Agenda Item D
Presentation /Information Item 2

FIRST 5
Riverside County
Children & Families Commission

COMMUNICATIONS PLAN

2024

EXECUTIVE SUMMARY

First 5 Riverside County Vision

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.

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. To achieve this vision, F5RC invests in partnerships that promote, support and enhance the health and early development of children, prenatal through age 5, their families and communities. A clear communications plan is needed to support F5RC's goals and efforts so that all families and individuals in Riverside County are connected to the information they need about the services available to them while stakeholders hold a shared vision for providing a high-quality system of supports and services to Riverside County residents.

All F5RC Commissioners, Advisory Committee members, staff and partners have a role in effectively communicating about F5RC in order to achieve our Mission, Vision and Goals. Communications efforts extend beyond the general messaging about the organization to key messages about funded programs, the Family Resource Centers (FRCs), and developing news and stories in the early childhood and family space, as well as focused campaigns within Riverside County. While aligned to the F5RC 2023-2026 Strategic Plan, the communications plan should be reviewed and updated regularly to match the pace of evolving communication strategies today.

GUIDING PRINCIPLES

F5RC states its communication goals and expected results in the Strategic Plan as excerpted below. In summary, communication efforts are designed to spread awareness about F5RC to increase understanding about its investments in the county.

Communications Goals

- Utilize technology, including the F5RC website, e-newsletter, and social media platforms to share information and resources such as trainings, best practices, latest research, and funding opportunities.
- Identify, update, design, and disseminate community resource materials to increase public awareness on the importance of early childhood investments.
- Participate in workgroups to facilitate communication, share learnings, and reduce silos among stakeholders on current priorities, goals, and projects to increase services for children and families and maximize resources.

Communications Results

- Policymakers and legislators have an increased understanding of the importance of early brain development and the impact on families, especially those living in poverty.
- Community members have a greater understanding of early childhood challenges through educational campaigns such as Talk.Read. Sing ®, Kit for New Parents, and Quality Start Riverside County.

Transparent
Resourceful
Understanding
Supportive
Timely

F5RC staff connect the community to supports and services made available through F5RC investments and linkages to other community and county services. To properly spread awareness, it is crucial that F5RC shares our community's trust. To achieve this, F5RC staff must conduct their communication efforts in a **transparent** manner to the public; be **resourceful** in providing thorough customer service to link people to available services; be **understanding** in listening to the questions, concerns, and comments from the public; be **supportive** in their responses; and be **timely** in responding back to everyone who contacts the organization.

General Guidelines

- The Public Relations staff distributes appropriately formatted press releases. All press releases are approved by the Executive Director prior to submission to media and communications contacts.
- The F5RC logo may be shared outside the organization but must be reproduced according to the standards detailed in the F5RC style guide. The Public Relations staff determines if the logo is approved to be shared according to the request and are responsible for distributing it.
- Updates and changes to the F5RC website must be requested through the Public Relations staff who oversee the website.

FIRST 5 Riverside County Children & Families Commission

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- As outlined in the Style Guide, the F5RC logo can be reproduced with a transparent background unless being placed over a busy or darkly-shaded background, in which case the logo with the white border should be used instead.

Internal Guidelines

- F5RC staff at the FRCs may be asked to create flyers for events hosted at the FRC locations, including by partnering organizations. Style guide standards need to be followed and partnering organization logos need to be reproduced clearly.
- F5RC staff should refer to the organizations' Customer Service Guidelines when addressing the public in person, over the phone, or through email messages.
- F5RC staff should follow the TRUST model as outlined on the previous page for general guidance in how to conduct themselves with the public to ensure the organization maintains trust and integrity among all audiences and stakeholders.

TARGET AUDIENCES

INTERNAL STAKEHOLDERS

WHO: F5RC staff, Commissioners, Advisory Committee members
ROLE: Key stakeholders in executing the Strategic Plan
WHY: Most recognized voice for F5RC

EXTERNAL STAKEHOLDERS

WHO: Elected Officials, Community leaders, Service providers, County partners
ROLE: Support the key messaging for F5RC
WHY: Influential in communities and can support and/or change policies

FAMILIES

WHO: Parents, Caregivers, Children
ROLE: Our customers and recipients of funded services
WHY: They are the reason for our work and also vote and provide word-of-mouth influence in their own communities

MEDIA

WHO: Media outlets online, in print, on radio and TV
ROLE: Provides media attention, both paid and earned
WHY: Increases awareness across broad and varied channels and educates stake-holders

Strengthening F5RC's internal and external stakeholders' ability to effectively reach each target audience is the main goal of the communications plan. Different types of audiences may require different strategies and language. As an example, while the work of systems change is central to F5RC's strategic plan, how this work is described may vary depending on the target audience. However, no communications plan can possibly cover the entire scope of language and messaging that any one individual stakeholder can employ. Additionally, the roles of each internal stakeholder are varied and specialized, leading to individualized language.

