

# **COMMUNICATIONS PLAN**



First 5 Solano Communications Plan

Adopted by First 5 Solano Children and Families Commision



# FIRST 5 SOLANO CHILDREN AND FAMILIES COMMISSION STRATEGIC COMMUNICATIONS PLAN

### Prepared for:

#### First 5 Solano Children and Families Commission

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#### **EXECUTIVE SUMMARY**

The First 5 Solano Children and Families Commission is dedicated to serving the needs of Solano County's youngest children. Since the commission was established in 1999, it has allocated more than \$19 million to grantee partners to fund a wide variety of programs and services to improve young children's health, development, well-being and early care. Through long-term strategic and financial planning, First 5 Solano continues to work toward creating a community-wide, integrated system of care and support for children ages birth to 5 and their families.

In order to achieve this vision, the commission has outlined five strategic goals on which to focus its investments:

- All children have access to health care.
- All children's learning and development are integrated into the community.
- All children receive high quality childcare.
- All children enter kindergarten ready to learn.
- All families have access to support systems and community services.

However, as the commission works to achieve these goals, it also faces a number of challenges, including deciding how to best make a substantive positive difference for children 0 to 5, given the depth and breadth of need for young children's services; helping grantee partners find ways to sustain effective programs and services; and managing a declining funding source.

The following communications plan is written with the commission's vision, goals and challenges in mind.

The plan's strategy utilizes early childhood themes that reflect the commission's focus areas of health care, learning and development, childcare, early education and community support. The plan's activities engage and actively listen to the community so that the commission will have greater insight into activities that could make a positive difference in the lives of Solano County's youngest children and their families. The plan also recommends tools designed to help grantee partners sustain themselves in light of a declining funding source.

Overall, the plan is a roadmap that is written to achieve the organization's three primary communication goals:

- Actively listen to and engage the community in First 5 Solano and grantee partner initiatives, services and programs.
- Raise awareness of First 5 Solano and grantee partner priorities, goals, activities and contributions to Solano County children and families.
- Educate target audiences about early childhood development topics and First 5 Solano key messages.

The guiding principle behind the plan reflects two tenets: 1) that input from the broader Solano County community (beyond individuals and organizations who already work with children) is essential to First 5 Solano's success; 2) proactive, consistent and clear communication about the

programs and services offered by First 5 Solano grantee partners benefits the lives of Solano County expectant parents, children ages birth to 5 and their families.

Its overall approach also utilizes fundamental tools and activities that, once created, can be used year after year with minimal updates.

Furthermore, recommended activities take into consideration the unique socio-economic diversity of Solano County. Although a majority of Solano County is non-Hispanic White, according to the 2000 census, 15 percent of Solano County residents identified themselves as Hispanic, 15 percent said they are Asian and 14 percent reported themselves as African-American. Almost three-quarters of those who identified themselves as Asian American were Filipino. With this in mind, many activities and tools include a multicultural component whenever feasible.

Following is a summary of activities and tools suggested in the plan. Activities were selected that allow both a one-way (educational) and two-way (engagement) method of communication, as demonstrated in the following table. Many activities accomplish both goals at the same time.

#### **ACTIVITIES TO ENGAGE AND ENCOURAGE COMMUNITY FEEDBACK**

Activity	Engagement Strategy
Benchmarking and follow-up phone surveys	Statistically representative phone surveys would directly ask the community about their concerns relating to Solano County children ages birth to 5.
Access point partner engagement and active listening	One-on-one interviews with community leaders and other stakeholders would provide an avenue to educate about First 5 Solano and grantee partners and collect feedback about community needs.
Meetings at community gathering places/community engagement for parents	A direct tool to engage parents and caregivers, meetings at community gathering places would provide an opportunity to collect input about the needs of Solano County children and caregivers.
Community open house events	Events would be designed to not only educate about First 5 Solano and grantee partners, but also engage via intercept interviews. Community leaders will also be invited to attend events and participate in the event.
Speakers bureau	A speakers bureau program would proactively reach out to the community to educate. Surveys would be included in presentations to poll perceived community needs for children birth to 5 and evaluate knowledge change and presentation effectiveness.
Community event booth	Surveys and a comment log would be used to collect feedback of those who visit the event booth.
Web site features	An interactive tool, new Web site features could include engagement features such as informal surveys on important childhood issues.

