

First 5 Commission of San Diego

June 7, 2010

Parent and Public Education Campaign Results

Background:

The First 5 Commission of San Diego's Strategic Plan 2010-2015 includes "parent and caregiver education to promote positive practices, parent and public education about the availability of services, and public education about the importance of the first five years of life" as key support strategies necessary for the successful implementation of the plan's core strategies. These activities are important for developing a sustained focus on early childhood development, and for reducing the need for more costly services in the future through prevention and early intervention.

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 for First 5 San Diego. The communications plan, developed in collaboration with staff, was approved by the Commission in May 2008. The plan was designed to increase awareness of the importance of children's early development, educate parents, and increase awareness of Commission-funded services and programs available to children and families.

Community Education Project Overview:

The first phase of the First 5 San Diego Good Start Public Education Campaign was launched in August 2008. Campaign elements included a new website launch, television and radio Public Service Announcements (PSAs), printed materials, mall displays, transit shelter displays, play space sponsorship, movie theater ads, on line "pay per click" ads and the launch of a toll-free warm line number for parents (1-888-5 FIRST 5).

To reach the greatest proportion of parents with children under 5 that are eligible for First 5 funded services, a primary target audience of women ages 18 -34 with a household income of \$50,000 or less, was identified. A campaign was designed using specific media elements that would best reach this target audience.

First 5 San Diego Good Start Campaign – Phase 1

The first phase of the community education campaign:

- Achieved more than 309 million gross impressions at a cost of less than one-tenth of a cent per impression. (Gross impressions are the number of times elements from the campaign were seen)
- First 5 San Diego website visits increased 529% to over 10,000 visits per month
- Approximately 2,000 calls to the newly established First 5 San Diego warm line (1-888-5 FIRST 5)
- Referrals to First 5 San Diego programs and services increased 429% to an average of 217 referrals per month
- More than 115,000 brochures and posters distributed to parents and caregivers of young children

First 5 San Diego Good Start Campaign – Phase 2

In November 2009, the Commission launched the second phase of the public awareness campaign using existing PSA's and artwork. The campaign continued to stress the importance of a child's first five years of life, the critical role of parents and other early care providers in a child's life, and the services offered to children ages 0 through 5 and their families by First 5 San Diego. Phase 2 of the campaign included media elements that proved to be successful in reaching our target demographic established in Phase 1. These elements included television and radio PSAs, printed materials, mall displays, transit shelter displays, play space sponsorship, website, interviews, and a toll-free warm line number for parents (1-888-5 FIRST 5).

The second phase of the Good Start campaign:

- Achieved more than 414 million gross impressions at a cost of less than one-tenth of a cent per impression.

- Website visits to the First 5 San Diego website have increased 95% from a low of 6,400 to a high of 12,500 per month
- First 5 San Diego warm line calls (1-888-5 FIRST 5) calls have increased 161% from 144 per month to 376 per month
- Referrals to First 5 San Diego programs and services increased 120% from 92 per month to 203 per month
- Almost 75,000 newly designed developmental pocket guides distributed to young parents in San Diego

Commission History:

- May 3, 2010 (Item 4) the Commission approved a contract amendment for MJE Marketing Services, Inc. for up to \$120,000 for FY 10/11.
- On April 27, 2009 (Item 9) the Commission was presented the Community Education Project results.
- On September 8, 2008 (Item 4) the Commission and TPAC members received a presentation highlighting the elements of the public education campaign.
- On May 5, 2008 (Item 10) the Commission approved the Strategic Communications Plan and implementation of the plan.
- On December 3, 2007 (Item 9) the Commission approved a contract award of up to \$170,000 to MJE Marketing Services, Inc. for Media Communications and Outreach Consultation Services through June 30, 2009.

Staff Recommendation:

This item is for information only.

Fiscal Impact:

None.