

**4
Action**

Parent and Public Education

Supporting Document

Overview:

On December 3, 2007 (Item 9), the Commission approved the award of a contract to MJE Marketing Services, Inc. (MJE) to develop and implement a strategic communications plan. The first phase of First 5 San Diego's public education campaign was launched in August of 2008 to reach the greatest proportion of parents with children under 5 that are eligible for First 5 funded services. In November of 2009, the Commission launched the second phase of the public awareness campaign. Both campaigns utilized Public Service Announcements (PSA) and artwork to highlight the Healthy Development Services program.

The requested contract amendment will allow First 5 San Diego the opportunity to follow through on existing outreach efforts to promote First 5 programs and services. The Commission has invested in 8 PSA's (4 Spanish and 4 English) that focus on Positive Parenting and Oral Health. The extension of the contract will allow the Commission to reach parents of young children with targeted messages on the importance of oral health in young children, and the power of positive parenting.

The one-year amendment will allow First 5 to explore utilizing an upcoming Request for Service Qualifications procurement (RFSQ) that will be released by the Department of Health and Human Services. The RFSQ will establish a listing of qualified Communications firms for the Agency's use. First 5 San Diego will have the ability to utilize the established list, which will allow First 5 to continue its efforts to align with Agency practices.

Staff Recommendation:

- 1) Find that the proposed contract extension with MJE Marketing Services is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit.
- 2) Authorize the Executive Director or designee to execute and negotiate a contract amendment with MJE Marketing Services, Inc. for a total of up to \$120,000. The contractor will also administer Parent and Public Education services funding per the FY 10/11 Operating Budget.

Fiscal Impact:

Up to \$120,000 is proposed as a line item in the Commission's FY 2010-11 Operating Budget for Parent and Public Education Coordination.

**Grace Young
Contacts and
School
Readiness
Program
Manager**