



**AGENDA
PUBLIC NOTICE**

Regular Advisory Committee Meeting
Wednesday, March 9, 2022
11:00 AM
First 5 Riverside County ZOOM
585 Technology Ct
Riverside, California 92507

This notice shall confirm the Regular Advisory Committee Meeting of the Riverside County Children and Families Commission.

Note: If special accommodations are needed to participate in this meeting, please contact Lynn Stephens, Commission Coordinator, at (951) 955-0200 during regular business hours of the Riverside County Children and Families Commission (Monday-Friday 8:00 a.m. – 5:00 p.m.).

Note: Public Comments will be taken on agenda items at various times during the meeting. Please submit a Request to Speak form to the Commission Coordinator at any time before or during the meeting indicating the item you wish to address.

Note: Please place all cellular phones on vibrate or off mode during the meeting.

Meeting URL: <https://us02web.zoom.us/j/87804278957>
Meeting ID: 878 0427 8957
One tap mobile: +16699006833,,87804278957# US (San Jose)

A. Call to Order – Annette Webb, Advisory Committee Chair

1. Pledge of Allegiance
2. Roll Call - Lynn Stephens, Commission Coordinator

B. Commission and Advisory Committee Business – Annette Webb, Chair

1. **22-01:** Adopt Resolution of the First 5 Riverside County Children & Families Commission Authorizing Remote Teleconference Meetings of the Legislative Bodies of First 5 Riverside County for the Period of March 9, 2022 through April 9, 2022 Pursuant to the Ralph M. Brown Act

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RESOLUTION NO. 22-01

**A RESOLUTION OF THE FIRST 5 RIVERSIDE COUNTY
CHILDREN & FAMILIES COMMISSION'S ADVISORY COMMITTEE
AUTHORIZING REMOTE TELECONFERENCE MEETINGS
OF THE LEGISLATIVE BODIES OF FIRST 5 RIVERSIDE COUNTY
CHILDREN & FAMILIES COMMISSION]
FOR THE PERIOD MARCH 9, 2022, THROUGH APRIL 9, 2022
PURSUANT TO THE RALPH M. BROWN ACT.**

WHEREAS, all meetings of **FIRST 5 RIVERSIDE COUNTY CHILDREN & FAMILIES COMMISSION** and its legislative bodies are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code §§ 54950 – 54963), so that any member of the public may attend, participate, and view the legislative bodies conduct their business; and

WHEREAS, the Brown Act, Government Code section 54953(e), makes provisions for remote teleconferencing participation in meetings by members of a legislative body, without compliance with the requirements of Government Code section 54953(b)(3), subject to the existence of certain conditions and requirements; and

WHEREAS, a required condition of Government Code section 54953(e) is that a state of emergency is declared by the Governor pursuant to Government Code section 8625, proclaiming the existence of conditions of disaster or of extreme peril to the safety of persons and property within the state caused by conditions as described in Government Code section 8558(b); and

WHEREAS, a further required condition of Government Code section 54953(e) is that state or local officials have imposed or recommended measures to promote social distancing, or, the legislative body holds a meeting to determine or has determined by a majority vote that meeting in person would present imminent risks to the health and safety of attendees; and

WHEREAS, on March 4, 2020, Governor Newsom issued a Proclamation of a State of Emergency declaring a state of emergency exists in California due to the threat of COVID-19, pursuant to the California Emergency Services Act (Government Code section 8625); and,

1 **WHEREAS**, on June 11, 2021, Governor Newsom issued Executive Order N-07-21, which
2 formally rescinded the Stay-at-Home Order (Executive Order N-33-20), as well as the framework for a
3 gradual, risk-based reopening of the economy (Executive Order N-60-20, issued on May 4, 2020) but did
4 not rescind the proclaimed state of emergency; and,

5 **WHEREAS**, on June 11, 2021, Governor Newsom also issued Executive Order N-08-21, which set
6 expiration dates for certain paragraphs of the State of Emergency Proclamation dated March 4, 2020 and
7 other Executive Orders but did not rescind the proclaimed state of emergency; and,

8 **WHEREAS**, as of the date of this Resolution, neither the Governor nor the state Legislature have
9 exercised their respective powers pursuant to Government Code section 8629 to lift the state of emergency
10 either by proclamation or by concurrent resolution the state Legislature; and,

11 **WHEREAS**, the California Department of Industrial Relations has issued regulations related to
12 COVID-19 Prevention for employees and places of employment. Title 8 of the California Code of
13 Regulations, Section 3205(5)(D) specifically recommends physical (social) distancing as one of the
14 measures to decrease the spread of COVID-19 based on the fact that particles containing the virus can travel
15 more than six feet, especially indoors; and,

16 **WHEREAS**, the **FIRST 5 RIVERSIDE COUNTY CHILDREN & FAMILIES COMMISSION**
17 finds that state or local officials have imposed or recommended measures to promote social distancing,
18 based on the California Department of Industrial Relations' issuance of regulations related to COVID-19
19 Prevention through Title 8 of the California Code of Regulations, Section 3205(5)(D); and,

20 **WHEREAS**, as a consequence, the **FIRST 5 RIVERSIDE COUNTY CHILDREN &**
21 **FAMILIES COMMISSION** does hereby find that it and its legislative bodies shall conduct their meetings
22 by teleconferencing without compliance with Government Code section 54953 (b)(3), pursuant to Section
23 54953(e), and that such legislative bodies shall comply with the requirements to provide the public with
24 access to the meetings as prescribed by Government Code section 54953(e)(2).