#### **ACTIVITIES TO RAISE AWARENESS AND EDUCATE**

Activity	Education Strategy
Tool kit for media, grantee partners and access point providers	Tool kits would serve as an important resource for grantee partners looking to tell the community about their services and programs. For media, the kit would provide a readily available and easy-to-use archive of materials, news and information.
Partnership development meetings	To maximize resources, brown-bag meetings would encourage mutually beneficial relationships between First 5 Solano/grantee partners and interested organizations.
Editorial board meetings	Editorial board meetings would educate media about First 5 Solano and grantee partner programs and build relationships.
News releases	Releases are recommended as an important method of communicating with target audiences through the media.
Opinion-editorials	Op-eds would present the organization's opinion and would be created to persuade target audiences.
Educational posters	Posters distributed via grantee and access point partners would educate target audiences about First 5 Solano key messages and grantee partner activities.
Blast e-mail	E-mails would update stakeholders about new Web site content and encourage them to visit the First 5 Solano site for more information.
Outreach materials in Spanish and Tagalog	An important foundation tool, translation of outreach materials, including the Web site, would allow First 5 Solano to reach out to non-English speaking audiences.
Key messages and presentation skills briefing	Key messages and presentation skills briefing would help ensure spokespeople articulate thoughts clearly and concisely.
Web site redesign	The redesign and new content presents a polished destination point for Web visitors looking for information about services for children ages birth to 5.
Stakeholder databases	Databases are recommended as an important foundation tool for identifying key people and organizations to engage and educate.
Earned media/Public Service Announcements (PSAs)	Radio and television PSAs would present First 5 Solano key messages in a creative, controlled and memorable manner.



#### **COMMUNICATION GOALS**

- Actively listen to and engage the community in First 5 Solano and grantee partner initiatives, services and programs.
- Raise awareness of First 5 Solano and grantee partner priorities, goals, activities and contributions to Solano County children and families.
- Educate target audiences about early childhood development topics and First 5 Solano key messages.

#### **TARGET AUDIENCES**

#### **PRIORITY**

- Expectant parents, parents and/or caregivers of children ages birth to 5 who are considered at risk
- Expectant parents, parents and/or caregivers of children ages birth to 5 who are not considered at-risk
- Grantee partners
- Community-based organizations and key access point partners such as child care and health care providers, educators and partnering government agencies

#### SECONDARY

- Local and regional media
- Elected officials and community leaders
- Solano County residents at large

#### **OBJECTIVES**

- Increase the number of target audience members who make the connection between First 5 Solano and grantee partner services.
- Increase the percentage of target audience members who correctly identify what First 5 Solano does, as measured by research.
- Increase the number of hits to the First 5 Solano Web site.
- Increase the percentage of target audience members who are "familiar" or "somewhat familiar" with First 5 Solano, as measured by research.

#### RECOMMENDED STRATEGIC APPROACH

The First 5 Solano communications program has three major goals: actively engage the community in First 5 Solano's work, educate target audiences about the commission's key messages and raise awareness of First 5 Solano and grantee partner programs. To achieve those goals, the following recommend approach utilizes one overarching key message about First 5 Solano and quarterly themes on early childhood issues.

The overarching message, which would be used in all outreach materials, could be as follows: "First 5 Solano is an excellent resource for information about Solano County programs and services that benefit expectant parents, children ages 0 to 5 and their families." With this message, the community would be encouraged to learn more about the work of First 5 Solano and its grantee partners by visiting the First 5 Solano Web site or calling First 5 Solano for information.

Why encourage the community to contact First 5 Solano for information? Although the commission does not provide direct services, First 5 Solano is an integral link to grantee partners and other Solano County organizations that do. The commission is in an ideal position to serve as a clearinghouse for information about early childhood programs and issues in Solano County, and connect parents and caregivers looking for services and grantee partners who provide them.

In addition to an overarching key message, the program could utilize quarterly themes—early childhood education, child care and safety, community resources for children and children's health. These reflect the goals outlined in the commission's 2004-05 Strategic Plan and are consistent with messages used by the California Children and Families Commission. They also dovetail with statewide and national observances to provide added timeliness.

