



California Children and Families Public Education and Outreach

Advisory Committee Meeting

November 14, 2022

MEETING HIGHLIGHTS

Agenda Item 1 – Opening Remarks

The committee meeting was called to order at 10:06 a.m.

Commissioners Present: Jackie Majors
Lori Risso

Commissioner(s) Absent: Mayra Alvarez

Announcements

Sara Bachez, Deputy Director, External and Governmental Affairs Office, opened the meeting by giving a brief overview of the structure for the meeting. James Lindsay, Chief Legal Counsel, reminded committee members of the rules regarding public advisory committee meetings.

Agenda Item 2 – Public Comment

No public comment.

Information Item 3 – Public Education and Outreach Media Campaign Update

First 5 California's media contractor, Rescue Agency (Rescue), provided updates on the development of the campaign to educate parents of children ages 0 to 5 about toxic stress. Updates included information from two phases of focus group research and a look ahead at what steps come next in producing and launching the new effort.

Discussion

Commissioners discussed some of the findings that were brought up in the presentation from Rescue. The topic of parents wanting better lives for their children was introduced, and Commissioner Majors was asked about her thoughts around the best path forward. She responded that she has spent many years talking about adverse childhood experiences and

toxic stress, so she is aware of their effects on children, but for some families, the research needs to be more attainable.

Commissioners also noted concern for how the message would get out to parents, especially those who do not watch basic channels on TV and might get their entertainment from social media platforms. Rescue responded that they are currently working on a social media strategy to address this issue.

Public comment

No public comment.

Action Item 4 – Adjournment

The committee meeting was adjourned at 11:32 a.m.