There are a number of key messages, however, that can provide a clear and concise narrative independent of the individual communicating and the target audience reached. While roles vary, individual stakeholders work together to speak for F5RC as its most recognized voice.

KEY MESSAGES

First 5 Riverside County Mission

First 5 Riverside County invests in partnerships that promote, support and enhance the health and early development of children, prenatal through age 5, their families and communities.

Key F5RC Messaging

- First 5 Riverside County Children & Families Commission, is primarily funded by tobacco taxes generated by Proposition 10, which passed in November 1998 to ensure that all of our youngest Californians, from prenatal through age 5, get the best possible start in life.
- First 5 Riverside County also receives state and federal funding to support the county's family resource centers and community programs to meet the goals and objectives of the Strategic Plan.
- First 5 Riverside County invests in partnerships that promote, support and enhance the health and early development of children, prenatal through age 5, their families and communities.
- Nearly 90% of brain development occurs by age 5, which is the most rapid period of brain growth in a person's life. Children's experiences fuel the quality of their brain development, making investments in their earliest years vital to building a strong foundation for success in life.
- The Riverside County Children & Families Commission is comprised of nine members. The Commission includes members appointed by each of the five Riverside County Board of Supervisors, a member of the Riverside County Board of Supervisors, a member from the Health Office or persons responsible for management of county functions within the Riverside University Health System, a member responsible for management of County functions from Riverside County Office of Education, and a member responsible for the management of County functions within the Human Services Portfolio (County Ordinance 784.11).

Key Messaging for Family Resource Centers

- First 5 Riverside County and the Department of Public Social Services (DPSS) partner to support the Riverside County-operated Family Resource Centers (FRCs) and the FRC Network.
- Riverside County's Family Resource Centers support the Vision and Mission of First 5 Riverside County, in partnership with Riverside County Department of Public Social Services (DPSS) Children's Services Division and community and county service providers by strengthening supports for children, families and communities in Riverside County through offering comprehensive services.

Key Goal Area Messaging

Quality Early Learning

- Children, prenatal through age 5, benefit from high-quality early education, early intervention, family engagement, and support that prepares all children to reach their optimal potential in school and life.

Comprehensive Health & Development

- Children, prenatal through age 5, and their families access the full spectrum of health and behavioral health services needed to enhance their well-being.

Resilient Families

- Families and communities are engaged, supported, and strengthened through culturally affirming resources and opportunities that assist them in nurturing, caring, and providing for their children's successes and well-being.

PROGRAMS & CAMPAIGNS

Quality Start Riverside County

Quality Early Learning - First 5 Initiative

Quality Start Riverside County is a partnership between F5RC and the Riverside County Office of Education (RCOE) Division of Early Education Services. The program helps early learning programs improve quality by providing training and access professional development. It also helps to increase access to resources to better support families and children. Quality Start brings together educators, families, and community partners around the common goal of making sure that all children ages 0 through 5 are happy, healthy, and ready for success in kindergarten and beyond.

Participating programs receive tailored coaching, technical assistance, and additional incentives that can help increase capacity and quality in the early learning system.

Quality Start Riverside County serves the early learning mixed delivery system, including private and publicly funded preschool programs and child care centers, Head Start programs, family child care homes, and license-exempt family, friend, and neighbor (FFN) providers.

In addition to these early learning programs, other types of community and home-based programs can also participate in Quality Start if they are providing early learning and school readiness service to parents and young children. These may include home visiting programs, family resource centers, libraries, and other forms of alternative care programs.

F5RC Hybrid Alternative Payment Program (RHAP)

Quality Early Learning - First 5 Initiative

F5RC funds early learning scholarships for children in low-income households to attend quality rated licensed child care centers and family child care homes. Families must meet program eligibility criteria. Offers providers incentivized reimbursements for children enrolled in RHAP.

