

FIRST 5 SAN DIEGO

GOOD START PUBLIC EDUCATION CAMPAIGN

AUGUST 2008 - FEBRUARY 2009

PERFORMANCE SUMMARY

APRIL 27, 2009

PREPARED BY:



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Good Start Public Education Campaign

The First 5 Commission of San Diego's Strategic Plan 2004-2009 identifies the need to "develop and implement a Strategic Communications Plan to raise awareness of the importance of children's early development across all of San Diego County's diverse communities." This mandate is a priority strategy for achieving Systems Improvement and Community Change in support of the Commission's strategic initiatives. In addition, the Commission identified community strengthening and awareness as one of four priority strategies for accomplishing the goals and objectives for each Commission-funded initiative.

To address community awareness, First 5 San Diego retained MJE Marketing Services to implement a seven-month public education campaign of communication tactics and community outreach endeavors. The goal is to assist the Commission in planning, developing and executing coordinated media outreach and communications campaigns. These outreach and media activities are designed to increase awareness of the importance of children's early development, educate parents and increase awareness of Commission-funded services and programs. A particular focus of this public education campaign was the Healthy Development Services (HDS) program. HDS contributed \$400,000 from its health projects promotion budget to increase the awareness of healthy development checkups.

Campaign Execution

The First 5 San Diego Good Start Public Education Campaign was implemented from August 2008 through February 2009. The campaign goals were to:

- Educate the target audiences on the importance of the first five years of life to a child's physical, social-emotional and cognitive development.
- Raise awareness among parents and other caregivers about the many programs available through First 5 San Diego that support healthy physical, social-emotional and cognitive development.

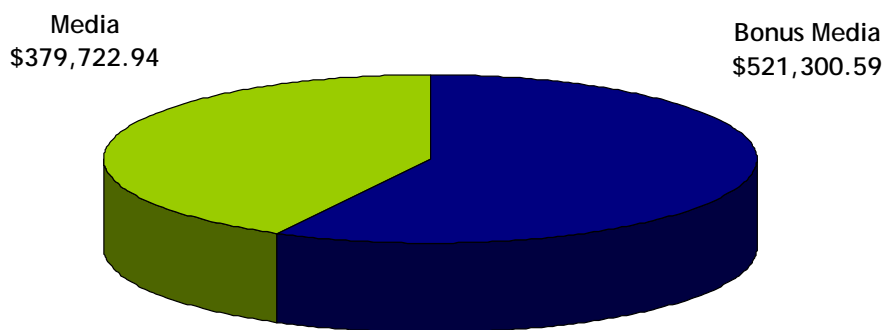
Components of the Good Start Public Education Campaign included:

- Key messages
- Communications tools development: Website, printed materials, community relations materials, information line (1-888-5 FIRST 5)
- Media outreach: TV, radio, movie theater, Internet, outdoor
- Earned outreach: public relations, community relations, contractor relations
- A refreshed identity for First 5 San Diego including updating the graphics approach, theme, headlines, color palette and font type/styles

Campaign Media

MJE Marketing recommended media outreach tools based on research of most accessed media of women 18-34 years old with household incomes of \$50,000 or less. The campaign media buy of \$379,722.94 was leveraged through negotiation of additional airtime, media space and streaming public service announcements valued at \$521,300.59. What follows is a summary of the media used and the bonus dollars in the media buy. Bonus delivered is the additional value of various media that were provided above and beyond the media buy.

Campaign Media Allocation



Broadcast Communication Tools	Paid	Total Campaign Value	Bonus Value Delivered
Television	\$84,140.00	\$154,640.00	\$70,500.00
Spanish Language Television	\$62,600.00	\$314,200.00	\$251,600.00
Radio	\$36,960.00	\$172,160.00	\$135,200.00
Spanish Language Radio	\$35,000.00	\$61,350.00	\$26,350.00
Cable	\$30,030.00	\$52,430.00	\$22,400.00
Total	\$248,730.00	\$754,780.00	\$506,050.00

Out of Home Communication Tools	Paid	Total Campaign Value	Bonus Value Delivered
Transit Shelters	\$61,411.76	\$66,970.58	\$5,558.82
Bulkhead Wrap/Play Space	\$23,529.41	\$24,705.88	\$1,176.47
Movie Theater	\$16,640.00	\$17,920.00	\$1,280.00
Internet	\$11,764.71	\$11,764.71	\$ 0.00
Plaza Bonita Mall Displays	\$8,823.53	\$13,235.30	\$4,411.77
Mission Valley Mall Displays	\$8,823.53	\$17,647.06	\$8,823.53
Total	\$130,992.94	\$152,243.53	\$21,250.59

Communication Methods

Overall, the paid campaign achieved more than 309 million gross impressions at a cost of about one-tenth of a cent per impression. These gross impressions resulted in an increase in the target audiences' awareness of First 5 San Diego programs and services.

