

SPECIAL MEETING NOTICE

FIRST 5 SAN MATEO COUNTY COMMISSION MEETING

DATE: Friday March 31, 2017
TIME: 10:00 AM – 2:00 PM
ADDRESS: 1700 S. El Camino Real,
 Miller Ream Conference Room, 1st Floor
 San Mateo, CA 94402

AGENDA	
1. Call to Order and Roll Call	Rodriguez
2. Public Comment	Rodriguez
3. Overview of F5SMC Key Communications Tool – Using the Message Map to Develop Stories (See Attachment 3)	RSE
4. Discussion: Brand Management	RSE
5. Social Media Engagement	RSE
6. Communication Opportunities	RSE
7. Meeting Review	RSE
8. Adjourn	Rodriguez

Public comment: Public comment in a special meeting is limited to comment on the agenda items being discussed in the special meeting. Persons wishing to address a particular agenda item should speak during the public comment portion of the meeting or during that agenda item. If you have anything that you wish to be distributed to the Commission and included in the official record, please hand it to Chonne Sherman who will distribute the information to the Commissioners and staff. Speakers are customarily limited to two minutes, but an extension may be provided to you at the discretion of the Commission Chair.

Public records that relate to any item on the open session agenda for a regular or special Commission meeting are available for public inspection. Those records that are distributed less than 24 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the Commission. The Commission has designated the First 5 San Mateo County office located at 1700 S. El Camino Real, Ste. 405, San Mateo CA, 94402, for making those public records available for inspection. The documents are also available on the First 5 Internet Web site at www.first5sanmateo.org.

IN COMPLIANCE WITH THE CALIFORNIA GOVERNMENT CODE AND THE AMERICANS WITH DISABILITIES ACT: First 5 San Mateo County Commission meetings are accessible to individuals with disabilities. Contact Chonne Sherman at (650) 372-9500 x232, or at csherman@smcgov.org as soon as reasonably possible prior to the meeting, if (1) you need special assistance or a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting; or (2) you have a disability and wish to receive the meeting notice, agenda packet or other writings that may be distributed at the meeting in an alternative format. Notification in advance of the meeting will enable First 5 San Mateo County to make reasonable arrangements to ensure full accessibility to this meeting and the materials related to it.

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DATE: March 31, 2017
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Overview of F5SMC Key Communications Tool – Using the Message Map to Develop Stories

ACTION REQUESTED

Overview of F5SMC Key Communications Tool – Using the Message Map to Develop Stories

DEVELOPING STORIES

In preparation for this agenda item, Commissioners and Staff should review the Message Map **(See Attachment 3A)** and write-up three stories that illustrate three different points on the map. The stories can be brief 3-6 sentences each, but they should provide a concrete example of that message point.

For example, for the message point that reads “We provide financial and technical support to evidence-based and promising programs in childhood health, early learning and family engagement,” one story might say: “F5SMC continues to fund the Virtual Dental Home Program, which is a partnership with the Ravenswood Family Health Center. More than a thousand children in San Mateo County have been served by the Virtual Dental Home Model since 2012. It is on target to serve 600 children ages 1 through 5 this year in San Mateo County. This would not be possible without the funding that F5SMC provides.”

The stories can be handwritten or typed, but please be aware that RSE will collect the stories at the end of the session to use in future projects.

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WHAT WE DO

WHAT WE DELIVER

WHY WE MATTER

ATTRIBUTES

- We collect and analyze data to understand the current environment.
- We create networks to share knowledge, leverage resources and generate awareness.
- We provide financial and technical support to evidence-based and promising programs in childhood health, early learning and family engagement.

- We inform partners, providers and policymakers of the changing landscape and arm them to take action.
- We build needed infrastructure to support our investments and develop broad-based coalitions to drive change.
- We diversify our funding to strengthen what's already working, fix what's not and to ensure equity for all.

- We are determined to see the youngest among us reach their greatest potential.
- We focus our resources and everyone's attention on how we can best serve this population.
- Together with our partners, we are transforming the early childhood system and guaranteeing better outcomes.

- We assess and address the complex and evolving issues around early childhood development.

- We mend the gaps in service, knowledge, access and policy.

- The future is in our hands and we take that responsibility seriously.

First 5 San Mateo County...

...is entrusted with the strategic investment of nearly \$7 million of public dollars each year specifically earmarked to help children and families in our county succeed.

CORE ATTRIBUTE

So we...

... work on behalf of the more than 53,000 children ages 0-5 living here to ensure their every need is met, their families are supported and their future is a priority.

CORE BENEFIT

- We provide a clear and complete picture of our community.

- Through a holistic approach, we make life better now and lay a foundation for the future.

- We generate significant and lasting returns on the investment in our children.

BENEFITS

- Acknowledge the unique needs of our children and spotlight areas of greatest opportunity and concern.
- Establish collaborative partnerships, expand capacity and reach and empower community leadership
- Ensure good stewardship of the dollars and invest with confidence in the programs that will make a difference.

- Surround all families with young children with a support system that is easier to access, navigate and utilize.
- Assure services are being delivered to all children and that they are having an impact.
- Foster deeper understanding and inclusive decision-making at all levels, from parenting to policy.
- Create communities that share a sense of urgency on the issues and are motivated to take action on behalf of children.

- Children are healthy and ready to learn.
- Parents and caregivers are better able to care for their families.
- Families have access to the services they need through an expansive network of providers and partners.
- Effective programs in childhood health, early learning and family engagement grow and thrive.
- Everyone recognizes the importance of early childhood and embraces their role in helping children realize their potential.