25 **NOW, THEREFORE, BE IT RESOLVED, FOUND AND ORDERED** by the **FIRST 5**
26 **RIVERSIDE COUNTY CHILDREN & FAMILIES COMMISSION'S ADVISORY COMMITTEE**
27 in regular session assembled on March 9, 2022, does hereby resolve as follows:

1 Section 1. Recitals. All the above recitals are true and correct and are incorporated into this
2 Resolution by this reference.

3 ///

4 Section 2. State or Local Officials Have Imposed or Recommended Measures to Promote Social
5 Distancing. The FIRST 5 RIVERSIDE COUNTY CHILDREN & FAMILIES COMMISSION'S
6 ADVISORY COMMITTEE hereby proclaims that state officials have imposed or recommended measures
7 to promote social (physical) distancing based on the California Department of Industrial Relations' issuance
8 of regulations related to COVID-19 Prevention through Title 8 of the California Code of Regulations,
9 Section 3205(5)(D).

10 Section 3. Remote Teleconference Meetings. The FIRST 5 RIVERSIDE COUNTY
11 CHILDREN & FAMILIES COMMISSION and any of its legislative bodies are hereby authorized and
12 directed to take all actions necessary to carry out the intent and purpose of this Resolution including,
13 conducting open and public meetings in accordance with Government Code section 54953(e) and other
14 applicable provisions of the Brown Act.

15 Section 4. March 9, 2022. This Resolution shall take effect immediately upon its adoption and
16 shall be effective until the earlier of (i) February 19, 2022, or (ii) such time the FIRST 5 RIVERSIDE
17 COUNTY CHILDREN & FAMILIES COMMISSION adopts a subsequent resolution in accordance with
18 Government Code section 54953(e)(3) to extend the time during which its legislative bodies may continue
19 to teleconference without compliance with Section 54953(b)(3).

20 ADOPTED this 9th Day of MARCH 2022 by FIRST 5 RIVERSIDE COUNTY CHILDREN &
21 FAMILIES COMMISSION'S ADVISORY COMMITTEE, by the following vote:

22
23 YES:

24 NO:

25 ABSENT:

26 ABSTAIN:

2. Election of First 5 Riverside County Advisory Committee Chair and Vice Chair -
Ronak Patel, Deputy County Counsel and Tammi Graham, Executive Director

3. Executive Director Updates - Tammi Graham, Executive Director

4. Advisory Committee Comments - Chair

C. Public Comments (for items not listed on the agenda) – Chair

D. Consent – Chair

1. Approve First 5 Riverside County Advisory Committee Draft Meeting
Minutes - September 29, 2021 Meeting

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**Riverside County Children & Families Commission
Advisory Committee Regular Meeting Minutes
Wednesday, September 29, 2021, 10:00 AM**

**First 5 Riverside ZOOM
585 Technology Court
Riverside, California 92507**

Advisory Committee Present: Annette Webb, Kari Middleton-Hendrix, Erika London, Malinda Margiotta, and Jennifer Briseno

New Advisory Committee Members Sworn In: Stephanie Garthwaite, and Dr. Viola Lindsey

Legal Counsel: Ronak Patel, County Counsel

Administrative Staff Present: Barbara Andrade DuBransky, Deputy Director of Programs; Lynn Stephens, Commission Coordinator, Jill Kowalski, Administrative Services Officer, Cori Robinson, Administrative Secretary II, Cindy Brandon, Administrative Secretary II, and Sean Pravica, Public Information Specialist

A. Call to Order – Annette Webb, Advisory Chair

1. Pledge of Allegiance – Kari Middleton-Hendrix, Advisory Committee Member
2. Roll Call -- Cori Robinson, Administrative Secretary II

B. Public Comments (for items not listed on the agenda) – Annette Webb, Advisory Chair

None

C. Commission and Advisory Committee Business – Annette Webb, Advisory Chair

Oath of Office for new Advisory Committee members - Administered by Lisa Wagner, Clerk of the Board.

Ms. Wagner read the Oath of Office to new Advisory Committee members Dr. Viola Lindsey and Stephanie Garthwaite. Chair Webb welcomed the new Advisory Committee members and read their bios.

