

 **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

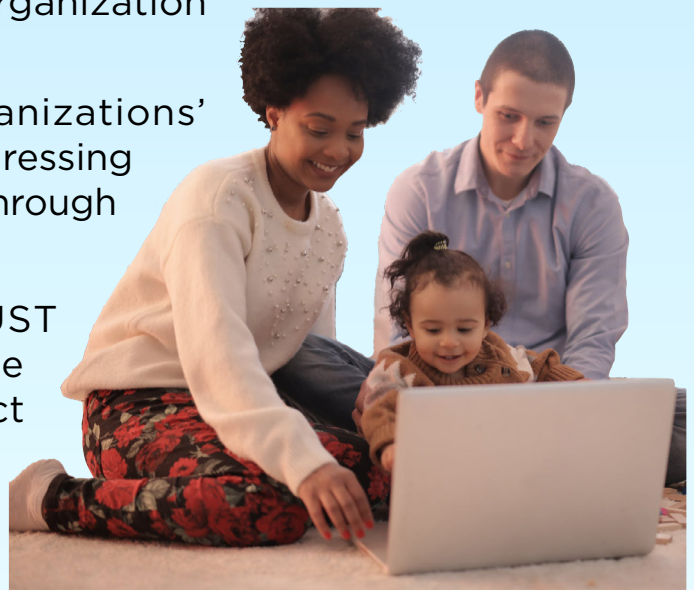
- The Public Relations staff will distribute appropriately formatted press releases. All press releases will have to be approved by the Executive Director prior to submission to media and communications contacts.
- The F5RC logo may be shared outside the organization but must be reproduced according 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.

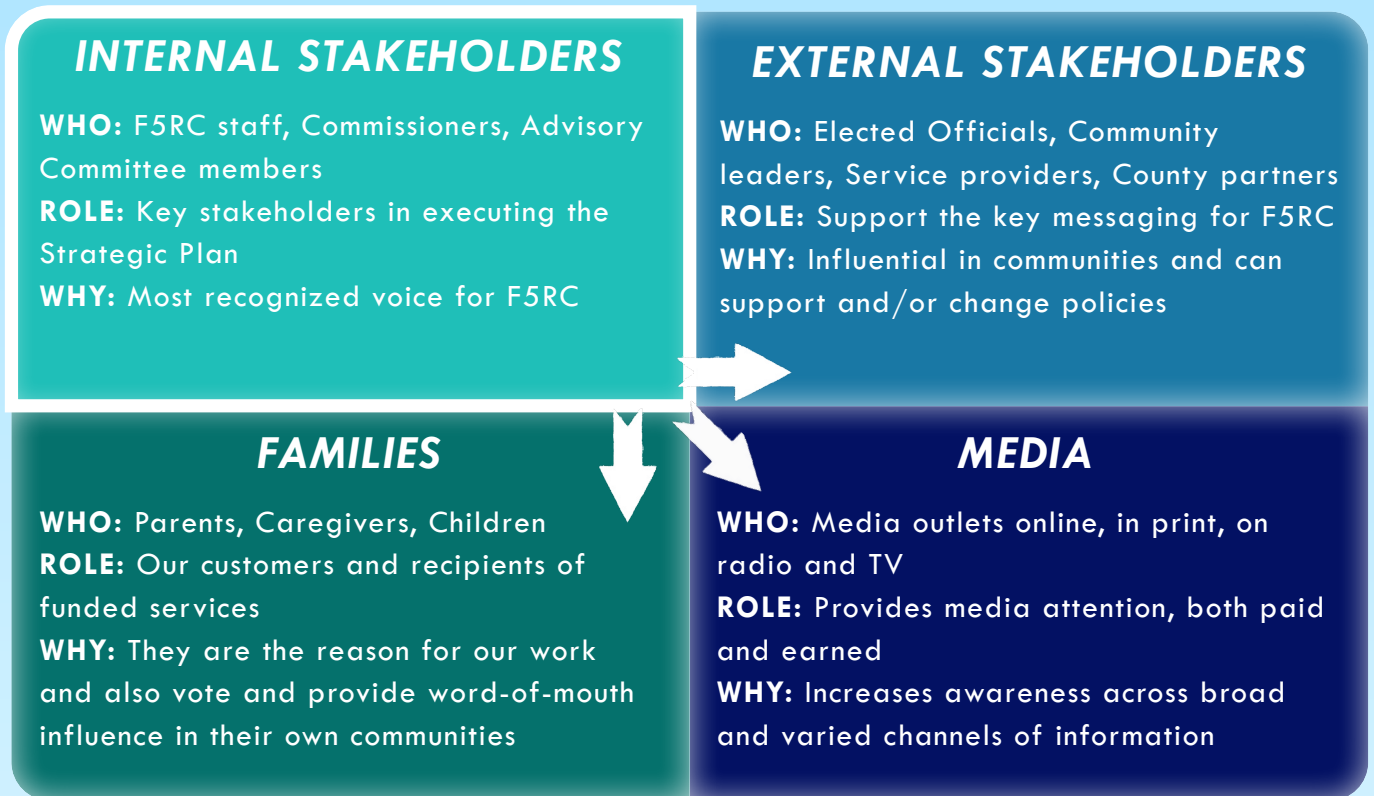
Internal Guidelines

- 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



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.



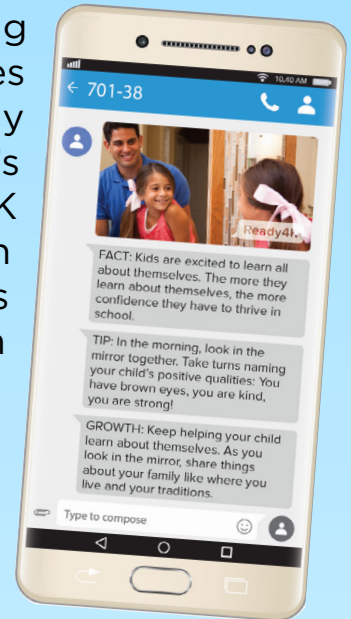
Ready4K

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.

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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 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.



**Riverside Administration Office and
Family Resource Center**

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

Mead Valley Family Resource Center

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

Desert Hot Springs Family Resource Center

14-320 Palm Drive
Desert Hot Springs, CA 92240
(760) 288-2854

Mecca Family and Farmworkers' Service Center

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