

## DIGITAL MARKETING GRANTS

# San Diego Increases Engagement with Spanish-Speaking Parents Using Peachjar

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The San Diego Department of Child Support Services seeks to be inclusive to all members of its diverse community. According to the 2018 U.S. Census survey, the percentage of Spanish-speaking single parent households with child(ren) under 18 accounts for 42% of all single parent households in San Diego. However, only 10% of the child support caseload identify Spanish as their primary language. We saw this as an opportunity to re-evaluate our marketing strategy and found opportunities to enhance outreach and engagement with this population. Using digital media, we worked to raise awareness, change expectations, and increase engagement with Spanish-speaking populations within the county.

We began directly communicating with parents of school-aged children via Peachjar, a company that specializes in sending digital flyers to parents of K-12 students and has access to numerous school districts' lists of parent email addresses. This was the first time our office used mass email for outreach beyond case participants.

We created a variety of flyers in both English and Spanish to highlight events, general information, and specific services. By cross-referencing geographic, economic, and population statistics, we identified key areas where the flyers would most likely reach their target audience. We also carefully tailored the language and imagery in each flyer to address the needs of that community in the context of the child support program.

During the initial three-month test period, Peachjar distributed eight flyers to parents at nearly 200 schools for a total of 330,987 emails. For each distribution, we evaluated email analytics and new traffic to the website. By using Peachjar, the campaign achieved a 34% email open rate, a figure far exceeding the 21% industry standard for government emails. This impressive open rate may be because emails from schools are more familiar and trusted by parents. The flyers that received the most clicks were ones that included a list of services in plain language. Our website also received a 22% increase in Spanish-speaking visitors over the previous year, and we experienced modest but noteworthy growth of Spanish-speaking case openings and engagement.

Our office plans to continue using Peachjar's unique services, in conjunction with social media and our website, to create and maintain a complementary system of digital outreach.

## Increasing Awareness of Services through Digital Marketing

OCSE awarded \$2.2 million to 14 grantees through a two-year demonstration called **Using Digital Marketing to Increase Participation in the Child Support Program**. This is one of a series of articles featuring grantees using digital marketing innovations to reach and serve families more effectively.

For general information, contact OCSE project officers at [Michelle.Jadczak@acf.hhs.gov](mailto:Michelle.Jadczak@acf.hhs.gov) or [Melody.Morales@acf.hhs.gov](mailto:Melody.Morales@acf.hhs.gov).