Raising a Reader

Quality Early Learning - Child Literacy

A program promoting reading by providing preschool and kindergarten children with 3 to 4 different books each week to take home and read with their family. Open to preschool children enrolled at participating Head Start sites in the Desert Sands Unified School District and kindergarten children enrolled at participating sites in the Coachella Valley Unified School District. These programs are offered In partnership with Inland SoCal United Way as well as at rotating locations throughout the county, including FRCs.

Reach Out and Read - Inland Empire

Quality Early Learning - Child Literacy

A school-readiness program that gives young children a foundation for success and a love for reading by incorporating books into pediatric care and encouraging families to read aloud together. During well-child visits, pediatricians and family medical doctors give advice and guidance to parents on reading to their young children, and give them age-appropriate books to take home. American Academy of Pediatricians (AAP) is the local affiliate responsible for implementation and expansion in the Inland Empire. In partnership with Riverside University Health System and incorporated into existing HealthySteps programs at participating sites.

Help Me Grow Inland Empire

Comprehensive Health and Development - Developmental Screenings

A public-private partnership to build an efficient early childhood network that promotes the healthy development of children. Help Me Grow Inland Empire provides a centralized access point to connect with specialized professionals following an early physical and behavioral health screening. Works with families to support their children's development through connections to developmental screenings and to access community services such as food, parenting classes, transportation, health care services and housing. Addresses early intervention needs and identifies service gaps. Offered in partnership with First 5 San Bernardino and Loma Linda University.

SoCal Water Babies

Comprehensive Health and Development - Drowning Prevention

Swim lessons for children ages 6 months through 5 years and water safety education classes for their parent/caregivers. Includes survival floating lessons for children 6 months to 3 years-old which teaches infants and toddlers how to rotate through the water and swim up to the surface to float on their backs and cry for help in the event they accidentally fall into the water. Swim-float-swim lessons are available for children 4 to 5 years old and teach them more advanced movement in the water, including how to swim face down, roll over onto their backs to take floating breaths, and turn back over to swim face down again. Lessons are provided at an instructor's private pool in Riverside and at a public pool in French Valley and Cathedral City.

Sponsored Swimming Lessons

Comprehensive Health and Development - Drowning Prevention

Group swimming classes for children up to age 5. Children receive classes for free as sponsored by F5RC. Differs from individual classes that focus centrally on drowning prevention as offered by SoCal Water Babies. However, group swimming lessons for young children are still immensely valuable to help children learn to be water safe. Sponsored lessons provide additional lessons for families in more locations throughout the county. Provided by City of Temecula, Jurupa Area Recreation and Park District, Corona-Norco YMCA, and Desert Recreation District.

Early Childhood Oral Health Assessment (ECOHA)

Comprehensive Health and Development - Dental Health

The ECOHA is an electronic assessment for home visitors to identify children's risk for dental disease and provide families with tailored education, resources, and connections to dental care. Home visitors can access ECOHA on Apricot 360, F5RC's case management tool to support home visitors. Home visitors are then able to provide oral health education to families and refer them to dental care, as needed.

HealthySteps

Comprehensive Health and Development - Developmental Screenings

Pediatric transformation initiative which includes a Specialist that connects and supports families through well-child visits. Specialists are trained to provide families with parenting guidance, support between visits, referrals and care coordination that are responsive to their unique needs. Specialists offer developmental, behavioral, social, and emotional screenings.

Participating partner agencies, Riverside University Health System, and Rady Children's Hospital, provide Specialists to assist families with children ages 0 through 3.

High-Risk Care Access and Resources (HeRCARe)

Comprehensive Health and Development - Maternal Fetal Medicine

HeRCARe's Maternal-Fetal Medicine (MFM) doctors are for all mothers in Riverside County facing a high-risk pregnancy. Services provided include: total prenatal care, high-resolution ultrasound and 3D, genetic counseling and testing, nutrition counseling, Sweet Success Diabetes education, behavioral health support, non-stress testing, and video visit with provider during ultrasound. Provided by Riverside University Health System.

Parents as Teachers (PAT)

Offered to qualifying families with children 0-2 years old. Increases parent knowledge of early child development through regular home visits. Also provides regular screening for developmental delays and family needs. Provided by the Jurupa Unified School District, FSA, JFK Memorial Foundation, and Blindness Support Services, Inc.