Viola W. Lindsey, MSW PhD is the new District 1 representative. She has spent more than 40 years delivering social services in the Inland Empire as a social services worker/supervisor for the county's Department of Public Social Services. She is an Associate Professor of Social Work at California Baptist University and previously served as Assistant Professor of Social Work at Loma Linda University, where she graduated. She is a Blueprint for Volunteer Diversity Trainee. She has lived in Riverside County for 45 years, is married, and has a daughter.

Stephanie Garthwaite will represent District 5, where she is the 5th District Legislative and Policy Advisor for Health and Human Services and oversees public social services (CPS, APS, First 5, Foster Care, CalFresh/SNAP, CalWorks, Medi-Cal, IHSS, IHSS Public Authority and Office on Aging), child support, health/community clinics (Behavioral Health, Public Health, FQHC's) and Correctional Health. Stephanie is passionate about creating opportunities to improve systems and to connect community resources with the families we serve. She has spent the majority of her professional career working as a public steward and has more than 16 years of experience working for the Department of Public Social Services (Children's and Adult Services/IHSS) and the District Attorney's Office. She was also an advocate for Riverside County at the State level for nearly 8 years, overseeing legislation and community outreach with the California State Assembly and implementing new regulations and audit mandates as part of the California Department of Public Health.

3. Advisory Committee Comments - Annette Webb, Advisory Chair

None

4. Information Only- Executive Director Updates

Chair Webb reported the Executive Director Updates provided by Tammi Graham, Executive Director, are available in BoardBook for review.

D. Presentations/Information – Annette Webb, Chair

- 1. Barbara Sinatra Children's Center Presentation - Araceli Martinez, M.A. LMFT, Clinical Programs & Outreach Director**

Ms. Martinez was introduced by Ms. Andrade DuBransky, who shared how she and Ms. Graham had the opportunity to learn about the work that Ms. Martinez does at the Barbara Sinatra Children's Center, and how the center is the type of organization that F5RC is looking forward to developing a partnership with through the Family Resource Centers.

Ms. Martinez presented a slide show about the Barbara Sinatra Children's Center. The center functions as a Child Advocacy Center, although most individuals in Riverside County know the center as a mental health and behavioral health institution, which provides a broader array of services. As a child advocacy center, they provide a safe and supportive place where abuse concerns can be explored by a team of professionals that investigate cases of reported abuse and cases where children may have witnessed a violent crime.

The Barbara Sinatra Children's Center has been around for over 35 years and works in partnership with the Riverside County Child Assessment team (RCCAT), which works closely with the county's District Attorney's office, social workers, law enforcement, and other professionals who investigate cases of child abuse and neglect.

The Center offers the following services:

- a. Forensic Interviews: Children are brought in with concerns of abuse and neglect, usually physical abuse and sexual abuse, where law enforcement is involved, along with a team of professionals who specialize in forensic interviewing.
- b. Medical Services: There is a forensic doctor who performs medical exams on children who are brought in when there is suspicion of abuse and neglect.
- c. Family Advocacy: The role of the advocate at the center is to help connect families with needed resources in the community.
- d. Mental Health Services: Consists of 6 clinicians (3 are bilingual) and a ~~psych~~ on site.
- e. Referrals: Clients are referred to the center by multiple referral sources, primarily through the Forensic Department, when children are assessed and evaluated at the center by the forensic team where they are immediately referred for a medical exam, if necessary, and to mental health services.
- f. Other referral sources are:
 - Law Enforcement
 - DPSS/CPS
 - Community Partners
 - Educators and Teachers
 - Medical Providers
 - Self-Referred - the center takes anyone who calls in or walks in with concerns
- g. Outreach Program: This is how the center focuses on their mission and where they can educate and bring awareness to the community, partner agencies, families, community partners, and children about child abuse. This is done as part of the www.fightchildabuse.org national campaign ~~held~~ in 2015 by experts in the field of child abuse. These experts developed a video series to educate children about general safety and what to do to keep themselves safe and what they should know if they are ever confronted with an unsafe situation. The program was developed and scripted by child advocates, psychologists, and national scholars to provide the ~~best~~ information related to outreach and prevention to educators and parents.
- h. Video Series: Ms. Martinez presented a short video on The Protect Yourself Rules (Safe and Un-Safe Touch) for children K- 3rd and 4th- 6th grades that are available to the public for free.

2. First 5 Riverside County Annual Champion for Children Award – Presenter- Sean Pravica, Information Specialist

Mr. Pravica presented a slide show and provided background on the F5RC Annual Champion for ~~the~~ Award, which is in its third year. He presented the nomination timeline and the award r for each year. The award recipients are chosen from the Advisory Committee's recommendation and approved by the Commission. The award recipients are as follows:

- a. 2020 – Carmela Garnica, Early Child Care Director in Blythe
- b. 2021 – Desiray Taylor, Early Child Care Director in Perris

Award Criteria:

Mr. Pravica reviewed the criteria to be nominated for the award. Past awardees were chosen because they are pillars of their communities, are well-known, responsive to parents and families and really looked out for the well-being of children.

