

Community Outreach & Engagement Summary

FY 2022 – 2023

Campaign Plan

FY 2023 – 2024



FY22-23

REVIEW



FY22-23 Campaign Objectives

- ✓ **Educate** parents on the importance of the first five years of a child's life
- ✓ **Raise** awareness among parents and caregivers about the many programs available
- ✓ **Position** First 5 San Diego as early childhood development experts



FY22-23 Goals

- ✓ **Develop a creative campaign**
- ✓ **Expand on Talk, Read, Sing and HOORAY!
For Reading Campaigns**
- ✓ **Increase awareness**
- ✓ **Increase partnerships**
- ✓ **Develop evergreen educational tools**
- ✓ **Clearly define and position**

FY22-23 Highlights

- Third year of Talk, Read, Sing Day
- Introduced the First 5 San Diego mascot – Fido
- Expanded partnership with San Diego Museum Council
- Conducted a photo and video shoot with local families
- Created an Early Learners Activity Book
- Garnered **95,412,627** impressions with a **0.004** cost per impression

FY22-23 Campaigns

talk

ABOUT YOUR DAY

read

A FUNNY BOOK

sing

A SILLY SONG



Introduction
of
Fido

FY22-23 Media Relations

- Positioned Alethea as an expert to enhance the awareness and reputation of First 5 San Diego
- Used trending news topics to provide resources for parents and caregivers
- Ensured that internal and external communications regarding First 5 San Diego are aligned and support organizational goals
- Identified opportunities with partners



