

**First 5 Placer Outcome Faire  
October 17, 2008  
Event Report**

**Event Overview**

On October 17, 2008 First 5 Placer held its 2008 Outcome Faire from 10 a.m. to 2 p.m. at the Westfield Galleria at Roseville. The interactive faire showcased 23 funded partner agencies whose programs enhance early brain development for children ages prenatal through five. These agencies also provide families with informational resources that focus on topics such as improved family functioning, improved child development, and improved child health and safety.



**The Faire was held in the Center Court at the  
Westfield Galleria at Roseville**

Partner booths displayed information about services and resources available to families and children. This year each funded partner, plus the Children’s Health Initiative and First 5 Placer, displayed a custom poster describing their services or resources available to families and caregivers in Placer County and focused attention on the outcomes each program is working to achieve for families. The posters contained website addresses, phone numbers and the First 5 Placer logo and mission statement, showing each agency’s connection to the First 5 Partner Network.



Many booths also provided a fun activity or giveaway for people who visited them. For example, the Placer County Office of Education, CARES program offered kids a chance to spin a wheel to win an animal figure – zebras, elephants or giraffes. The Placer Nature Center featured leaf imprints for kids to make and take home, as well as stamps with animal tracks. Adding to the festive nature of the event, Tad Kitada from the Placer County Office of Education and his wife, Diane Kitada, played live music and sang.



## Media

A media advisory and press release were sent out to local print and television media outlets prior to the event. Print outlets included the Sacramento Bee, Auburn Journal, Roseville Press-Tribune, Placer Herald and Lincoln News Messenger. Television stations targeted included KCRA 3, Fox 40 and CBS 13. Additionally, the event was posted onto Gold Country Media's "Placeropolis" site, the *Sacramento Bee's Mom's Club* and *Sacramento Parent* magazine.

## Advertising

Print advertisements promoting the Outcome Faire ran in strategic Gold Country Media publications and PennySaver publications in Placer County for one week prior to the event. The Gold Country Media buy included 4-column by 6-inch black and white ads inserted twice in the *Auburn Journal* and once in the *Roseville Press-Tribune*, *Placer Herald*, *Lincoln News Messenger*, *Granite Bay Press-Tribune* and *Loomis News*. In addition, we garnered five front and five back cover insertions in the PennySaver, resulting in a circulation total of 94,000.

## First 5 Placer Presents the 2008 Partner Network Outcome Faire






**Friday, October 17th 10 a.m. – 2 p.m.**   
**at the Westfield Galleria at Roseville** Galleria at Roseville

- Listen to music
- Enjoy free children's activities
- Meet the First 5 funded Partners
- Learn about services for your child



**FIRST 5**  
PLACER  
Children & Families Commission

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Providing community resources that support families and encourage healthy brain development in children prenatal through age 5.

For more information please visit [www.First5Placer.org](http://www.First5Placer.org)

## Partner Comments

We surveyed the funded partners following the event, asking for feedback on their experience at this year's Faire, including number of visitors to their booth, thoughts on their custom poster, reaction to the event overall, and suggestions for next year's event.

Seventeen partners responded. For them, the benefits of attending the Outcome Faire were twofold: the ability to market their materials and resources to the public and to network with other First 5 funded partners.

*"It is always nice to interact with the community, show what our agency has to offer and has accomplished through our First 5 funded program, and connect families we meet at the Outcome Faire with needed resources,"* said Kathleen Shenk of the Child Abuse Prevention Council.

By their own counts, most had an average of 45 families stop at their booths, although some had anywhere from 75 – 100 visitors. Tom Grayson of Golden Sierra Life Skills told us three people signed up for his classes.

The custom-designed posters were unilaterally appreciated and enjoyed. Several partners remarked on the importance of showing each funded organization's connection to First 5 Placer.

*"Beautiful, awesome; helpful in our outreach,"* said a staff member from the KidZone Museum.

*"It was designed very well and created a consistency that helped people understand why we were there and what we do. I was able to explain the faire and let people know that they would find descriptions of each program on their First 5 sign. I thought it was a great way to tie each partner into the program,"* said Melissa Bower of McGruff Safe Kids Total ID System.

Kris Knutson, of Western Placer Unified School District, said simply, *"Awesome! I wish we had two!"*

Overall, the partners felt good about the location and layout of the event. Several asked for rectangular tables next year to allow more space for materials and to set up activities for kids.

Paula Westernen, of the UC Cooperative Extension Ready to Succeed program, offered this advice for next year's Faire, *"The partners should provide some sort of activity (not just a coloring sheet) and the event should be promoted as a family event. I have always found it to be more effective to get information to parents "through the back door." While their child is doing something fun and engaging, the opportunity is there to get them your information."*

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