The criteria for the Champion for Children Award are to recognize, honor and bring awareness to people in organizations whose leadership and advocacy embodies the vision of First 5 Riverside County. The Champion will embody one or more of F5RC goal areas. Nominations can be made by anyone anywhere (including Advisory Committee Members).

Award Timeline:

- September 30, 2021, through December 31, 2021: Nominations will be accepted. This will help ensure F5RC gets the word out and gives the community ample time to submit their nominations. The announcement and application will be shared through and, social media, F5RC website, public access channels and partner agencies.
- January 6-13, 2022: Advisory Committee members will receive nominations for review.
- January 13, 2022: Deadline for Advisory Committee members to forward one recommendation to the Advisory Chair.
- January 19, 2022: Advisory Committee Meeting: Advisory Committee selects one nominee for the Commission's final approval.
- January 26, 2022: Commission approves 2022 Champion for Children recipient. Champion is notified and asked to attend the March 9 Commission meeting.

- 3. Information Only-** First 5 Riverside County Advisory Committee 2022 meeting schedule Chair Webb said the 2022 Meeting schedule is available in BoardBook, as the schedule is to be received and filed.

E. Consent – Annette Webb, Chair

1. Approve Draft Advisory Committee Minutes – July 14, 2021, Regular Advisory Committee Meeting

Advisory Member London moved to approve consent item as presented. Advisory Member Margiotta seconded the motion. Cori Robinson, Administrative Secretary II, called roll..

***Ayes:** Webb, Margiotta, Middleton-Hendrix and London.*

***Abstain:** (Chair Webb noted for the record)*

- Dr. Viola Lindsey -- new member
- Stephanie Garthwaite – new member
- Jennifer Briseno -- not in attendance for July 14, 2021, meeting

Motion Carried.

F. Presentations/Actions Items- Annette Webb, Chair

1. First 5 Riverside County Draft Communications Plan Recommendations Review- Sean Pravica, Public Information Specialist

Mr. Pravica provided an overview of the F5RC 2022 Communications Plan, included in today's meeting packet. He highlighted key areas, including feedback received of the plan, the communication plan feedback form to be used for comments, the use of social media, and the process for the Commission to approve the Plan.

G. Future Agenda Items:

1. First 5 Riverside County Annual Chair and Vice-chair Election Process
2. First 5 Riverside County Annual Champion for Children Award Recipient Nomination

H. Adjournment: Adjournment at 10:54 a.m. to the next Regular Meeting of the Riverside County Children and Families Commission's Advisory Committee to be held on January 19, 2022, beginning at 11:00 a.m. at:

Riverside County Children and Families Commission Office
585 Technology Court
Riverside, CA 92507

Minutes Recorded by Cori Robinson, Administrative Secretary II

DRAFT

E. Presentations/Action Items – Chair

1. **22:02:** Review and Approve Nomination for First 5 Riverside County Champion for Children Award Recipient Recommendation - Chair and Jill Kowalski, Administrative Services Officer

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AGENDA ITEM: 22-02
DATE OF MEETING: MARCH 9, 2022
ACTION:
INFORMATION:

REVIEW AND APPROVE NOMINATION FOR 2022 CHAMPION FOR CHILDREN AWARD RECIPIENT

SUMMARY OF REQUEST

Review the Champion for Children nominations received and approve one nominee to submit to the Commission for consideration and approval as the First 5 Riverside County 2022 Champion for Children Award recipient.

BACKGROUND

First 5 Riverside County's Champion for Children Award was created to honor and bring awareness to people and organizations whose leadership and advocacy embody the vision of First 5 Riverside County, where 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 Commission approved the establishment of the Champion for Children Award and selection criteria, as recommended by the Advisory Committee, in September 2019. Since then, an annual process is conducted for the Advisory Committee to receive and review nominations and select their recommendation to forward to the Commission for approval.

A call for nominations was released in November 2021 and promoted countywide with news releases, posts on social media and local public access channels, along with email messages to First 5 funded agencies, stakeholders and supporters. The nomination window was extended through February 18 to solicit additional nominations. A total of three (3) nominations have been submitted during the nomination period (see link to nominations below). The slate of nominees was sent to the Advisory members for their individual review in preparation for consideration of one nominee to recommend to the Commission for approval.

Upon approval by the Commission, the *2022 Champion for Children* will be recognized at a Riverside County Children and Families Commission meeting, on the First 5 Riverside County website and social media. The recipient will receive a recognition award (costs not to exceed \$100) and a sponsorship (based on Commission policy) of up to \$1,000 in their name given to support a community event of their choice.