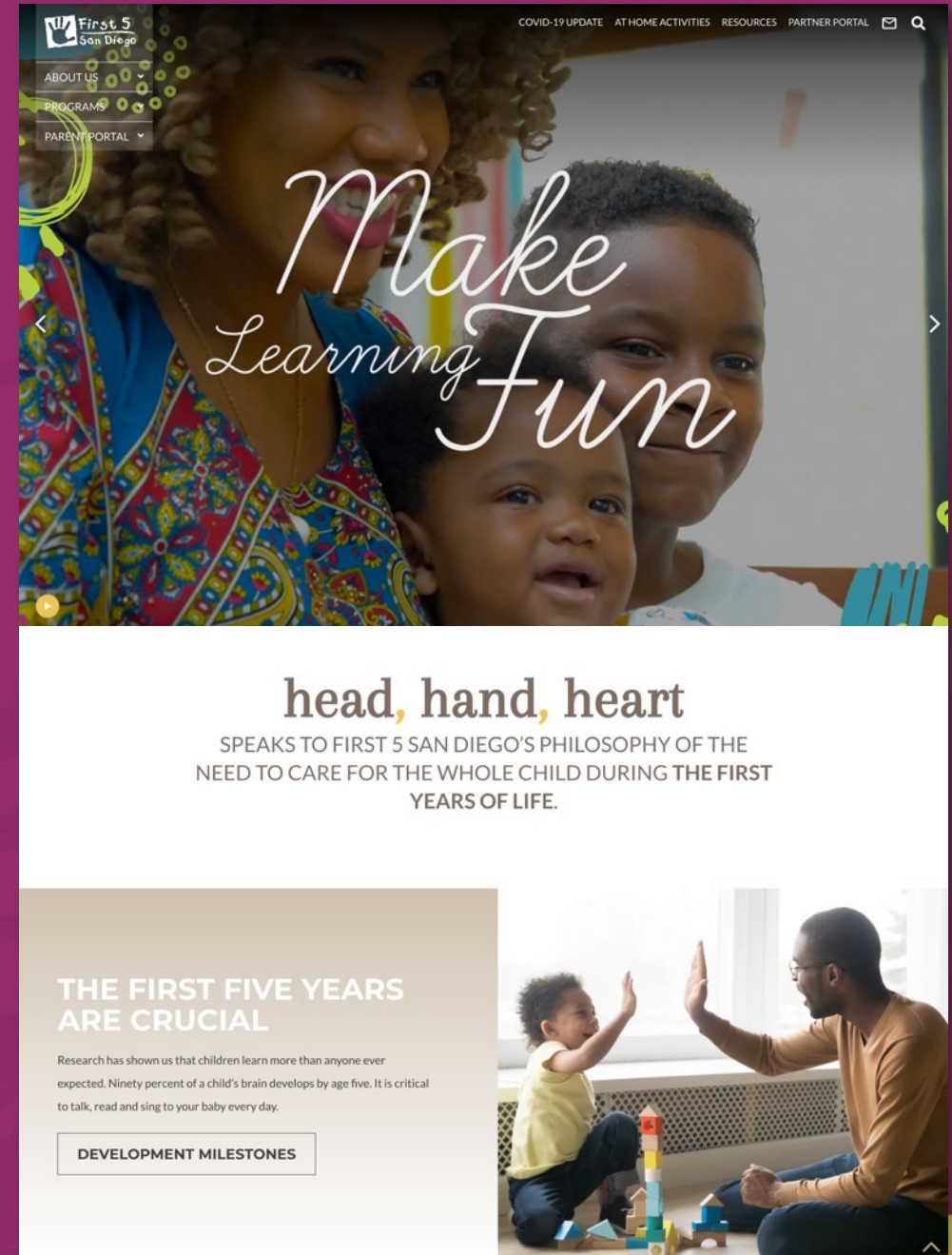
FY22-23 Social Media

- Continued the social kit for easy sharing for partners #SDEarlyCarePartners
- Aligned social media strategy with current organizational goals
- Conducted a photo shoot for better imagery
- Incorporated more collaborative promotions with partners
- Used social media advertising to increase reach and engagement
- Ran several ticket sweepstakes to grow audience and provide opportunities for families to explore San Diego



FY22-23 Website

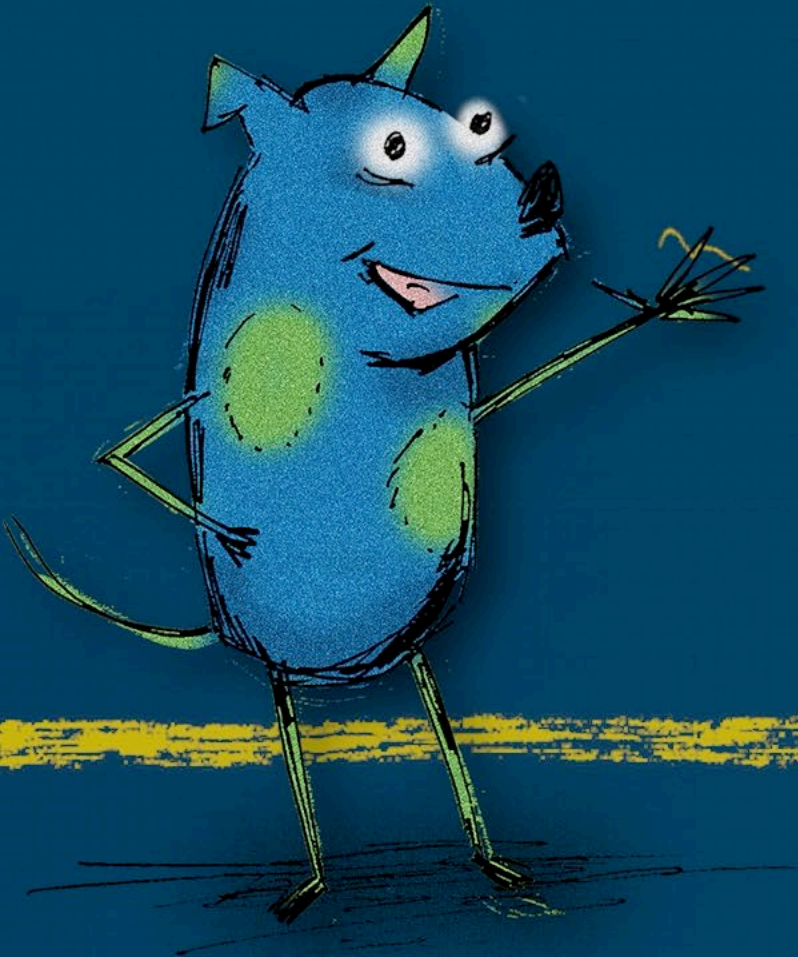
- Updated to match current campaigns
- Developed Annual Report microsite
- Expanded on the social kit for easy sharing by partners
- Improved SEO by keeping activity high on site (news and blogs)
- Directed all initiatives to website to drive traffic