First 5 Solano could focus its public outreach efforts on a new theme each quarter, beginning with the campaign's launch every year in April during the Week of the Young Child:

#### APRIL-JUNE: EARLY CHILDHOOD EDUCATION

- Coincides with Week of the Young Child in April
- Child Abuse Prevention Month in April
- National Family Month (Mother's Day through Father's Day)
- Child Vision Awareness Month in June

#### JULY-SEPTEMBER: CHILD CARE AND SAFETY

- Children's Vision and Learning Month in August
- Toddler Month in August
- Baby Safety Month in September
- Very Important Parent Month in September



#### OCTOBER-DECEMBER: COMMUNITY RESOURCES FOR CHILDREN

- Universal Children's Week in October
- Release of the First 5 Solano Annual Report

#### JANUARY -MARCH: CHILDREN'S HEALTH

- Children's Dental Health Month in February
- Early Start Month in March

Each quarter could include similar activities centered on a different theme. For example, the first quarter of the year would focus on children's health issues. All public outreach would spotlight the theme of children's health. The Web site would profile grantee partners who provide children's health services; a news release would discuss the importance of well-baby check ups; an opinion-editorial would examine the lack of access to dental care for children under 5 in Solano County; and a community event would feature a health fair, lessons on infant CPR (conducted in both English and Spanish), free toddler toothbrushes and toothpaste and an ambulance tour.



#### **RECOMMENDED TOOLS AND ACTIVITIES**

The following recommended communication tools and activities are designed to implement the plan's goals and strategies. They are broken into two categories: key campaign components and optional program enhancements.

Key campaign components are critical to the success of the communications program. They are the building blocks of a comprehensive program that could be used year after year with minor adjustments. They include quarterly, theme-based activities, which would comprise the bulk of First 5 Solano's communications strategy to engage the community and increase knowledge about First 5 Solano and its grantee partners. Outlined activities would remain similar each quarter but would focus on a different early childhood issue, as described previously.

Optional program enhancements represent the next phase of proactive community outreach.

All of these activities together would create a comprehensive communications program designed to reach goals and guide First 5 Solano in the coming years.

KEY CAMPAIGN COMPONENTS TO ENGAGE THE COMMUNITY

#### **Benchmarking Survey**

The First 5 Solano Children and Families Commission conducted a statistically valid telephone



survey of Solano County residents in December 2004. The study's purpose was to gauge community knowledge about and interest in issues relating to children ages birth to 5. It also provided a quantitative benchmark of the awareness level about First 5 Solano and its function among residents in Solano County. First 5 Solano will use survey results to shape community outreach programs and information.

Three-hundred-and-five individual interviews were conducted by phone in English and Spanish. The sample base reflected a broad socio-economic and geographic cross-section of people. It was balanced equally between male and female respondents and has been deemed accurate with three points.

Overall, the survey reinforced that Solano County residents strongly believe that the first five years of a child's life are critical to his or her future. Respondents also indicated their overwhelming belief that:

- Parents are a child's best teacher (94 percent<sup>1</sup>).
- Parents should read to children when they are less than 1 year old (90 percent).
- A child under 3 who is exposed to violence is more likely to suffer health and behavioral problems (92 percent).

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<sup>&</sup>lt;sup>1</sup> Based on combined responses of somewhat agree and strongly agree.

- Fathers are as important to raising a healthy and happy child as mothers are (96 percent).
- Children are more prepared for school if they attend preschool (94 percent).

Detailed survey results are included in a separate document (Final Research Report, February 22, 2005). Key indicators relevant to our study included the following data:

- 72 percent of respondents said they were concerned or very concerned about the health and well-being of young children in Solano County<sup>2</sup>.
- When asked to rate the most important issues in Solano County, the highest percentage
  of respondents, 30 percent, chose health and well-being of children above the
  economy, price of gas, price of food, access to health insurance, availability of
  affordable housing and drinking water quality.
- In particular, survey respondents noted children's health, education and quality of early childhood care as primary areas of concern.
- 80 percent of respondents were somewhat unfamiliar or not familiar at all with First 5 Solano<sup>3</sup>. The highest awareness, 78 percent was for Planned Parenthood.
- 37 percent of respondents accurately associated First 5 Solano with programs that benefit children, however 50 percent did not know what First 5 Solano does.