Blindness Support

Resilient Families - Home Visiting

A modified version of PAT for families with children, aged 0 through 5, who are blind, visually impaired, or have other sensory disabilities. Uses the "Tactile Approach to Learning" program which focuses on teaching by touch. We utilize multiple mediums and textures to help enhance the development of a child with a visual or sensory impairment. Tactile items are made available to parents, as well as instructions to create their own.

Program staff give instruction on home safety. Hazards that are often overlooked are addressed to ensure daily living environments are a safe learning place for young explorers. Provided by Blindness Support Services, Inc.

Nurse Family Partnership

Resilient Families - Home Visiting

An in-home family support for first time, low-income pregnant mothers. Nurses work with pregnant mothers from the second trimester up through the child's second birthday. Support includes parenting skills, building a strong network of support for the family and baby, providing referrals for healthcare, child care, and job training, help with setting goals and in improving economic sustainability. Provided by Riverside University Health Systems - Public Health.

Healthy Families America

Resilient Families - Home Visiting

Regular in-home sessions with a Family Support Specialist focusing on parent-infant/child interaction, child development, health and school readiness and promoting a safe home environment. A program for pregnant and/or first-time mothers, one of 600 HFA locations nationwide. Provided by Riverside University Health System.

Talking about Home Visiting Programs

Please note that "Home Visiting" is a recognized term statewide for First 5 Commissions. Programs will continue to be addressed as "Home Visiting" for internal and reporting purposes. However, when working with families and other stakeholders, the name of the specific program may be used in lieu of the term "Home Visiting." The priority in dealing with families is to ensure comfort, accessibility and understanding, and program names may provide more easily communicated language.

Program Key Terms

Home Visiting

Home visiting includes voluntary programs which connect families with compassionate and trained professional staff – such as a nurse or early childhood specialist – that can help with developmental guidance, coaching, and linkages to health and social services. Visits are typically provided in-home but can be done virtually or in community settings depending on family need.

Developmental Screenings

During the rapid growth that takes places in a child's first five years, developmental screenings help assess whether their children are on track for various milestones. Validated developmental and behavioral screening are questionnaires or checklists based on research that ask questions about a child's development, including language, movement, thinking, behavior, and emotions. Timely screenings are critical to helping families, teachers, providers, and caregivers identify delays as early as possible so they can get the appropriate supports and resources.

Child Care Providers

QSRC providers are all licensed and include Family Child Care Home (FCCH) providers, center-based, or alternative sites. FCCH providers offer child care from their homes, meaning they have limited capacity and staff. Center-based providers offer child care through an early child education facility and offer greater capacity and have larger staffs than typically found through an FCCH. Alternative sites are additional child care providers who may offer care in a location that's not a private residence or a child care facility, such as a library.

COUNTY DIVERSITY

Diversity Statement

We embrace and celebrate the rich diversity of Riverside County residents and will work to ensure that families of all backgrounds are recognized, listened to, and supported equitably to give children age birth through five the best start in life.

Commitment to Race, Equity, Diversity, Inclusion (REDI)

F5RC invests in programs for all families with children age birth through 5 with a focus on initiatives that increase equitable outcomes for underserved families by promoting access to services and supports that might not otherwise be available to them. This includes expanding our capacity to recognize systemic barriers and racial disparities that impact children and families throughout the county.

According to The Measure of America's Spotlight on the Inland Empire report, there are significant gaps in the quality of life between six major racial and ethnic groups in the Inland Empire. This report uses the American Human Development Index (AHDI) which focuses on three key dimensions of well-being: a long and healthy life, access to knowledge, and a decent standard of living. Using data from this report and examining not only AHDI disparities by demographic background but also by regions within the county, F5RC is committed to investing where the greatest needs exist so that all families may experience healthy and happy lives, but also have equal opportunity to increase their well-being.

CURRENT STRATEGIES

Online

- **Websites:** Information is shared regularly on the F5RC and QSRC websites; the Public Relations team is responsible for curating information provided from the organization into an accessible and aesthetic format.

The legal name for the F5RC website is rccfc.org, after the organization's legal name, Riverside County Children & Families Commission. However, for branding purposes the URL should be written as First5Riverside.org. Using this URL on F5RC documents and branding materials supports brand awareness. This URL redirects to rccfc.org automatically when entered in a browser.