CAMPAIGN --- COMPONENTS

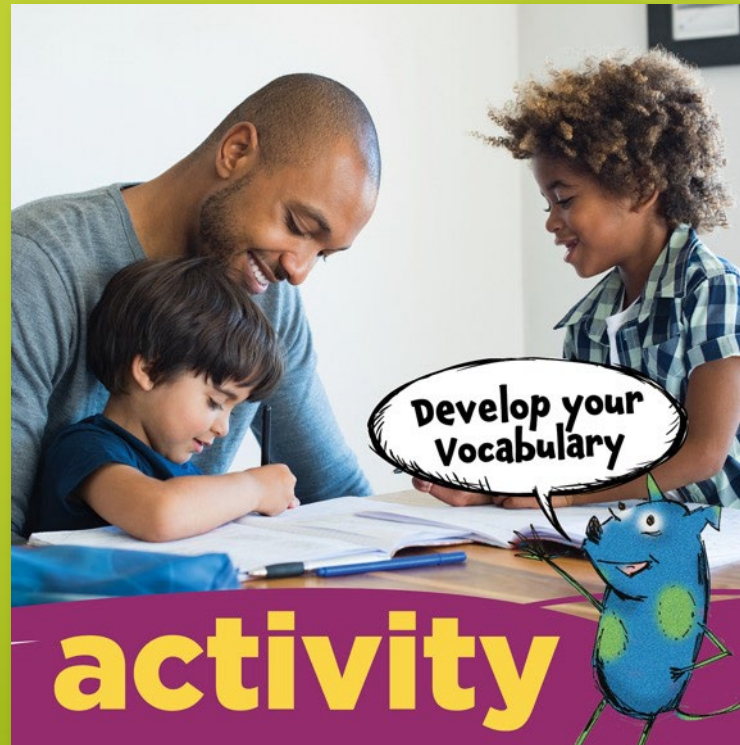


PSA



3

Social Media



ENGAGEMENT --- COMPONENTS



Early Education Social Kit



TALK, READ, SING DAY



Talk, Read, Sing Day

Happy Talk, Read, Sing Day! We want to thank our partners and supporters who have worked with us throughout the year to ensure every child has the resources they need to have the brightest future. Learn more and take the pledge today #TalkReadSing <https://first5sandiego.org/parent-portal/talk-read-sing/>

SPECIFIC TIME OR DURATION
June 8, 2023



talk, read, sing



Talk, Read, Sing

Babies brains are absorbing and creating connections to words even before they can talk. When you talk, read or sing to your baby, you are helping them create a foundation for life long learning. Find out more at bit.ly/TalkReadSingF5 #TalkReadSing #SDEarlyCarePartners

SPECIFIC TIME OR DURATION
June 2023



talk, read, sing



Talk, Read, Sing

Sing when you're happy! Sing when you're sad. Sing when you're learning. When you add song or music to your day, you're helping your little one help build up memory and stimulate motor skills. Find out more at bit.ly/TalkReadSingF5 #TalkReadSing #SDEarlyCarePartners

SPECIFIC TIME OR DURATION
June 2023



talk, read, sing



Talk, Read, Sing

Anything can be read out loud—signs, books, even every day actions! Reading out loud to your little ones every day helps them make connections and recognize words. How many words did you read today? Learn more at bit.ly/TalkReadSingF5 #TalkReadSing #SDEarlyCarePartners

SPECIFIC TIME OR DURATION
June 2023



Newsletter



UPCOMING EVENTS



Padres Blood Drive Wednesday, May 31

First 5 San Diego is a proud sponsor of the Padres Summer Blood Drive. Join us on May 31 from 9 a.m. to 6 p.m. in Gallagher Square at Petco Park. Participants will receive a commemorative Padres Blood Drive shirt and two free tickets to a Padres game.