The survey also demonstrated lack of knowledge regarding several key areas related to services for children:

- Only 39 percent of respondents agreed or strongly agreed with the statement, "All children under 5 in Solano County have access to health care."
- Only 53 percent of respondents that identified themselves as parents somewhat agreed or strongly agreed that affordable childcare is available in Solano County.
- 36 percent of respondents that identified themselves as parents somewhat disagree or strongly disagree that they can afford preschool for their children.
- 0 percent of respondents that identified themselves as parents identified First 5 Solano as a resource for information about children with special needs or help with locating quality childcare.

The First 5 Solano Communications Plan is designed to increase the level of awareness regarding First 5 Solano among all residents in Solano County. By increasing this key indicator, First 5 Solano would be able to increase awareness among stakeholders about services provided by its grantee partners and programs available, as well as support for these programs.

<sup>&</sup>lt;sup>2</sup> Other choices given respondents included the economy, price of gas, price of food, access to health care, access to affordable housing and quality of drinking water.

<sup>&</sup>lt;sup>3</sup> Respondents were given a rotating list of 13 agencies providing services in Solano County.

#### Follow-Up Survey

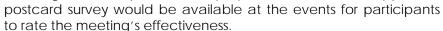
In order to properly measure the effectiveness of the communications program and make needed course adjustments, a follow-up survey could be conducted in April 2006 after the program has undergone 15 months of implementation. This follow-up survey would repeat the benchmarking survey of English and Spanish speaking Solano County residents and would help demonstrate whether current public affairs activities have effectively reached program goals.

#### Access Point Partner Engagement and Active Listening

First 5 Solano will hold a series of meetings with select community leaders, key access point partners and community-based organizations to both conduct research and educate. The research, which is part of the current public affairs scope, will determine best methods for communicating with target audiences via these leaders and partners. For example, the research will determine whether health care and child care providers are more open to displaying an educational poster at their office rather than a brochure. At the same time, meetings will serve to engage these providers in the work of First 5 Solano by collecting their feedback on community needs and discussing the services provided by First 5 Solano and its grantee partners.

#### Meetings at Community Gathering Places/Community Engagement for Parents

To compliment engagement meetings with access point partners, First 5 Solano could host quarterly meetings at targeted community gathering places throughout the county to engage parents. The goal for these meetings would be to educate parents about the featured theme and offer related services, as well as collect input about the needs of Solano County children and caregivers. Meetings would rotate at gathering places throughout the county and could include translation services for outreach to the non-English speaking population. Meeting planning would include meeting/location schedule development, target audience identification, meeting promotion, agenda and presentation preparation and event support. A





#### **Community Open House Events**

Community events present an important active listening avenue for communicating with a wide variety of stakeholders, including parents and caregivers, grantee partners, elected officials and community leaders. For this reason, First 5 Solano could host four open house events during the year, each in a different part of the county. These events could begin with the communications program's yearly launch in April during the Week of the Young

Child and continue the first month of each new quarter in July, October and January.

Open houses would offer an opportunity for grantee partners to showcase their programs and educate parents and caregivers about their services. They would include children's activities, give-aways, lectures and educational entertainment. Elected leaders would be invited to attend or participate and meet with First 5 Solano representatives. Activities and information would be presented in appropriate non-English languages. Events would be promoted through key access point partners, news releases and calendar announcements, the First 5 Solano Web site and other avenues described in this plan. A postcard or brief intercept survey would be

conducted at the events for attendees and participants to evaluate the open house's effectiveness.

For example, the April event that focuses on early childhood education could include high-profile community leaders or local sports heroes taking turns reading to children during story times throughout the day. A baby board book would be a give-away item. Lectures for parents would address how to find and afford quality preschool programs or how to create quality early learning experiences at home.

#### **Speakers Bureau**

First 5 Solano could initiate a speakers bureau program to proactively reach out to community and service organizations. Pre- and post-presentation surveys could be incorporated into the PowerPoint presentation to poll perceived community needs for children birth to 5 and help measure knowledge change about First 5 Solano and grantee partner programs.

Once the tools of a speakers bureau are in place this communication method can be an easy, effective and economical means of educating the community about programs for children. Speakers bureau tools would include a PowerPoint presentation that can be customized according to the quarterly theme and interests of the speaker and host organization, calendar of meeting times for local community groups and calls to offer First 5 spokespeople as presenters.