Medium	Ad Size	Gross Impressions ¹
Television		
Channel 10 (ABC)	502 spots over 28 weeks	16,128,000
Cox Cable	627 spots over 28 weeks	4,745,990
Univision/Telemundo/Telefutura	1,296 spots over 25 weeks	9,353,000
Radio		
Channel 93.3 FM	2,780 spots over 28 weeks	11,428,600
Channel 106.5 FM	410 spots over 14 weeks	4,834,800
Transit Shelters		
Bus shelters ²	58 shelters (9/1-10/26/08) 116 shelters (11/24-2/15/09)	61,712,000 185,136,000
Internet		
Google	Search engine pay per click	3,548,431
Yahoo		1,568,797
Movie Theater		
Signature Escondido	12,544 spots over 28 weeks	1,826,832
Shopping Centers		
Westfield Plaza Bonita	Bulkhead wrap/play space	2,916,667
Westfield Plaza Bonita	3 mall display ads	3,200,000
Westfield Mission Valley	4 mall display ads	3,350,000
Total Gross Impressions		309,749,117

¹Gross Impressions are the total number of times individuals are reached by a given media schedule where there is exposure to the same PSA on multiple occasions.

²One eight-week time period and one twelve-week time period were scheduled for the bus shelters, one with 58 shelters and the second with 116 shelters.

Results

The Good Start Public Education Campaign has delivered the desired results. The Strategic Communications Plan's goals have been met to engage the community and increase utilization of First 5 San Diego programs and increase awareness.

Community Engagement

Strategy	Before	After
First 5 San Diego message	21% of women 18-34 years old aware of the importance of the first five years (approx. 75,000 ¹)	46% of women 18-34 years old aware of the importance of first five years (approx. 163,000 ¹)
First 5 San Diego message	20% of households with income less than 50k with children aware of the importance of the first five years (approx. 55,000 ¹)	49% of households with income less than 50k with children aware of the importance of the first five years (approx. 134,000 ¹)
First 5 San Diego awareness	54% of households with children aware of First 5 as a resource (approx. 198,000 ¹)	68% of households with children aware of First 5 as a resource (approx. 249,000 ¹)
Public education, using television, radio, Internet, and outdoor promotion	None	Campaign achieved more than 309 million gross impressions
Earned media, using story and calendar item placements	None	10.4 million gross impressions
Website www.first5sandiego.org	1,600 visitors and 9 contact emails per month	10,000 visitors and 41 contact emails per month
Warm line 1-888-5 FIRST 5	Did not exist	Averages 320 calls per month
Printed materials (brochures and posters)	Approximately 22,775 brochures distributed	Approximately 115,000 brochures and posters distributed
Community events	None	Provided opportunities to interact with more than 1,500 San Diego residents
Contractor website links	None	More than 80 contractors have website links listed on the website

¹Estimate based on U.S. Census population data.

Client Referrals

First 5 San Diego’s warm line (1-888-5 FIRST 5) received more than 2,000 calls resulting in more than 1,300 referrals, a comparable 429% increase in referrals from the previous fiscal year. There has been a 55% drop in calls to the warm line since the campaign ended.

Initiatives	Before Warm Line	After Warm Line
Healthy Developmental Services (HDS)	First 5 San Diego averaged 41 referrals per month through 211	Received 530 referrals
First 5 for Parents		Received 130 referrals
Early Education Programs (School Readiness, Preschool For All)		Received 360 referrals
New Parent Kits		San Diego residents requested and received more than 1,000 kits
Childcare Referrals YMCA-CRS		Received 100 referrals
Health Care Access		Received 65 referrals
Oral Health Initiative		Received 25 referrals
Other Referrals ¹		Received 200 referrals

Other Referrals are for housing, food, employment, support groups, counseling, public assistance, and other programs and services in the 211 database.