



COMMUNICATIONS PLAN



2026





Executive Summary

First 5 Riverside County (F5RC) seeks to realize the vision that all children in Riverside County are healthy and thrive in supportive, nurturing and loving environments and enter school ready to learn and embrace lifelong learning. The purpose of this plan is to clearly define the organization's communication and public education goals to support F5RC's mission and vision.

This is a refined communications plan in alignment with the 2027-2030 Strategic Plan. Past communications plans have offered extensive definitions of F5RC programs, investments, and key terms. While previous versions will remain archived as staff resources, this plan will center around the communication and public education actions and tracked measures as stated in the Strategic Plan and the purpose and process in achieving them. This plan will be updated in correlation with related updates to the Strategic Plan, which is reviewed and approved annually.



What the Strategic Plan Says

Communication and Public Education actions are included in Goal Area 4 of the Strategic Plan: Countywide Impact. The Goal 4 Impact Goal Statement says:

Strengthen countywide systems, communications, data, funding strategies, and cross-sector partnerships so children prenatal through age five and their families can receive support earlier, more consistently, and with less burden.

F5RC communications are not only a focus of the Countywide Impact goal area, communications and public education are also implementation tools across all four Strategic Plan goal areas. They help families identify and connect to resources, equip partners and providers to serve as trusted messengers, increase understanding of early childhood prevention, and make First 5 Riverside County's investments, partnerships, and results visible to policymakers and the public.

Strategic Goal

Communications & Public Education Focus

Quality Early Learning

Early learning, child care access and navigation, early literacy, quality and provider supports

Comprehensive Health & Development

Developmental screening, maternal/child health, early relational health, preventable injury and child safety

Resilient Families

Family Resource Center access, family support, protective factors, home visiting and navigation

Countywide Impact

Why the earliest years matter, prevention, cross-sector partnership, shared accountability and First 5's countywide role

From the Strategic Plan:

Communications and Public Education

What We Want to See

Policymakers, partners, providers, and community members better understand why the earliest years matter and how early childhood prevention strengthens Riverside County.



What We Will Track

Number of public education campaigns, partner toolkits, community materials, digital communications, or briefings focused on early childhood development, preventable injury, developmental screening, early relational health, Family Resource Center access, or family support. Reach and engagement through website, social media, newsletters, events, partner distribution, and community campaigns.

What We Want to See

This column identifies key stakeholders and audiences that effective communications are designed to reach and who are organizational targets in public education about F5RC's work.

What We Will Track

This column lists types of educational communications strategies and the subject matter to cover. It also lists communication channels where the strategies may appear or be in use. The items being tracked can be categorized as:

Deliverables

- The actual assets used or processes employed

Communication Channels

- Website
- Social Media
- Newsletters/Emails
- Events
- Partner Distribution
- Community Campaigns

Audiences

- Policymakers
- Partners
- Providers
- Community Members

Communication strategies and subject matter will also be tracked in connection with the above categories according to project. For any campaign by subject matter, the deliverables, communication channels, and audiences relating to each communication strategy will be noted to provide a record of all efforts and reach. Table charts will be used for tracking purposes for all strategies completed in a year. Communication strategies and subject matter include the following:

Communication Strategies

- Public Education Campaign
- Partner Toolkits
- Community Materials
- Digital Communications
- Briefings

Subject Matter

- Early Childhood Development
- Preventable Injury
- Developmental Screening
- Early Relational Health
- Family Support
- Family Resource Center Access



Tracking Process

To illustrate how tracking will take place, the following example is based on a campaign around drowning prevention, which is under the Preventable Injury subject matter category:

Preventable Injury: Drowning Prevention				
Communication Strategies	Tracked Results	Deliverable	Channel	Audience
		1) Mecca Splash Media Advisory 2) Billboards	1) Event - Local TV and Radio news 2) Community Campaigns	1) Community members; partners 2) Community members, partners, providers, policymakers
		Golden tickets and posters	Partner distribution	Community members, partners (DPSS and Veteran Services)
		Swimming lesson postcards, coloring books	Partner distribution	Community members, partners, providers
		1) Videos 2) Drowning prevention webpage	1) Website; social media, partner distribution 2) Website	1) and 2) Community members, policymakers, partners, providers
		Talking points	Event - Conference Panel Speaker	Policymakers, community members

Where practical, F5RC will also use engagement data, partner feedback, resource inquiries, website activity, event response, and other available indicators to understand whether communications are reaching intended audiences and informing future communication strategies.



Communication Strategies: Definitions and Audiences

Public Education Campaign

Communication initiatives to inform and raise awareness about issues important to families with young children.

Strategies to carry messaging may include public service announcements, advertisements, press releases and/or earned media, digital communications, and speaking engagements. Messaging is data-backed as well as informed by trusted messengers including F5RC partners, national organizations, and other county departments.

Audience considerations include specific regions where campaign issue is most prevalent, high visibility, and density of populations where issue is most relevant. Strategies are determined based on potential reach to intended audiences. Additionally, F5RC may work with partners to expand public education campaigns' reach and scope.

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Partner Toolkits

Partner toolkits are shareable assets, in print and/or digital format. Toolkits are designed to provide trusted messengers with informative and educational resources they can easily share to promote a topic relating to families with young children or other services relating to F5RC's work. Print toolkits may include items such as infographics, flyers, brochures talking-points, posters, and specialty items like signage, postcards, bookmarks, and reports. Digital toolkits may include pdf versions of print items as well as social media posts, graphics, website banners, and F5RC logos.

Community Materials

Community materials may include print assets as well as branded promotional materials. Print assets may be informational and educational whereas promotional items promote brand awareness and may serve as talking points for F5RC staff during community outreach.

Digital Communications

Digital communications are educational assets limited to online access. These include text and graphic images to place on the F5RC websites, social media posts and reels, or paid digital advertisements.

Briefings

Briefings are talking points that can be provided to the media or delivered by those representing F5RC, including executive leadership, Commissioners, Advisory Committee members, or partners. Briefings may also be shared as bulletins or newsletters and distributed digitally through email, social media, or website links.

Audience considerations include specific regions where campaign issue is most prevalent, high visibility, and density of populations where issue is most relevant. Strategies are determined based on potential reach to intended audiences. Additionally, F5RC may work with partners to expand public education campaigns' reach and scope.

Audiences are partners or other organizations working with F5RC who are trusted messengers in Riverside County, and whose work is relevant to the subject matter of the toolkits.

Audiences are primarily any residents who may benefit from the information provided, and may connect to resources as a result. Community materials may also be included in print partner toolkits, making partners secondary audiences.

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Audiences include any resident, partner, policy maker, or other county leader who can benefit from or impact decisions that affect families with young children.



Communications Governance

- F5RC communications will be accurate, accessible, culturally responsive, and consistent with the Commission's adopted Strategic Plan and organizational style standards.
- Public Information staff will coordinate organizational communications in partnership with program, Family Resource Center, and executive staff and with external partners when appropriate.
- Internal procedures for media relations, approvals, branding, website management, and staff-generated materials will be maintained administratively and updated as operational needs change.

Diversity Statement

F5RC communications will reflect Riverside County's geographic, cultural and linguistic diversity and will be designed to make early childhood information and resources understandable, accessible and relevant to families across the county.

Boilerplate Message

First 5 Riverside County, the Riverside County Children & Families Commission, is funded by Proposition 10 tobacco tax revenues. First 5 Riverside County supports early childhood development through educational outreach, partnerships and funding for services that benefit children, from prenatal through age five, their families, and communities. For more information about First 5 Riverside County programs and other funded services, call 800-266-3880 or visit www.First5Riverside.org.