2022 Champion for Children nominations received:

1. First 5 Riverside County received nominations for a total of **three individuals**. The Advisory Committee received a Nominee eligibility checklist (matrix) that gives a broad overview and verification of each nominee to meet the award eligibility requirements and
2. **Submitted Nomination forms** and a scoresheet for each Advisory Committee member to complete.

RECOMMENDED ACTION

That the Advisory Committee:

1. Review and select one nominee to forward to the Commission for consideration and approval as the 2022 First 5 Riverside Champion for Children Award recipient.

ATTACHMENT

Nominee Matrix

2. **22-03:** Review and Recommend for Presentation to the Commission
the First 5 Riverside County Communications Plan - Sean Pravica, Public
Information Specialist

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AGENDA ITEM: 22-03
DATE OF MEETING: MARCH 9, 2022
ACTION:
INFORMATION:

**REVIEW AND RECOMMEND FOR PRESENTATION TO THE COMMISSION THE
FIRST 5 RIVERSIDE COUNTY COMMUNICATIONS PLAN**

SUMMARY OF REQUEST

Review and recommend the F5RC 2022 Communications Plan be forwarded for presentation to the Commission at the next regular meeting scheduled May 11, 2022.

BACKGROUND

F5RC outlined communication goals and expected results in the Strategic Plan Fiscal Years 2018-2023, as approved by the Commission. In addition, F5RC is currently undergoing a period of service and staff expansion through its partnership with the Department of Public Social Services in support of the Family Resource Centers. This expansion requires an audit of branding and communication strategies organization-wide to ensure that all internal and external stakeholders clearly understand the mission, vision, and work done by F5RC and the Family Resource Center network.

A Commission-approved communications plan will align with the current Strategic Plan and support emerging strategies and goals connected to the branding and communications audit. It will also reinforce guiding principles, provide key messaging about the organization, investments, and the family resource centers as well as detail current strategies to serve as a clear communications reference for all internal and external stakeholders.

F5RC updated the 2022 Communications Plan based on feedback provided by the Advisory Committee after their review.

HISTORY

September 9, 2015 – Information Item Communications Plan for Fiscal Years 2014-2015

Communication Goals Detailed in the Strategic Plan

- 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.

Communication Results Detailed in the Strategic Plan

- 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.

RECOMMENDED ACTION

That the Advisory Committee:

1. Recommends the F5RC 2022 Communications Plan be forwarded for presentation to the Commission and the next regular meeting scheduled May 11, 2022.

ATTACHMENTS

1. First 5 Riverside County 2022 Communications Plan Revisions
2. First 5 Riverside County 2022 Communications Plan

Communications Plan Revisions

Advisory Committee

Page Number, Change Needed	Change Made
<p>Page 4: Under Internal Guidelines – the line about FRC staff using the flyer template to create flyers was not current as there is not a flyer template yet. This will relate to the FRC branding audit that’s already in the goal section. Moved flyer template reference to the Goals section for FRCs.</p>	<p><u>Previous sentence:</u> F5R staff at the FRCs may be asked to create flyers for events hosted at the FRC locations, including by partnering organizations. Staff may use the F5R flyer template to create flyers. Style guide standards should still be followed.</p> <p><u>New sentence:</u> F5R 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.</p>
<p>Page 11: Ready4K not included.</p>	<p>Added Ready4K description.</p>
<p>Page 13: HeRCARe not included. ECOHA placed in Resilient Families section.</p>	<p>Added HeRCARe description and moved ECOHA description under comprehensive Health and Development.</p>
<p>Page 14: Blindness Support partnering agency not listed. All other programs list who partners to operate program.</p>	<p>Added “Blindness Support is provided by Blindness Support Services, Inc.” to program description.</p>
<p>Page 15: Parents as Teachers not included.</p>	<p>Added Parents as Teachers description.</p>
<p>Page 16: Needed to include Diversity statement per Advisory after their review</p>	<p>Added Diversity Statement and Commitment to REDI</p>
<p>P. 22: Per edit on page 4, moved sentence regarding FRC flyer template to goal area for FRCs.</p>	<p>Added goal bullet for FRC flyer template.</p> <p><u>New sentence:</u> 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.</p>
<p>P. 24: No back cover</p>	<p>Added back cover to conclude report; addresses and phone numbers of each F5RC site</p>

Additional notes:

Adjusted the formatting per the Advisory after their review to make the report more readable and to have fewer gaps in some sentences due to center rather than left-justification.

Previous version was 21 pages, revised version is now 24 pages as it includes the above changes. Addition over several program descriptions, diversity statement, and back cover led to page increase.

 **FIRST 5**
Riverside County
Children & Families Commission



COMMUNICATIONS
PLAN



2022





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 and 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 its 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 2018-2023 Strategic Plan](#), the communications plan should be reviewed and updated regularly to match the pace of evolving communication strategies today.





