopez, Information Officer II, opened the presentation and turned it over to Renee Fraser of Fraser Communications to share an overview of its multi-lingual, multi-channel communications outreach program executed over the past year.

Highlights included:

- Messaging during the COVID-19 pandemic

- Serving parents and caregivers throughout California with timely information, resources, and support
- Utilizing outreach channels to reach parents and caregivers in varying ways and in multiple languages

An update on the parent website was provided as well as top-level analytics measuring its use and effectiveness since the official launch in September 2020.

A brief update was provided on the post-campaign evaluation study currently in progress. A final evaluation and executive report will be available in May 2021.

F5CA staff closed with an update on the current status of the media/public relations RFP, noting proposals were due early May with the intent to award the contract in early June.

DISCUSSION:

- Commissioner Majors touched on the topic of diversity, and said she appreciated Fraser Communications ensuring Talk. Read. Sing.[®] reached all communities.

PUBLIC COMMENT: None.

Action Item 6 – Adjournment

DISCUSSION: None.

PUBLIC COMMENT: None.

MOTION/ACTION: Commissioner Majors moved to adjourn. The motion was seconded by Commissioner Hazan.

VOTE: The motion was unanimously approved by the Commission.

The meeting was adjourned at 5:10 p.m.