[LEARN MORE >](#)



Talk, Read, Sing Day Thursday, June 8

Get ready to celebrate Talk, Read, Sing day! By doing these simple activities every day, parents and caregivers are helping their little ones with language and brain development, and help support their overall emotional and social wellbeing.

[LEARN MORE >](#)



NHA Block Party Saturday, June 10

The Neighborhood House Association is throwing a block party on June 10 at Thrive Park at Snapdragon Stadium. The event is from 10 a.m. to 1 p.m. and will have interactive booths, family resources, prizes, and amazing crafts. Free lunch for kids while supplies last.

[LEARN MORE >](#)



Mass Creativity Saturday, June 24

New Children's Museum will be hosting their 11th annual Mass Creativity program titled "The Realm of Joy" on June 24. Join in on family-friendly activities and free admission to the Museum all day, or participate in a workshop at one of seven community centers!

[LEARN MORE >](#)

May Newsletter

Mental Health Awareness Month



It's Mental Health Awareness Month! It is never too early to start thinking about and taking care of your and your child's mental health.

That's why this month, we are teaming up with Rady Children's Hospital to share wellness tips on infant and children's mental health, combat stigma and provide resources for parents and caregivers.

[LEARN MORE >](#)

Drowning

Prevention Awareness Month



Drowning is the leading cause of death among children ages 1-4, with the exception of birth defects.

This Drowning Prevention Awareness Month, we encourage you to start talking with your family about the inherent dangers associated with water and how we can prevent senseless deaths.

[LEARN MORE >](#)

Talk, Read, Sing Day!

TALK, READ, SING DAY



June 8 is Talk, Read, Sing Day! This is a day to celebrate the importance of talking, reading and singing every day to encourage language and brain development.

Once again, we have partnered with San Diego County Library to share their Summer Learning Challenge - designed for all ages to read, learn, and create during the summer through educational and fun activities.

[LEARN MORE >](#)

Wiggles and Giggles Story Time

Join First 5 San Diego at the brand new Lakeside Library at 10:30 am for Wiggles and Giggles Story Time!


Designed for babies and toddlers, this action-packed storytime focuses on the development of our youngest friends and helps them form an early love of reading

[LEARN MORE >](#)







Activity Sheet

FIRST 5 SAN DIEGO
Activity Sheet

 First 5 San Diego


Count and Match
Draw a line to the matching number
BONUS: Can you name the fruit?

	2
	4
	1
	3




Tracing
Trace the letters

Aa Bb Cc Dd

Big or Small?
Circle the **BIGGER** one
BONUS: Can you find these outside?



For more information visit first5sandiego.org

  First5SanDiego  First5SanDiego

Color by Numbers
1 2 3 4 5 6

Help Fido finish his painting!



First 5 San Diego promotes the health and well-being of young children during their most critical years of development, from the prenatal stage through five years of age. Our goal is to help ensure that every child in San Diego County enters school ready to succeed. We do this by providing San Diego's youngest children with healthy development screenings, dental care, high-quality preschool and family support services.

Pocket Guide

3 YEARS

- Walk up and down stairs, alternating feet
- Start learning how to use the toilet
- Begin to scribble with pencil or crayon
- Turn book pages one at a time
- Sort objects by shape and color
- Imitate adults and playmates
- Understand the concept of "mine," "his" and "hers"
- Express a wide range of emotions

HELPFUL Resources

5 2 1 0

- 5** or more servings of fruits & vegetables
- 2** hours or less of recreational screen time*
- 1** hour or more of physical activity
- 0** sugary drinks, drink more water

* Keep TV/Computer out of the bedroom.
No screen time under the age of 2.

sdcoi.org/resources/5210-everyday/

The developmental milestones described in this guide apply to most children. However, every child is an individual and may not develop exactly as others. If you are concerned that your child is not doing a particular activity by a certain age, talk to your child's doctor.



BIRTH—3 MONTHS

- Are comforted by being held close to your body, cuddled and curled in your arms
- Learn to suck and swallow easily
- Look at faces and watch people's expressions
- Smile, coo and gurgle
- Move their arms and legs easily
- Move their head from side to side while lying on their tummies
- Like to be held during feeding and burped regularly throughout
- Take naps as long as two to three hours

Keep in Mind

Spend time cuddling and holding your baby. It will help your child feel cared for and secure.

