



## First 5 San Diego and Dr. Seuss Foundation Joint Campaign

### Dr. Seuss "Talk, Read, Sing Days of Interaction"

A partnership between First 5 San Diego and the Dr. Seuss Foundation

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#### Campaign Overview

The Dr. Seuss "Talk, Read, Sing Days of Interaction" campaign will be community-driven and educationally designed to promote early childhood development. It will focus on the critical importance of talking, reading, and singing with children ages 0 to 5. By leveraging Dr. Seuss's well-recognized brand, this campaign will encourage parents, caregivers, and educators to engage in activities that build a strong foundation for future literacy skills.

#### Purpose

Leverage the Dr. Seuss Foundation's literacy-focused mission and brand equity to amplify First 5 San Diego's Talk, Read, Sing campaign, promoting early literacy and brain development in children 0-5 years.

#### Tactic

Engage parents and caregivers in fun, simple daily interactions that enhance their child's learning, inspired by Dr. Seuss's beloved works and First 5 San Diego's proven strategies.

#### Key Messages

- **Talk, Read, Sing:** The foundation of a child's future success starts with simple, fun, and loving interactions every day.
- **Seuss-ify Your Routine:** Dr. Seuss's books make learning to talk, read, and sing a playful adventure!
- **Building Bright Futures:** Every word, every story, and every song contribute to a child's lifelong learning.

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#### Campaign Goals

- **Increase Awareness:** Elevate the visibility of Talk, Read, Sing among San Diego families.
- **Engage Families:** Provide interactive opportunities to connect families with literacy tools and resources.
- **Strengthen Partnerships:** Build collaboration between First 5 San Diego, Dr. Seuss Foundation, and community organizations.
- **Foster Inclusivity:** Ensure outreach to diverse communities in San Diego through culturally responsive messaging.
- **Support Literacy:** Foster a deeper understanding of how these actions impact language development, school readiness, and lifelong learning.

## Target Audiences

- **Primary Audience**
  - Parents and caregivers of children ages 0-5 in San Diego County
    - Focus on Spanish-speaking and bilingual communities
  - Community partners such as childcare centers, early learning programs, and libraries
- **Secondary Audience**
  - Local educators and childcare professionals
- **Tertiary Audience**
  - Local government officials, philanthropists, and corporations invested in early childhood education

## Multi-Year Campaign Plan: Dr. Seuss "Talk, Read, Sing Days of Interaction"

### Year 1: Foundation and Awareness Building

#### Objectives

- Integrate the Dr. Seuss Foundation into the Talk, Read, Sing campaign to strengthen brand alignment and promote early literacy.
- Build baseline awareness among target audiences through engaging social media content and storytelling.
- Leverage earned media opportunities to amplify the campaign's reach and community impact.

#### Tactics

##### 1. Social Media

- **Theme:** "Talk, Read, Sing with Dr. Seuss"
- **Weekly Inspiration:** Pair Dr. Seuss quotes with fun and simple Talk, Read, and Sing activities to inspire learning and connection.
- **Weekly Engagement:** Invite families to share their moments of imagination and interaction using #TalkReadSingSeuss.
- **Family Incentives:** Offer Dr. Seuss-themed prizes, including books and merchandise, to celebrate participation and creativity.

##### 2. Earned Media

- **Collaborate on Annual Talk, Read, Sing Day**
  - **Event Location:** Partner with a prominent County or City Library in San Diego to host a day-long celebration of early literacy and learning.
  - **Event Highlights:**
    - Live readings of Dr. Seuss classics by local celebrities, librarians, and First 5 San Diego ambassadors.

- Interactive Talk, Read, Sing activity stations inspired by Dr. Seuss, where families can engage in hands-on learning experiences.
  - Free distribution of Seuss Story Kits with books, activity guides, and resources promoting the Talk, Read, Sing principles.
- **Announce Collaboration:** "The Power of Reading: Dr. Seuss's Enduring Legacy in Early Education with First 5 San Diego"
- Highlight how Dr. Seuss's imaginative storytelling aligns with First 5 San Diego's mission to support early childhood development through Talk, Read, Sing.
  - Emphasize the research-backed benefits of early reading and the role of First 5 San Diego in fostering these foundational skills in families across the region.
  - Showcase the collaboration as a partnership that combines Dr. Seuss's timeless charm with First 5 San Diego's trusted community presence, creating meaningful opportunities for families to engage in literacy and developmental activities.

**Year 1: Budget**

Item	Description	Hours	Fee
Social Media	Develop content (videos, posts, stories) that align with the campaign and engage audiences. Cadence: 1 post per week	50	\$7,500
Media Relations	Crafting press releases, pitching stories to journalists, and organizing interviews with key spokespersons (e.g., representatives from First 5 San Diego, Dr. Seuss Foundation, and local government officials). Organize TRS Day Event	70	\$10,500
Evaluation	Measure community engagement through surveys, attendance, and digital analytics.	15	\$2,250
<b>TOTAL</b>			<b>\$20,250</b>