

First 5 Commission of San Diego
February 7, 2011
Communications Contract Extension

Request

The action before the Commission is to approve a contract amendment to add an additional option year to MJE Marketing Services, Inc.'s (MJE) current contract for Parent and Public Education Coordination services for a total of up to \$120,000 for FY 2011-12.

Background

On December 3, 2007 (Item 9), the Commission approved the award of a contract to MJE to develop and implement a strategic communications plan. The communications plan, developed by MJE in collaboration with staff, was approved by the Commission in May of 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. The Healthy Development Services (HDS) initiative contributed \$400,000 from the HDS budget for health projects promotion to increase awareness and utilization of HDS services, emphasizing the importance of healthy development checkups.

Parent and Public Education Campaign 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 were distributed to parents and caregivers of young children.

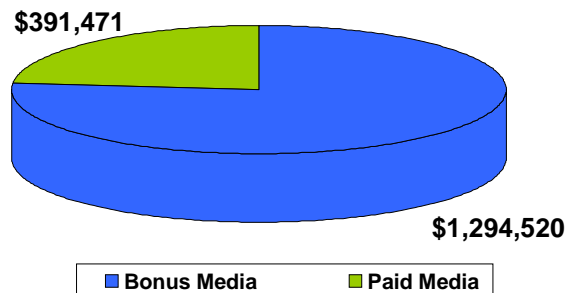
First 5 San Diego Good Start Campaign – Phase 2

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).

Phase 2 Campaign Results:

- 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 increased 95% from a low of 6,400 to a high of 12,500 per month.
- First 5 San Diego warm line (1-888-5 FIRST 5) calls 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 were distributed to young parents in San Diego County.

The campaign media buy of \$391,471 was leveraged by a 5:1 ratio through negotiation of additional media and streaming public service announcements valued at \$1,294,520.



First 5 San Diego Good Start Campaign - Phase 3

In follow up to the two highly successful campaign phases focused on Healthy Development Services, MJE and Commission staff worked with key stakeholders to develop key messages and content for new parent and public awareness campaigns that focus on oral health and positive parenting. At their meeting on May 3, 2010 the Commission previewed the television PSA's for the new campaigns. On August 9, 2010, the Commission received a preview of additional campaign elements including transit shelter and mall displays, and a re-designed, more parent-friendly First 5 San Diego website.

The launch of the Phase 3 Campaign, with a focus on Oral Health, was originally planned for October 2010, but was postponed due to the First 5 California media campaign. First 5 California launched its media campaign on September 20, 2010. The state campaign used many of the media channels that had been planned for use in the First 5 San Diego campaign, thus reducing the availability of ad space and the potential reach of the campaign. On the advice of MJE, staff postponed the launch of media campaign until February 2011 when the State's campaign is scheduled to end. In the meantime, the newly improved website has been launched along with a new monthly electronic newsletter. At the request of the State Commission, staff shared the revised First 5 San Diego media plan with them in an effort to prevent future problems of competing media campaigns.

The Good Start campaign on Oral Health is set to launch on February 21, 2011 and will run through June 26, 2011. The media buy negotiated by MJE on behalf of the Commission for this campaign is providing another significant leveraging opportunity. The total cost of the paid media for the campaign is \$394,626, and the projected bonus media is valued at a minimum of \$1,083,788. The actual amount leveraged could be even greater, and will be reported to the Commission following the conclusion of the campaign.

Justification for Contract Amendment

The one-year amendment will allow First 5 San Diego to continue to conduct effective parent and public education campaigns that target specific Strategic Plan objectives and indicators. In addition, it will allow staff to explore the potential for utilizing an upcoming Request for Service Qualifications (RFSQ) procurement that will establish a list of qualified communications firms for County department's use. This procurement, and the subsequent list of qualified vendors, will result in significant savings in staff time

and workload that would be involved in a competitive re-procurement of communications services for First 5 San Diego.

There is not enough funding to fill the needs for direct services and reach the parents of the over 279,000 children ages 0 through 5 in San Diego County. Parent education at a community level changes parent beliefs, changes perception of health, education and parenting practices. Parent behaviors can reduce the need for some direct services. This is a long-term change that goes beyond the first 5 years.

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.

Commission History

- August 9, 2010 (Item 7), the Commission received a presentation previewing new campaign elements focused on oral health, positive parenting, an improved website design, and an electronic newsletter.
- June 7, 2010 (Item 6), the Commission received a presentation on the results of the Parent and Public Education Campaigns to date.
- May 3, 2010 (Item 4), the Commission approved a contract amendment to add one year and \$120,000 to the contract with MJE Marketing Services for communications consultant services for FY 2010-11.
- May 3, 2010 (Item 1), the Commission approved the FY 2010-11 Budget which included \$120,000 for professional services for communications planning and development and \$500,000 for parent and public education strategies.
- April 27, 2009 (Item 9), the Commission was presented the Community Education Project results.
- On November 3, 2008 (Item 3), the Commission approved a budget adjustment in the amount of \$96,275 for additional community outreach materials.
- September 8, 2008 (Item 4), the Commission and TPAC members received a presentation highlighting the elements of the public education campaign.
- 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.

Link to the Strategic Plan

The First 5 Commission of San Diego's Strategic Plan 2010-2015 includes the following support strategies as necessary elements for successful implementation of the plan's core strategies, and for developing a sustained focus on early childhood development:

- Parent and caregiver education to promote positive practices.
- Parent and public education about the availability of services.
- Public education about the importance of the first five years of life.

The contract with MJE supports these strategies.

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 her 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 2011-12 Operating Budget.

Fiscal Impact

Up to \$120,000 from the Administration Expenses line for FY 2011 – 12 in the Commission's approved 10-Year Financial Spending Plan.