Each quarter, the PowerPoint presentation would be customized according to the featured theme. Community organizations with a specific interest in that theme would be identified and contacted to gauge interest in hosting a First 5 Solano speaker.

#### **Community Event Booth**

Events are an important way to reach out to target audiences in a personal way and demonstrate an organization's commitment to the community. First 5 Solano could seek opportunities to attend community events likely to be frequented by target audience members, showcase the work of grantee partners and distribute educational materials.

To support this activity, a multi-cultural community event calendar could be researched and an event booth or banner created. The booth would include an eye-catching exhibit of photographs, text and key messages that educate target audiences about each quarterly theme. This display would also utilize the First 5 Solano's audio-visual materials and could incorporate educational touch screen technology.

#### **Web Site Features**

The First 5 Solano Web site has been updated to enhance the site's overall graphic look, navigation system and content. However, a Web site is a unique, living outreach tool. Unlike a brochure, a Web site has the ability to engage visitors in two-way communication. It also can be instantly changed to respond to community information needs.

With this in mind, First 5 Solano could modify the Web site each quarter to address the featured theme. Simple text modifications would include grantee partner news, profiles and achievements, as well as information about important topics such as sustainability. More advanced navigation system or graphics modifications could include a series of four multi-lingual surveys for parents. For example, the July-September survey, which reflects the theme of

child care and safety, could ask parents whether they find quality child care to be accessible and affordable in Solano County. An incentive for completing the survey could include a discount coupon donated by a local children's retailer or other item.

Web site business cards are often an effective means for promoting a Web site and driving traffic to the site. These colorful cards could be produced and distributed at events and via key access point partners.

#### KEY CAMPAIGN COMPONENTS TO RAISE AWARENESS AND EDUCATE

#### Tool Kit for Media, Grantee Partners, Access Point Providers

First 5 Solano is planning to create a tool kit for the media that can be easily modified to serve two other target audiences—grant recipients and key access point partners such as health care and child care providers. The kit's purpose will be to provide readily available archive of program materials, news and information for the media, as well as resources for customizing and distributing educational materials through grantee and key access point partners.

Each tool kit will include a First 5 Solano fact sheet, list of grant-funded programs, press release template, logo, events calendar and other program materials. Tool kits for grantee partners and key access point partners will be customized to include branding guidelines for properly identifying First 5 Solano as a funding partner and adaptable design templates for press releases and educational posters.

The tool kit will be available on CD-ROM and via the First 5 Solano Web site. It will be distributed to the news media with press releases or on request. Each new grantee partner will receive a tool kit with their grant package.

The kit will be directly distributed to key access point partners, such as health care and child care providers, with a letter that encourages them to use the kit to distribute information about First 5 Solano and its grantee partner programs. It will also include instructions for using the press release and poster design templates. As with all collateral materials, First 5 Solano staff will periodically follow up with grantee and other partners that receive the kit to ensure branding guidelines are being followed and materials are being used. In addition a postcard survey with postage paid indicia will be included with the kit to help measure the kit's effectiveness.

#### Partnership Development Meetings

To help First 5 Solano and grantee partners build relationships that can turn into mutually profitable partnerships, the commission could host quarterly brown bag lunches or meetings with



leaders from community-based organizations, health care organizations, Sgovernment, for-profit and other potential partnering groups. Grantee organizations would be invited to participate in these meetings. Partnerships help maximize limited resources and take many forms—they can be as simple as one organization distributing information in which they have a common interest (libraries handing out fliers about early childhood education and literacy, for example).

Or, they can include donations of give-away items (a local retailer donating toddler toothpaste to promote children's dental health).

Meetings could take place in the second month of each quarter in advance of upcoming themes. For example, partnership meetings with healthcare organizations would take place six months prior to the children's health care theme in order to gauge interest and confirm relationships. Meetings with safety, fire and law enforcement officials would take place in winter, six months prior to the child care and safety theme.

#### **Editorial Board Meetings**

First 5 Solano spokespeople could meet with select news media representatives periodically to educate them about the commission and build relationships. These editorial meetings would provide First 5 Solano with a distinct advantage when both distributing information and responding to inquires. Reporters who are familiar with an organization and its leadership are often more open to receiving promotional information and more likely to contact leaders for feedback.