- **Social Media:** F5RC is currently active on three social media channels: Facebook, X (twitter.com) and Instagram and QSRC is active on Facebook; the Public Relations staff are responsible for posting to social media channels daily and for approving content submitted by other F5RC staff and stakeholders.
- **Eblasts:** F5RC uses the Constant Contact email service to send out eblast messages to the organization's contact lists. Public Relations staff are responsible for assembling and sending these messages.

Media Engagement

- **Press Releases:** The Public Relations staff submits press releases through the Riverside County Public Information Officer; prior to dissemination, press releases must be approved by the executive management team.
- **Media Advisories:** F5RC hosts public events that may be beneficial and newsworthy for the community. In coordination with the Riverside County Communications Director, Public Relations staff will submit media advisories to open the events up to the local media to cover.

Community Outreach Events

F5RC is committed to working with organizations throughout Riverside County to help build a network of supports for the children and families served. Word of mouth promotion through community engagement is essential to promoting F5RC and its investments. Events may take place in person or virtually. Any F5RC internal stakeholder can attend events in the community to promote the organization. The dress code for public events follows Riverside County's official dress code unless otherwise specified by the event organizers.

Events attended may be hosted by F5RC, partnering agencies, other county departments, or any other community organization that supports children and families. Requests for F5RC participation in events must go through the Public Relations team. Organizations can also request F5RC involvement through the F5RC website at: rccfc.org/promote-support-your-event.

Legislative Outreach & Advocacy

F5RC engages with elected officials through letters of support and requests for advocacy to champion issues important to First 5 commissions as well as families in Riverside County. The First 5 Association also leads advocacy and alerts F5 commissions to advocacy opportunities. All legislative communications must be approved by the executive management team.

Sponsorships

F5RC aims to invest in efforts that will have the most effective and positive impact on children and the community. In addition to funded services, F5RC provides sponsorships to help support community outreach/educational events and efforts that connect families with resources for children, prenatal through 5 years of age, as well as for families within the county. Organizations seeking sponsorships from F5RC must complete the sponsorship application.

Applications are received by the Public Relations team first and then forwarded to the appropriate Contracts and Grants Analyst for review. The final approval must then be made by the Executive Management team. Organizations awarded sponsorships must adhere to the F5RC style guide when reproducing the F5RC logo.

Promotional and Print Materials

Promotional and print materials are widely used to promote F5RC investments and partnering agency programs. This includes program and resource flyers, brochures, and postcards which are distributed at community outreach events, through FRCs, and through partnering agency locations. Additional promotional materials including F5RC-branded giveaway items for children and families, A-frame signs displayed at FRCs, books aimed at children 0-5 and their families, and New Parent Kits (First 5 California-funded bags including information and resources for first-time parents) which are distributed through partnering hospitals.

The Public Relations team as well as FRC staff order promotional and print materials. Requests for print materials from partnering agencies and other county departments and made through the Public Relations team.

Advertising

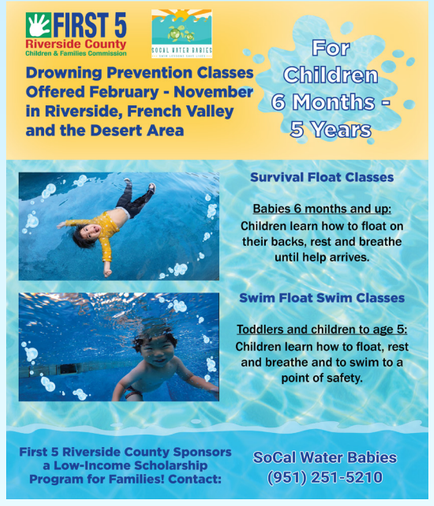
F5RC advertises through paid and unpaid options to promote specific investments and campaigns and to support brand awareness.

Currently, F5RC uses or has used the following mediums:

- Billboards
- Radio
- TV - Including paid advertisements on cable and online streaming services and unpaid PSAs on local access TV stations where applicable within Riverside County
- Social media
- Print advertising

The Public Relations team designs and orders advertising content. All final advertisements must be approved by the Executive Director.

The Public Relations team is also responsible for researching new advertising options as they become available through emerging technologies and trends in communication strategies.