GUIDING PRINCIPLES

F5RC stated 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 has the 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 will distribute appropriately formatted press releases. All press releases will have to be 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 will determine if the logo is approved to be shared according to the request and will be responsible for distributing it.
- Updates and changes to the F5RC website must be requested through the Public Relations staff who oversee the website.



- 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 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 of information

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, the way 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 F5RCC 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.
- The most rapid period of brain growth occurs in the first 5 years of life, with nearly 90% of brain development occurring by age 5. This growth happens in response to a child's experiences in the early years. Investments in these early years are 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) are partnering to financially support the Riverside County-operated Family Resource Centers (FRCs) and to support the creation of 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 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 effective 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 (QSRC) helps early learning programs improve their quality. Quality Start provides opportunities for early educators to receive training, access professional development, and, ultimately, raise the quality of their programs. It also

helps to increase access to high quality services and resources to better support families and children.

Quality Start supports high quality early learning environments by:

- Establishing standards of quality for early learning programs.
- Measuring programs using these standards.
- Offering coaching, training, and professional development opportunities to early educators.
- Giving parents and caregivers resources to find high quality programs for their children.

Utilizes the Quality Rating Improvement System (QRIS) effort for Riverside County. QRIS is a statewide approach to rating and supporting early childhood program settings, classrooms, and family child care homes. The QRIS uses a tiered-matrix to identify and assign a quality rating based upon assessments and program features focusing on three core elements of program quality:

- Child Development and School readiness
- Teachers and Teaching
- Program and Environment



F5RC Hybrid Alternative Payment Program (RHAP) Quality Early Learning - First 5 Initiative

F5RC funds early learning scholarships for low-income children 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 based on provider QSRC tiered rating.

Raising a Reader Quality Early Learning - Child Literacy



A program which promotes 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. In partnership with Inland SoCal United Way.



Reach Out and Read - Inland Empire Quality Early Learning - Child Literacy



A school-readiness program that gives young children a foundation for success 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.



Early Talk (LENA)

Quality Early Learning - Early Language



LENA technology measures the early language environment of children ages 0-5, which is the critical time to improve school readiness. The technology offered by LENA consists of a compact digital recorder in a vest that a child can wear comfortably, software that turns the recording into data and a cloud-based system for managing the data. Feedback from LENA helps parents and caregivers increase the quantity and quality of interactive talk.

There are three types of LENA Programs available based on the individual interacting with the child:

- **LENA Start:** Builds school readiness and strengthens families with children 0-3 years of age with parent-group classes through community programs.
- **LENA Home:** Targets and supports home visiting programs and is implemented with parents with children 0-3 years of age within these settings. Currently implemented with existing families in Safe Care and Nurse Family Partnership home visitation programs.
- **LENA Grow:** Supports early childhood educators to improve teacher-child interaction in the classroom serving infants, toddlers, and preschool children. Currently implemented with participating QSRC Family Child Care Home and center-based providers.

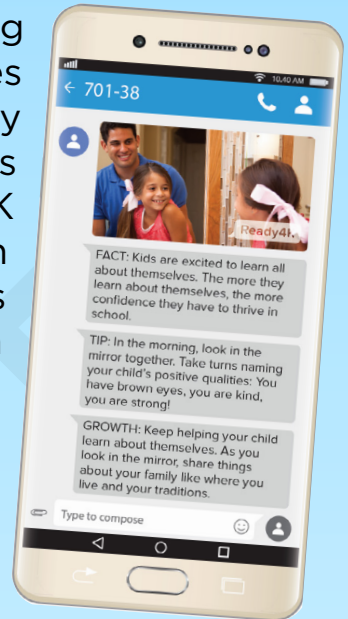


Ready4K

Quality Early Learning - Early Learning

Ready4K

A research-based text messaging program for families with children ages 0-5. Parents receive 3 texts weekly with fun facts and tips on ways to boost their children's learning and prepare them for kindergarten. Ready4K tips build on daily routines, like getting dressed, bath time, or preparing a meal. Messages match the child's age. Parents who enroll also receive event and program updates from First 5 Riverside County.



Parents can join by texting "F5RC" to 70138. There is no cost to enroll, however data & message rates may apply. Text messages are available in English and Spanish.

Help Me Grow Inland Empire

Comprehensive Health and Development - Developmental Screenings



LOMA LINDA UNIVERSITY
CHILDREN'S HOSPITAL

A public-private partnership to build an efficient early childhood network that promotes the healthy development of children. Creates a centralized access point to connect with specialized professionals following an early physical and behavioral health screening. Focuses on connecting existing resources and identifying critical early intervention and service gaps to improve the system of supports. Help Me Grow

Inland Empire is not a program, but rather a mechanism for aligning services in a more systematic way for improved access. In partnership with First 5 San Bernardino and Loma Linda University.



