

**5
Action**

Parent & Public Education Contract Amendment
Supporting Document

Overview:

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, and resulted in increased referrals to First 5 San Diego programs and services. Both campaign phases provided significant leveraging of the Commission's investment with the added value/bonus media obtained through negotiated media buys.

At its meeting on May 9, 2011, the Commission directed staff to reduce expenditures for evaluation and public education in response to AB 99.

The proposal is to amend the contract with MJE Marketing Services with a reduced budget and scope of work.

The requested contract amendment will allow First 5 San Diego the opportunity to follow through on existing outreach efforts to promote First 5 services along with positive parenting messages. The Commission has invested in the development and production of English and Spanish Public Service Announcements 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.

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.

**Executive
Director
Jiménez**