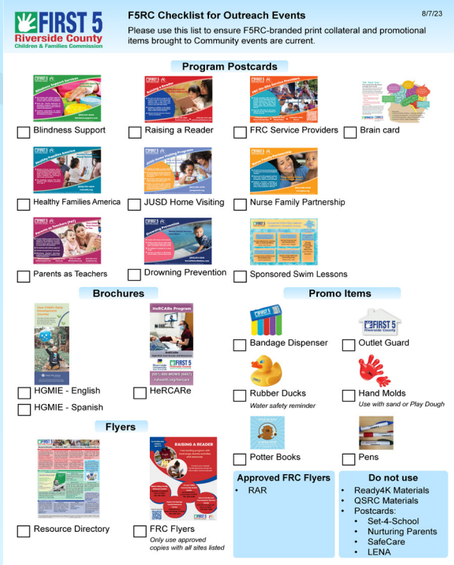


COMMUNICATIONS GOALS

Goals and Actions Taken

The 2022 Communications Plan addressed the ways F5RC has expanded through its partnership with DPSS to operate the Family Resource Centers. The communications goals largely addressed rebranding efforts to reflect expanded F5RC services.

Much was accomplished, even as actions taken differed from the recommended actions outlined in the 2022 Plan. While the previous plan recommended working with an external consultant, branding efforts were done internally. This not only saved the organization time and money, but ensured that the work produced was consistent and best aligned with F5RC programmatic messaging. The Public Information Specialist incorporated the ideas and needs of multiple program staff in designing new print collateral and messaging. Moving forward, the next branding goal for F5RC will be to seek public input regarding branding, messaging, and print collateral to measure how effective these resources are with our key stakeholders.



The following tables address the three main goals from the 2022 plan including the recommended actions, actions taken and outcomes, as well as a revised goal statement for each.

GOAL 1

New Branding Guidelines

As F5RC expanded services through the FRCs, attention was given to existing F5RC print collateral, web pages, and messaging. The Public Information Specialist redesigned print collateral and updated or created new programmatic content on the F5RC website. Content was reviewed and edited by program staff and approved by the Executive Director. Messaging to reflect F5RC's services as reaching not only children ages 0-5 and their families, but also families with older children and all county residents broadly through the work at the FRCs is taken into consideration whenever applicable for communicating externally about F5RC services.

Goal 1 Update: While updated materials are well-received by partner organizations who share them and by the attendees at outreach events, F5RC will reserve time in future focus groups to examine the updated materials and determine their efficacy with families.

Recommended Action	Actions Taken

• Hire a Marketing Consultant through an RFP
  ◦ Implement overall branding audit of F5RC, including but not limited to website, print materials, and key messages
  ◦ Implement branding audit of the FRC network including but not limited to logo and key messages
  ◦ Conduct messaging focus groups and surveys to access public awareness and expectations of F5RC's impact in the community
	• Conducted work internally
	  ◦ With input form program staff, the Public Information Specialist revised and created new F5RC print collateral, reorganized new website and messaging where applicable
	  ◦ FRC communications work done internally; more information in Goal 3 area of this plan
	  ◦ Focus groups not utilized for communications feedback; public and partner agencies favorable to new print collateral

• Revise Style Guide to reflect findings from marketing consultant branding audit and focus groups	• Revised Style Guide to reflect new logo and branded name
• Create a flyer template for use by other staff as needed which reflects revised style guide	• Created flyer templates for use by other staff and guidelines for new flyer creation; more information in Goal 3 area of this plan
• Publicize updated branding efforts through media engagement and all other available forms of communication with the public	• New print collateral shared online and broadly through outreach events; no media engagement necessary or applicable

GOAL 2

Website Redesigns

Riverside County Information Technology (RCIT) migrated both the F5RC and QSRC websites to a new Content Management System (CMS) using Drupal. This CMS is being used for all Riverside County department websites. It includes uniform templates and features so that all county websites have a similar look and user experience.

This allowed F5RC to reorganize its website by utilizing the new submenus option, categorizing and simplifying the navigation menu at the top of the website. Moving QSRC to the new CMS resolved long-standing issues with the previous version of the website which was hosted on a CMS outside of the county.

Additionally, the Public Information Specialist utilized available applications to increase the website's functionality for users, including using Google Sheets to display a schedule for FRC on-site service providers, which includes days/times and descriptions of services. The schedule is updated by FRC staff to ensure information is always current.

Goal 2 Update: Continue to develop individual webpages for each FRC to increase communication effectiveness of FRC services.

