

**First 5 Commission of San Diego**  
 June 13, 2011  
**Parent & Public Education Contract Amendment**

**Request:**

The action before the Commission is to approve a contract amendment with MJE Marketing Services Inc, for Parent & Public Education activities for a total of up to \$310,000 for FY 2011-12. This amendment reduces the portion of the contract for consultant services from \$120,000 to \$60,000 and reduces the amount for Parent and Public Education in the previously approved 5- year Program Allocation Plan from \$500,000 to \$250,000 as a result of the reductions required from AB 99.

**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.

Phases 1 and 2 of the First 5 San Diego Good Start Campaign, which focused on Healthy Development Services, were highly effective in reaching the target audience, increased website visits and Warm Line calls, and resulted in increased referrals to First 5 San Diego programs and services. Both campaign phases provided significant leveraging of the Commission's investment. Phase 2 of the campaign, which ran from November 2009 to May 2010 produced a 1:5 ratio of paid to bonus media: the media buy negotiated by MJE Marketing Services provided \$1,294,520 in added value to the Commission's investment of \$391,471.

In follow up to the two highly successful campaign phases, MJE and Commission staff worked with subject matter experts and stakeholders to develop key messages for new parent and public awareness campaigns focused on oral health and positive parenting. At their meeting on May 3, 2010 the Commission previewed the television Public Service Announcement's (PSA) 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 current Phase 3 campaign focusing on Oral Health launched on February 21, 2011 and is scheduled to run through June 26, 2011. The media buy negotiated by MJE on behalf of the Commission has provided another significant leveraging opportunity:

- The total cost of the paid media for the campaign is \$394,626, with projected added value of at least \$1,083,788.
- Warm line calls, and web site hits have increased per the table below.

	<b>Before Campaign</b>	<b>After start of the Campaign</b>
<b>Warm line</b>	<b>135</b> per month	<b>350</b> per month
<b>First 5 Web Site</b>	<b>7,000</b> per month	<b>13,000</b> per month

**Justification for Contract Amendment:**

The requested amendment will allow First 5 San Diego to continue to conduct parent and public education campaigns that address specific Strategic Plan objectives and indicators to increase awareness of and access to First 5-funded services and to promote positive parenting practices for improved child development outcomes. There is not sufficient funding to address the direct service needs of all of the more than 279,000 children ages 0 through 5 in San Diego County, and AB99 has required even greater cuts. Effective parent education at a community level changes parents' knowledge, attitudes and behaviors and can reduce the need for some of these direct services.

The portion of the contract for consultant services is being reduced from \$120,000 to \$60,000 in this contract year. These funds will only be utilized as needed to address critical situations approved by the Executive Director or her designee to be paid on a cost reimbursement basis.

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 the development and production of English and Spanish PSA's that focus on positive parenting practices to promote healthy social emotional development of children ages 0 – 5. The amendment will allow the Commission to utilize these already developed materials to reach parents of young children with targeted messages on the importance of positive parenting.

For media communications and outreach efforts in future years, staff will explore the potential for utilizing an upcoming Request for Service Qualifications (RFSQ) procurement that will establish a list of qualified communications firms for County of San Diego department's use. This procurement is anticipated to save First 5 staff the time and workload that would be involved in a competitive re-procurement of communications services.

**Commission History:**

- February 7, 2011 (Item 4), the Commission approved a contract amendment to add an additional option year to the 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.
- 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.
- 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.
- 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 requested amendment supports the following First 5 Commission of San Diego's Strategic Plan 2010-2015 strategies:

- 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.

**Staff Recommendation:**

- 1) Find that the proposed contract amendment 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 \$310,000 for Communications Consultant Services (\$60,000) and Parent and Public Education (\$250,000) for FY 2011 -12.

**Fiscal Impact:**

Up to \$60,000 for Communications Consultant Services from the Specialized Services Contracts expense line and up to \$250,000 from the Contributions to Community Projects expense line for Parent and Public Education of the proposed FY 2011 – 12 Operating Budget.