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Information

Parent and Public Education Campaign Results

Supporting Document

Overview:

On December 3, 2007 (Item 9), the Commission approved the award of a contract to MJE Marketing Services, Inc. to develop and implement a strategic communications plan. The first phase of First 5 San Diego's public education campaign was launched in August 2008 to reach the greatest proportion of parents with children under 5 that are eligible for First 5 funded services. In November 2009, the Commission launched the second phase of the public education campaign. The Commission will receive a report on the accomplishments of the campaign.

Staff Recommendation:

None. For information only.

Fiscal Impact:

None

**Executive
Director Jiménez**

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cations and
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