Recommended Action	Actions Taken

• Revise look and navigational quality of the F5RC website
  ◦ Provide greater linking to other websites across Riverside County departments as well as F5RC partner agencies
  ◦ Include a FRC microsite, including linking to websites throughout the FRC Network
	• Completed
	  ◦ Completed using Google applications as well as Drupal components to more easily display and link to partnering agency programs
	  ◦ Currently in progress; FRCs to have individual pages with expanded information regarding services, important dates, and service provider information

• Revise look and navigational quality of the QSRC website	• Completed

GOAL 3

Increase Promotional Campaigns for FRCs

While initial planning was to hire a marketing consultant to revise FRC branding, it was determined that other areas of focus were higher priorities for the FRCs. This included expanding the existing FRC network by onboarding more partnering agencies, establishing policies around staff flyer creation, sharing event and FRC information, updating the FRC's presence on the website, and ensuring updated signage and clean and accessible lobby areas. Additionally, the Public Information team holds monthly Communications check-in meetings with FRC staff to ensure messaging consistency and timeliness. Much progress has been made internally in better defining the FRC Network's role and F5RC messaging and communications processes regarding FRCs.

Goal 3 Update: With best communications practices established, revised signage in place, and onboarding of FRC Network agencies accomplished, rebranding work can more appropriately take place around the FRCs.

Recommended Action	Actions Taken
• Billboard advertisements to increase awareness of the FRC locations throughout Riverside County	• Strategy not implemented at this time, focus has been on building outreach and FRC network expansion

• Updated signage at the FRCs
  ◦ Signage should reflect partnership with F5RC
  ◦ Paper signs should be limited and any sign that can be permanent will be ordered, such as ADA accessible bathrooms signs
  ◦ Promotional signage such as retractable banners will be designed and ordered
	• Signs are updated and reflect F5RC
	  ◦ Paper signs are limited and lobbies are clean and orderly
	  ◦ Retractable banner signs initially ordered for each FRC; now implementing A-frame signs which include writeable sections where staff can update information with dry erase markers

• Paid and unpaid advertising campaigns to be designed and ordered by F5RC with support by the Marketing Consultant	• Marketing consultant not hired and paid advertising not conducted at this time
• Focus groups around FRCs to be conducted in the community through the Marketing Consultant	• FRC branding to be included in focus group work that includes F5RC communications broadly
• The newly designed FRC logo to be promoted broadly and will be updated on any material where the FRC logo appears	• New logo not designed at this time; current logo is still recognizable and was determined to not rush new logo
• A standardized flyer template and design guidelines need to be created to provide to FRC staff who create flyers for events at the FRCs and in partnership with external organizations.	• Template for FRC newsletter created; policy for staff creating flyers for partner agencies and FRC events established; flyer guidelines and training provided; FRC staff utilize Google applications to display partner agency schedules as posted to the FRC website

CONCLUSION

This communications plan has been developed to clearly describe F5RC as an organization as well as its investments, to clarify current communication strategies and outline the most pressing communications goals and what needs to be done to accomplish them. The plan is a living document and while it is to be reviewed and updated regularly, it can be modified at any time when needed. As additional programs emerge or new promotional strategies and opportunities develop, they should be considered and incorporated if necessary.

This is an exciting time for F5RC as it expands its network throughout the county and reaches more families than ever. This plan should help guide all internal stakeholders and any other appropriate audiences as they inform the community about F5RC and its continuing support of young children, families, and individuals in Riverside County.

Source Documents

First 5 Riverside County reviewed the following documents to inform and guide the design and completion of this plan:

- First 5 Fresno County Communications Plan
- Western Municipal Water District Strategic Communications Plan
- First 5 San Joaquin Communications Plan

Additional communications plans that become available, including other Riverside County departments and First 5 Commissions, will also be reviewed when modifying this plan.

FIRST 5 Riverside County
Children & Families Commission

First 5 Riverside County Administration Office

585 Technology Court
Riverside, CA 92507
(951) 955-0200

Desert Hot Springs Family Resource Center

14-320 Palm Drive
Desert Hot Springs, CA 92240
(760) 288-3313

Jurupa Valley Family Resource Center

8876 Mission Blvd
Jurupa Valley, CA 92509
(951) 955-2868

Mead Valley Family Resource Center

21091 Rider Street, Suite 204
Perris, CA 92570
(951) 210-1550

Mecca Family and Farmworkers' Service Center

91-275 66th Avenue, Suite 600A
Mecca, CA 92254
(760) 863-7860

www.First5Riverside.org