

# First 5 LA

**BACKGROUND** First 5 LA serves California’s largest and most diverse county, working to create and fund programs that ensure that the children of Los Angeles County—from prenatal through age 5—are healthy, safe, and ready to learn. At a critical early stage in the organization’s development, First 5 LA asked Cause Communications to help frame its initiatives, unify its aesthetics, and create several different campaigns to educate parents about the importance of the first five years of life.

**STRATEGY** We created several different multilingual public education campaigns utilizing mass media and community outreach across Los Angeles’s diverse ethnic groups and communities. We were able to quadruple the value of First 5 LA’s media buy through reduced rates, bonus spots, community events, public relations opportunities, and online presence resulting from partnerships with the media. Additionally, we initiated partnerships with Barnes & Noble, SUBWAY, and Whole Foods to further First 5 LA’s mission.

**OUTCOME** The integrated campaigns and strategic grassroots efforts we worked on with First 5 LA helped position the high-profile organization for success, collecting over 600 million impressions and resulting in long-term strategic partnerships with FOX, Telemundo, Univision radio stations KLVE and KSCA, and many more. Calls to First 5 LA’s free and confidential parent helpline have increased by as much as 400% through the duration of our campaigns, and several of our campaigns have become blueprints for seven other Southern California First 5 Commissions.

“Cause is a true ally in our communications efforts. They provide the strategic insights we need to make our public education campaign a success!”

Carol Baker, Former Director of Public Affairs



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Family Guides

**TACTICS**

- Advertising
- Campaign development
- Communications consultation, audits, and plans
- Materials design and development
- Media relations, planning, and buying
- Multicultural marketing
- Digital media
- Research and analysis
- Strategic partnerships/collaborations