#### **News Releases**

Four press releases could be developed to promote the featured theme and activities. Releases would be distributed to coincide with the community open houses. The news releases would discuss First 5 and grantee partner accomplishments that relate to the highlighted theme. For example, for the October-December theme of community resources for children, a news release about the First 5 Annual Report could be distributed to highlight the accomplishments of First 5 Solano and its grantee partners during the past year.

While quarterly news releases are an important recommended component of our themed outreach strategy, allowances could be made for additional press releases about newsworthy items, as needed. Releases could range from announcements about major decisions by the commission to simple calendar announcements about upcoming board meetings, literacy fairs or other items. All news releases would be translated into Spanish and Tagalog and distributed to media serving multi-cultural populations.

#### **Opinion-Editorials**

Four opinion-editorials could be written to discuss the featured theme and distributed to coincide with the community open houses. For example, to address children's health in January-March, an editorial could talk about problems faced by families who lack health insurance. It would highlight new First 5 Solano allocations for outreach and enrollment in health care insurance programs and discuss accomplishments of grantee partners such as SKIP. Opinion-editorials would be translated and pitched to appropriate non-English speaking news outlets.

#### **Educational Posters**

To educate target audiences about the featured themes and key messages and promote the community open houses, four educational posters could be designed and distributed via key access point partners such as child care and health care providers, community-based organizations and preschools. Posters would also be included on the tool kit described above and include space for partners to customize them with their own logos. Posters would be made available in Spanish and Tagalog. As with all collateral materials, First 5 Solano staff would follow up with distribution partners to ensure posters are being displayed.

#### Blast E-mail

A quarterly blast e-mail will be sent to grantee partners, stakeholders, elected officials, media and others included on the First 5 Solano e-mail list to update them about new Web site content and features. The e-mail will include hotlinks to the site and brief descriptions of the featured items. It will also include clear instructions for opting out of the e-mail list.

#### Outreach Materials in Spanish and Tagalog



To reflect the diverse nature of Solano County, it is recommended that the fact sheet and press releases included in the tool kit described previously be translated into Spanish and Tagalog. First 5 Solano could also offer Spanish and Tagalog versions of its Web site in order to make it accessible to Solano County residents who speak those languages. The entire site or only select pages could be translated.

#### Key Messages and Presentation Skills Briefing

Key messages are designed to ensure First 5 Solano materials and spokespeople use consistent language that is easy to understand to the layperson. They are talking points that address specific issues and audiences. Delivering key messages in a clear, concise manner takes skill, training and practice. Half-day sessions in small group settings have been scheduled to help First 5 Solano spokespeople articulate key messages.

#### Web Site Redesign

An important component of the communications program is to direct target audiences to the First 5 Solano Web site for information about services for Solano County children. The site has been updated with new graphics and content that conveys the personality of First 5 Solano and gives the site a polished look. Training was also provided to ensure that First 5 Solano staff can continue to update and maintain the redesigned site.

#### **Stakeholder Databases**

Stakeholder databases are essential for communicating directly with target audiences. The following databases have been compiled for First 5 Solano:

- Solano County print and broadcast news media
- Community-based organizations
- Health care providers
- Child care providers and preschools
- Children's retailers
- Elected officials

#### **OPTIONAL PROGRAM ENHANCEMENTS**

#### Earned Media/Public Service Announcements (PSAs)

First 5 Solano could create radio and television public service announcements to address each quarterly theme. While other First 5 organizations have produced public service announcements and graciously offered them to First 5 Solano, the PSAs do not address the unique needs of the Solano County community or utilize the organization's branding and identity. Moreover, they are not consistent with First 5 Solano's overall communications strategy and key messages.

Four radio and four television PSAs could be produced at one time that reflect quarterly themes. This would allow the creation of appropriate and memorable productions for each of the four target messages and ensure that a public service program has a life span of at least 39 weeks. PSAs are traditionally aired for a period of 13 weeks and then replaced with new material. Each would be make available in both English and Spanish.

All four television PSAs would be produced as :30 spots. A :05 banner that can be used by television stations in bonus promotional spots would also be included. To maximize potential use in radio, the radio PSAs would be produced in :60, :30 and :15 lengths. Scripts for use in radio traffic promotions and other potential co-op marketing opportunities would also be created. Moreover, all television PSAs would be equipped with closed captioning for both English and Spanish speaking audience.