SET-4-School

Comprehensive Health and Development - Behavioral Health Support

Provides behavioral health screenings and therapy for children ages 0-5. Services offered include:



**Riverside
University**
HEALTH SYSTEM
Behavioral Health

- **Parent-Child Interaction Therapy (PCIT):** Evidence-based parent-child treatment program which assists caregivers of children with behavioral problems by promoting positive parent-child relationships and interactions while teaching effective child management skills.
- **Teacher-Child Interaction Training (TCIT):** School-based variant of PCIT wherein the relationship enhancement, disciplinary techniques, and findings of PCIT are utilized to help teachers manage behavior challenges in the classroom.
- **Trauma Focused Cognitive Behavioral Therapy (TF-CBT):** Treatment which utilizes trauma-sensitive, developmentally appropriate play-based interventions with young children who are experiencing significant emotional and behavioral difficulties related to traumatic life events.
- **The Incredible Kids (IK):** Interventions for reducing children's aggression and behavior problems and increasing social competence at home and at school. Both parent and child components are offered.
- **Positive Parenting Program (Triple P):** Practical strategies to help caretakers confidently manage their child's behavior, prevent problems from developing, and build healthy relationships.

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.

Families must reside in Eastvale, Murrieta, Riverside, Corona, French Valley, Palm Desert or Cathedral City for no-cost lessons. Swim lesson scholarships are also available through the cities of Jurupa Valley and Temecula.



Early Childhood Oral Health Assessment (ECOHA) **Comprehensive Health and Development - Dental Health**



The ECOHA is an electronic survey 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 electronic tool to support home visitors in managing their care of families. Home visitors then provide oral health education to families and refer them to dental care, as needed.

HealthySteps

Comprehensive Health and Development - Developmental Screenings



Pediatric primary care program which includes a Specialist that connects and guides families during and between well-child visits. Specialists are trained to provide families with parenting guidance, support between visits, referrals and care coordination, all specific to their needs. Specialists offer developmental, behavioral, social, and emotional screenings.



Participating partner agencies, Borrego Community Health Centers, 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.



Blindness Support Resilient Families - Home Visiting



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.

Safe Care Resilient Families - Home Visiting



This program provides support and linkage to services for families with children 0 to 17 who have come to the attention of Child Protective Services (CPS) for child maltreatment. Trained Family Support Specialists work together with CPS to



assess families who are in need of community support and assistance. Assessment focuses on the family’s unique strengths and needs. The program is designed to help families break the cycle of CPS involvement without removing children. The goal is to reduce the risk of future CPS involvement and provide unique family interventions that allow the family to move forward independently and productively and avoid future CPS investigations. Provided by the John F. Kennedy Foundation in the Coachella Valley region and by the Family Services Association in the Riverside region.

Home Instruction for Parents of Preschool Youngsters (HIPPI) Resilient Families - Home Visiting



Provides learning activities for children ages 3 and 4 in preparation for kindergarten. Parents partner with home-based educators to learn



age-appropriate activities. Families must reside within the Jurupa Unified School District.

Nurturing Parent Program

Resilient Families - Home Visiting



Intensive case management services designed to support families at risk of re-entering the child welfare system. The Nurturing Parenting Program provided by Parentz@Work is recognized by SAMHSA, (Substance Abuse and Mental Health Services) NREPP (National Registry of Evidence-Based Programs and Practices) and other certifying agencies as proven, evidence based programs designed for the prevention and treatment of child abuse and neglect.

Nurse Family Partnership

Resilient Families - Home Visiting



An in-home parenting program 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 training in 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.

Parent-Child Home Program

Resilient Families - Home Visiting



Focuses on school readiness for children 16 months to 2 years of age and building positive child-parent interaction. Home-visitors work one-on-one with families providing visits twice a week during the school year. Includes building parent-child verbal and non-verbal interactions, development of pre-literacy skills, and positive parenting skills and engagement. Provided by the Jurupa Unified School District.

Parents as Teachers (PAT)

Resilient Families - Home Visiting



For families with children 0-2 years old. Increases parent knowledge of early child development through one-hour home visits once a month. Also provides child screening for detection of developmental delays. In order to be eligible for PAT, families must be receiving or must be eligible for CalWORKs. Provided by the Jurupa Unified School District.



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)

F5RCC 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, F5RCC 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, Twitter 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; press releases must be approved by the executive management team.
- **Media Advisories:** F5RC hosts public events that may be newsworthy for the community. In coordination with the Riverside County Public Information Officer, 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: <https://rccfc.org/Partners/Promote-and-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 encourages 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 include retractable banner signs to be displayed at FRCs and partnering agencies where applicable, 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 orders promotional and print materials and is responsible for tracking their distribution rates. Requests for these materials for promotional use must be made to them, excluding program-specific materials staff distribute relating to a F5RC investment or service.