Activity Book

Tracing Trazar

Trace the paths/
Trazar las líneas

Maze Laberinto

Help Fido get to a delicious snack/
Ayuda a Fido a llegar a un delicioso manjar

Healthy Eating Alimentación Saludable

- Make half your plate fruits and vegetables
- Make at least half your grains whole
- Watch portion sizes
- Drink more water
- Include dairy

Color by Numbers Colorear por Números

Color in the fruit basket!
¡Colorea la cesta de frutas!

1 2 3 4 5 6 7

Learning with Household Items

Collect these home-found items in a basket or box to help children learn:
Counting Sorting Matching Adding & Subtracting Shapes
These are key math concepts that promote school readiness!

Find My Lid

Use a variety of plastic storage containers with lids to:
1. Match the lid to the container.
2. Count how many you have.
3. Sort by size. Will any fit inside another?

Set the Table

Invite your child to help set the table:
1. Count how many plates, spoons, and cups will be used.
2. Sort spoons by size: spoons for stirring, eating, or...

TRACE AND COLOR

SDQPI

AT HOME ACTIVITY IDEAS

INFANTS TODDLERS PRESCHOOLERS

- WRAP IT UP!** Wrap a ball of waxed paper in a scarf and tie it up. Let your child reach for it, grasp it, separate, and crinkle it. You can put words to what you see on their face.
- NATURE SCAVENGER HUNT** On a walk outside encourage your toddler to find the following: Leaf, stick, rock, grass, sky, animal, car, stop sign, neighbor, puddle. What else can you think of?
- WRITE A LIBRARY** Find out what activities they offer for your child during the summer.
- ISPY** Go for a walk with your child and play "I spy..."
- FREEZE DANCE** Play music and dance with your child, then hit pause in the middle of the song. Encourage your child to freeze in a fun pose or with a funny face. Try different styles and tempos of music.

...the most critical for development. During this period, high...
...important child outcomes. Understand what to look for in...
...and programs in your area today! Find quality early care and...
...for your child at www.sdqpi.org

HOW MANY ITEMS CAN YOU FIND?

CUÁNTOS ARTÍCULOS PUEDES ENCONTRAR?

- Tree/Arbol
- Mushroom/Champinon
- Flower/Flor
- Deer/Ciervo
- Leaf/Hoja
- Bear/Oso

HEAD START
neighborhoodhouse.org

GIVE YOUR CHILD A HEAD START! APPLY NOW 1-888-873-5145

PERFORMANCE



Results Overview

OVERALL CAMPAIGN PERFORMANCE
95,412,627 Impressions

EARNED MEDIA

42,241,051
Impressions

\$804,955
Estimated Value

ORGANIC SOCIAL MEDIA

2,009,198
Impressions

14,943
Followers

39,765
Engagements

PAID SOCIAL MEDIA

934,843
Reach

99,297
Engagement

EARLY EDUCATION PARTNER SHARING

1,201,246
Reach

EMAIL NEWSLETTER

30,375
Reach

8,964
Opens

699
Clicks

EVENTS/SPONSORSHIPS/PARTNERSHIPS

60
Partnerships

13,353,733
Impressions

WEBSITE

133,682
Pageviews

82,549
Users

MEDIA BUY

\$176,241
Budget

19,484,417
Paid Impressions

16,265,055
Value Add Impressions

\$201,901
Value Add Dollars

FY23-24

PLAN



FY23-24 Campaign Objectives

- ✓ **Empower** parents and caregivers by providing them with fun and important information about the formative years of a child's life
- ✓ **Highlight** priority programs and initiatives that directly contribute to the vision of a thriving community where every child has the opportunity to reach their full potential
- ✓ **Inclusive and accessible engagement** through a variety of content and platforms
- ✓ **Partnerships** that enable us to amplify the message and extend the reach across San Diego
- ✓ **Community engagement** opportunities and sponsorships that create personal opportunities to reach the target audience



FY23-24 Goals

- ✓ Develop a creative campaign that educates all parents and caregivers
- ✓ Expand on the Talk, Read, Sing campaign and Fido character
- ✓ Increase awareness
- ✓ Increase partnerships and access to funding

FY23-24 Campaign Idea: FIDO Activity Calendar



First 5 San Diego **Talk, Read, Sing**

month 1

Have you met Fido? Fido is the First 5 San Diego dog here to help your child learn and grow through fun activities and resources.