Television PSAs would be distributed as hard copies (BetaSP) to both television and cable media outlets with aggressive follow up. The PSAs would run on these stations at no charge to the county. PSAs would be tracked through SIGMA, a specialized encoding process developed by ACNielsen. SIGMA tracks usage of the PSAs and provides real-time data as to the date, time and size of the viewing audience when the PSA ran.

Radio PSAs would be distributed via audio CDs with all four versions of the PSAs available in :60, :30 and :15 lengths in English and Spanish. The CDs would be sent to all potential radio stations within the county. A mailing package would include postage-paid reply cards, a cover letter, CD mastering and duplication, a cardboard mailer with two-color graphics and postage. Radio PSA directors would be contacted for follow-up to determine usage. Reports would be generated based on a sample base of county radio programmers and response forms returned by stations.

#### BEYOND THE SECOND YEAR

#### **Focused Outreach Strategy**

The communications plan described above focuses on educating target audiences, such as parents of at-risk children, about the work of First 5 Solano and its grantee partners. First 5 Solano in future years could build on this plan by focusing new activities on more specific populations as outlined in the organization's strategic plan. These more specific target populations may require a unique communications strategy, key messages and tools.

Appendix A
Sample Communications Program Implementation Timeline

	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	JAN	FEB	MAR	APR
Benchmarking Survey Development																		
Benchmarking Survey Implementation																		
Follow-Up Survey Implementation																		
Partner Engagement																		
KM/Presentation Skills Training																		
Stakeholder Database Development																		
Tool Kit Development																		
Tool Kit Distribution																		
Web Site Redesign																		
Materials Translation																		
News Releases (periodic)																		
Editorial Meetings																		
Community Open House Events																		
News Releases (themed)																		

	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	JAN	FEB	MAR	APR
Opinion-Editorials																		
Educational Poster Development																		
Educational Poster Distribution																		
Blast E-Mail Distribution																		
Web Site Feature Development																		
Web Site Feature Implementation																		
FRC Meetings																		
Speakers Bureau Development																		
Speakers Bureau Implementation																		
Partnership Development Meetings																		

#### APPENDIX B

#### **AUDIENCE-ACTIVITY MATRIX**

The Audience-Activity Matrix demonstrates how activities are intended to reach and benefit multiple target audiences.

TARGET AUDIENCES

- TA 1: Expectant parents, parents and/or caregivers of children ages birth to 5 who are considered at risk
- TA 2: Expectant parents, parents and/or caregivers of children ages birth to 5 who are not considered at-risk
- TA 3: Grantee partners
- TA 4: Community-based organizations and key access point partners
- TA 5: Local and regional media
- TA 6: Elected officials and community leaders
- TA 7: Solano County residents at large

	TA 1	TA 2	TA 3	TA 4	TA 5	TA 6	TA 7
Key Campaign Components							
Benchmarking Survey							
Follow-Up Survey							
Partner Engagement							
KM/Presentation Skills Training							
Stakeholder Database							
Tool Kit for Partners and Media							
Web Site Redesign							
Materials Translation							
News Releases (periodic)							
Editorial Meetings							
Community Open House Events							
News Releases (themed)							
Opinion-Editorials							
Educational Poster							
Blast E-Mail							
Web Site Features							
FRC Meetings							
Speakers Bureau							

	TA 1	TA 2	TA 3	TA 4	TA 5	TA 6	TA 7
Partnership Development Meetings							
Optional Program Enhancements							
Public Service Announcements							
Community Event Booth							

#### **APPENDIX C**

#### PUBLIC RELATIONS KEY TERMS

#### **Target Audience**

A target audience is comprised of people who are involved and affected by a situation. They can be determined according to several factors including, geographics, demographics, pyschographics, covert power, position, reputation, membership and role.

#### Goal

A goal is defined as a statement that spells out the overall outcome of a program or plan; a specific expression of a mission or purpose, related directly to a problem or opportunity at hand.

#### Objective

An objective is a key result that must be achieved with each target audience to reach the program goal.

#### **Key Messages**

Key messages allow everyone in the program to consistently communicate the same message. Key messages should appear throughout all project materials, including presentations, newsletters, media relations and Web site content.

#### Strategy

A project strategy summarizes the overall game plan; "how" tactics will be performed in order to ensure the objectives are meet.

#### **Tools and Activities**

Tools and activities are performed to carry out the project goals and objectives.