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 boosted and promoted posts

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



New Branding Guidelines



F5RC is currently undergoing a period of service and staff expansion through its partnership with the Department of Public Social Services in support of the Family Resource Centers. This expansion requires an audit of branding and communication strategies organization-wide to ensure that all internal and external stakeholders clearly understand the mission, vision, and work done by First 5 Riverside and the Family Resource Center network.

To achieve updated branding guidelines to reflect the organization's expanded scope of services, F5RC will:

To achieve updated branding guidelines to reflect the organization's expanded scope of services, F5RC will:

- 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 assess public awareness and expectations of F5RC's impact in the community
- Revise Style Guide to reflect findings from marketing consultant branding audit and focus groups
- Create a flyer template for use by other staff as needed which reflects revised style guide
- Publicize updated branding efforts through media engagement and all other available forms of communication with the public

All updated branding changes will require approval by the Executive Director and by the Commission where applicable.





Website Redesigns

Riverside County Information Technology (RCIT) migrated the F5RC website away from its former server to a more secure county server in 2020. In addition, the site transitioned to be run through the Dot Net Nuke (DNN) content management system (CMS). While the newly migrated site is an improvement from the version that was running in previous years, further improvements are still needed to create a more modern and public-facing website. RCIT will again migrate the F5RC website in 2022 to a new server and CMS, allowing for a full assessment of the site as it appears and operates currently to create a more user-friendly experience.

In addition to the F5RC site, the QSRC website is also being migrated to a new server and CMS. Similar to the F5RC website, the QSRC website also requires modernization and an improved structure to be more accessible to its users.



Lastly, while there are pages dedicated to the FRCs on the F5RC website, a microsite to be more fully devoted to the FRC network will be necessary. RCIT also has the capability to create a microsite for the FRCs.

The Public Relations team will work with RCIT to assess the needs of the F5RC website and will utilize information provided by the Marketing Consultant to inform its design based on the available templates provided. The Public Relations team will also work with RCIT, QSRC and RCOE staff to assess the needs of the QSRC website. The Public Relations team will work with RCIT and the F5RC FRC staff to design and launch a microsite dedicated to the FRCs.

To successfully redesign the organization's websites, F5RC will:

- 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
- Revise look and navigational quality of the QSRC website



Increase Promotional Campaigns for FRCs

As the new branding work is implemented on behalf of the FRCs, greater attention will be required to successfully promote them and their services across Riverside County through the FRC network. This will involve promotional efforts including media engagement and advertising strategies.



New branding of the FRCs will include:

- Billboard advertisements to increase awareness of the FRC locations throughout Riverside County
- 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
- Paid and unpaid advertising campaigns to be designed and ordered by F5RC with support by the Marketing Consultant
- Focus groups around FRCs to be conducted in the community through the Marketing Consultant
- The newly designed FRC logo to be promoted broadly and will be updated on any material where the FRC logo appears
- 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.

All updated branding changes will require approval by the Executive Director





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 its 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.



**Riverside Administration Office and
Family Resource Center**

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

Perris Valley Family Resource Center

2055 North Perris Boulevard, Suite C-1
Perris, CA 92571
(951) 443-1158

Mead Valley Family Resource Center

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

Desert Hot Springs Family Resource Center

14201 Palm Drive, Suite 108
Desert Hot Springs, CA 92240
(760) 288-3313

Mecca Family and Farmworkers' Service Center

91-275 66th Avenue, Suite 100A
Mecca, CA 92254
(760) 863-7860

F. Future Agenda Items:

1. First 5 Riverside County Policy Updates
2. First 5 Riverside County Budget Updates
3. First 5 Riverside County Program Updates

G. Adjournment: Adjournment to the next Regular Meeting of the Riverside County Children and Families Commission Advisory Committee to be held on May 11, 2022 beginning at 11:00 a.m.at:
Riverside County Children and Families Commission Business Office
585 Technology Court
Riverside, CA 92507

Conflict of Interest: Any person, or group of persons present at this meeting, who wish (es) to speak on a matter may be required to state for the record any contributions, in excess of \$250.00 made in the past (12) twelve months, made to any Commission member, the Commission member receiving the contribution, and the matter of consideration with which they are involved.

Agenda Posting: Agendas will be posted at the Clerk of the Board of Riverside County and the Commission Business Office.

All public record documents for matters on the open session of the Agenda are available for inspection at the meeting listed in this Agenda, and at the following location beginning three (3) days prior to the meeting date:

**Riverside County Children and Families Commission
585 Technology Court
Riverside, CA 92507**

If a public record document that relates to a matter on the open session of the Agenda is distributed less than 72 hours prior to the meeting date, the public record document shall be available for inspection, at the same time it is distributed, at the address listed above. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, as required by Section 202 of the Americans with Disabilities Act of 1990.