For more information about activities, programs and resources visit FIRST5SAN DIEGO.ORG.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>Meet Fido!</p> <p>Essential Parenting Guide</p> <p>Play</p> <p>Nature Bingo</p> <p>activity</p>	<p>Nurture your child's brain! Talk, sing, and read daily for their optimal development in the first 5 years.</p> <p>Free Early Learning Activity Book.</p> <p>Go to First5SanDiego.org</p> <p>Paint</p> <p>Edible Finger Painting</p> <p>activity</p>	<p>Learn</p> <p>Alphabet Scavenger Hunt</p> <p>activity</p> <p>Play - Learn!</p> <p>Boost creativity, problem-solving, and social skills with playtime.</p> <p>Find</p> <p>Alphabet Adventure</p> <p>activity</p>	<p>Cuddles, eye contact, and responsive care build strong emotional connections.</p> <p>Fun</p> <p>Super-Sized Bubbles</p> <p>activity</p> <p>Explore Together: Outdoor Adventures</p> <p>Spark Curiosity and Senses</p> <p>Shapes</p> <p>Colorful Chalk Run</p> <p>activity</p>	<p>211sandiego.org</p> <p>Your one-stop for family needs, including child care, health services, and parenting classes!</p> <p>Sleep - Brain Growth!</p> <p>Create a Calm Bedtime Routine</p> <p>Shapes</p> <p>Colorful Chalk Run</p> <p>activity</p>	<p>Rhyme</p> <p>Rhyme Time</p> <p>activity</p> <p>The Childhood Injury Prevention Program educates parents, caregivers, and early childhood educators about strategies for child safety.</p> <p>If your child has complex needs, let the KidSTART program help you with triage, assessment, referrals and treatment.</p> <p>Craft</p> <p>Revamp Your Old Shirt with Tie Dye Magic!</p> <p>activity</p>	<p>Discover</p> <p>Sink or Float</p> <p>activity</p> <p>Sponge Art</p> <p>activity</p> <p>Sing</p> <p>Musical Fun: Sing Along with Your Little One</p> <p>activity</p>
<p>Confidence Begins Here: Encourage Trying New Things</p> <p>Family Jam Session</p> <p>activity</p>	<p>First 5 First Steps supports at-risk families.</p> <p>Confidence Begins Here: Encourage Trying New Things</p> <p>Family Jam Session</p> <p>activity</p>	<p>By Age 3: A child's brain forms 1,000 trillion connections for learning.</p> <p>Garden</p> <p>Mini Garden Adventures</p> <p>activity</p>	<p>Bath Safety Tip: Have all your bath supplies in arm's reach before you start.</p> <p>Family Matters: Love and Involvement Shape Success</p> <p>Winter Wellness Tip: Teach little ones to make hand washing a habit.</p> <p>First 5 San Diego Offers Free Kit for New Parents.</p> <p>activity</p>	<p>Sleep - Brain Growth!</p> <p>Create a Calm Bedtime Routine</p> <p>Shapes</p> <p>Colorful Chalk Run</p> <p>activity</p>	<p>Splash into learning! Bath time isn't just for cleaning - it's an opportunity for sensory play.</p> <p>If your child has complex needs, let the KidSTART program help you with triage, assessment, referrals and treatment.</p> <p>Craft</p> <p>Revamp Your Old Shirt with Tie Dye Magic!</p> <p>activity</p>	<p>Sink or Float</p> <p>Experiment to find out what sinks and floats</p> <p>Sponge Art</p> <p>Cut a sponge into different shapes and dip into paint</p> <p>activity</p>

For more information about activities, programs and resources visit First5SanDiego.org

FY23-24 Campaign Idea: Program PSA's



FY 23-24 Campaign Ideas

Topics

- **Funding / Sustainability**
- **Cannabis Child Safety**
- **Immunizations/Well Baby Checks**





Questions and Reflections?